

PSABulletin

January / February 2009



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New National Campaign Launches for Veterans of Iraq and Afghanistan



▲ Print PSAs depict the isolation experienced by veterans of Iraq and Afghanistan, who represent less than 1% of the U.S. population.

The mental health consequences of combat threaten to overwhelm a new generation of veterans. The 1.7 million men and women who have served, or are currently serving, in Iraq and Afghanistan are facing an increased risk of mental health issues. Nearly 1 in 5 of those who have returned report symptoms of post-traumatic stress disorder or major depression, yet only slightly more than half have sought treatment, according to a RAND Corporation study released in April 2008. To help ease the transition and readjustment challenges facing veterans in their return home, the Ad Council and Iraq and Afghanistan Veterans of America launched a national multimedia campaign in November to coincide with Veterans Day. Created pro bono by BBDO New York, the PSAs aim to increase the number of Iraq and Afghanistan veterans who seek treatment for mental health issues by connecting them with other veterans with whom they can discuss the issues they face as they readjust to civilian life.

Audiences are directed to the first and only community exclusive to Iraq and Afghanistan veterans through a new social networking website at www.CommunityofVeterans.org, where they can listen, share their experiences and access resources.

Research shows that many veterans avoid seeking help because of the stigma around seeking treatment or being diagnosed with a mental health condition. However, when untreated, mental health conditions can cause or aggravate other debilitating problems such as unemployment, suicide, homelessness, substance abuse, divorce and child abuse.

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New Campaign Combats Hunger



Singer Toni Braxton and her Son Star in Autism Ads



PSAs and Publications Go Digital!



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▲ New TV spots feature two Iraq veterans and Purple Heart recipients who find each other after walking through desolate streets in New York City. As the two men shake hands, the city instantly comes alive, illustrating the power of connecting one veteran with another.

While World War II veterans represented 12% of the U.S. population, less than 1% of the current population has served in Iraq and Afghanistan. This contributes to the isolation veterans feel once they are home and makes connecting with other Iraq and Afghanistan veterans challenging. The new TV, radio, print, outdoor and web ads illustrate this isolation and conclude with the line, "We know where you're coming from."

The comprehensive website provides a range of information that can help veterans with transitional and readjustment issues, including a searchable database of national and local resources on topics such as jobs, education and health. A private online community fosters connections among veterans and allows them to communicate with each other. The website and private community were developed by BarkleyREI.

A complementary effort is launching in the coming months to engage the families and loved ones of veterans, emphasizing to them the importance of their role in the process in beginning a discussion with their veterans about the mental health issues they may face.

Most Iraq and Afghanistan veterans are married, and 700,000 children in America have had at least one parent deployed during the conflicts. Those veterans who have received help for mental health conditions often cite their family members as the catalyst; however, most families don't know how to broach the subject constructively. A second round of PSAs directs audiences to www.SupportYourVet.org to learn how to start a constructive dialogue with the veterans in their lives.



▲ The PSAs direct Iraq and Afghanistan veterans to visit the first and only online community created exclusively for these veterans, www.communityofveterans.org.

All of the new PSAs and websites have been researched extensively and tested with veterans, their families and the general public.

In addition to the advertising components, an integrated social media program is extending the reach of the campaign on popular social networking sites and blogs targeted to service — members and their families.

We hope that you will provide significant donated resources to this critical effort that will shed light on the readjustment challenges facing today's veterans. Your support will help initiate a much-needed dialogue among veterans, their families and the general public.

Funding for the campaign was made possible by the Iraq Afghanistan Deployment Impact Fund of the California Community Foundation.

Young Adults are Urged to Spend Wisely and "Feed the Pig"



During this time of economic crisis, it is vital to educate Americans aged 25–34 about the importance of saving for their future. Many in this age group are still paying off college loans while experiencing major life events, such as buying their first home, getting married and starting a family. The Ad Council and the American Institute for Certified Public Accountants (AICPA) are launching new PSAs as part of their *Feed the Pig* campaign to encourage these younger adults to take control of their finances and

make saving a part of their lifestyles.

Initially launched in 2006, *Feed the Pig* is designed to help its target audience understand the need to spend wisely and save for the future.

According to a study commissioned by the AICPA, 25–34-year-olds in the U.S. have seen their median net worth decline by 31% over the course of 13 years. This figure doesn't include the value of their homes. Created pro bono by VGS Creative, the new television, radio, outdoor and web banners are designed to encourage younger adults to save money by taking small steps to "Feed the Pig." Benjamin Banks reminds Americans that small changes add up and that it's never too late to start saving. All PSAs direct audiences to an interactive website that includes tools to help the target audience proactively change their discretionary spending habits, as well as measure the impact of their current habits on their future savings.

As a result of your support, in just the first two years of the campaign, research conducted by the Ad Council shows that individuals who have seen or heard a *Feed the Pig* PSA are more likely to change their financial behavior for the better. For example, 37% of individuals who have seen or heard the PSAs say saving for their future is more important than buying things they want now, versus 20% that have not seen or heard an ad. Please continue to support this important campaign.



▲ A series of new print PSAs use humor to encourage young adults to "Feed the Pig."

Recruiting New York City Teachers "I teach NYC because every day it teaches me"



▲ New TV spots feature compelling visuals of New York City to demonstrate the importance of a quality education and appeal to prospective teachers.

New York City has the largest public school system in the U.S. with 79,000 teachers in 1,400 schools educating more than one million students. To coincide with the start of the recruitment season, the Ad Council and the NYC Department of Education launched a series of new PSAs in January designed to drive highly qualified candidates to apply to teach in New York City public schools, especially in high-need subject areas. The ads were distributed nationally and aim to reach undergraduate and graduate education students, as well as experienced teachers.

Created pro bono by DIGITAS, the new TV, print, outdoor and web ads are an extension of the *New York City Teacher Recruitment* campaign, which first launched in 2004. The TV spots present New York City through the lens of major school subjects: Math, Science, English, Social Studies, Art and Music. Through compelling visuals of the city, the ads demonstrate the real-world connection between what is being taught inside the classroom and the incredible learning opportunities that are available outside the classroom. The ads conclude with the tagline "I teach NYC because every day it teaches me," and direct audiences to visit www.teachnyc.net to apply to become a New York City public school teacher. The campaign also utilizes social networking strategies to engage the target audience. To become a fan on Facebook, visit www.facebook.com/iteachnyc.

Great teachers are the key to raising student achievement. Please support this important effort and help enhance opportunities for all students in New York City public schools.

New Campaign Aims to Combat Hunger 1 in 8 Americans Live on the Brink of Hunger



▲ New TV spots created by Ogilvy NY show that 1 in 8 Americans live on the brink of hunger.

Hunger is a reality of life for 1 in 8 Americans, including millions of children, seniors and the working poor. The average American suffering from hunger is much closer to you than you might think. It may be a colleague who was forced into medical leave after an accident, stuck with overwhelming bills; a neighbor hindered by a disability and challenged by rising energy or healthcare costs; or the person who tirelessly cleans your office, but still isn't paid enough to support his or her family, especially with rising food costs.

In an effort to raise awareness of the growing prevalence of hunger in the U.S., the Ad Council partnered with Feeding America on a multimedia PSA campaign titled "1 in 8," which launched this past November. Created pro bono by Ogilvy NY, the new advertising campaign aims to change the way Americans look at this critical issue affecting our country and help audiences understand the reality that many people they interact with on a daily basis may not know where they will get their next meal from. The campaign also helps to seed the idea that access to food is an essential human need that gives everyone a chance for a better tomorrow.

