

PSA Bulletin

July / August 2009



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Re-connecting kids with Nature

New Campaign Urges Children to Discover "Where the Other You Lives"



▲ A new campaign from the creators of Smokey Bear urges children to spend more time outdoors and discover "where the other you lives."

Research shows that there is currently a lack of connection between America's youth and nature, leaving children unaware of its ecological and health benefits. In fact, children today spend 50% less time outdoors than they did 20 years ago. This is in part due to safety concerns, an increase in working parents and the development of interactive technologies that capture children's attention indoors.

The Ad Council and the U.S. Forest Service, creators of the iconic Wildfire Prevention campaign featuring Smokey Bear, launched a national campaign in June to raise awareness of the benefits of nature among America's youth. The campaign kicked off to coincide with National Get Outdoors Day (June 13) and the PSAs encourage children, specifically tweens ages 8-12, and their parents to re-connect with nature by spending time at nearby forests and parks. Ultimately, the campaign seeks to create a love of nature in children and a lifelong conservation ethic.

Created pro bono by Euro RSCG, the TV, radio, outdoor and online PSAs illustrate the benefits of discovering nature and direct children and their parents to visit a new website, www.DiscoverTheForest.org, where they can find "where the other you lives." The site features ideas for outdoor activities, as well as educational and conservation information. Families can also access a new interactive tool, powered by Nature Find™, where they can search for nearby forests and parks, as well as downloadable activities to print and take with them when they go.

Please help support this campaign and encourage children and their families to discover nature together—your support will help create a new generation of Americans with a lifelong love of our natural resources.

[SEE THE WORK](#)

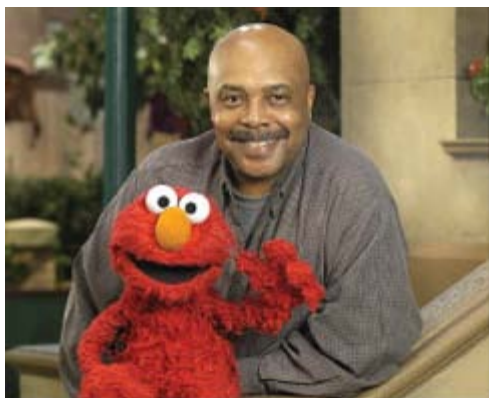

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You can now stay up-to-date on the Ad Council and our campaigns without leaving your social networking pages. Connect with the Ad Council on Facebook and Twitter to start receiving updates and get involved in our online communities! To become a fan of the Ad Council on Facebook, visit www.facebook.com/adCouncil. As an Ad Council fan you will have access to our latest PSAs, press releases, and news bites.

We also invite you to follow us on Twitter at www.twitter.com/adccouncil. By becoming an Ad Council follower you'll get the PSA updates you need to know, in 140 characters or less.



New Campaign helps families Protect Themselves from H1N1 flu Virus and Stay Healthy



▲ In a new PSA, Sesame Street's Elmo and Gordon show families and children how to protect themselves from the flu virus and stay healthy.

The 2009 H1N1 flu virus, a new flu virus of swine origin first detected in April, is spreading from person-to-person sparking a growing outbreak of illness in the U.S. and internationally. Experts believe that this flu spreads the same way that seasonal influenza viruses spread—primarily through the coughs and sneezes of people who are sick with the virus. In an effort to encourage American families and children to take steps to protect themselves from the virus and practice healthy habits, the Ad Council joined with the U.S. Department of Health & Human Services and Sesame Workshop to launch a national PSA campaign in May.

The new television PSAs were developed by Sesame Workshop and they feature Sesame Street's Elmo and Gordon explaining the importance of healthy habits such as washing your hands, avoiding touching your eyes, nose and mouth and sneezing into the bend of your arm. The TV spots direct audiences to visit www.cdc.gov to get more information on how to stay healthy.

habits for life. Your support can truly make a difference.

Please support this new campaign and help provide children—and their parents—with simple ways they can protect themselves from the H1N1 flu virus and learn healthy

"Get Your Smokey On" and Help Prevent Wildfires

New Campaign Urges Children to Discover "Where the Other You Lives"



▲ New PSAs feature Smokey Bear and encourage viewers to "Get Your Smokey On."

It's always wildfire season somewhere in the United States. Nearly 65,000 communities across the country are at risk from wildfires, and over the past 10 years, an average of 6.5 million acres of land have been burned each year by wildfires. Most Americans are unaware that nine out of 10 wildfires are caused by humans and the principal causes of human-related wildfires are campfires left unattended, trash

burning on windy days, careless discarding of smoking materials and BBQ coals, and operating equipment without spark arrestors.

