

KXLA

PUBLIC SERVICE ANNOUNCEMENTS

PS6001 DTV :30 Spanish

Esto es un anuncio del servicio a la comunidad hecho en español y tener treinta segundos de longitud.

La "transición de DTV" (en Estados Unidos) confunde algo cuando viene a la televisión por cable. Los sitios web como el FCC "Pwww.dtv.govP}," el ATRAPA "las Respuestas de DTV," y otros, podría aclarar substancialmente los hechos para suscriptores analógicos concernidos de cable, con especificidad razonable, con respecto a la transición del poste DTV, pero tiene desafortunadamente mas hacer así. Optimistamente esto cambiará más pronto antes que más tarde.

PS6002 DTV :30 ENGLISH

The 'DTV transition' (in the United States) is somewhat confusing when it comes to cable television. 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, but unfortunately have yet to do so. Hopefully this will change sooner rather than later.

PS 6003 0:00:30 ELECTIONS 3/3/2009

This is a public service announcement about the elections

PS6005 0:00:30 Wow! Wow! Wubbzy! Autism Awareness sec

Autism is the fastest-growing developmental disability in the United States.* Fourteen years ago, only 1 in 10,000 children was diagnosed with autism. Today, that rate has soared to 1 in 150.

Despite this prevalence, research shows that many parents of young children are generally unaware of autism. This campaign seeks to educate parents about the growing rate of autism in this country and to ultimately increase the level of early detection.

Because there is currently no cure for autism and no effective means to prevent it, early detection is the crucial first step in helping children with autism. With appropriate early-intervention services, from ages 3-5, between 20% and 50% of children diagnosed with autism will be able to attend mainstream kindergarten. **Sponsoring Organization:**

Autism Speaks

PS 6006 0:00:20 Mr.Grim :20 CA Orthopaedic Asstn
Representing Orthopaedic Surgeons and their patients throughout California to ensure
quality musculoskeletal care. www.coassn.org

PS6009 0:00:30 DTV "Mr Television" 30sec
The video script is as follows: Announcer: Ask Mr. Television!
Mr. Television says, "Timmy, antenna TVs must be upgraded to digital by February or
they'll stop working." Timmy says, "What can we do?" Mr. Television explains how to
get a converter box. For more information go to www.dtvanswers.com

PS6012 0:00:30 Thankless Jobs :30 US Coast Guard
The United States Coast Guard is the nation's leading maritime law enforcement
agency and forms a critical part of our country's homeland security infrastructure,
protecting America's coastlines and waterways. Every day civilian employees work
together with military personnel to save lives, enforce the law, operate ports and
waterways, and protect the environment. The Operational Law Enforcement Mission is
directed primarily in the areas of Boating Safety, Drug Interdiction, Living Marine
Resources, Alien Migrant Interdiction, and responding to vessel incidents involving
violent acts or other criminal activity. www.cabroadcasters.org

PS6016 0:00:15 DTV "Mr Television" 15sec
The video script is as follows: Announcer: Ask Mr. Television!
Mr. Television says, "Timmy, antenna TVs must be upgraded to digital by February or
they'll stop working." Timmy says, "What can we do?" Mr. Television explains how to
get a converter box. For more information go to www.dtvanswers.com

PS6018 Wrecking Ball :30 Foreclosure Prevention
An estimated one million families will face foreclosure this year. Not only do
foreclosures have a disastrous financial impact on a family, but they also have harsh
consequences for entire communities. Just one or two boarded-up homes can send a
residential block into a downward spiral, driving down property values and leading to
increased crime, rundown schools, and flagging economic growth.

Studies show that roughly 50% of delinquent borrowers avoid contact with their lender hoping the problem will go away. Further, more than 6 in 10 delinquent homeowners are not aware of services that mortgage lenders can offer a person behind in their mortgage.

This campaign will encourage homeowners at risk of losing their homes to call 888-995-HOPE, where they will find quality counseling and financial advice from a trusted, third-party nonprofit on the opportunities available to avoid foreclosure. **Campaign Sponsor:** [NeighborWorks® America](#) Go to: www.ForeclosureHelpandHope.org

PS6019 Babysitter :30 Autism Awareness
Autism is the fastest-growing developmental disability in the United States.* Fourteen years ago, only 1 in 10,000 children was diagnosed with autism. Today, that rate has soared to 1 in 150. Go to www.autismspeaks.org to find out more or contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization:** [Autism Speaks](#)

PS6022 0:00:25 Play Sixty (NFL) :25 Child Obesity Prevention
About 9 million children over the age of 6 are considered overweight in this country. The American obesity epidemic has been passed to our youngest generation. Overweight children are at far greater risk of developing some chronic diseases, including Type 2 diabetes and cardiovascular disease. In addition to putting their health at risk, overweight children are often subjected to exclusion by their peers, which can affect their emotional well-being. Teaching kids the importance of eating well and being physically active at a young age is crucial to reversing the trend of childhood obesity in this country. The campaign focuses on the importance of eating healthy and being physically active through several complementary efforts. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization: U.S. Department of Health and Human Services**

PS6023 0:00:15 Get Up and Play :15 Child Obesity Prevention
The "Be a Player" PSAs feature players from the National Football League (NFL), the Ladies Professional Golf Association (LPGA) and characters from DreamWorks' Shrek. They encourage children ages 6 to 11 years old to get up and play for at least one hour every day - and demonstrate the fun that they can have doing it.

Children and their families are encouraged to visit [www . HealthierUS . gov](http://www.HealthierUS.gov) or www .

SmallStep . gov where they can find fun, interactive and beneficial information on healthy eating and physical activity. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization: U.S. Department of Health and Human Services**

PS6024 0:00:30 Jungle Gym :30 Nutrition Ed

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. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization: USDA**, Food Nutrition and Consumer Services.

PS6025 0:00:30 Ceiling :30 Nutrition Ed

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. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization: USDA**, Food Nutrition and Consumer Services

PS6026 0:00:15 Ceiling :15 Nutrition Ed

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. 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. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization:** [USDA](http://www.usda.gov), Food Nutrition and Consumer Services.

