

PSABulletin

March / April 2009



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President Obama Calls Americans to Service



▲ In new TV spots, President Obama urges Americans to find ways to serve their communities and their country.

The Ad Council joined the Presidential Inaugural Committee in January to launch a new PSA campaign on behalf of President Obama's and Vice President Biden's Renew America Together initiative. The campaign was developed to inspire and motivate Americans to make an ongoing commitment to serve their communities and their country. The PSAs were distributed to coincide with Dr. Martin Luther King, Jr. Day and the National Day of Service (January 19).

New TV and radio spots are available in English and Spanish. In the ads, President Obama encourages audiences to visit the campaign's website, www.USAService.org, where they can post volunteer projects and find opportunities to volunteer in their communities throughout the year. These can include spending time in a soup kitchen, helping a child to read, cleaning a local park or preparing care packages for soldiers who are serving abroad.

In just the first few weeks since the launch, Americans are responding to President Obama's call to service. Nearly 6,000 volunteer projects and opportunities across the country are listed on the website.

Please support these new PSAs and help President Obama urge Americans to step forward and do their part to help renew America.

New Campaign Prevents Digital Dating Abuse Among Teens

Digital communication is an integral part of teens' lives. According to Technology and Teen Dating Abuse Survey, 2007 (conducted by Teen Research Unlimited), 68 percent of teens say that boyfriends/girlfriends sharing private or embarrassing photos on cell phones and computers is a serious problem. In an effort to combat digital dating abuse among teens, the Ad Council has partnered with the Family Violence Prevention Fund and the Office on Violence against Women on a national multimedia PSA campaign. The new PSAs, created pro bono by R/GA, includes an interactive website, mobile

Past Issues

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▲ A series of new PSAs help teens recognize digital dating abuse.

component, television, radio, print, outdoor and Web ads and is designed to help teens recognize digital dating abuse and provide them with the tools to initiate a conversation about this form of abuse. The PSAs direct audiences to visit, www.ThatsNotCool.com, where teens can find tools to "draw their own digital line" and a forum to discuss this form of abuse and seek help.

Speak Up Against Reckless Driving

For more than two decades, car crashes have been the number one killer of teens in the U.S., according to the National Highway Traffic Safety Administration. In an effort to reduce reckless driving fatalities among teens, the Ad Council joined with a coalition of state Attorneys General and consumer protection agencies to launch a new series of PSAs in February. The ads target teens and young adults and urge them to speak up when they are in the car with friends who are driving recklessly.



▲ Actor/comedian Rob Riggle urges teens to speak up against reckless driving in a humorous new TV spot.

Created pro bono by Y&R New York, the TV, radio, outdoor and interactive elements continue the intervention strategy used in the first round of creative (distributed in January 2007), and communicate to teens, "If your friend is driving recklessly, say something." The TV spots feature comedians Rachel Harris, Fred Willard and Rob Riggle acting as teen passengers who humorously speak up to stop their friends from driving recklessly.

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.

NFL Players Join Effort to Combat Childhood Obesity



▲ Pittsburgh Steelers' Willie Parker, San Francisco 49ers' Vernon Davis and New York Giants' Eli Manning encourage children to get up and play an hour a day!

The Ad Council and the U.S. Department of Health & Human Services joined with the National Football League (NFL) to produce a series of localized PSAs as an extension of their national Childhood Obesity

Prevention campaign. The new PSAs feature players from 11 NFL teams across the country (see below).

As part of the NFL's Play 60 campaign, the players encourage children to "Be a Player! Get up and play an hour a day." The TV spots stress that getting 60 minutes of physical activity every day can be simple and fun and you don't need to be a professional athlete to stay healthy. The ads were distributed to stations throughout the country in December.

