



PUBLIC SERVICE ANNOUNCEMENTS

PS6006 0:00:30 Part of Your World:30 OceanAwareness
This public service announcement starts off with a song sung by the Little Mermaid. Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today: Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Ocean's do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit www.KeepOceansClean.org to find out more about the ocean and what everyone can do to help.

PS6007 0:00:25 Part of Your World:25 Ocean Awareness
This public service announcement starts off with a song sung by the Little Mermaid. Our oceans are in trouble. Careless activities by people, at sea and on land, have created the dire state of the oceans today: Routine activities on land and water contribute to 6.4 million tons of debris entering the ocean every year. In the US, littering accounts for the majority marine debris that originates from land. Plastic debris is especially dangerous, because it does not degrade and poses swallowing and entanglement threats to marine life. Ocean's do not have an infinite capacity to absorb all the waste we allow to flow into it. Not only are we hurting marine life, but because human life is so dependent on a healthy ocean, we are hurting ourselves. The first phase of the campaign launched in October and features characters from Disney's The Little Mermaid. The public service announcements raise awareness of the problem in the ocean and lets audiences know that they can help the ocean by recycling and disposing of trash properly. The PSAs invite viewers to visit www.KeepOceansClean.org to find out more about the ocean and what everyone can do to help.

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PS6010 0:00:30 Under the Sea:30 Ocean Awareness
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PS6011 0:00:25 Under the Sea:25 Ocean Awareness

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PS6013 0:00:15 Under the Sea:15 Ocean Awareness
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PS6044 0:01:00 For Country:60 Marines
For Country starts out with Marines in activity. These words appear on the screen: FOR HONOR, FOR COURAGE, FOR COUNTRY, THE FEW, THE PROUD, THE MARINES. Dubbed from the original master. This spot was designed and created by Creative Director; Scott Nelson and Editor; dB Bracamontes. United States Marine Corps Recruitment Ad - 'For Country'

PS6046 0:00:30 Pride of the Nation:30 Marines
The narrator says, "They've stormed beaches and freed countries, protected the weak and defeated the strong, shown courage and compassion. They've raised our flag and our hope. They've been called Leather Necks. They've been called Devil Dogs but above all their called Marines." "Pride of the Nation" is a public service announcement television spot, airing on major networks including ESPN. visit www.loc.gov, "Check out loc.gov and see how fun history can be." By directing them to loc.gov, the Ad Council and the Library of Congress are providing a wealth of information online in many different ways.

PS6055 0:00:30 Techno Savvy :30
The Advertising Council , in partnership with the National Center for Missing & Exploited Children have teamed up to raise awareness about the prevalence of online sexual exploitation and to help parents and teens protect against online sexual predators. The prevalence of sexual victimization of children in the United States is overwhelming, yet largely unrecognized and underreported. According to NCMEC, leading scholars and researchers estimate that one in five girls and one in ten boys will be sexually victimized before they reach adulthood, and less than 35% of all sexual assault cases are reported. With the advent of the Internet, child predators have a new avenue to contact their victims and perpetuate crimes with perceived anonymity. According to NCMEC, of the 25 million child Internet users, one in five have received unwanted sexual solicitations. Furthermore, an estimated 250,000 children have received a distressing sexual solicitation and 150,000 of these solicitations involved attempts for offline contact.

PS6077 0:00:30 Army national guard cba
Do you have what it takes to be a hero? Guard members train to be ready to serve whenever their country or community needs them. The Guard needs committed, intelligent, focused leadership in order to perform its duties well. Are you ready to answer the call? Please visit our website at: <https://www.nh.ngb.army.mil/Recruiting/officer.htm> 1-800-go guard.com

PS6103 0:00:30 In their own words Army nat guard CBA
Told in their own words, Soldiers representing active duty, Army National Guard and Army Reserve share their experiences from both home and abroad. Thank you for your dedicated service. A public service announcement to inform the general public - our external audience - about who Soldiers are and why we serve. Told in their own words, Soldiers representing active duty, Army National Guard and Army Reserve share their experiences from both home and abroad.