PS6028 Babies :30 Reducing Gun Violence

Despite progress in the fight against gun crime in America, gun crime rates continue to be among the highest in the industrialized world. In 2005, for example, guns were used in more than two-thirds of the 16,700 homicides and in an estimated 420,000 nonfatal violent crimes in our country.

Furthermore, 31% of all homicide victims were 13 to 24 years old, and these teenage and young adult victims were four times more likely to be murdered with a gun than with all other weapons combined.

In reaction to this trend of violence, a campaign was launched in 2003 with Project Safe Neighborhoods, a nationwide commitment to reduce gun violence in America. The campaign is continually funded through a grant from the U.S. Department of Justice.

This PSA campaign speaks directly to the offender and forces them to think about the consequences- the emotional pain, loneliness, and financial hardship that their families will experience as a result of their crime.

The new TV spots deliver an emotional depiction of the hardships that families face as a result of gun crime. New radio spots feature testimonials from offenders, who are currently in prison, speaking about how their incarceration has affected their families. The PSAs all conclude with the campaign tagline, “Gun Crimes Hit Home.” Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [Project Safe Neighborhoods](http://www.project-safeneighborhoods.org), [U.S. Department of Justice](http://www.doj.gov)

PS 6031 Live United :15 Community Engagement

United Way is committed to advancing the common good. Through the work of the 1,300 local United Ways across the country, United Way is creating opportunities for a better life for everyone, by focusing on the building blocks of a good life, education, income and health. People are hungry for a proactive, solutions-based message of unity, and the notion of advancing the common good reinforces the connections among all people and communicates a sense of shared fate.

This campaign seeks to motivate and inspire people from all walks of life to get engaged and become a partner with the United Way in their community efforts. The diversity which is communicated, and the call to action, "Give. Advocate. Volunteer." allow viewers to easily envision a role for themselves in making a difference. Contact www.liveunited.org or www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization:** [United Way](http://www.unitedway.org)

PS6033 Indoor Tanning is Out :30 AAD

Indoor tanning before the age of 35 has been associated with a significant increase in the risk of melanoma. Yet on an average day, more than one million Americans use indoor tanning salons. Research shows 70 percent of indoor tanners are female, primarily 16 to 29 years old, an age group that's particularly at risk for developing skin cancer.

To help educate the public, particularly young women, the Academy's 2008-2009 skin cancer public service advertisement (PSA) campaign features print, television and radio advertisements with the theme, "Indoor Tanning is Out." The ads encourage those who are using or considering using tanning salons to think twice about partaking in this risky behavior. This public service announcement is brought to you by The American Academy of Dermatology. Go to www.aad.org for more information.

PS6034 Sean Astin-Teen :20 Boys Town

Boys Town is a beacon of hope for America's children and families through its life-changing youth and health care programs across the United States.

The 90-year old organization is embarking on a new mission to affect change in the puzzling system by building a continuum care to provide the right services at the right time based on a child's or family's needs.

This will not be an easy undertaking, but neither was Father Flanagan's fledgling dream 90 years ago. For more information go to www.girlsandboystown.org

PS6035 Get Some Nature into Your Kids 1:00

The Friends of Iroquois National Wildlife Refuge, Inc. (FINWR) is a not-for-profit organization dedicated to increasing public awareness of the Iroquois National Wildlife Refuge and to helping the community understand its mission and goals.

Iroquois National Wildlife Refuge consists of 10,818 acres of diversified wetlands of which over 4000 acres are pools and marshes. The refuge draws most attention during

the Spring and Fall migration of waterfowl. Peaks of migration from mid-March through early April can average 40,000 to 80,000 Canada geese and over 4,000 ducks as well as many species of shore birds and songbirds.

PS6035 0:00:30 Get Some Nature into Your Kids :30

The Friends of Iroquois National Wildlife Refuge, Inc. (FINWR) is a not-for-profit organization dedicated to increasing public awareness of the Iroquois National Wildlife Refuge and to helping the community understand its mission and goals.

PS6036 After The Party:15 Ntl Inst Drug Abuse (Bilingual)

Behaviors associated with drug use are among the main factors in the spread of HIV infection in the United States.

Drugs can change the way the brain works, disrupting the parts of the brain that people use to weigh risks and benefits when making decisions. This can be especially dangerous for young people because the areas of the brain involving judgment, decision-making, and emotional control have not fully matured.

To inform America's youth about the important connection between drug use and HIV infection the National Institute on Drug Abuse (NIDA) launched The "Learn the Link" campaign.

The campaign includes the "After the Party" public service ads (PSA) where an HIV-positive teenager recounts the night she went to a party and under the influence of drugs and alcohol engaged in risky sexual behavior that resulted in HIV infection.

Visit <http://www.hiv.drugabuse.gov> to learn more about HIV/AIDS and drugs and to view additional PSAs and Webisodes (Web dramas). This public service announcement was brought to you by The National Institute on Drug Abuse.

PS6038 America's Marines :30 Marines

The U.S. Department of Defense and The Advertising Council joined today to launch a national public service advertising (PSA) campaign designed to encourage Americans to participate in activities that show their support of the troops and to communicate that support to military personnel serving both domestically and overseas. The PSAs, being distributed this week, are an extension of the Department of Defense's "America Supports You" initiative, which launched in November 2004.

According to military sociologists, the support of the American people has had a positive and important impact on troop morale. Despite the strong support from the American people, testimony documents reveal that often military members and their families are not aware of that support. Created by ad agency DeVito/Verdi in New York, the new national multi-media PSA campaign is a dual-targeted effort, which is designed to encourage and inspire more Americans to join in the effort to support the troops and, in turn, communicate that support to the troops.