We hope this campaign will motivate and inspire Americans to get involved with local food banks and help combat hunger by visiting www.feedingamerica.org. Please support this important campaign and help us fight hunger throughout the country. Your support will make a difference and, ultimately, save lives.

Grammy® Award-Winning Recording Artist Toni Braxton Featured in New PSAs

April is Autism Awareness Month

The goal of *Autism Awareness Month* is to raise awareness about autism and to urge parents to learn the early signs of this developmental disorder.

According to the Centers for Disease Control and Prevention (CDC), autism is the fastestgrowing developmental disorder in the U.S., with life-long consequences for individuals, family and society.



▲ Toni Braxton and her autistic son star in a new series of PSAs for the Autism Awareness campaign.

Fifteen years ago, only 1 in 10,000 children was diagnosed with autism; today that rate is 1 in 150.

Autism Speaks and the Ad Council joined to launch new PSAs to encourage parents to learn the signs of autism. Created pro bono by BBDO New York, the multimedia campaign includes television, radio and print PSAs. The PSAs juxtapose the odds of Braxton's many accomplishments with the startling odds of having a child diagnosed with autism, and urge audiences to learn the signs of the disorder at www.autismspeaks.org.

Support this campaign to educate parents about the importance of knowing the early signs of autism by airing the Ad Council's *Autism Awareness* PSAs not just during Autism Awareness Month but throughout the year. For more information on autism, please visit www.autismspeaks.org.

New Partnership Extends Ad Council's Critical Messages Digitally

Zinio, the global leader in digital publishing and distribution services, has graciously offered to develop digital versions of the Ad Council's publications. The goal of this new project is to partner with the magazine publishers with whom Zinio and the Ad Council have existing relationships in order to include Ad Council PSAs in the digital versions of their magazine titles. This will allow both publishers and the Ad Council the opportunity to provide readers with public service advertisements that address the pertinent issues Americans face on a daily basis.

The partnership between Zinio and the Ad Council will broaden the reach of critical campaigns to targeted audiences through placements in specific digital publications without causing publishers to incur any additional costs, and without the constraints of limited ad space that print publishers often face. In addition, Zinio will create digital versions of Ad Council catalogs and its *Year in Review* as well as the bi-monthly *Public Service Advertising Bulletin*. Zinio's interactive technology enables the Ad Council to embed rich media into these publications that can include TV and radio PSAs with Flash creative — all of which will drive readers directly to the web to learn more, get help or volunteer.



The Impact We're Making Together

PUBLIC SERVICE ADVERTISING WORKS

Next Reply Link Flag Move Projects

To: The Ad Council
Date:
Subject: Public Service Advertising Works



Foreclosure Prevention

Diane and her husband live in Illinois and have been having financial challenges for over 18 months. After viewing an Ad Council banner ad on the Internet, Diane called the Ad Council's Foreclosure Prevention campaign's hotline (888-995-HOPE™). The HOTLINE supervisor worked with Diane and her mortgage company to find a solution. Diane will never forget the day she called the HOPE Hotline. She did not believe that there was anyone who could help her. No one at her mortgage company would. No banks, no one. But the HOPE Hotline did. The hotline is exactly that: a line of Hope.

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COMMUNITY

Adoption

HHS' Collaboration to AdoptUSKids



NEW MATERIALS

There are 130,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the urgent need for parents to provide loving, permanent homes for these children.

FOR MORE INFORMATION, CONTACT: Kathy Ledesma, The Adoption Exchange Association, 8015 Corporate Drive, Suite C, Baltimore, MD 21236; (888) 220-4005; Office of Public Affairs, U.S. Department of Health & Human Services, The Administration for Children and Families, 1250 Maryland Avenue, SW, Washington, DC 20024; (202) 401-9215 / WEBSITES: English: www.adoptuskids.org; Spanish: www.adopte1.org / TOLL - FREE NUMBERS: English: (888) 200-4005; Spanish: (877) 256-7831 VOLUNTEER AD AGENCIES: kirshenbaum bond + partners, Revolución / AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero
MATERIALS: TV, RADIO, PRINT, WEB BANNERS
SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Community Engagement

United Way of America



The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner of the United Way in an effort to advance the common good. It encourages audiences to, "Give. Advocate. Volunteer. Live United." The campaign website, liveunited.org, provides people with the resources to get motivated to give back to their communities and to

FOR MORE INFORMATION, CONTACT: Mary McDonald, Director, Advertising, United Way of America, 701 North Fairfax Street, Alexandria, VA 22314; (703) 836-7100 ext. 331 / WEBSITE: www.liveunited.org / Volunteer Ad Agency: McCann Erickson New York / Ad Council Campaign Manager: Megan Sigesmund
MATERIALS: PRINT, RADIO, TV, OUTDOOR, WEB BANNERS

create lasting, positive change.

ALL MATERIALS AVAILABLE IN SPANISH

Energy Efficiency

U.S. Department of Energy



NEW MATERIALS

In a national survey of kids ages 8–12, 85% of respondents believed that they could lead their family to do what is needed to consume less energy in the home. This campaign, entitled "What's Your Excuse?" highlights the simplicity of making energy efficient changes in the home and asks kids to join millions of others to make a difference by using energy wisely. The PSAs direct tweens to an interactive website, www.loseyourexcuse.gov, where they can download the Energy Action Plan to learn how to reduce energy consumption in the home.

FOR MORE INFORMATION, CONTACT: Kevin Brosnahan, Specialist, U.S. Department of Energy, 1000 Independence Avenue SW, Washington, DC 20585; (202) 586-0462 / WEBSITES: www.loseyourexcuse.gov, www.energy.gov/tink / VOLUNTEER AD AGENCY: Goodby, Silverstein and Partners / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson MATERIALS: RADIO, TV, OUTDOOR, WEB BANNERS

Environmental Involvement

Earth Share



From the African desert to the Arctic wilderness, every aspect of our environment—air, water, land, wildlife and public health—is connected. The Earth Share campaign focuses on our responsibility to the natural environment and encourages Americans to get involved.

FOR MORE INFORMATION, CONTACT: Robin Perkins, Communications Director, 7735 Old Georgetown Road, Suite 900, Bethesda, MD 20814; (240) 333-0300 WEBSITE: www.earthshare.org / VOLUNTEER AD AGENCY: Drafftcb, Chicago / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre MATERIALS: PRINT, RADIO, TV, WEB BANNERS

Fatherhood Involvement

U.S. Department of Health and Human Services' Office of Family Assistance, National Responsible Fatherhood Clearinghouse



In an effort to show dads the critical role they play in their children's lives, the Ad Council has partnered with the National Responsible

FOR MORE INFORMATION, CONTACT: 101 Lakeforest Blvd., Suite 360, Gaithersburg, MD 20877; (240) 912-1270; Vincent DiCaro,

Fatherhood Clearinghouse and volunteer ad agency Campbell-Ewald to create a new PSA campaign that communicates to fathers how essential they are to their children's well-being. The campaign provides fathers with the information they need to become more active dads, on a daily basis. The new PSAs emphasize to fathers that "the smallest moments can have the biggest impact on a child's life." The ads conclude with the tagline, "Take time to be a dad today" and encourage fathers to visit www.fatherhood.gov or call 1-877-4DAD411 to learn how to be more involved dads.

