

PSABulletin

May / June 2009



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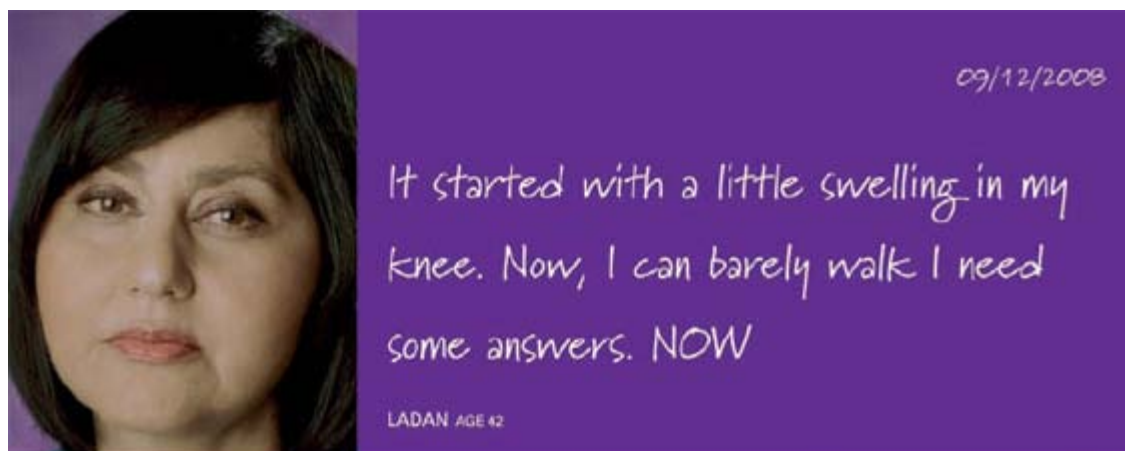
Featured Campaigns

Current Campaigns

Making A Difference

PSA Central

National PSA Campaign Launched to Raise Awareness of Lupus



▲ Real women who have been diagnosed with lupus share their experiences with the disease in the new PSAs.

Approximately 80% of women in the U.S. say they have little or no knowledge of lupus, according to a new Ad Council survey. Affecting one in 200 Americans, lupus is a chronic autoimmune disease that causes the immune system to mistakenly attack the body's own healthy cells and tissue as though they were bacteria or viruses. Without intervention, lupus can lead to tissue damage, organ failure, disability and, in some cases, death. In an effort to raise awareness among women who are at greatest risk, the Ad Council and the U.S. Department of Health & Human Services' Office on Women's Health launched a national PSA campaign to address lupus in March. Approximately 90% of people with lupus are women (18–44). The campaign aims to reach minority women of childbearing age. The objective is to help women understand the disease and identify early warning signs so they can ask their doctor for a medical evaluation.

Created pro bono by LA-based ad agency Muse Communications, the campaign includes TV, radio, print, outdoor and Web ads, which are also available in Spanish. The ads feature women who have been diagnosed with lupus, portraying women who are experiencing symptoms of the disease but have not yet asked their doctors, "Could I have lupus?" The PSAs direct women to visit a new interactive website, www.couldihavelupus.gov, or call a toll-free number (1-800-994-9662), to learn about symptoms and treatment options, and access local resources. The site, which is also available in Spanish, encourages visitors to upload their personal stories and post comments in an effort to initiate a dialogue about the disease.



▲ Altranese Brown discusses her symptoms of lupus in a new TV spot that encourages women who are most at risk to ask the question—Could I have lupus?

Please support this new campaign and help raise awareness about lupus. In the majority of people who are living with the disease, early diagnosis and effective treatment can minimize symptoms and reduce serious complications. Your support can truly make a difference and save lives.