PS6169 0:00:30 AADAP Korean PSA :30
AADAP Awarded \$1.4 Million Asian American Drug Abuse Program, Inc. (AADAP) has been granted a three year contract to implement Project FACT: Families Coming Together to Fight Substance Abuse in Asian Pacific Islander Communities. The new program will assist nearly 400 Korean, Cambodian, and Samoan residents get treatment using culturally appropriate approaches, in hopes of addressing the obstacles Asian/Pacific Islander populations have in accessing substance abuse services.

PS6172 0:00:30 Meeting Place:30

Family communications when disaster strikes are very important. Your family needs a place to phone and a place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out of state to report your location. Remember a place to meet and a place to call. When disaster strikes, your family needs a place to phone and a place to meet. Not all family members will be at home together when it happens. That's why you should decide in advance how to stay in touch. Choose someone to call out-of-state to report you location. In some disasters, local phone lines go down, but you can still call out-of-state. Make sure your kids have that phone number. Next, pick a meeting place away from home in case your neighborhood is blocked off... The house of a friend or relative. Remember...A place to meet and a place to call.

PS6173 0:00:25 Meeting Place:25/05

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PS6174 0:00:15 Meeting Place: 15

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PS6175 0:00:30 Picking up the Girls:30

[Emergency Preparedness PSA - Picking Up The Girls](#)

91% of Americans believe it's important to be prepared for emergencies. However, only 55% of households report having taken any steps at all to prepare. In order to encourage more Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security has sponsored public service advertisements that educate and empower Americans to prepare for and respond to all kinds of emergencies. The PSA directs audiences to www.ready.gov, a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies.

PS6176 0:00:15 Picking up the Girls:15

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PS6177 0:00:25 Cell Phone:25

[Emergency Preparedness PSA - Cellphone](#)

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PS6178 0:00:30 Tomatoe Paste:30

[Emergency Preparedness PSA - Tomato Paste](#)

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PS6181 0:00:30 Family Preparedness:30

[Emergency Preparedness PSA - Advance Planning](#)

Numerous strides have been taken in the area of preparedness. The percentage of parents who stocked emergency supplies to be ready for a potential terrorist or other emergency has increased significantly. Also, the number of parents who have created a family communication plan has increased. However, most Americans still have not taken basic steps to prepare for emergencies. The PSAs direct audiences to www.ready.gov, a comprehensive and easy-to-use site that gives Americans the information and tools they need to prepare for and respond to potential emergencies. <http://SaRedCross.org> Family preparedness day, Tejano Music Star Patsy Torres speaking for the American Red Cross San Antonio Area Chapter, Hispanic Volunteer Committee

PS6182 0:00:20 Family Preparedness:20

[Emergency Preparedness - Ready for Older Americans](#)

In order to encourage Americans to prepare themselves, their families and their communities, the U.S. Department of Homeland Security, in partnership with The Advertising Council, has created instructional videos to help educate and empower Americans to prepare for and respond to all kinds of emergencies. The first set of instructional videos, released in English and Spanish, are designed to detail how American families get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies in their community. Homeland Security and the Ad Council have also created additional instructional videos with specific information for pet owners, older Americans and individuals with disabilities and other special needs. To view all of the Ready Campaign's Instructional Videos [Click Here](#).

PS6183 0:00:30 Advance Planning:30
Fetal Alcohol Spectrum Disorders (FASD) is America's leading known preventable cause of mental retardation and birth defects. Even though FASD is completely preventable when pregnant women abstain from alcohol, as many as 32,000 infants are born with alcohol-related problems each year. NOFAS advises women who are pregnant or could be pregnant PLAN to abstain from alcohol. The PSA, entitled "Infinite Power" emphasizes the importance of a woman's role in the health of her baby and features multi-talented artist Gina Loring, best known as the top ranking poet from the 2002 National Poetry Slam, Russell Simmons' HBO Def Poetry Jam and BET's Lyric Cafe. The thirty second PSA includes powerful imagery and the lines, "You will call me mamma. Dependent on me; deciding your fate...Leaving the party behind with your interest in mind, I channel you healthy...Choose an alcohol-free pregnancy. The risks to your baby are many." The empowering PSA targets women of all cultures, ethnicities and backgrounds. It cautions women to abstain from alcohol use during pregnancy to avoid any risk of alcohol-related birth defects.