Director of Public Affairs WEBSITE: www.fatherhood.gov /
VOLUNTEER AD AGENCY: Campbell-Ewald, Detroit / AD COUNCIL
CAMPAIGN DIRECTOR: Lisa Cullen
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: RADIO, TV

Foreclosure Prevention

NeighborWorks® America



Foreclosure is a very serious problem in our country. We estimate that a staggering 2 million families will face foreclosure this year. This PSA campaign strives to reach the roughly 50% of delinquent borrowers who avoid contact with their lenders, and encourages them to call 888-995-HOPE for guidance. There they will find quality counseling and financial advice, from a trusted third-party nonprofit on ways to avoid foreclosure. Everyone loses when homeowners foreclose, just as everyone wins when communities are home to vital, healthy neighborhoods.

FOR MORE INFORMATION, CONTACT: Omar Velarde-Wong,
NeighborWorks® America, 1325 G Street NW, Suite 800, Washington,
DC 20005; (202) 220-2461; Fax: (202) 376-2160;
ovelardewong@nw.org / WEBSITE: www.ForeclosureHelpandHope.org
/ VOLUNTEER AD AGENCY: [mcgarrybowen](http://mcgarrybowen.com) / AD COUNCIL
CAMPAIGN MANAGER: Cece Wedel
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: OUTDOOR, PRINT, RADIO, TV

Global Warming

Environmental Defense



Global warming is one of the most serious environmental issues confronting us today. This campaign is designed to raise awareness and inspire Americans to take steps to help reduce greenhouse gas pollution by going to www.fightglobalwarming.com, where they can learn simple steps that save energy and money and reduce pollutants that contribute to global warming.

FOR MORE INFORMATION, CONTACT: Environmental Defense, 257
Park Avenue South, New York, NY 10010; (212) 616-1288 /
WEBSITE: www.fightglobalwarming.com VOLUNTEER AD AGENCY:
Ogilvy & Mather, New York / AD COUNCIL CAMPAIGN MANAGER:
Megan Sigesmund
MATERIALS: PRINT, RADIO, TV, WEB BANNERS

Hunger Prevention

Feeding America



NEW MATERIALS

Hunger is a reality for 1 in 8 Americans, including millions of children, seniors and working poor. Yet the problem of hunger in the U.S. has remained invisible to most Americans. Many people have the misperception that it is only associated with pockets of society. In actuality, we all know and are in contact with people who are affected by hunger. The "1 in 8" campaign seeks to raise relevance of hunger in the U.S. and stimulate action against it through Feeding America, the nation's leading domestic hunger relief organization.

FOR MORE INFORMATION, CONTACT: Steve McFarland, Director of Communication, Feeding America, 35 East Wacker Drive, #2000, Chicago, IL 60601; (312) 641-6435 WEBSITE: www.feedingamerica.org VOLUNTEER AD AGENCY: Ogilvy & Mather NY AD COUNCIL CAMPAIGN DIRECTOR: Rowena Tse MATERIALS: RADIO, TV

Mentoring

Big Brothers Big Sisters of America



There are approximately 14 million young people at risk of not reaching productive adulthood. There is an urgent need for men and women, particularly minority men, to step forward to mentor children. The campaign encourages individuals to volunteer for Big Brothers Big Sisters and touch the life of a child in a simple but life-changing way.

FOR MORE INFORMATION, CONTACT: Jammie O'Brien, Manager of Marketing Programs; 230 N 13th Street, Philadelphia, PA 19107; (215) 665-7754 WEBSITE: www.bigbrothersbigsisters.org / VOLUNTEER AD AGENCY: VGS Creative / AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban MATERIALS: TV, RADIO, WEB BANNERS

MLB — Welcome Back Veterans

Major League Baseball Charity



Iraq and Afghanistan veterans represent less than 1% of the population, which can increase the distance and stigma they may feel from the public upon returning home. This campaign's goal is to emotionally connect viewers to this new generation of veterans and foster a more supportive environment for returning vets.

FOR MORE INFORMATION, CONTACT: Matt Bourne, VP, Business Public Relations, 245 Park Avenue, New York, NY 10167; (212) 931-7882 Website: www.welcomebackveterans.org Volunteer Ad Agency: McCann Erickson NY Ad Council Campaign MANAGER: Trace Della Torre MATERIALS: TV, RADIO, WEB BANNERS

Oceans Awareness

National Marine Sanctuary Foundation,
National Oceanic and Atmospheric Administration,
Environmental Defense



The ocean is essential to all life on Earth, but is now being put at risk by human activity. The ocean does not have an infinite capacity to absorb the waste we allow to flow into it. When it comes to pollution, people generally don't realize that most ocean pollution originates on land, such as when plastic trash or motor oil is carelessly disposed of. The PSAs are designed to raise awareness among Americans about the connection between our activities on land and the health of the ocean. Our objective is to inspire the audience to prevent pollution before it harms the ocean and the sea creatures that live there.

FOR MORE INFORMATION, CONTACT: Lori Arguelles, President and CEO, National Marine Sanctuary Foundation, 8601 Georgia Avenue, Suite 501, Silver Spring, MD 20910; (301) 608-3040 Ext. 1 / WEBSITES: www.keepeceansclean.org; www.nmsfocean.org; www.environmentaldefense.org / VOLUNTEER AD AGENCY: Buena Vista Home Entertainment / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson

MATERIALS: TV, WEB BANNERS, PRINT

Predatory Lending

National Fair Housing Alliance



NEW MATERIALS

As many as 50% of consumers who received high-cost subprime loans could have qualified for a lower-cost prime loan. This is due in part to predatory lending—unfair, unethical and often illegal lending practices designed specifically to deceive unsuspecting homeowners. Predatory lenders still prey upon unsuspecting consumers, especially homeowners who need to refinance out of unaffordable loans. To combat this, the National Fair Housing Alliance (NFHA) is sponsoring "Question It," a campaign that equips consumers with the right questions to ask their lenders in order to protect themselves from abusive practices. The PSAs encourage consumers to call 1-866-222-FAIR or visit www.QuestionsProtect.org.

FOR MORE INFORMATION, CONTACT: Lisa Rice, Vice President, National Fair Housing Alliance, 1101 Vermont Avenue NW, Suite 710, Washington, DC 20005; (202) 898-1661 / WEBSITE: www.QuestionsProtect.org / VOLUNTEER AD AGENCIES: Target Smarts / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant

MATERIALS: RADIO, OUTDOOR, WEB BANNERS

Think Before You Speak

Gay, Lesbian, Bisexual and Straight Education Network



NEW MATERIALS

The campaign's goal is to reduce and prevent the use of homophobic language in an effort to create a more positive environment for lesbian,

FOR MORE INFORMATION, CONTACT: Anthony Ramos, Gay, Lesbian, Bisexual and Straight Education Network, 90 Broad Street,

gay, bisexual and transgender (LGBT) teens. The PSAs are designed to raise awareness among straight teens about the prevalence and consequences of anti-LGBT bias and behavior in America's schools. The campaign also aims to reach adults, including school personnel and parents, because their support of this message is crucial to the success of efforts to change behavior among the target age group.