The PSA campaign includes radio, magazine and newspaper advertising, which directs Americans and the military to visit www.AmericaSupportsYou.mil where they will not only find ideas and examples of how to support the troops, but can also post information about activities in their community that support the troops. Visitors can post messages of thanks to a service member, or download branding materials (posters, bumper stickers, buttons, and other collateral materials) that communicate "America Supports You." In addition, service members can log on to read about ways that the American public supports them. Contact www.adcouncil.org for more information. This public service announcement is closed captioned.

PS6039 DTV Eng. 30sec

Is your TV ready for digital? I'm Commissioner Jonathan Adelstein of the Federal Communications Commission. By February 17th, full power TV stations will stop broadcasting in analog, and broadcast in digital only. Your TV needs to be ready for digital so you can keep watching. If you have an analog TV with rabbit ears or rooftop antenna, you need to act. Don't delay or...(static)

Announcer: Is your TV ready for digital? Visit DTV.gov or dial 1-888-CALL-FCC for more information. This message brought to you by the FCC.

PS6043 DTV Bob Barker :30

Bob Barker, come on down and pitch the DTV switch!

The former host of The Price Is Right was enlisted by the National Association of Broadcasters to star in new digital-TV public-service spots that encourage viewers to upgrade to DTV.

"Bob Barker is an American icon who is instantly recognizable to generations both young and old," NAB vice president for DTV Jonathan Collegio said, although it is the older generation that is at higher risk of losing TV reception.

In addition to a general public-service announcement, Barker will also front a spot targeted to Wilmington, N.C., where the majority of stations are making the transition early -- Sept. 8 -- to help the Federal Communications Commission gauge the impact of the Feb. 17, 2009, national switch. Contact www.adcouncil.org for more information. This public service announcement is closed captioned.

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.

PS6048 Cat Magnet Inspiring Invention PS6048
Sponsor Organizations: U.S. Patent and Trademark Office, National Inventors Hall of Fame Foundation Campaign Site: www.InventNow.org

Through its history, America has been among the most innovative countries in the world. In order to continue this tradition, the Ad Council has partnered with the United States Patent and Trademark Office (USPTO) and the National Inventors Hall of Fame to create the Inspiring Invention PSA campaign in an effort to inspire a new generation of inventors.

The campaign messaging is designed to encourage children, ages 8-11, to take an interest in inventing and to make creativity a fun and rewarding part of their lives. Using the messaging "Anything's possible. Keep thinking." provides kids with the motivating message that if you can imagine it then you can make it a reality.

To renew this important message, the latest PSAs feature even more imaginative and outlandish inventions. Each featured invention shows an "inventor's" imaginative improvements to everyday objects. The PSAs also direct kids to visit the campaign's

fully interactive Web site Inventnow.org. On the site kids are able to learn more about inventing, play exciting games and share their own inventions.

Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [U.S. Patent and Trademark Office](#), [National Inventors Hall of Fame Foundation](#)

PS6049

Everyone Knows Your Name Online Sexual Exploitation PS6049

New York, NY, March 23, 2007 – The Ad Council together with The U.S. Department of Justice and National Center for Missing & Exploited Children® (NCMEC) today announced a new phase of their Online Sexual Exploitation public service advertising (PSA) campaign designed to educate teenage girls about the potential dangers of posting and sharing personal information online.

Popular social networking sites such as MySpace, Facebook, and Sconex make it easier for teens to post and share personal information, pictures and videos, which may make them more vulnerable to online predators. Teenage girls are particularly at risk of online sexual exploitation—a recent study by University of New Hampshire researchers for NCMEC found that of the approximately one in seven youth who received a sexual solicitation or approach over the Internet, 70 percent were girls.

“The Internet is one of the greatest technological advances of our time, but it also makes it alarmingly easy for sexual predators to find and contact children,” stated Attorney General Gonzales. “As Attorney General and as a father, I am committed to protecting our children from pedophiles who troll the Internet for kids. The Think Before You Post campaign sends a strong reminder to children and their parents to be cautious when posting personal information online because anything you post, anyone can see: family, friends and even not-so-friendly people.”

Another study conducted by Cox Communications shows that 61 percent of 13- to 17-year-olds have a personal profile on sites such as MySpace, Friendster, or Xanga. In addition, the study found that half of these have posted pictures of themselves online and that one out of five teens reported that it is safe (i.e. “somewhat” or “very safe”) to share personal information on a public blog or networking site. Thirty-seven percent of 13- to 17-year-olds said they're “not very concerned” or “not at all concerned” about someone using personal information they've posted online in ways they haven't approved. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization:** [The US Department of Justice](#), [National Center for Missing & Exploited Children](#)

PS6051 00:00:20 Keep it Safe Wildfire Prevention

Since 1944, Smokey Bear has been the symbol of the protection of America's forests from fire. More than 60 years later, his famous words of wisdom "Only You Can Prevent Wildfires" continue to be at the center of one of the most successful PSA campaigns in

our nation's history. Smokey has recently enlisted the help of Sleeping Beauty to spread the message of wildfire prevention to kids and their families. The latest spots featuring Sleeping Beauty ask us all to "Protect our forest friends from wildfires." Contact www.adcouncil.org for more information. This public service announcement is closed captioned and makes an effort to inform the public to keep the environment safe.

Sponsor Organization: [USDA Forest Service](#) and [National Association of State Foresters](#)

PS6052 00:00:10 Keep it Safe Wildfire Prevention

Since 1944, Smokey Bear has been the symbol of the protection of America's forests from fire. More than 60 years later, his famous words of wisdom "Only You Can Prevent Wildfires" continue to be at the center of one of the most successful PSA campaigns in our nation's history. Contact www.adcouncil.org for more information. This public service announcement is closed captioned and makes an effort to inform the public to keep the environment safe. **Sponsor Organization:** [USDA Forest Service](#) and [National Association of State Foresters](#)

PS6054 Youth Reckless Driving Act Now :30

Sponsor Organization: The State Attorneys General

Campaign Website: www.URtheSpokesperson.com

Car crashes are the number one killer of teens in the United States. National Highway Traffic Safety Administration (NHTSA) data show that, each year, on average:

More than 300,000 teens are injured in car crashes

Nearly 8,000 teens are involved in fatal crashes

More than 3,500 teens are killed

NHTSA research also shows that teen drivers are involved in more than five times as many fatal crashes as adults. Young drivers are more likely to speed, run red lights, make illegal turns, and die in an SUV rollover.