As an extension of the longest running PSA campaign in our nation's history, the Ad Council, the U.S. Forest Service and the National Association of State



Foresters recently launched a new series of PSAs featuring Smokey Bear to communicate to Americans their role in preventing wildfires. This year marks Smokey's 65th "birth" date on August 9, 1944, and his message of wildfire prevention is just as important today as it was back then.

The latest PSAs, created pro bono by ad agency Draftfcb, feature Smokey Bear in improved CG animation urging young adults to "Get Your Smokey On" and step in and make a difference if they see someone in danger of causing a wildfire. Smokey reminds adults that he is counting on them to prevent human-caused wildfires, practice fire safety habits and step in when others act carelessly. The TV, radio, print and online ads direct audiences to www.smokeybear.com to learn more about wildfires and how they can be prevented.

You can also "Get Your Smokey On" by visiting him on Facebook, MySpace and YouTube.

Please continue to support this iconic campaign and help Americans learn their role in preventing wildfires.

[SEE THE WORK >>>>](#)

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COMMUNITY

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.

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.

SEE THE WORK



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

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

resources to get motivated to give back to their communities and to create lasting, positive change.

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

SEE THE WORK



Foreclosure Prevention

NeighborWorks® America



Foreclosure is a very serious problem in our country. We estimate that a staggering 3–4 million families will face foreclosure this year. This PSA campaign strives to reach the roughly 50% of delinquent borrowers who avoid contact with their lenders, and encourages them to call 888-995-HOPE for guidance. There they will find quality counseling and financial advice from a trusted third-party nonprofit on ways to avoid foreclosure. Everyone loses when homeowners foreclose, just as everyone wins when communities are home to vital, healthy neighborhoods.

SEE THE WORK



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

Hunger Prevention

Feeding America



NEW MATERIALS

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.

SEE THE WORK



FOR MORE INFORMATION, CONTACT: Johama Vetter, Director of Marketing Programs, Feeding America, 35 East Wacker Drive, #2000, Chicago, IL 60601; (312) 263-2303 ext 5616 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.

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

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.

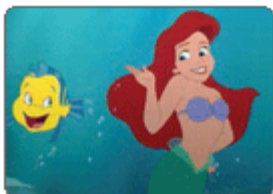
SEE THE WORK



AGENCY: VGS Creative AD COUNCIL CAMPAIGN MANAGER: Trace Della Torre
MATERIALS: TV, RADIO, WEB BANNERS

Oceans Awareness

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



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

SEE THE WORK



FOR MORE INFORMATION, CONTACT: Lou Cafiero, Vice President, Marketing and Communications, National Marine Sanctuary Foundation, 8601 Georgia Avenue Suite 501 Silver Spring, MD 20910;(240) 205-0400 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 lenders still prey upon unsuspecting consumers, especially homeowners who need to refinance out of unaffordable loans. To combat this, the National Fair Housing Alliance (NFHA) is sponsoring “Question It,” a campaign that equips consumers with the right questions to ask their lenders in order to protect themselves from abusive practices. The PSAs encourage consumers to call 1-866-222-FAIR or visit www.QuestionsProtect.org.

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

Re-connecting Kids with Nature

USDA Forest Service



The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. The U.S. Forest Service and the Ad Council's Re-Connecting Kids with Nature campaign aims to inspire tweens and their parents to get out there and discover the joy of exploring nature, ultimately developing a love for the land and an understanding of the importance of conservation. The campaign directs them to visit a robust website (www.DiscoverTheForest.org) that provides a nature locator search tool, as well as downloadable activities to do outside when they go.

SEE THE WORK



FOR MORE INFORMATION, CONTACT: Katie Armstrong, Katie Armstrong, Public Affairs Specialist, USDA Forest Service, 1400 Independence Ave., SW, Mailstop 1111, Washington, DC 20250; (202) 205-1028; karmstrong@fs.fed.us WEBSITE: www.DiscoverTheForest.org VOLUNTEER AD AGENCY: Euro RSCG AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant MATERIALS: TV, OUTDOOR, RADIO, 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.

SEE THE WORK



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: Jeanna Keller, Program Officer, Lumina Foundation for Education, 30 South Meridian St., Ste. 700, Indianapolis, IN 46204; (317) 951-5303; 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 VP & Senior Counsel, Consumer Bankers Foundation, 1000 Wilson Boulevard, Suite 2500, Arlington, VA 22209; (703) 276-3871 WEBSITE: www.creditfairy.org Volunteer Ad Agency: Mullen (English) Ad Council 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."

SEE THE WORK



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.

SEE THE WORK



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, OUTDOOR

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 that encourages 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

SEE THE WORK



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

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

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.

/ 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

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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

SEE THE WORK



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
SPANISH: RADIO, TV

SEE THE WORK



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.