Second Floor, New York, NY 10004; (212) 727-0135;
aramos@glSEN.org / WEBSITE: www.ThinkB4YouSpeak.com /
VOLUNTEER AD AGENCY: Arnold NYC AD COUNCIL CAMPAIGN
MANAGER: Dzu Vien Bui
MATERIALS: MALL POSTERS, PRINT, TV, RADIO, VIRAL VIDEOS,
WEB BANNERS

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EDUCATION

College Access

Lumina Foundation for Education and American Council on Education



Despite high aspirations to attend college, low-income and first-generation students are underrepresented on college campuses. This campaign encourages students and their families to learn more about the actual steps they need to take to be prepared for, and ultimately succeed in college at www.KnowHow2GO.org or to call 800-433-3243.

FOR MORE INFORMATION, CONTACTS: Susan Conner, EVP, Impact Strategy, Lumina Foundation for Education, 30 South Meridian St., Ste. 700, Indianapolis, IN 46204; (317) 951-5303 WEBSITE: www.luminafoundation.org; Melanie Corrigan, Associate Director, American Council on Education, One Dupont Circle NW, Washington, DC 20036; (202) 939-9554; www.acenet.edu / Website: KnowHow2GO.org / Volunteer Ad Agency: Publicis New York Ad Council Campaign Director: Penny Schildkraut
MATERIALS: BROCHURE, OUTDOOR, POSTERS, PRINT, RADIO, TV, WEB BANNERS
SPANISH: BROCHURE, TV, RADIO

Credit Scores Evaluation

Consumer Bankers Foundation

Leadership Conference on Civil Rights Education Fund



According to a survey conducted by the Ad Council and Opinion Research USA, Americans believe there are actions they can personally take to improve their credit score, yet are unsure what those actions are. This campaign aims to educate consumers about important steps they can take to establish and maintain good credit, including

FOR MORE INFORMATION, CONTACT: Steve Zeisel, Senior Counsel, Consumer Bankers Foundation, 1000 Wilson Boulevard, Suite 2500, Arlington, VA 22209; (703) 276-3871 / WEBSITE: www.creditfairy.org / Volunteer Ad Agency: Mullen / Ad Council Assistant Campaign Manager: Cece Wedel

paying your bills on time, keeping credit card balances as low as possible and resisting the urge to open up more credit cards than you need in a short period of time. The PSAs remind people that, "There's no magic to improving your credit. But there's help and it's free. Go to creditfairy.org."

MATERIALS: TV, RADIO, WEB BANNERS
SPANISH: WEB BANNERS

Early Childhood Development

United Way



Children start learning from the moment they're born, and a child's success depends on small learning lessons each day. The Early Childhood Development campaign teaches parents the importance of quality early learning experiences. It gives them easy "learning on the go" tips to get their kids off to a good start long before they are old enough to go to school. Many parents do not realize that they can turn everyday moments, such as grocery shopping or going to the bank, into fun and engaging lessons for their little ones. These PSAs direct parents to visit www.bornlearning.org or contact their local United Way for information and resources.

FOR MORE INFORMATION, CONTACT: Mary McDonald, Director, Advertising, United Way of America, 701 North Fairfax Street, Alexandria, VA 22314; (703) 836-7100 ext. 331 / WEBSITE: www.bornlearning.org / VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Megan Sigismund
MATERIALS: OUTDOOR, TV, RADIO, PRINT, WEB BANNERS
ALL MATERIALS AVAILABLE IN SPANISH

Financial Literacy-General

American Institute of Certified Public Accountants



NEW MATERIALS

Statistics demonstrate that Americans ages 25–34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. But there is hope: more working time before retirement means that their current financial decisions have a greater impact (positive or negative) on their long-term financial security. AICPA's and the Ad Council's Feed the Pig™ campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.

FOR MORE INFORMATION, CONTACT: Melora Heavey, Project Manager, AICPA, 1211 Avenue of the Americas, 19th Flr., New York, NY 10036; (212) 596-6037 WEBSITE: www.feedthepig.org / VOLUNTEER AD AGENCY: VGS Creative / AD COUNCIL CAMPAIGN DIRECTOR: Lisa Cullen
MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

High School Dropout Prevention

United States Army



Each school day, 7,000 young men and women give up on their high school education, and in many cases on themselves. The campaign's aim is to create a community of support to encourage teens to stay in school and obtain a high school diploma.

FOR MORE INFORMATION, CONTACT: Dr. Naomi Verdugo, The Pentagon—(OASA), (MRA), (HR), 111 Army Pentagon, Rm 2E482, Washington, DC 20310; (703) 693-2456 / WEBSITE: www.BoostUp.org / Volunteer Ad Agency: Publicis New York / AD COUNCIL CAMPAIGN Manager: Dzu Vien Bui
MATERIALS: TV, RADIO, WEB BANNERS, PRINT
SPANISH: TV, RADIO, WEB BANNERS

Inspiring Invention

United States Patent and Trademark Office
National Inventors Hall of Fame Foundation



The U.S. Patent and Trademark Office, the National Inventors Hall of Fame Foundation, and the Ad Council are proud to present the latest creative work for the Inspiring Invention campaign. The new PSAs are part of the second phase of the campaign and reinforce that there is a role for every kind of unique curiosity and imaginative idea as it relates to invention. The ads encourage 8–12 years olds that "Anything's Possible. Keep Thinking" and drive them to the newly updated website, www.inventnow.org, where they can let their imagination soar.

FOR MORE INFORMATION, CONTACT: U.S. Patent and Trademark Office, 600 Dulany Street, Alexandria, VA 22312; (571) 272-6564 / National Inventors Hall of Fame Foundation, 221 South Broadway, Akron, OH 44308-1505; (330) 762-4463 / WEBSITE: www.InventNow.org / VOLUNTEER AD AGENCY: Publicis and Hal Riney / Ad Council Campaign Manager: Ashlee Thompson
MATERIALS: TV, RADIO, WEB BANNERS

Lifelong Literacy

Library of Congress



The Library of Congress is the largest library in the world, with nearly 138 million items on approximately 650 miles of bookshelves. Its mission is to make its vast resources available and useful to Congress and the American people, and to sustain and preserve a universal collection of knowledge and creativity for future generations. The objective of the Lifelong Literacy campaign is to inspire fun and promote literacy in all types of learning, especially reading. From books to magazines to comics, reading gives kids the opportunity to explore their imaginations. The PSAs encourage youth to log on to www.literacy.gov to discover, learn and explore.

FOR MORE INFORMATION, CONTACT: John Sayers, Public Affairs Specialist, Public Affairs Office, Library of Congress, 101 Independence Ave. SE, Washington, DC 20540-1610; (202) 707-9216 / WEBSITE: www.literacy.gov VOLUNTEER AD AGENCIES: The Geppetto Group; Walt Disney Studios Home Entertainment; BYU Ad Lab / AD COUNCIL CAMPAIGN Manager: Ashlee Thompson
MATERIALS: RADIO, TV, WEB BANNERS

New York City Teacher Recruitment

New York City Department of Education, Appleseed



NEW MATERIALS

Great teachers are the key to raising student achievement. While New York City has achieved significant academic gains, there remains a challenge in making every school in NYC an exceptional place to teach and to learn. This campaign strives to help NYC attract highly qualified teachers. With the tag, "I teach NYC because every day it teaches me," the PSAs demonstrate the real world connection between what is being taught in the classroom and the unique and inspiring things that you learn every day in New York City.