PS6184 0:00:30 Resiliency:30
Small businesses represent more than 99% of all employers, according to the U.S. Small Business Administration, Unfortunately, small to medium-sized businesses are also the most vulnerable in the event of an emergency. By taking steps ahead of time, many of these businesses can be better prepared to survive and recover after an emergency. The PSAs focus on the affordability and ease of business emergency planning and encourage audiences to visit the Ready Business campaign website at www.ready.gov for information and free resources and templates to help prepare their business for emergencies.

PS6258 0:00:30 Feed the Pig(104):30
Feed the Pig™ is a component of the AICPA's 360 Degrees of Financial Literacy, a national effort to help Americans understand how financial issues affect them at different life stages. The consumer Web site, www.360financialliteracy.org, has received over 13 million hits. Since its inception in 2004, the program has won 10 awards, including the American Society of Association Executive's 2005 Summit Award, the highest honor for associations that implement innovative community-based programs.

PS6259 0:00:30 Feed the Pig:30

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PS6260 0:00:15 Rocket(revised):15

This is an informative public service announcement.

PS6262 0:00:30 TV Store:30

This is an public service announcement designed to inform the public regarding the importance of family time. Do you have a hard time balancing your career and your family.

PS6263 0:00:15 Laugh:15

This is an informative public service announcement about the importance of prioritizing time with family.

PS6289 0:00:20 Ruby Ties:20

This is an informative public service announcement.

PS6347 0:00:30 House Party:30 Drunk Driving Prevention

Drunk or impaired driving killed nearly 18,000 people in 2004. That's one person every 32 minutes. That makes it everyone's problem. It seems that many people were doing their part to put a stop to this completely preventable epidemic. Alcohol-related traffic fatalities reached a low point in the late 1990s. Research also indicates that 62% of Americans exposed to the now-iconic Friends Don't Let Friends Drive Drunk campaign have personally intervened to stop someone from driving drunk, no doubt saving countless lives. Many thought the messages to be targeted at overtly drunk drivers, and not them. When decision time came, they would consider themselves merely "buzzed" and get behind the wheel. The objective of the new campaign is to inspire dialogue and recognition of the dangers of "buzzed" driving and subsequently motivate people to drop driving buzzed. The campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

PS6350 0:00:30 Drum Solo:30 Drunk Driving Prevention
March to the beat of a different drum. Don't drink and drive.

PS6354 0:00:15 DTV Answer 15sec
After 23:59:59 (local time) on February 17, 2009 all terrestrial (i.e., over-the-air) ANALOG television broadcasts from FULL-POWER TV STATIONS in the United States (approximately 1,756 stations,) will cease. There will be exceptions however, and they are low-power, "Class A," translator, and booster stations, which are allowed to continue broadcasting analog programming pending a final ruling from the FCC on transitioning these remaining stations to digital. Websites such as the FCC's "www.dtv.gov," the NAB's "DTV Answers," and others, could substantially elucidate the facts for concerned analog cable subscribers, with reasonable specificity, regarding the post DTV transition.

PS6353 0:00:30 DTV Answer 30sec
In lieu of a more detrimental (and unconstitutional) dual-carriage proposal, (originally) supported by Kevin J. Martin, FCC Chairman, the NAB and a few other advocacy groups—and vehemently opposed by the NCTA and its cable operators—the NCTA and the FCC have reached a compromise agreement. This agreement led to the FCC's ruling¹ back in September 2007 that requires certain hybrid analog-digital cable operators throughout the country to provide full programming from LOCAL "MUST-CARRY" TELEVISION STATIONS to their analog-only subscribers through February 2012. Must-carry TV stations include qualified NON-PROFIT/NON-COMMERCIAL STATIONS, such as educational, municipal and (CPB) public broadcast stations, LOCAL COMMERCIAL TV STATIONS, and a limited number of other stations that qualify under statutory must-carry regulations; it does NOT include "retransmission consent" (aka "may-carry") stations, though cable operators may voluntarily choose to provide some "retransmission consent" stations in an analog format (if it's in the cable provider's best interest to do so and if the cable provider is willing to pay for it.) CHANNELS SUCH AS CNN, MTV, ESPN, COMEDY CENTRAL, etc., ARE NOT MUST-CARRY STATIONS. If you're an analog-only cable subscriber because you own or use analog TVs with a hybrid cable service, and you wish to maintain your current channel lineup, then you will need to obtain a digital cable set-top-box from your cable provider, purchase your own digital-to-analog converter box or purchase a new digital television with an integrated DTV tuner that supports QAM.