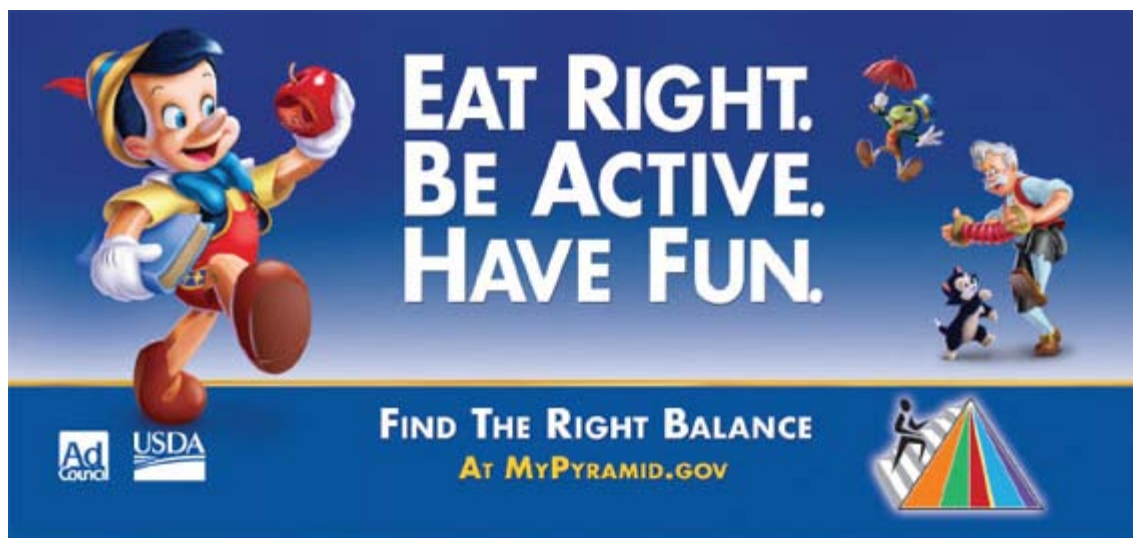
Please support these PSAs and help reinforce habits that are crucial to reversing the trend of childhood obesity in this country.



The following NFL players appear in the TV spots:

- Philadelphia Eagles, Reggie Brown
- Jacksonville Jaguars, Maurice Jones-Drew
- New York Giants, Eli Manning
- Oakland Raiders, Darren McFadden
- Pittsburgh Steelers, Willie Parker
- Chicago Bears, Rashied Davis
- Carolina Panthers, Steve Smith
- Baltimore Ravens, Troy Smith
- San Francisco 49ers, Vernon Davis
- New England Patriots, Benjamin Watson
- Cleveland Browns, Kamerion Wimbley

Walt Disney's *Pinocchio* Characters Help Remind Moms about MyPyramid.gov



▲ This new multimedia campaign reminds moms the benefits of healthy eating for their children.

The Ad Council in partnership with the United States Department of Agriculture's Food Nutrition and Consumer Services recently launched a new series of PSAs designed to inspire mothers and caregivers to adopt healthier lifestyles for their families. The campaign features characters from Walt Disney's beloved animated classic, Pinocchio, and encourages parents to visit MyPyramid.gov to find the right balance to a healthy lifestyle for their children.

The new PSAs are an extension of the USDA's Nutrition Education campaign, which emphasizes that "good nutrition and physical activity can lead to great things for your children."

The new television, radio, print, outdoor, and online PSAs, created by Walt Disney Studios Home Entertainment, feature characters from Walt Disney's classic animated film, Pinocchio and remind parents that healthier lifestyle habits are fuel for a child's mind and body. Disney's characters illustrate how much fun it can be to "Eat Right. Be Active." and "Make it Balance." Audiences are encouraged to visit the campaign's website www.MyPyramid.gov and use the USDA's My Pyramid to assist them in making healthy choices for their families.

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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.

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 Sigismund
MATERIALS: PRINT, RADIO, TV, OUTDOOR, WEB BANNERS

create lasting, positive change.