FOR MORE INFORMATION, CONTACT: Vicki Bernstein, Deputy Executive Director, New York City Department of Education, 65 Court Street, Rm 320, Brooklyn, NY, 11201; (718) 935-4080 or 4193; Vbernst@schools.nyc.gov WEBSITE: www.teachnyc.net/ VOLUNTEER AD AGENCY: Digitas AD COUNCIL CAMPAIGN DIRECTOR: Rowena Tse MATERIALS: OUTDOOR, PRINT, TV, WEB BANNERS

Supporting Minority Education

United Negro College Fund



By highlighting the leadership and accomplishments of important African Americans, this campaign asks potential donors to consider the impact of minority education on their own lives. UNCF encourages all individuals to support educational opportunities for minority youth today so we do not miss out on the next big idea tomorrow, because "a mind is a terrible thing to waste."

FOR MORE INFORMATION, CONTACT: FOR MORE INFORMATION, CONTACT: Louis Barbash, Interim National Director, Communications and Brand Strategy, 8620 Willow Oaks Corporate Drive, Fairfax, VA 22031; (703) 205-3461; brenda.siler@uncf.org WEBSITE: www.uncf.org VOLUNTEER AD AGENCY: Y&R AD COUNCIL CAMPAIGN DIRECTOR: Penny Schildkraut MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

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All RADIO AND TV STATIONS: All Ad Council radio and TV PSAs are produced in compliance with SAG and AFTRA. PSA directors are urged to check their inventories for expired materials.

HEALTH AND SAFETY

Anti-Steroids

U.S. Olympic Committee



The use of performance-enhancing substances is at a level of concern in American sport. No segment of sport— from professional to youth —is immune to this problem. With increasing media coverage on steroid use in sports, teen usage has become a concern. Not only are steroids a potential health hazard, they also raise many ethical implications. In order to prevent teens from using steroids without increasing consideration, this campaign is designed to make steroids socially unacceptable. The PSAs will drive traffic to [DontBeAnAsterisk.com](#) to learn more about steroids, hear from professional athletes, and find healthy alternatives to excel in athletics.

FOR MORE INFORMATION, CONTACT: Lindsay DeWall, Manager of Media & Public Relations, U.S. Olympic Committee; 1 Olympic Plaza, Colorado Springs, CO 80904; 719-866-4529 WEBSITE: [www.Dontbeanasterisk.com](#) VOLUNTEER AGENCY: TBWA\Chiat\Day AD COUNCIL CAMPAIGN MANAGER: Jeff Garfield MATERIALS: PRINT, RADIO, TV, WEB BANNERS

Autism Awareness

Autism Speaks



NEW MATERIALS

Autism is the nation's fastest-growing serious developmental disorder, with 1 in 150 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism, and to empower parents to take action if their child is not meeting certain developmental milestones.

FOR MORE INFORMATION, CONTACT: Autism Speaks, 2 Park Avenue, 11th Fl., New York, NY 10016 WEBSITE: [www.autismspeaks.org](#) VOLUNTEER AD AGENCY: BBDO New York AD COUNCIL CAMPAIGN MANAGER: Jeff Garfield MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR SPANISH: RADIO, TV

Child Abuse Prevention

Childhelp



Three million incidents of child abuse are reported each year in the United States. Seventy-five percent of children who die from abuse are less than three years old. The serious problem of underreporting is partially due to hesitation by individuals who may suspect abuse is taking place. The campaign encourages people to go to www.childhelp.org or call 1-800-4-A-CHILD for more information on what they can do to help.

FOR MORE INFORMATION, CONTACT: Walt Stutz, 15757 N. 78th Street, Scottsdale, AZ 85260; (480) 922-8212 / Website: www.childhelp.org / Ad Council Campaign Director: Amy Gibson-Grant
MATERIALS: RADIO, TV, WEB BANNERS

Childhood Asthma

U.S. Environmental Protection Agency



Nearly 13 million American children miss school days each year due to asthma. The campaign provides parents and caregivers with simple tips on how to eliminate specific asthma triggers in order to reduce symptoms and help prevent asthma attacks.

FOR MORE INFORMATION, CONTACT: Kristy Miller, Public Affairs Officer, 1301 L Street NW, Washington, DC 20005; (202) 343-9441 / VOLUNTEER AD AGENCY: Campbell Ewald / AD COUNCIL CAMPAIGN MANAGER: Dzu Vien Bui
MATERIALS: PRINT, RADIO, TV, WEB BANNERS
SPANISH: PRINT, RADIO, TV, WEB BANNERS

Childhood Obesity Prevention

U.S. Department of Health & Human Services



NEW MATERIALS

This campaign focuses on the importance of eating healthy and being physically active. New localized PSAs feature star NFL players from eleven teams across the country encouraging kids to "Get up and play an hour a day!" Spots from LPGA players also promote the message to "Be a Player!" The "Can Your Food Do That?" PSAs let kids know that eating healthy can help them do things they love to do even better. Children and families are encouraged to visit www.SmallStep.gov.

FOR MORE INFORMATION, CONTACT: London Liebengood, U.S. Department of Health and Human Services, 200 Independence Avenue SW, Washington, DC 20201; (202) 260-1315; London.Liebengood@hhs.gov / WEBSITE: www.smallstep.gov / Volunteer Ad Agencies: McCann Erickson, New York, GSD&M's Idea City / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

Crime Prevention

National Crime Prevention Council



Bullying is a widespread problem for our nation's youth and as teens gain more access to and spend more time on the Internet and using other digital technologies, the problem has morphed into this virtual world as well. To help to put an end to Cyberbullying, the PSAs look to inspire 12–14 year olds, particularly girls, to counteract bullying at a young age. This initiative also helps parents to recognize the real threat of Cyberbullying and learn what to do. The PSAs direct consumers to www.ncpc.org/cyberbullying. Also available are topical crime prevention messages to help individuals protect themselves from becoming victims of crime that are increasing across the country.

FOR MORE INFORMATION, CONTACT: Michelle Boykins, Director, Media Relations and Marketing, National Crime Prevention Council, 2345 Crystal Drive, 5 Flr, Arlington, VA 22202-4801; (202) 261-4184; mboykins@ncpc.org WEBSITE: www.ncpc.org / VOLUNTEER AD AGENCY: Saatchi & Saatchi / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson
MATERIALS: RADIO, TV, VIRAL VIDEOS, WEB BANNERS

This campaign is substantially funded by the U.S. Department of Justice.

Diabetes Management

Diabetes Care Coalition



Everyday risks may not come with warnings, but for individuals with diabetes, A1C is a warning sign of out-of-control diabetes. The campaign, created with the American Diabetes Association and Juvenile Diabetes Research Foundation International, explains that management of A1C levels can reduce the risk of diabetes complications. Recognizing the high incidence of diabetes among the Hispanic population, the campaign also uses an integrated approach featuring Spanishlanguage messaging to reach the Hispanic community.

FOR MORE INFORMATION, CONTACT: Vaneeda Bennett, Chief Development Officer, American Diabetes Association, 1701 North Beauregard St., Alexandria, VA 22311; (703) 549-1500 / WEBSITES: www.diabetesA1C.org; www.mididiabetesA1C.org / VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Megan Sigismund
MATERIALS: BROCHURE, OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: BROCHURE, PRINT, RADIO, TV, WEB BANNERS

Drunk Driving Prevention

U.S. Department of Transportation's National Highway Traffic Safety Administration

NEW MATERIALS



Many people believe that their driving is not impaired if they only consume a few drinks. In 2007, nearly 13,000 people were killed in alcohol-related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."