PS6355 0:00:30 A Reflection of Honor
112,800 soldiers, sailors, airmen and Marines are deployed overseas around the world. In honor of that sacrifice, Secretary of Defense William S. Cohen has made the first ever public service announcement (PSA) paying tribute to U.S. service members deployed overseas who will be separated from their families. Public contact:
<http://www.defenselink.mil/faq/comment.html> or +1 (703) 428-0711 +1

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PS6357 0:00:30 AHAF-Real Life Questions(Alzheimer's):30
Do you know the 10 warning signs of Alzheimer's Disease? Are you aware of the plight of caregivers -- the friends and loved ones who care for Alzheimer's patients? These topics and more are covered in this presentation created by J-NEX Media for the Alzheimer's Association. For more information, please go to www.alzla.org. A public service announcement from Alzheimer's Disease Research, a program of the American Health Assistance Foundation 1-800-437-2423
<http://www.ahaf.org>



PS6358 0:00:30 Mexico Landslide (CIDI)
ELOXOCHITLAN, Mexico (AP) — Hundreds of rescuers dug frantically Thursday to reach victims of an avalanche that swept down a Mexican mountainside and buried a bus carrying up to 60 passengers. Thirty-two bodies were recovered as hope waned of finding survivors. Soldiers and rescue workers braved threats of additional slides to pull victims from the bus, which had been traveling along a remote winding road Wednesday morning when a rain-soaked mountainside gave way near the town of Eloxochitlan in the central state of Puebla. Officials said the bus was carrying between 40 and 60 people but was impossible to know the exact number of passengers on board because the bus made stops along the way.

PS6359 0:00:30 Jesselyn Rose :30 Drunk Driving Prevent
"Jesselyn Rose," This is a public service announcement, with the highly recognizable tagline. It begins by showing a vibrant young girl marching and a screen that reads, "Friends Don't Let Friends Drive Drunk." There is cheering for her high school football team. It features real photographs and home video. The screen fades to black and words explain footage of victims who have lost their lives as that a drunk driver hit her. Then, viewers see a result of drunk driving. Jesselyn in a hospital bed in a vegetative state. Words explain that she lived for eleven years in this condition following the incident.

PS6360 0:00:30 Jeff Peckler :30 Drunk Driving Prevent
Drunk or impaired driving kills nearly 18,000 people a year. That's one person every 32 minutes. That makes it everyone's problem. It seems that many people were doing their part to put a stop to this completely preventable epidemic. Alcohol-related traffic fatalities reached a low point in the late 1990s. Research also indicates that 62% of Americans exposed to the now-iconic Friends Don't Let Friends Drive Drunk campaign have personally intervened to stop someone from driving drunk, no doubt saving countless lives. However, since the late 90's, alcohol-related driving deaths have been steadily increasing. It seems that though the campaign was very successful, it did not change the behavior of many potential impaired drivers. Many thought the messages to be targeted at overtly drunk drivers, and not them. When decision time came, they would consider themselves merely "buzzed" and get behind the wheel.

PS6361 0:00:30 Healthy Balance :30 Nutrition Education



Curbing America's Obesity Epidemic Starts with Nutrition Education

Recently the Ad Council released a **Nutrition Education** campaign which motivates moms to encourage proper nutrition and physical activity for their families. Studies show that children's food preferences and lifelong eating habits are influenced by those of their parents.

The numbers are staggering, with **66% of American adults either overweight or obese and 16% of children and adolescents overweight**, putting both groups at risk for serious health problems including heart disease, hypertension and diabetes due to lifestyle and nutrition choices.