With the message "Speak Up," the UR the Spokesperson campaign targets young adults between the ages of 15 and 21 and encourages them to be the spokesperson against reckless driving by empowering them to speak up when they are in the car with friends and don't feel safe. Contact www.adcouncil.org for more information. This public service announcement is closed captioned.

PS6055 Youth Reckless Driving New Improved :15

Sponsor Organization: The State Attorneys General

Campaign Website: www.URtheSpokesperson.com

The campaign seeks to increase awareness about the dangers of reckless driving and educate teens on how to be safe drivers by focusing on safe speeds, avoiding distractions, wearing seat belts, and understanding the differences associated with

driving SUVs. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organization:** The State Attorneys General.

PS6058 College Access Tough :25

This campaign encourages more low-income students and their families to take the necessary steps toward postsecondary education, with effective support from parents and adult influencers (teachers, counselors, coaches).

To learn more about the actual steps they need to take to be prepared for, and ultimately apply to, college, audiences are directed to the campaign website www.KnowHow2GO.org or to call 800-433-3243 for a free brochure. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [Lumina Foundation for Education](#), [American Council on Education](#) (ACE)

PS6060 Adoption Phone :25 Adoption

Campaign Website: www.adoptuskids.org, www.adopte1.org

Currently, there are 510,000 children in the U.S. foster care system and 129,000 of these children are waiting for families to adopt them. The majority of waiting children are of color with older African American boys waiting the longest for adoption. Sadly each year 26,000 young adults age out of the foster care system without being adopted.

Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [U.S. Department of Health and Human Services Administration for Children and Families](#), [The Adoption Exchange Association](#) and [The Collaboration to AdoptUsKids](#)

PS6061 Adoption Hamster :25

Sponsor Organizations: U.S. Department of Health and Human Services Administration for Children and Families, The Adoption Exchange Association and The Collaboration to AdoptUsKids Campaign Website: www.adoptuskids.org and www.adopte1.org

Currently, there are 510,000 children in the U.S. foster care system and 129,000 of these children are waiting for families to adopt them. The majority of waiting children are of color with older African American boys waiting the longest for adoption. Sadly each year 26,000 young adults age out of the foster care system without being adopted.

General Market Effort:

The general market campaign launched in July 2004 with the goal of raising awareness of the significant number of children in this country waiting to be adopted. New PSAs have been developed as an extension of the highly successful initial campaign. These new, heartwarming PSAs illustrate that parents do not need to be “perfect” to become a parent to a teen from foster care. The PSAs take a look at some of the ordinary situations that parents experience everyday with their children, thus reinforcing the notion that it is these moments that really count. The public service ads end with the

tagline, "You don't have to be perfect to be a perfect parent. There are thousands of teens in foster care who would love to put up with you."

Spanish-Language Effort:

The Adoption Spanish-language campaign first launched in April 2005 and also aims to raise awareness of the number of children waiting to be adopted. Among waiting children, 15% are Hispanic. New PSAs have been developed for the campaign that highlight special, yet everyday moments that families share together. The PSAs also showcase the benefits and fulfillment that adoption through foster care can bring. The PSAs poignantly end with the tagline "Complete a life, complete your own."

The PSAs direct audiences to visit www.adoptuskids.org or www.adopte1.org (for information in Spanish) or call 1-888-200-4005 or 1-877-ADOPT1 (to connect with Spanish-speaking staff) for important, accurate information about the foster care system and the adoption process. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [U.S. Department of Health and Human Services Administration for Children and Families](#), [The Adoption Exchange Association](#) and [The Collaboration to AdoptUsKids](#)

PS6062 Veterans Support Second Week :25

Sponsor Organization: Major League Baseball Charities

Campaign Website: www.welcomebackveterans.org

Nearly 20 percent of military service members who have returned from Iraq and Afghanistan — 300,000 in all — report symptoms of post traumatic stress disorder or major depression, yet only slightly more than half have sought treatment. Additionally, Iraq and Afghanistan veterans under the age of 24 have an unemployment rate that is three times the national average.

With these veterans representing less than 1% of the population, transitioning home can be a tough challenge; one that can be increasingly hard because of the distance and stigma they may feel from the general public. The goal of this campaign is to emotionally connect viewers to this new generation of veterans and foster a more supporting environment for returning vets. Contact www.adcouncil.org for more information. This public service announcement is closed captioned.

Sponsor Organization: [Major League Baseball Charities](#)

PS6063 National Alcohol & Drug Addiction Lock & Key :30

The Substance Abuse and Mental Health Services Administration (SAMHSA), in partnership with the Ad Council, will launch a national awareness public service advertising (PSA) campaign designed to decrease the negative attitudes that surround mental illness and encourage young adults to support their friends who are living with

mental health problems. In addition to the campaign launch, the results of a new HealthStyles survey, licensed by Porter Novelli to SAMHSA and the Centers for Disease Control and Prevention will be announced at the event.

According to SAMHSA, in 2005 there were an estimated 24.6 million adults aged 18 or older who experienced serious psychological distress (SPD), which is highly correlated with serious mental illness. Among 18 to 25 year olds, the prevalence of SPD is high (18.6 % for 18-25, vs. 11.3% for all adults 18+), yet this age group shows the lowest rate of help-seeking behaviors. Additionally, those with mental health conditions in this segment have a high potential to minimize future disability if social acceptance is broadened and they receive the right support and services early on.