FOR MORE INFORMATION, CONTACT: Kathryn Henry, Consumer Division, Office of Communications and Consumer Information, 1200 New Jersey Avenue SE, Washington, DC 20590; (202) 366-6918 / WEBSITE: www.stopimpaireddriving.org / VOLUNTEER AD AGENCY: Mullen AD COUNCIL CAMPAIGN MANAGER: Cece Wedel MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS SPANISH: TV, RADIO, PRINT

Emergency Preparedness

U.S. Department of Homeland Security



The Ready campaign educates Americans about preparing for and responding to emergencies, including natural disasters and potential terrorist attacks. Ready asks individuals to do three key things: get an emergency supply kit, make a family emergency plan and be informed about different types of emergencies and appropriate responses to each.

FOR MORE INFORMATION, CONTACT: Erin Streeeter, U.S. Department of Homeland Security, Office of Public Affairs; (202) 282-8010 / WEBSITES: www.ready.gov; www.listo.gov / VOLUNTEER AD AGENCIES: BBDO, New York; Elevación Ltd. / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant MATERIALS: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS SPANISH: TV, RADIO, PRINT, OUTDOOR, WEB BANNERS

Emergency Preparedness-Business

U.S. Department of Homeland Security



There are more than 20 million small businesses in the United States. The Ready Business campaign aims to raise the business community's awareness of the need for emergency planning and motivate businesses to take action. The campaign encourages business owners and managers to visit www.ready.gov, plan to stay in business, talk to their employees and protect their investments.

FOR MORE INFORMATION, CONTACT: Erin Streeeter, Office of Public Affairs, U.S. Department of Homeland Security; (202) 282-8010 / WEBSITE: www.ready.gov / VOLUNTEER AD AGENCY: Neiman Group / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant MATERIALS: RADIO, PRINT, OUTDOOR, WEB BANNERS

Hispanic Preventive Health

Agency for Healthcare Research and Quality



Hispanics are 38% less likely than non-Hispanics to have visited the doctor within the past year, according to the Agency for Healthcare Research and Quality (AHRQ). In addition, more than a quarter of Hispanic adults have never had their cholesterol checked, two-thirds of Hispanics over 50 have never had a colonoscopy, and nearly 54% of Hispanic women over 40 have not had a mammogram within the last year. These PSAs feature everyday mothers and fathers whose children see them as superheroes and encourages Hispanic adults to be more involved in their health care, especially preventive care, by visiting www.ahrq.gov/superheroes.

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ, 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865/ WEBSITE: www.ahrq.gov/superheroes / VOLUNTEER AGENCY: Casanova Pendrill New York / AD COUNCIL ASSISTANT CAMPAIGN MANAGER: Jessica Dahl
MATERIALS: PRINT, RADIO, TV, WEB BANNERS

LATCH System and Booster Seat Education

U.S. Department of Transportation's National Highway Traffic Safety Administration



NEW MATERIALS

A staggering 3 out of 4 kids are not as secure as they should be because their car seats are not used correctly. The goal of these PSAs is to raise awareness among parents and caregivers about the importance of the LATCH system and how to properly use it.

FOR MORE INFORMATION, CONTACT: Sue Gorcowski, Associate Administrator; 1200 New Jersey Avenue SE, Washington, DC 20590 / Website: www.safercar.gov / Volunteer Ad Agency: The Richards Group, Dallas / Ad Council Campaign Manager: Cece Wedel
MATERIALS: OUTDOOR, RADIO, TV, PRINT
SPANISH: RADIO, TV

Men's Preventive Health

Agency for Healthcare Research and Quality



Men are 25% less likely than women to have visited the doctor within the past year and are 38% more likely than women to have neglected their cholesterol tests. The U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ) is sponsoring a campaign to encourage middle-age men to learn which potentially lifesaving preventive medical tests they need to get and when they need to get them. The campaign encourages men to visit a comprehensive website, www.ahrq.gov/realmen, to find out more.

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ, 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865 / WEBSITE: www.ahrq.gov/realmen / VOLUNTEER AGENCY: McCann Erickson AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero
MATERIALS: OUTDOOR, RADIO, TV, PRINT, WEB BANNERS

National Mental Health Anti-Stigma

U.S. Department of Health & Human Services' Substance Abuse and Mental Health Services Administration



Recovery from mental illness is more likely in a society of acceptance, and this campaign looks to men and women 18 – 25 years old to serve as the mental health vanguard, motivating a societal change toward social acceptance and decreasing the negative attitudes that surround mental illness. The PSA campaign is designed to encourage this group to step up and support their friends who are living with mental illness by demonstrating the roles they can play in their friends' recoveries.

FOR MORE INFORMATION, CONTACT: Chris Marshall, U.S. Department of Health and Human Services; Substance Abuse and Mental Health Services Administration; 1 Choke Cherry Road, Rm 6-1071, Rockville, MD 20857; (240) 276-1947; marshal@samhsa.gov / **WEBSITE:** www.whatadifference.org / **VOLUNTEER AD AGENCY:** Grey Worldwide / **AD COUNCIL VP, CAMPAIGN DIRECTOR:** Deborah Leiter
MATERIALS: BROCHURE, OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: TV, RADIO

Nutrition Education

U.S. Department of Agriculture



The Nutrition Education campaign motivates moms to encourage proper nutrition and physical activity for their families. Complementary PSA efforts emphasize that a bright future starts with a healthy lifestyle for their families. "Good Nutrition Can Lead to Great Things" PSAs reinforce the idea that healthy eating and physical activity fuel kids' minds and bodies, while "Bare Necessities of Healthy Living" PSAs feature characters from Disney's The Jungle Book and demonstrate the importance of balancing good nutrition and physical activity. Viewers are encouraged to visit www.MyPyramid.gov and use the USDA's Pyramid as an effective tool to help their children make healthy choices.

FOR MORE INFORMATION, CONTACT: U.S. Department of Agriculture, 3101 Park Center Dr., Room 926, Alexandria, VA 22302; 703-305-2281 / **WEBSITE:** www.mypyramid.gov / **VOLUNTEER AD AGENCY:** Saatchi & Saatchi, Walt Disney Home Entertainment Studios
AD COUNCIL CAMPAIGN MANAGER: Gina Ermilio
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: TV, RADIO, WEB BANNERS

Obesity Prevention

U.S. Department of Health & Human Services



This campaign focuses on the importance of eating healthy and being physically active. New localized PSAs feature star NFL players from eleven teams across the country encouraging kids to "Get up and play an hour a day!" Spots from LPGA players also promote the message to "Be a Player!" The "Can Your Food Do That?" PSAs let kids know that eating healthy can help them do things they love to do even better. Children and families are encouraged to visit www.SmallStep.gov.