PS6362 0:00:15 Coloring Book :15 Nutrition Education

Less than 25% of adolescents eat the daily recommended servings of fruits and vegetables. Few get regular physical activity. While mothers and caregivers are aware of the importance of healthy eating and physical activity habits, they struggle with the best way to implement them for their families. With obesity rates rising among children and adults, it's important to provide information and realistic tips for making and sustaining healthy choices for kids. This campaign motivates moms to encourage proper nutrition and physical activity for their families, emphasizing that a bright future starts with a healthy lifestyle. The notion that "Good Nutrition Can Lead to Great Things," reinforces that healthy eating and physical activity are fuel for a kid's mind and body. The campaign encourages viewers to visit www.MyPyramid.gov and use the USDA's Food Pyramid as an effective tool to help their children make healthy choices.

PS6363 0:00:15 Jared :15 Federal Student Aid

During this decade, it's estimated that more than 2 million college-qualified high school students will not fulfill their dream of earning a college degree because of financial barriers. In addition, 1.5 million lower-income students, who are already in college, would have qualified for grants if they had only applied — grants that would make it more likely they could afford to finish college and reduce or eliminate the need for them to repay loans upon graduation. The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

PS6365 0:00:15 Charlie :30 Federal Student Aid

An office of the U.S. Department of Education, Federal Student Aid's core mission is to ensure that all eligible individuals benefit from financial assistance for education beyond high school and to champion the value of postsecondary education. Each year, we award more than \$80 billion in grants, work-study and low-interest loans to nearly 10 million postsecondary students and their families who have completed the Free Application for Federal Student Aid (FAFSA). The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

PS6364
seconds

Ben

Federal Student Aid

30

Education beyond high school. There is an organization that can help. Each year, Federal Student Aid disburses more than \$80 billion in federal aid to eligible students and their families for education beyond high school. This message is brought to you by the U.S. Department of Education. The message is, "Federal Student Aid, start here, go further." . Each year, we award more than \$80 billion in grants, work-study and low-interest loans to nearly 10 million postsecondary students and their families who have completed the Free Application for Federal Student Aid (FAFSA). The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

PS6366 0:00:30 The Bond of Family :30 Ronald McDonald's
For the fifth consecutive year, World Children's Day at McDonald's will take place in almost 31,000 restaurants around the world. McDonald's customers, franchisees and suppliers have raised funds to help support more than 260 Ronald McDonald Houses, 105 Ronald McDonald Family Rooms, 31 Ronald McDonald Care Mobile programs and many other children's causes around the world. McDonald's is the leading foodservice retailer with more than 30,000 local restaurants serving quality food to nearly 50 million customers in more than 100 countries each day. Approximately 70 percent of McDonald's restaurants worldwide are owned and operated by independent, local men and women. For more information about World Children's Day at McDonald's visit www.mcdonalds.com. For more information about RMHC visit www.rmhc.org.

Restaurant :00- :30

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes continues to be a mystery, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles. There are 20.8 million children and adults in the United States, or 7% of the population, who have diabetes. While an estimated 14.6 million have been diagnosed with diabetes, unfortunately, 6.2 million people (or nearly one-third) are unaware that they have the disease.

Robbery :00-:30

Many people who suffer from diabetes are feel like a robbery has taken place. Diabetic neuropathy is a serious complication of diabetes that affects millions of people every day. In fact, one in two people with diabetes has it. Nerves damaged by diabetic neuropathy can cause stinging or burning sensations, tingling, pain, numbness or weakness in your feet and hands. You can be very sensitive to touch. And everyday activities can cause extreme pain. What's worse, diabetic neuropathy puts you at risk for foot injury, infection, even amputation. It's never too late to prevent or delay the onset of diabetic neuropathy. Act now. Call the American Diabetes Association at 1-800-DIABETES or visit www.diabetes.org/neuropathy for more information. Or talk to your doctor about the symptoms.