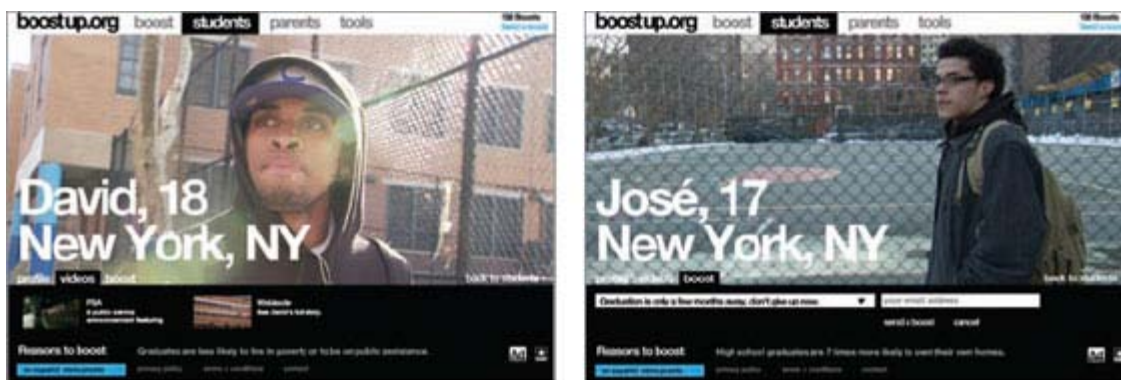
Past Issues

< select an issue >



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Give Teens a Boost to Stay in School and Graduate



- ▶ A new series of PSAs and social media tools launch to help high school students get the boost they need to stay in school and graduate.

Approximately 7,000 high school students drop out every school day, which translates to one in three students in the U.S., according to a report released by the America's Promise Alliance. The Ad Council and the U.S. Army launched a new series of PSAs and social media tools in April as part of their national "Boost" campaign designed to encourage students to graduate from high school.

Created pro bono by ad agency Publicis New York, the TV, radio, print and outdoor ads feature the real stories of potential graduates who are at risk of dropping out. The campaign encourages teens, parents and adult influencers to give students the "boost" of encouragement they need to stay in school.

The PSAs direct audiences to visit a redesigned website, www.BoostUp.org, where they can find resources and send boosts to either students in their own communities or the profiled students. Boosts can also be sent through social networking sites such as Facebook and MySpace.

Additionally, Publicis developed a series of pre-recorded wake-up calls and alarm ringtones that teens can share with their friends to give them the motivation to get up and go to school in the morning. The New York Knicks' Nate Robinson, the Chicago Bears' Lance Briggs, the Baltimore Ravens' Willis McGahee and the Phoenix Suns' Amare Stoudemire have all donated their time to record the messages, which can be downloaded at www.BoostUp.org. Students can also download a "Countdown to Graduation" widget from the "Boost Up" pages on Facebook and MySpace to help keep them on track.

Please support these new PSAs and help give students the boost they need to stay in school and graduate!

Starting the Conversation with Iraq and Afghanistan Veterans



- ▲ The new PSAs center on the concept of "welcome home" signs which convey the difficulty of approaching and engaging a friend or family member who has recently returned home.

Of the 1.7 million veterans who have served or are serving in Iraq or Afghanistan, nearly one third are suffering from Post Traumatic Stress Disorder, depression or Traumatic Brain Injury. Research shows that many veterans avoid seeking help because of the stigma associated with treatment or fear of being diagnosed with a mental illness. Those who do seek help, however, often cite their family as the catalyst

for support. Yet, many families today do not know how to broach the subject constructively and struggle with ways to approach a friend or family member who has recently returned home.

To help ease the transition and readjustment challenges facing Iraq and Afghanistan veterans as they return home, Iraq and Afghanistan Veterans of America joined the Ad Council in April to launch a new series of PSAs for their Veteran Support campaign. The first series of ads launched on Veterans Day 2008 and reached out to veterans directly, encouraging them to visit [www. CommunityOfVeterans.org](http://www.CommunityOfVeterans.org), a private social network where Iraq and Afghanistan veterans can access critical resources and share their experiences in a safe forum. The new series similarly empowers the family and friends of Iraq and Afghanistan veterans by giving them the tools and resources to start the conversation and to help veterans transition to civilian life. The PSAs direct friends and family members to a new website, www.SupportYourVet.org, where they can engage with one another in an interactive forum and access conversation tips, critical mental health resources and information about navigating the VA.

The new TV and radio PSAs were created pro bono by BBDO New York, and Web banners and rich media ads were developed by AOL. Funding for the campaign was made possible by the Iraq Afghanistan Deployment Impact Fund of the California Community Foundation.

Since the Veteran Support campaign's launch, the PSAs and the private community have been well received by the media and veterans of Iraq and Afghanistan. Please continue to support this effort and help families and loved ones understand their critical role in supporting veterans in their transition home.