SPANISH: PRINT, RADIO, TV

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

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 U.S. Department of Health and Human Services Offices of Family Assistance, the National Responsible Fatherhood Clearinghouse and volunteer ad agency Campbell-Ewald to create a 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.

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

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 thirdparty 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 / 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 Sigismund 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, WEB BANNERS

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

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

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

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.

Smarts / AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant
MATERIALS: RADIO, OUTDOOR, WEB BANNERS

Think Before You Speak

Gay, Lesbian, Bisexual and Straight Education Network



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, 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.

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

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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

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

steps they can take to establish and maintain good credit, including 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."

Assistant Campaign Manager: Cece Wedel
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
SPANISH: TV, RADIO, PRINT

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 Fl., 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
SPANISH: RADIO

High School Dropout Prevention

United States Army



NEW MATERIALS

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: OUTDOOR, 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 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

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

www.literacy.gov to discover, learn and explore.

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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HEALTH AND SAFETY

Anti-Steroids

U.S. Olympic Committee



NEW MATERIALS

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, OOH

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, Director, Marketing & Communications, 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 AGENCY: McCann Erickson, New York PARTNERS: LPGA, NFL, qubo 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 Spanish-language messaging to reach the Hispanic community.

FOR MORE INFORMATION, CONTACT: Helen Mitternacht, ADA Vice President, Communications, hmitternacht@diabetes.org, or Bill Ahearn, JDRF Vice President, Strategic Communications and Information Technology, bahearn@jdrf.org WEBSITES: www.diabetesA1C.org; www.midiabetesA1C.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: Becky Marquis, U.S. Department of Homeland Security, Office of Public Affairs; (202) 282-8769 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: Becky Marquis, Office of Public Affairs, U.S. Department of Homeland Security; (202) 282-8769 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

Nutrition Education

U.S. Department of Agriculture



NEW MATERIALS

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. "Good Nutrition Can Lead to Great Things" and "Bare Necessities of Healthy Living" (featuring Disney's The Jungle Book) PSAs reinforce the idea that healthy eating and physical activity fuel kids' minds and bodies, while newly launched "Bright Future" PSAs feature characters from Disney's Pinocchio 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 AGENCIES:** Saatchi & Saatchi, Walt Disney Studios Home Entertainment **AD COUNCIL VP, CAMPAIGN DIRECTOR::** Anthony Signorelli
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
SPANISH: TV, RADIO, WEB BANNERS

Obesity Prevention

U.S. Department of Health & Human Services



NEW MATERIALS

An unprecedented majority of American adults (64%) are overweight or obese due to sedentary lifestyles and unhealthy diet. The campaign aims to inspire behavioral change among overweight adult Americans by inspiring increased physical activity, portion control and healthier eating. Audiences are encouraged to visit www.smallstep.gov to "Take a Small Step to Get Healthy."

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 MANAGER: Megan Sigismund
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS
AFRICAN-AMERICAN TARGETED: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

Teen Dating Violence Prevention

Family Violence Prevention Fund
Office on Violence Against Women



Unfortunately, many teens experience abuse and violence in their

FOR MORE INFORMATION, CONTACT: Brian O'Connor, Director of

young relationships, and digital dating abuse is increasingly becoming a serious problem unique to this millennial generation of teens. In an effort to prevent teen dating abuse, this campaign helps teens acknowledge that controlling behavior online or by cell phone can be forms of abuse and encourages teens to draw their own line about what is, or is not, acceptable relationship behavior. All campaign elements, including the PSAs, will drive traffic to www.ThatsNotCool.com where teens can learn about the issue and equip themselves with the tools to talk about it.

Public Communications, Family Violence Prevention Fund, 383 Rhode Island Street, Suite 304, San Francisco, CA 94103; (415) 252-8900; Brian@endabuse.org WEBSITE: www.ThatsNotCool.com
VOLUNTEER AD AGENCY: R/GA AD COUNCIL CAMPAIGN
MANAGER: Jeff Garfield
MATERIALS: 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 campaign encourages parents to speak early and often to their children about the dangers of underage drinking.