Boat :00-:30

In order to determine whether or not a patient has pre-diabetes or diabetes, health care providers conduct a Fasting Plasma Glucose Test (FPG) or an Oral Glucose Tolerance Test (OGTT). Either test can be used to diagnose pre-diabetes or diabetes. The American Diabetes Association recommends the FPG because it is easier, faster, and less expensive to perform. With the FPG test, a fasting blood glucose level between 100 and 125 mg/dl signals pre-diabetes. A person with a fasting blood glucose level of 126 mg/dl or higher has diabetes. In the OGTT test, a person's blood glucose level is measured after a fast and two hours after drinking a glucose-rich beverage. If the two-hour blood glucose level is between 140 and 199 mg/dl, the person tested has pre-diabetes. If the two-hour blood glucose level is at 200 mg/dl or higher, the person tested has diabetes.

House Party Time: 30

Drinking and driving could result in death. Don't drink and drive.

Drum Solo Time: 30

Drinking and driving could result in death. Don't drink and drive.

Restaurant :00- :30

Diabetes

Diabetes is a disease in which the body does not produce or properly use insulin. Insulin is a hormone that is needed to convert sugar, starches and other food into energy needed for daily life. The cause of diabetes continues to be a mystery, although both genetics and environmental factors such as obesity and lack of exercise appear to play roles. There are 20.8 million children and adults in the United States, or 7% of the population, who have diabetes. While an estimated 14.6 million have been diagnosed with diabetes, unfortunately, 6.2 million people (or nearly one-third) are unaware that they have the disease.

6343 Restaurant :30, 6344 Robbery :30, 6345 Boat :30, 6346 Restaurant :25, 6347 Restaurant :05, 6348 Robbery:25, 6350 Robbery:05 6351 Boat :25, 6352 Boat :05, 6353 Restaurant:15, 6354Robbery:15, 6355Boat :15 ALL ARE RELATED DIABETES PUBLIC SERVICE ANNOUNCEMENTS.

Robbery :00-:30

Diabetes

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Boat :00-:30

Diabetes

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Marines (toys for tots). Christmas Morning :30 & Marines & Guard Duty (Christmas) :30 Marines. This is a public service announcement about giving to children at Christmas time.

Veterans :

At least 1 in 3 Veterans who serve in Iraq and 1 in 9 Veterans who serve in Afghanistan will face a significant mental health problem. Veterans under the age of 24 have an unemployment rate 3 times the national average. These are just a couple of the difficulties facing the latest generation of veterans.

In order to address the reintegration of soldiers returning from war, this campaign is designed to help Americans learn more about the issues soldiers face and how they can help. The effort focuses its attention on three primary areas in which the most help is needed: education, employment and mental health.

Useful Links [PSA Central](#) or 1-800-933-PSAS [Ad Council Parade :30](#)

Sponsor Organization: Major League Baseball Charity [Iraq and](#)

[Afghanistan Veterans of America](#) Campaign Website:

www.welcomebackveterans.org Volunteer Agency: [Ogilvy & Mather](#)

PS6364 Ben
seconds

Federal Student Aid

30

Would you like to go to college. Federal student Aid is available. . Each year, we award more than \$80 billion in grants, work-study and low-interest loans to nearly 10 million postsecondary students and their families who have completed the Free Application for Federal Student Aid (FAFSA). The Federal Student Aid Gateway and Public Service Campaign is brought to you by the U.S. Department of Education. FederalStudentAid.ed.gov is a registered domain name of the United States government.

BOOST: :10-:60

Four out of every 10 high school students won't graduate from high school. It's a statistic that's not only appalling, but silent. Once students make the decision to drop out, they lack the tools to compete in today's society and diminish their chances for greater success in the future. But the decision to drop out does not happen overnight; it comes after years of frustration and failure. The reasons are many – poverty, abuse, drugs, unstable homes, learning difficulties, teenage pregnancy, stereotypes, and even simple boredom – but a little support can go a long way. The **Boost Class of 2008**, 10 at-risk high school seniors from across the country, record their struggles to stay in school via monthly documentary-style films using disposable video cameras, which are posted on boostup.org. The PSAs encourage viewers to visit **Boostup.org** to give the Class of '08 and students throughout the country a virtual “boost” of encouragement to stay in school.