Questions Are the Answer



▲ New TV spots feature people asking questions in everyday situations, such as ordering food at a restaurant and buying a cell phone, but clamming up when they're in a doctor's office.

According to the Institute of Medicine, an estimated 1.5 million medication errors happen every year in settings ranging from hospitals to doctor's offices to nursing homes to pharmacies. Research shows that the vast majority of medical mistakes are preventable and that patients who take an active role in their health care can greatly improve the quality of that care.

Initially launched in 2007, the "Questions Are the Answer" multimedia campaign sponsored by the U.S. Department of Health & Human Services' Agency for Healthcare Research and Quality aims to encourage all patients and caregivers to become more active in their health care by asking questions.

Created pro bono by Grey New York, the TV, radio, print, outdoor and web advertising highlights the insight that patients ask questions everywhere they go in life, yet at the doctor's office they clam up. Patients are encouraged to go to the campaign website, www.ahrq.gov/questionsaretheanswer, to learn the 10 questions every patient should ask when visiting their clinicians. The site contains tips on how to help prevent medical mistakes and become partners in their health care and also features a "Question Builder" that allows patients to develop a customized list of questions they can take to medical appointments.

The PSAs were distributed to media outlets nationwide in April. Please continue to support this campaign and help shed light on this critical issue by providing consumers with the motivation and the simple steps they can take to improve the quality of their health care.

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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.

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 NY / AD COUNCIL CAMPAIGN MANAGER: Megan Sigismund MATERIALS: PRINT, RADIO, TV, WEB BANNERS

Hunger Prevention

Feeding America



One in eight Americans lives on the brink of hunger, including millions of children, seniors and working poor. As the economy worsens, many more families are turning to food banks for assistance. These PSAs, featuring remarks by President Obama at a recent press conference, highlight the increasingly dire situation at food banks across the country and the urgent need for all of us to take action against hunger 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: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

Mentoring

Big Brothers Big Sisters of America

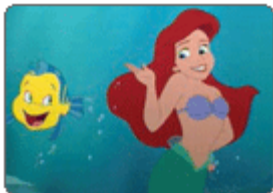


There are approximately 14 million young people at risk of not reaching productive adulthood. There is an urgent need for men and women, particularly minority men, to step forward to mentor children. The campaign encourages individuals to volunteer for Big Brothers Big Sisters and touch the life of a 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.keeпоceansclean.org; www.nmsfocean.org / VOLUNTEER AD AGENCY: Walt Disney Studios Home Entertainment / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson MATERIALS: TV, WEB BANNERS, PRINT

Predatory Lending

National Fair Housing Alliance



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

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
SPANISH: TV, RADIO, PRINT

Financial Literacy-General

American Institute of Certified Public Accountants



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, Senior Project Manager, AICPA, 1211 Avenue of the Americas, Floor 19, New York, NY 10036; 212.596.6037; mheavey@aicpa.org 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: OUTDOOR, 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, OUTDOOR

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

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



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



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

American Diabetes Association & Juvenile Diabetes Research Foundation International



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 PRINT 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, WEB BANNERS
SPANISH: PRINT, RADIO, TV

Lupus Awareness

U.S. Department of Health and Human Services' Office on Women's Health



NEW MATERIALS

Lupus is a serious national health issue that tends to strike young minority women, in their most productive years—often unexpectedly. Although there is no cure, it can be managed if detected early. In particular, minority women must be educated about the disease and its symptoms. If they suspect they have lupus, they should then ask their doctors for a medical evaluation. The campaign encourages women to visit www.couldihavelupus.gov or call toll-free at 1-800-994-9662. By visiting the website or calling this phone number, women can learn

FOR MORE INFORMATION, CONTACT: Frances E. Ashe-Goins RN, MPH, Deputy Director; U.S. DHHS Office on Women's Health, 200 Independence Avenue, SW, Room 728E, Washington, DC 20201; Phone: (202) 690-6373, Fax: (202) 401-4005 WEBSITE: www.couldihavelupus.gov VOLUNTEER AD AGENCY: Muse Communications AD COUNCIL CAMPAIGN MANAGER: Lisa Cullen
MATERIALS: OUTDOOR, RADIO, TV, PRINT, WEB BANNERS
SPANISH: OUTDOOR, RADIO, TV, PRINT, WEB BANNERS

more about this disease, its symptoms and local resources they can contact. They can also upload their personal stories, post comments and create a much-needed communal dialogue about lupus.