FOR MORE INFORMATION, CONTACT: Lori Frederick, 1 Choke Cherry Road, Room 8-1029, Rockville, MD 20857; (240) 276-2133; lori.frederick@samhsa.hhs.gov WEBSITE: www.stopalcoholabuse.gov
VOLUNTEER AD AGENCY: Deutsch, Inc. 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: Chrissy Stevens, Deputy Communications Director, Iraq & Afghanistan Veterans of America (IAVA), 770 Broadway, 2nd floor, New York, NY 10003 WEBSITE: www.CommunityofVeterans.org, VOLUNTEER AD AGENCY: BBDO New York 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, RADIO, PRINT, WEB BANNERS, OUTDOOR

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



NEW MATERIALS

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.



UNICEF's *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: TV, RADIO, PRINT

FOR MORE INFORMATION: Afreen Akhter, aakhter@unicefusa.org, U.S. Fund for UNICEF, 125 Maiden Lane, New York, NY 10038 Phone: 212-922-2538



Arbor Day Foundation

New Nature Explore® PSAs encourage children to open their door and connect with nature.

The Nature Explore program is inspiring young children to go outside and experience positive connections with nature, opening up a whole new world of wonder that many of today's children are missing.

The set of new PSAs includes all lengths for children's programming and all lengths for general audiences. The important message of discovering nature is told by charming young children as they share visually captivating wonders of nature in every season throughout the year.

The Nature Explore program is a collaborative project of the Arbor Day Foundation and Dimensions Educational Research Foundation. Nature Explore resources are available at www.arborday.org.

When you air this important PSA, you'll be inspiring the next generation of tree planters, their families, and their educators.

AVAILABLE MATERIALS: TV (:60, :30, :20, :15, :10) For children's programming and for general audiences

FOR MORE INFORMATION: Mark Derowitsch, mderowitsch@arborday.org, Website: www.arborday.org Phone: (888) 448-7337 Fax: (402) 474-0820

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An interview with Craig Bland Vice President & General Manager, KXLN Univision



What is KXLN-TV (Univision) corporate strategy as it pertains to public service advertising?

As the leading Spanish-language station in Houston, KXLN Univision 45 proudly informs and serves our viewers not only through our local programming and public service announcements and campaigns, but also through our family of local media properties which include KFTH TeleFutura 67, seven local Univision Radio stations: KLTN-FM, KLA T-AM, KPTY-FM, KOVE-FM, KAMA-FM, KRTZ-AM, KPTI-FM and our local Houston portal on Univision.com. By working together, we maximize our reach and offer our audiences the information they seek, in the language they speak, with the opportunity to follow up and take action.

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.

How does the Ad Council help augment KXLN-TV community efforts?

The Ad Council knows the pulse of the community. When there is a particular area of public service we seek, we know that the Ad Council will have a PSA with a thought-out message and the look of a well-produced paid advertisement. By providing these announcements in different lengths and in Spanish, Univision 45 is able to keep the community informed on a wide range of relevant and critical issues.

What issues do you think deserve national focus?

The Ad Council is able to serve stations nationwide because local issues that are relevant here in Houston are relevant everywhere. Issues such as education, health, the economy, and civic engagement transcend state lines, ethnicity and language.

Is KXLN-TV involved in any unique public service projects?

KXLN Univision 45 is involved in several public service projects throughout the year. For example, "Nuestra Vida" (Our Life) is an annual year-long campaign, established in 1996, that addresses the problems and issues impacting Hispanic families in Houston. "Nuestra Vida" provides possible solutions through the local news, public affairs programming, community calendars, PSAs and community outreach. Univision also recently concluded a massive civic engagement campaign "Ya es Hora" (It's Time). A Peabody Award-winning campaign, "Ya es Hora" encouraged eligible legal permanent residents to apply for U.S. citizenship, register and get out and vote in the primaries and upcoming presidential election.