SEE THE WORK



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/cyberbullying VOLUNTEER AD AGENCY: Saatchi & Saatchi AD COUNCIL CAMPAIGN MANAGER: Ashlee Thompson MATERIALS: RADIO, 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.

SEE THE WORK



FOR MORE INFORMATION, CONTACT: Christine Feneley, Associate Director, Corporate and Alliance Public Relations Communications, ADA 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



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.”

SEE THE WORK



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.

SEE THE WORK



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

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.

SEE THE WORK



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

LATCH System and Booster Seat Education

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



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.

SEE THE WORK



FOR MORE INFORMATION, CONTACT: Elizabeth Grazios, Marketing Specialist; 1200 New Jersey Avenue SE, Washington, DC 20590; (202) 366-3587; elizabeth.grazios@dot.gov Website: www.safercar.gov Volunter 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 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.

SEE THE WORK



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

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

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

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.

SEE THE WORK



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.

SEE THE WORK



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."

SEE THE WORK



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: Communications Dept., 699 Prince Street, Alexandria, VA 22314; (703) 837-6111; e-media@ncmec.org; 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

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

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.

SEE THE WORK



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.

SEE THE WORK



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.

SEE THE WORK



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

SEE THE WORK



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

SEE THE WORK



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

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:**

depression and PTSD-related outcomes by offering a community for veterans and by providing loved ones with the tools to help vets transition home.

SEE THE WORK



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



NEW MATERIALS

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.

SEE THE WORK



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: Drafftcb; Cannery Agency AD COUNCIL CAMPAIGN DIRECTOR: Amy Gibson-Grant
MATERIALS: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR
SPANISH: TV, RADIO, PRINT, WEB BANNERS, OUTDOOR

Youth Reckless Driving Prevention

State Consumer Protection Agencies and Attorneys General Offices



Reckless driving among America's youth is a serious problem and it has deadly consequences. For more than two decades, car crashes have been the number one killer of teens. Young drivers are more likely to speed, run red lights, make illegal turns and die in an SUV rollover. That is why the 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.

SEE THE WORK



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, WEB BANNERS, RADIO, OUTDOOR

PSABulletin

July / August 2009



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An interview with Ed Fernandez

President & General Manager, Telemundo Chicago



What is Telemundo Chicago's (WSNS-TV) corporate strategy as it pertains to public service advertising?

We have a critically important role in serving the Spanish-dominant (SD) Hispanic community in Chicago. Television is the primary source of information for SD Hispanics and as such, we have a heightened sense of responsibility to get information disseminated throughout the day to ensure that our viewers and our community are informed, educated and prepared.

How does the Ad Council help augment Telemundo Chicago's community efforts?

Telemundo Chicago is committed to a number of initiatives throughout the year that educate and empower the greater Chicago Hispanic community as it relates to Education, Health, Community Empowerment and Immigration. The Ad Council does a great job providing our TV station with high-quality materials that provides us with important health, societal and economic messages that otherwise might not be communicated.

What issues do you think deserve national focus?

The 2010 Census is just around the corner and is a vitally important issue especially for Hispanic and communities of color. These populations are frequently undercounted by the census and thus endure underfunding of critical services and infrastructure and underrepresented in government. As a result, I believe the Ad Council could be very helpful here by providing supplemental resources to help this massive governmental and media effort "get the word out" on breaking down the myths and misperceptions of census counting that often pervade this effort.

Is Telemundo Chicago involved in any unique public service projects?

Telemundo Chicago is extremely committed to providing support that goes above and beyond as it relates to communicating news and information about Education, Health, Community Empowerment, and Immigration for the Hispanic community. The ever-changing dynamic of this population requires us to constantly innovate and create public service and station efforts that reach our constituents in a number of ways to effectively penetrate the messaging. For example, every evening our 10p.m. news, "Noticiero Telemundo Chicago en Contexto," features live interviews with newsmakers and community activists about the news of the day to help our viewers understand the various nuances and complexities of relevant issues.

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


Quite frankly, it's one of the top three responsibilities we have as local broadcast stations. That is, we are granted the privilege of serving the public interest. That message was instilled in me a long time ago and I'm proud that my team at Telemundo Chicago is committed to that vision.

→ 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 just wanted to write and say Thank You so much for the commercials you all put out about the signs of autism. I thought something was different about my son, but I had no clue it could be autism. I will never forget when I first saw your commercial, I thought that is what Nathan does. I then immediately looked on your website and I was just in shock. I never knew what autism was or the symptoms. I then contacted a pediatrician in the area and he referred me to a developmental pediatrician. Nathan was diagnosed at 2 1/2 with classic autism. I think his doctor would have eventually caught it, but your commercial gave me the information to unlock the door and get things moving. I thank you all so much from the bottom of my heart for getting that information out there. Whenever I hear Autism Speaks commercials now, I always listen.

Thank you again,
Melissa H.