FOR MORE INFORMATION, CONTACT: London Liebengood, U.S. Department of Health and Human Services, 200 Independence Avenue SW, Washington, D.C. 20201; (202) 260-1315; London.Liebengood@hhs.gov WEBSITE: www.smallstep.gov / VOLUNTEER AD AGENCY: McCann Erickson New York / AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR SPANISH: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR

Online Sexual Exploitation

National Center for Missing & Exploited Children®
U.S. Department of Justice



The prevalence of sexual victimization of children in the United States is overwhelming yet largely unrecognized and underreported. This campaign is designed to raise awareness among teens and parents about the prevalence of online sexual exploitation in an effort to better protect against online sexual predators.

FOR MORE INFORMATION, CONTACT: (1) Communications Dept., 699 Prince Street, Alexandria, VA 22314; (703) 837-6111; e-media@ncmec.org; (2) Kim Smith, Office of Public Affairs, 950 Pennsylvania Ave. NW, Washington, DC 20530; Kimberly.A.Smith@usdoj.gov WEBSITE: www.cybertipline.com / VOLUNTEER AD AGENCY: Merkley + Partners / AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban MATERIALS: MAGAZINE, NEWSPAPER, OUTDOOR, RADIO, TV, WEB BANNERS SPANISH: RADIO, TV, WEB BANNERS

Patient Involvement

Agency for Healthcare Research and Quality



The Agency for Healthcare Research and Quality (AHRQ) is the lead agency within the U.S. Department of Health and Human Services with a mission of improving the quality, safety, efficiency and effectiveness of health care for the public. Gaps in the health care system open patients up to serious medical errors, even under routine circumstances. Asking questions at every step is an effective defense. This campaign encourages the public to be active members of their

FOR MORE INFORMATION, CONTACT: Farah Englert, AHRQ 540 Gaither Road, Rockville, MD 20850; farah.englert@ahrq.hhs.gov; (301) 427-1865 / WEBSITE: www.ahrq.gov/questionsaretheanswer/ / VOLUNTEER AGENCY: McCann Erickson / AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

health care team and delivers actionable, simple ways for people to be more involved at www.ahrq.gov/questionsaretheanswer.

Reducing Gun Violence

Project Safe Neighborhoods, U.S. Department of Justice



Project Safe Neighborhoods (PSN) is a nationwide commitment to reduce gang and gun crime in America by networking existing local programs that target gang and gun crime and providing them with the resources they need to be successful. This campaign engages potential youth offenders by portraying the consequences of gun violence not just for themselves but for their families.

FOR MORE INFORMATION, CONTACT: Tate Chambers, 950 Pennsylvania Ave. NW, Washington, DC 20530; (202) 514-2007 / WEBSITE: www.psn.gov / VOLUNTEER AD AGENCY: Mullen / AD COUNCIL VP, CAMPAIGN DIRECTOR: Michelle Hillman
MATERIALS: TV, RADIO, OUTDOOR, PRINT
SPANISH: TV, RADIO, PRINT

Stroke Awareness

American Stroke Association



The goal of this PSA campaign is to raise awareness of stroke symptoms and increase immediate stroke recognition and response (i.e., call 9-1-1) by empowering potential victims and bystanders with the knowledge that a fast reaction to confusing symptoms is critical in lessening the devastating effects caused by strokes. The African American-targeted campaign also educates audiences that they are twice as likely to suffer a stroke as are white Americans.

FOR MORE INFORMATION, CONTACT: Julie Grabarkewitz, Director of Advertising, 7272 Greenville Avenue, Dallas, TX 75231; (214) 706-1134 / WEBSITE: www.StrokeAssociation.org / VOLUNTEER AD AGENCIES: BBDO Atlanta, Spike/DDB, GSD&M / AD COUNCIL CAMPAIGN DIRECTOR: Megan Sigismund
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
AFRICAN-AMERICAN TARGETED: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

Underage Drinking Prevention

U.S. Department of Health & Human Services Substance Abuse and Mental Health Services Administration



This campaign seeks to reduce and delay the onset of underage drinking by increasing communication between parents and youth. The

FOR MORE INFORMATION, CONTACT: Mark Weber, 1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857; (240) 276-2128;

campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

mweber@samhsa.gov / WEBSITE: www.stopalcoholabuse.gov /
VOLUNTEER AD AGENCY: The Kaplan Thaler Group / AD COUNCIL
CAMPAIGN MANAGER: Dzu Vien Bui
MATERIALS: TV, RADIO, PRINT, WEB BANNERS

Veteran Support

Iraq and Afghanistan Veterans of America



NEW MATERIALS

The mental health consequences of combat threaten to overwhelm a new generation of veterans. This campaign targets Veterans of Iraq and Afghanistan and their families and is designed to decrease the depression and PTSD-related outcomes by offering a community for veterans and providing loved ones with the tools to help Vets transition home.

FOR MORE INFORMATION, CONTACT: Matt Bourne, VP Business Public Relations, 245 Park Avenue, New York, NY 10167; (212) 931-7882 Website: www.welcomebackveterans.org / Volunteer Ad Agency: McCann Erickson NY / Ad Council Campaign MANAGER: Trace Della Torre
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

Funding for this campaign was made possible by the Iraq Afghanistan Deployment Impact Fund of the California Community Foundation.

Wildfire Prevention

USDA Forest Service, National Association of State Foresters



The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, BBQ coals and equipment operated without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire.

FOR MORE INFORMATION, CONTACT: Helene Cleveland, Fire Prevention Manager, U.S. Forest Service, Fire & Aviation Management, Yates Building, FAM-2 SW, 201 14th Street, Washington, DC 20250; (202) 205-1488 WEBSITE: www.smokeybear.com / VOLUNTEER AD AGENCIES: Draftfcb; Ruder Finn Interactive / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant
MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR
SPANISH: TV, PRINT, RADIO

Wireless AMBER Alerts

The Wireless Foundation
National Center for Missing & Exploited Children®
The U.S. Department of Justice



The Wireless AMBER Alerts™ initiative is a catalyst for the wireless industry's more than 242 million wireless subscribers to aid in the search and recovery of abducted children. The campaign motivates wireless users to sign up for free Wireless AMBER Alerts text messages at www.wirelessamberalerts.org.

FOR MORE INFORMATION, CONTACT: David Diggs, Executive Director, 1400 16th Street NW, Ste. 600, Washington, DC 20036; (202) 736-2983; ddiggs@ctia.org WEBSITE: www.wirelessamberalerts.org / VOLUNTEER AD AGENCY: Merkley + Partners / AD COUNCIL VP, CAMPAIGN DIRECTOR: Rebecca Roban
MATERIALS: RADIO, NEWSPAPER, OUTDOOR, INTERACTIVE, TV

Youth Reckless Driving Prevention

State Consumer Protection Agencies and Attorneys General Offices



Reckless driving among America's youth is a serious problem and it has deadly consequences. For more than two decades, car crashes have been the number one killer of teens. Young drivers are more likely to speed, run red lights, make illegal turns and die in an SUV rollover. That is why the URTheSpokesperson campaign is so critical. With the message "Speak Up," the campaign aims to encourage teen passengers to be the "spokesperson" against reckless driving and to speak up when they are in a car with a friend and don't feel safe.

FOR MORE INFORMATION, CONTACT: The Advertising Council, 1203 19th St. NW, 4th Flr, Washington, DC 20036 / WEBSITE: URTheSpokesperson.com / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson
MATERIALS: TV, PRINT, WEB BANNERS, RADIO

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In addition to its own campaigns, the Ad Council also reviews campaigns created outside its auspices. PSAs for Endorsed Campaigns do not bear the Ad Council logo and are not distributed by the Ad Council. Please call or write to the contacts listed below to receive media materials for the campaigns. For more information, please visit www.adcouncil.org/np.