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 health problems 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 a Mental Health problem 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 are critical for a child's mind and body, 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



NEW MATERIALS

Patients who are active participants in their health care and who communicate effectively with their doctors and other clinicians can have a positive impact on preventing medical errors and improving the safety and quality of their health care. The U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ) is sponsoring a campaign to encourage consumers to become more involved in their health care by asking questions of their doctors or other clinicians. The campaign directs consumers to www.ahrq.gov/questionsaretheanswer to find out the questions everyone should know.

FOR MORE INFORMATION, CONTACT: Kristie Kiser, AHRQ, 540 Gaither Road, Rockville, MD 20850; Kristie.Kiser@ahrq.hhs.gov; (301) 427-1246 / WEBSITE: www.ahrq.gov/questionsaretheanswer / VOLUNTEER AGENCY: Grey New York / AD COUNCIL CAMPAIGN DIRECTOR: Melissa Otero
MATERIALS: OUTDOOR, PRINT, RADIO, TV, WEB BANNERS

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



NEW MATERIALS

Unfortunately, many teens experience abuse and violence in their 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.

FOR MORE INFORMATION, CONTACT: Brian O'Connor, Director of 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, SAMHSA, 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: Katie VanLangen, Director of Strategic Partnerships, Iraq & Afghanistan Veterans of America (IAVA), 770 Broadway, 2nd floor, New York, NY 10003 WEBSITE: www.CommunityofVeterans.org, www.SupportYourVet.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 Youth Reckless Driving Prevention campaign is so critical. With the message "If your friend is driving recklessly, say something" the campaign aims to encourage teen passengers to speak up when they are in a car with a friend who is driving recklessly and they don't feel safe.

FOR MORE INFORMATION, CONTACT: The Advertising Council, 1203 19th St. NW, 4th Flr, Washington, DC 20036 / WEBSITE: www.SpeakUpOrElse.com / VOLUNTEER AD AGENCY: Y&R, New York / AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson MATERIALS: TV, PRINT, WEB BANNERS, RADIO, OUTDOOR

PSABulletin

May / June 2009



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An interview with Joanne Calabria Vice President, Public Affairs CBS Television Stations



What is CBS3/CW Philly's corporate strategy as it pertains to public service advertising?

Our stations embrace the opportunity public service advertising provides to inspire, to effect change and even to save lives. It is a top priority for us.

How does the Ad Council help augment CBS3/CW Philly's community efforts?

The Ad Council campaigns completely support and complement our local initiatives. All stations have a distinct focus and specific interests with regard to community efforts. The nature and breadth of the Ad Council campaigns adds a national scope to issues of concern to all broadcasters and viewers. In addition, the production value of these campaigns is consistently of the highest caliber.

What issues do you think deserve national focus?

The issues of crime prevention—getting guns off the streets—and education—keeping kids in school—remain the most critical concerns we face with current economic woes adding to that obligation. I also like to see emerging issues such as autism and celiac disease get the attention they deserve. From an awareness perspective, they are just getting on the radar, which is when the Ad Council can do the most to help them break through.

Is CBS3/CW Philly involved in any unique public service projects?

CBS3, in partnership with Susan G. Komen for the Cure, has been at the forefront of breast cancer education for nearly 20 years. Both of our Philadelphia stations support the annual Race for the Cure and in a unique awareness campaign, get more than 100 buildings in the area to light their exteriors pink in October, Breast Cancer Awareness Month.

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

Regardless of all the new media options available to viewers of all ages, broadcast television remains the dominant voice. No other medium can convey a message as quickly or powerfully as we can. We have an obligation to use the huge voice we are blessed to have.

→ 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

I saw it (Veteran Support PSA), for the first time at a Regal Cinema theater while waiting for my wife.
I was riveted from the moment my eyes saw the ranger on the bus.
By the time it was over I could barely wait to get into my truck.
I cried for an hour and a half.
I got a therapist.
I dealt.
Now...
I volunteer at the local Veteran's Outreach Center.

Thank you.

Dave

A photograph showing a man in a military uniform sitting on a red bus seat. He is looking out the window. The interior of the bus is visible, including the aisle and other seats.