Created pro bono by Grey Worldwide, the new PSA campaign aims to reach 18 to 25 year old adults who have friends living with mental illnesses and highlights the importance of their providing support. The U.S. Department of Health & Human Services is the agency sponsoring this psa.

www.samhsa.gov

PS6064 National Alcohol & Drug Addiction Butterfly :15

The Substance Abuse and Mental Health Services Administration (SAMHSA), in partnership with the Ad Council, will launch a national awareness public service advertising (PSA) campaign designed to decrease the negative attitudes that surround mental illness and encourage young adults to support their friends who are living with mental health problems. The new PSA campaign aims to reach 18 to 25 year old adults who have friends living with mental illnesses and highlights the importance of their providing support. The U.S. Department of Health & Human Services is the agency sponsoring this psa.

PS6065 0:00:30 DTV "Antenna Highway/Not Tech Minded"

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. These exceptions will be of little concern to the vast majority of the public. OTA viewers should also expect channel repositioning, which will vary according to a viewer's geographic location. For more information what you need to do contact www.dtv.gov

PS 6066 :15 DTV "Antenna Highway/Not Tech Minded"

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. For more information what you need to do contact www.dtv.gov

PS6067 0:00:30 DTV "Retro Animation"Eng
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. You can find out more information by going to www.dtv.gov

PS6068 0:00:15 DTV "Retro Animation"Eng
This is a public service announcement designed to notify the public about the transition from analog to digital television that will be done on February 17, 2009.

PS6069 0:00:30 DTV "Retro Animation" Span
Esto es un anuncio del servicio a la comunidad hecho en español y tener treinta segundos de longitud. El propósito de este anuncio del servicio a la comunidad es de notificar el español que habla el público de la transición de analógico a la televisión digital que será hecha en el 17 de febrero de 2009.

La "transición de DTV" (en Estados Unidos) confunde algo cuando viene a la televisión por cable. Los sitios web como el FCC "Pwww.dtv.govP}," el ATRAPA "las Respuestas de DTV," y otros, podría aclarar substancialmente los hechos para suscriptores analógicos concernidos de cable, con especificidad razonable, con respecto a la transición del poste DTV, pero tiene desafortunadamente mas hacer así. Optimistamente esto cambiará más pronto antes que más tarde.

PS6071 0:00:20 Mike Prevention Drug-Free America
The Partnership for a Drug-Free America® and the Alliance for Consumer Education (ACE) released a new public service announcement (PSA) today on the potential deadly consequences of "huffing," the intentional inhalation of a substance to get high.

The PSA titled "Mike," was released during a press conference sponsored by the National Inhalant Prevention Coalition (NIPC) and Substance Abuse and Mental Health Services Administration (SAMHSA), to kick off National Inhalants and Poisons Awareness Week March 18-24.

Shot in the style of today's trendy self-made videos, the 30-second TV spot, produced as part of an inhalant abuse awareness campaign by the Partnership and ACE, focuses on young teen boys, 14 or 15, who are in a park. Without actually showing them commit the act, viewers are given the impression that the boys are sniffing something then joking about it...until one boy falls to the ground. The boy's friend laughs, until he suddenly realizes that something is drastically wrong. Then the mood turns to fear, when he realizes his friend is not conscious.

“The PSA, directed at parents, is admittedly grim,” said Steve Pasierb, president and CEO of the Partnership. “Sadly, it mirrors the stories that we hear about frequently from communities across the country where more and more teens are “huffing” and dying or getting seriously hurt. There is typically much anguish among parents because they simply were not aware that their child was engaging in this dangerous behavior.”

Sniffing concentrated amounts of vapors to get high can directly induce heart failure and death within minutes of repeated inhalations. “Sudden sniffing death” is usually associated with the abuse of butane, propane, gasoline, and gases and vapors found in any number of common household products.

PS6072 0:00:20 Promise :20 Drug-Free America

A newly released Monitoring the Future study found that drug use among youth has decreased 25 % from 2001 to 2008. Drug Free America Foundation, Inc.
Post Office Box 11298, St. Petersburg, FL 33733-1298
Website:<http://www.dfaf.org/>

PS6073 0:00:10 Nick Rx Drug-Free America

A teen boy helps his grandmother open a prescription bottle. She takes one pill, and turns away to take it. He then sneaks several pills into his pocket. Today, the Partnership joined with the White House Office of National Drug Control Policy to announce a major new initiative of the National Youth Anti-Drug Media Campaign—a national public awareness campaign alerting parents to the dangers of prescription drug abuse. New advertising for television will debut during this year’s Super Bowl on February 3rd, marking the start of this first federally-funded effort to educate parents on the troubling trend of teens abusing prescription medication. In addition to two new television spots, the campaign includes print and online advertising and community outreach. Pro bono creative for the campaign was provided by Draftfcb New York.

While overall teen drug use is in steady decline nationwide, an alarmingly high number of teens are abusing medicines to get high. Recent studies by the Partnership, the University of Michigan’s Monitoring the Future Study and others, indicate that more teens abuse prescription drugs than any other illicit drug, except marijuana— more than cocaine, heroin, and methamphetamine combined. In the Partnership’s annual tracking study, 1 in 5 teens reported abusing a prescription pain medication, and 1 in 10 report abuse of a prescription stimulant. Agency: Lumina Films

PS6078 0:00:30 Dinner :30 AL-Anon/ALATEEN

Every alcoholic affects the lives of at least four people. Al-Anon Family Groups (which includes Alateen for younger members) is there to help the family members and friends

who also suffer from the affects of alcoholism. "Sketches II" is the newest collection of Al-Anon/Alateen PSAs.

PS6080 0:00:30 Metal-Con :30 Financial Literacy
Campaign Sponsor: American Institute of Certified Public Accountants Foundation
Over the past several decades, Americans 25–34 years old experienced significant declines in net worth while increasing their debt. For every dollar worth of assets owned, this group carries 70 cents worth of debt.

The Feed the Pig campaign aims to reverse this trend by empowering younger Americans to take charge of their personal finances by living within their means and saving for long-term financial security.