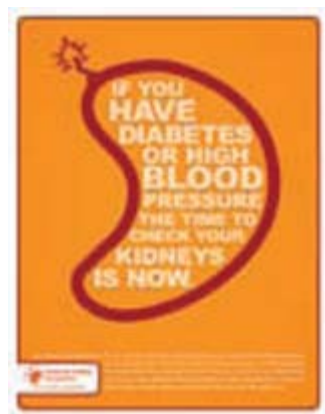


The American Academy of Pediatrics Flu Vaccination

The American Academy of Pediatrics has created a PSA campaign to inform parents about the latest guidelines for influenza vaccination. This year, the Advisory Committee on Immunization Practices (CDC) guidelines have been expanded to recommend flu vaccination for children from age six months through 18 years. The broadcast PSA is being provided to TV and radio stations and is available in Spanish. The concept is to appeal to parents by associating flu vaccination with recommendations they already naturally follow to help protect their children: buckling them in car seats, ensuring they wear helmets for bicycling and skateboarding, and eating fruits and vegetables. The spot is starting to air nationally and can be viewed by visiting <http://www.aap.org/pressroom/aappr-flupsa.htm>

AVAILABLE MATERIALS: RADIO, TV (English & Spanish)

FOR MORE INFORMATION, CONTACT: Gina Steiner, Director of Public Information, American Academy of Pediatrics; (847) 434-7945; gsteiner@aap.org / Ben Garrett, Executive Producer, On the Scene Productions; (770) 640-8804; bgarrett@onthescene.com



National Kidney Foundation Love Your Kidneys

The National Kidney Foundation's PSAs educate about the vital role kidneys play in maintaining overall health and the importance of early detection. The messages encourage Americans to learn the risk factors — diabetes, high blood pressure and family history of kidney disease — and check out their kidneys before it's too late. Built around the idea and tagline "Love Your Kidneys," the campaign is a direct call to action that also piques interest to learn why kidney health is important. Love Your Kidneys urges Americans to ask their doctor to check their kidney function or to take advantage of the National Kidney Foundation's free nationwide screenings. The foundation's web page offers information on kidneys, risk factors, testing and kidney disease.

AVAILABLE MATERIALS: PRINT, RADIO, TV

FOR MORE INFORMATION, CONTACT: Ellie Schlam, Director of External Communications, National Kidney Foundation, 30 E. 33rd Street, New York, NY 10016; (212) 889-2210; ellies@kidney.org Website: www.kidney.org

25,000

UNICEF *I Believe in Zero* PSA Campaign

25,000 children die every day from preventable causes. They die because they do not get the food, safe drinking water, or medicine they need to survive. For over sixty years, UNICEF has worked tirelessly on behalf of children all over the world. UNICEF is asking everyone to join in this effort.

Laurence Fishburne, Whoopi Goldberg, Mia Farrow, Lucy Liu, Al Roker, Joel Madden, Nicole Ritchie, Rachael

Ray, Alyssa Milano, Clay Aiken and Ne-Yo serve as UNICEF spokespeople in UNICEF's "I Believe in Zero" campaign, urging Americans to help stop preventable child deaths.

These spokespeople "believe in zero" and show viewers how, if we work together, we can ensure that no child dies of a preventable cause.

AVAILABLE MATERIALS: RADIO, TV

FOR MORE INFORMATION, CONTACT: Afreen Akhter, US Fund for UNICEF, 125 Maiden Lane, New York, NY 10038; (212) 922-2538; aakhter@unicefusa.org

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What is JoyStar.TV's corporate strategy as it pertains to public service advertising?

JoyStar.TV, online at www.JoyStar.TV, believes that all families in the U.S. and internationally face the same challenges. All public service advertising is selected with the global marketplace in mind. Offering solutions to family challenges through public service advertising allows JoyStar.TV to give back in a positive way.

How does the Ad Council help augment JoyStar.TV's community efforts?

The Ad Council's high-quality public service advertising, coupled with eye-catching banner ads, reaches out and informs our online viewers of issues of importance regardless of where they live.

What issues do you think deserve national focus?

JoyStar.TV believes that all issues deserve national attention if they affect people's lives. We focus our online commercial time and banner space on pressing issues that affect families, such as mentoring, education and parenting.

Is JoyStar.TV involved in any unique public service projects?

From the very beginning, JoyStar's relationship with the Ad Council was one of common ground. We believe we have an obligation to address critical social issues. We are currently working to create an online "PSA Station." At this "PSA Station," PSA spots are available any time "PSAs On Demand." Creating a place where families can go and receive help, direction and encouragement through upbeat creative content is right in line with our vision and mission. The Ad Council is the best with 66 years as a leading producer of PSAs, so our relationship is a win-win all around. Also, at corporate, JoyStar Communications Network, Inc. is very involved in promoting "Internet Safety: Online Dangers for Children and their Families." This campaign focuses on grassroots marketing to organizations and schools in the United States.

What would you like to share with others in the media about the value of making a strong and continuing commitment to public service?

JoyStar.TV is committed to our vision and mission to be a positive online family entertainment network that brings families together through our various movies, videos, social community (My Inner Circle) and JoyStarGames.com. To accomplish this we must partner with organizations like the Ad Council. The Ad Council's public service campaigns bring an overall strength to families, communities and our country. Making a difference in people's lives, while waving the flag for families is a commitment that JoyStar.TV will always stand by. Thank you, Ad Council, for effecting positive social change online!

→ A Letter from Paul Rieckhoff, Executive Director and Founder, Iraq and Afghanistan Veterans of America



This year IAVA has had the opportunity to collaborate with the Ad Council on what we believe is a groundbreaking, innovative campaign with the ability to help hundreds of thousands of veterans. With less than 1% of the U.S. population having served in Iraq and Afghanistan, our newest generation of veterans often experience isolation and struggle to connect with fellow veterans. Through our historic new PSA campaign, we are trying to combat that isolation and help to ease their readjustment challenges when they return home.

We conducted significant research in developing the strategy behind this campaign. When you get a group of Vets together, they let their guard down and speak more freely about their challenges, such as finance, relationships and mental health issues. What we found is that many of these young veterans are told exactly what to do while they are serving, but receive no guidance and resources upon their return home.

The new PSA campaign directs veterans to the first and only community exclusive to Iraq and Afghanistan Veterans through a new social networking website where they can listen, share their experiences and access resources. It's like a "Facebook plus" for Vets only, and we have high hopes that this will function as the VFW hall of the future.

In the online community, you can post messages, upload photos and videos, and blog in forums about anything ranging from memories of your service overseas to dealing with physical and mental health problems back home. You can even set up local gatherings with other Vets in your area or find Vet-only discounts for special events.

As a Veteran of Iraq, I found these PSAs to be poignant and compelling on a personal level. When we shared the campaign with other Veterans, they responded with an overwhelming sense of identification and connection.

I hope you will provide much-needed support for this critical campaign — in TV, radio, print and online — and help ease the readjustment challenges faced by our country's newest generation of Veterans. We owe it to the brave men and women who fought for us overseas to do all that we can for them now that they have returned home. Thank you for your consideration and support.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Rieckhoff", with a large, stylized flourish at the end.

Paul Rieckhoff