PS6081 0:00:30 Stand vA :30 HIV/AIDS Awareness
<http://www.NoHivNoAids.com>This video shows how one person gets another person infected and this spreads out so quickly taking lots and lots of lives.It's animated as snowball effect where a "people-ball" more...just eats everything in its way!Don't let AIDS gain more ground. Everyone must have access to treatment.<http://www.msf.org> - Medecins Sans Frontieres--- Stop Hiv and Aids

PS6082 0:00:15 I Walk For :15 Cancer Awareness
The National Lung Cancer Partnership is a group of leading doctors, researchers, patient advocates, and lung cancer survivors who are working together to improve treatments for lung cancer patients. We are dedicated to raising public awareness of the disease and generating funding for lung cancer research.

PS6083 0:00:30 I Walk For :30 Cancer Awareness
The National Lung Cancer Partnership is a group of leading doctors, researchers, patient advocates, and lung cancer survivors who are working together to improve treatments for lung cancer patients. We are dedicated to raising public awareness of the disease and generating funding for lung cancer research.

PS6084 0:00:30 Not If We Can Help It :30 Financial
We're the National Endowment for Financial Education, a nonprofit foundation with nothing to sell and a lot to tell. For over 30 years, we've helped people just like you get smart about their money. We're here to provide sound advice and practical information on how to start achieving all your financial goals. We're here to help. The national financial literacy campaign is a large-scale public awareness effort aimed at motivating Americans to get smart about their money. The campaign, **sponsored by the National Endowment for Financial Education® (NEFE®)**, encourages Americans to start achieving their financial goals today by accessing practical information on the smartaboutmoney.org Web site.

PS6085 0:01:00 Evergreen :60 Ronald McDonald House

Ronald McDonald House Charities' programs provide that supportive environment so families can be together while their children are dealing with serious illnesses and undergoing treatment. It's a "home away from home" for families in need - giving them more time for hugs, kisses and quiet moments together. This has been a public service announcement from Ronald McDonald House Charities. To find out how you can get involved in your community, visit RMHC.org.

PS6086 0:00:30 Cheerleader :30 Father Involvement

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

More than 79% of Americans feel "the most significant family or social problem facing America is the physical absence of the father from the home." Research shows that the lack of a father in the home correlates closely with crime, educational and emotional problems, teenage pregnancy, and drug and alcohol abuse.

In an effort to show dads the critical role they play in their children's lives, the Ad Council has partnered with the National Responsible Fatherhood Clearinghouse and volunteer ad agency Campbell-Ewald to create a new PSA campaign that communicates to fathers that their presence is essential to their children's well-being. The campaign provides fathers with the information they need to become better dads.

PS6087 0:00:15 Super Soaker :15 Father Involvement

The smallest moments can have the biggest impact on a child's life. Take time to be a dad today. Call: 8774dad411 **Sponsor Organization: U.S. Department of Health and Human Services' Office of Family Assistance, National**

More than 79% of Americans feel "the most significant family or social problem facing America is the physical absence of the father from the home." Research shows that the lack of a father in the home correlates closely with crime, educational and emotional problems, teenage pregnancy, and drug and alcohol abuse.

PS6088 0:00:25 Asterisk :25 Anti-Steroids

Sponsor Organization: United States Olympic Committee

In 2007, the federal government seized 56 underground steroid labs in the U.S., resulting in the confiscation of 11.4 million doses. The use of performance-enhancing substances is of primary 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 matter of greater consequence.

Not only are steroids a potential health hazard, they 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. Don't be an asterisk!

PS6089 0:00:30 Helping Out :30 Ocean Awareness

Campaign Sponsors: National Marine Sanctuary Foundation, National Oceanic and Atmospheric Administration & U.S. Department of the Interior

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 billions of pounds 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

Oceans 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.

This phase of the campaign launched in summer of 2008 and features characters from Disney's The Little Mermaid.

The spots 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.

PS6090 0:00:30 Fish :30 Childhood Asthma

Sponsor Organization: U.S. Environmental Protection Agency

Childhood asthma in the United States has reached epidemic proportions. Since 1980, the number of people diagnosed with asthma has more than doubled-and the number continues to increase each year. This disease affects 1 out of 13 kids under 15, or 5.5 million.

Asthma is one of the leading causes of school absenteeism -responsible for about 10 million missed days, roughly 2 million emergency room visits, and approximately 5,000 deaths. And these statistics only account for known cases of asthma-many cases remain undiagnosed.

Although there is no known cure for this disease, experts agree that there are a variety of ways to reduce the number of asthma attacks. The latest PSAs highlight some unexpected items that can trigger asthma attacks and simple ways to take care of these items so that they are safer for a child with asthma.

PS6091 0:00:30 Oz :30 Lifelong Literacy

When young people become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. While parental involvement is critical, it ultimately comes down to inspiring the individual not only to read books, but to also find their own passion about reading in all forms.

This campaign was created with the Library of Congress in an effort to inspire young readers to become lifelong learners. The objective is to inspire fun and promote literacy in all types of learning. From books to magazines to comics and all other forms, reading really gives kids the opportunity to explore their imaginations.

The PSAs invite kids to "Explore New Worlds. Read." Viewers are also encouraged to visit www.Literacy.gov, and explore the Library of Congress site including The Storybook Adventure activity created for this campaign.

Campaign Website: www.literacy.gov

Sponsor Organization: Library of Congress

PS6093 0:00:25 Frankie Rev :25 HS Dropout Prevention

Sponsor Organization: U.S. Army

Approximately 7,000 high school students drop out every school day, which translates to one in three students. 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 of school does not happen overnight; it comes after years of frustration and failure. Often, those that drop out have run out of motivation and have no source of support or encouragement in school or at home.

The Boost campaign follows the stories of 10 at-risk seniors from across the country that are struggling to finish high school. Directing audiences to visit a redesigned BoostUp.org, the campaign has created a virtual community of support for any teen struggling to make it to graduation. Utilizing mobile messaging in addition to the most popular social networking sites - MySpace, YouTube and Facebook - visitors to the Boost Website have multiple opportunities to give a virtual "boost" to the profiled teens, and the teens in their own lives.

BoostUp.org serves as a hub, facilitating conversations and aggregating support, in addition to serving as a resource to parents and teens. All of these elements are designed to work together to encourage peer discussion about the importance of graduating from high school.

PS6094 0:00:15 Mom :15 HS Dropout Prevention

Sponsor Organization: U.S. Army

4 out of 10 high school students don't graduate

BoostUp.org serves as a hub, facilitating conversations and aggregating support, in addition to serving as a resource to parents and teens. All of these elements are designed to work together to encourage peer discussion about the importance of graduating from high school.

PS6095 0:00:30 Malcolm :30 Energy Efficiency

A boy is interviewing another boy in his bedroom talk about energy savers that last six times longer than ordinary light bulbs. Malcolm turns at the sound of approaching footsteps. Baron Davis walks into the room, looks around, and stops next to Malcolm.
www.energy.gov and www.eere.energy.gov

PS6098 3 0:00:20 When U Start w/Rotary :20 (Rotary Intl)

With the important contributions donors, The Rotary Foundation is fulfilling its promise of creating a polio-free world, helping children and families live healthier lives through Rotary's Humanitarian Grants Program, and educating young people about cultures worldwide. Rotary World Peace Fellows are engaging in the study of peace building, which may allow them to participate in resolution efforts in some of the world's most challenging situations. Rotary International One, Rotary Center 1560, Sherman Ave. Evanston, IL 60201, USA www.rotary.org

PS6099 0:00:30 Mothers Rev. :30 Reducing Gun Violence

Despite progress in the fight against gun crime in America, gun crime rates continue to be among the highest in the industrialized world. In 2005, for example, guns were used in more than two-thirds of the 16,700 homicides and in an estimated 420,000 nonfatal violent crimes in our country. Furthermore, 31% of all homicide victims were 13 to 24 years old, and these teenage and young adult victims were four times more likely to be murdered with a gun than with all other weapons combined. In reaction to this trend of violence, a campaign was launched in 2003 with Project Safe Neighborhoods, a nationwide commitment to reduce gun violence in America. The campaign is continually funded through a grant from the U.S. Department of Justice. This PSA campaign speaks directly to the offender and forces them to think about the consequences- the emotional pain, loneliness, and financial hardship that their families will experience as a result of their crime. Contact www.adcouncil.org for more information. This public service announcement is closed captioned. . **Sponsor Organizations:** [Project Safe Neighborhoods](#), [U.S. Department of Justice](#)

PS6100 0:00:20 You Can :20 (Rotary Intl)

Rotary is a worldwide organization of more than 1.2 million business, professional, and community leaders. Members of Rotary clubs, known as Rotarians, provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

There are 33,000 Rotary clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds. As signified by the motto Service Above Self, Rotary's main objective is service — in the community, in the workplace, and throughout the world.

Every amount contributed to The Rotary Foundation is spent in support of humanitarian, educational, and cultural programs and their operations. Clubs and districts apply for and receive Foundation grants to carry out worthy projects worldwide. www.rotary.org

PS6101 0:01:00 A Polio Free Wrld 1:00 (Rotary Intl)

After 20 years of hard work, Rotary and its partners are eradicating this tenacious disease. Four key strategies for stopping poliovirus transmission:

Routine immunization

High infant-immunization coverage with four doses of oral polio vaccine (OPV) in the first year of life is critical. Routine immunization is essential because it's the primary way that polio-free countries protect their children from the threat of imported polio.

National Immunization Days

For decades, Rotary's PolioPlus program has been one of the driving forces during National Immunization Days, or NIDs. Rotarians are involved in myriad ways before, during, and after an NID, by providing funds for millions of drops of vaccine, promoting upcoming campaigns in the community, distributing vaccine to local health centers, serving as monitors, working with local officials to reach every child, and participating in surveillance efforts.

Surveillance

Rotarians play an important role in working with health workers, pediatricians, and others to find, report, and investigate cases of acute flaccid paralysis in timely manner (ideally within 48 hours of onset). PolioPlus sometimes helps fund containers that preserve the integrity of stool samples during transport to laboratories. The program has also played a leading role in providing equipment for the global poliovirus laboratory.

Targeted mop-up campaigns

Rotary's support of mop-up campaigns is similar to NID volunteering, but on a smaller, often "house-to-house," scale.

PS6102 0:00:30 American Heart As. :30
American Heart Association Since 1924 the American Heart Association has helped protect people of all ages and ethnicities from the ravages of heart disease and stroke.

These diseases, the nation's No. 1 and No. 3 killers, and other cardiovascular diseases, claim nearly a million American lives a year. The association invested more than \$348 million in fiscal year 2002-03 for research, professional and public education, and advocacy so people across America learn what they can do to reduce their risk and live stronger, longer lives.

American Heart Association
National Center, 7272 Greenville Avenue, Dallas, TX 75231, 1-800-AHA-USA-1
www.americanheart.org

PS6104 0:01:00 Patty Lane Retires 1:00 (SS Adm)
Patty and Cathy talk about filing for retirement. Cathy informs Patty that she can do everything on line. Cathy says, "Well, it's so much easier to log onto socialsecurity.gov and file online." Cathy tells Patty that she can find out how much money she is entitled to, put in a change of address and file for Medicare on line. www.ssa.gov

PS6105 0:00:30 Zanzibar :30 (SS Adm)
Social Security offers an online retirement application that you can complete in as little as 15 minutes. It's so easy. Better yet, you can apply from the comfort of your home or office at a time most convenient for you. There's no need to drive to a local Social Security office or wait for an appointment with a Social Security representative. In most cases, once your application is submitted electronically, you're done. There are no forms to sign and usually no documentation is required. Social Security will process your application and contact you if any further information.

PS6106 0:01:00 Catch/Candles 1:00 (Curing PID)
Each year approximately 1 million women in the United States experience an episode of symptomatic pelvic inflammatory disease (PID) (*) (1,2). Women with PID are at increased risk of chronic pelvic pain, ectopic pregnancy, and tubal infertility (3,4).

After one episode of PID, a woman's risk of ectopic pregnancy increases sevenfold compared with the risk for women who have no history of PID. Approximately 12% of women are infertile after a single episode of PID, almost 25% after two episodes, and over 50% after three or more episodes (5). Other sequelae associated with PID include dyspareunia, pyosalpinx, tubo- ovarian abscess, and pelvic adhesions (6).

Overall, such complications are estimated to occur among 15%-20% of women with PID, and they often require subsequent surgical intervention. These medical consequences of PID are associated with great emotional stress and can have a major effect on a woman's reproductive health.

PS6107 0:00:30 Family Emergency Kit :30 (EmergencyPrep)

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.

Launched in February 2003, the Ready Campaign, asks individuals to do three key things to prepare for the unexpected: get an emergency supply kit, make a family emergency plan, and be informed about the different types of emergencies that could occur and their appropriate responses.

The campaign also has a complete Spanish language component, including PSAs for all media types and its own website, www.listo.gov.

The newest public service advertisements, launched in November 2006, take a documentary style approach using real people with honest, unscripted answers in regards to their family's emergency preparedness plans. 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.

Sponsor Organization: [U.S. Dept. of Homeland Security](http://www.dhs.gov)

PS6108 0:00:30 Healthy Balance :30 (Nutrition Ed)

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.

Disney Partnership

In an effort to extend this important campaign message, the Ad Council and USDA have collaborated with Walt Disney Studios Home Entertainment on a series of PSAs featuring the lovable characters and memorable songs from Disney's original classic Pinocchio, as previously done with The Jungle Book's "Bare Necessities" of a healthy lifestyle. The Pinocchio "Bright Future" PSAs highlight the importance of balancing good nutrition and physical activity by reinforcing the idea that healthy lifestyle habits are fuel for a child's mind and body. **Sponsor Organization:** [USDA](#), Food Nutrition and Consumer Services.

PS6109 0:01:00 Tough 1:00 (College Access)

Research shows that regardless of income level, America's young people want to go to college and recognize that postsecondary education is a key to their future.

However, despite these high aspirations, low-income and first-generation students are underrepresented on college campuses. The reasons vary, but key barriers include affordability, a lack of college-going knowledge and preparation, expectations, as well as guidance and encouragement.

This campaign encourages more low-income students and their families to take the necessary steps toward postsecondary education, with effective support from parents and adult influencers (teachers, counselors, coaches).

To learn more about the actual steps they need to take to be prepared for, and ultimately apply to, college, audiences are directed to the campaign website www.KnowHow2GO.org or to call 800-433-3243 for a free brochure.

Sponsor Organizations: [Lumina Foundation for Education](#), [American Council on Education](#) (ACE)

PS6110 0:00:30 Restaurant Rv :30 (Diabetes Mng)

There are nearly 21 million Americans with diabetes and the population is growing very rapidly. More than 600 people die from diabetes and its complications every day. Diabetes can cause serious complications such as heart attack, stroke, blindness, nerve damage, and kidney failure.

The American Diabetes Association recommends that most patients with diabetes strive for an A1C level of less than 7%, yet almost half of adults with diabetes have an A1C of 7% or higher. Studies have shown that many patients don't know what the A1C is, don't

have an A1C test done on a regular basis, and don't know their A1C level even if they have the test performed.

In an effort to raise awareness of the risks of uncontrolled diabetes and help patients take the first step toward staying healthy, the Ad Council has partnered with the American Diabetes Association (ADA) and the Juvenile Diabetes Research Foundation International (JDRF) to make diabetes patients more aware of their true risk for certain diabetes-related complications. The campaign provides type 1 and type 2 adult patients with diabetes information on how managing their A1C level can reduce health risks.

Sponsor Organizations: [American Diabetes Association](#)

Campaign Website: www.diabetesA1C.org, www.midiabetesA1C.org

PS6111 0:01:00 Slow Motion 1:00 (LATCH/Booster Seat)

"Safety belts are not designed to fit smaller children," said NHTSA Administrator Jeffrey W. Runge, M.D. "Booster seats remedy that problem by positioning the belt where it is most effective."

In fact, young children prematurely moved to safety belts are 4 times more likely to suffer serious head injuries than children in child safety seats or booster seats. However, without consistent laws and enforcement, the importance of using a booster seat is still largely unknown among parents and caregivers. While most parents have heard of booster seats, surveys have found that they don't know how booster seats work, how their children can benefit or who should use them.

In a response to this major information gap, NHTSA and the Ad Council have partnered to launch the new campaign to communicate the importance of using booster seats. Leo Burnett, the ad agency that introduced the Crash Test Dummies nearly two decades ago, once again donated their time and talent to create the PSAs for the campaign which features new child-sized Crash Test Dummies. The ads target parents of kids aged 4-8 who are vigilant in regards to their children's safety, but are unaware of the need to use a booster seat. Campaign Website: www.safercar.gov

Sponsor Organization: [U.S. Department of Transportation/ National Highway Traffic Safety Administration](#) (NHTSA)

PS6112 0:00:30 Anthem Rev :30 (Minority Ed)

The United Negro College Fund has had a profoundly positive impact on the lives of millions of minority students. The organization has helped more than 350,000 minority students graduate from college. However, despite their gains, a persistent gap in education remains between African Americans and other students and between low-income students and their more affluent peers. According to UNCF, the high cost of

college and the lack of financial assistance are the major reasons that students don't enter or complete college.

By highlighting the leadership and accomplishments of important African Americans and their inventions and innovations, the new PSA campaign asks potential donors to consider the impact of minority education on their own lives and, "Support minority education today, so we don't miss out on the next big idea tomorrow."

Together, we hope to impact tomorrow's world by opening up educational opportunities for minority youth today, because a mind is a terrible thing to waste.

Graduates of UNCF institutions have made lasting contributions to our nation by building successful careers in the fields of business, politics, health care and the arts, to name a few. Some prominent UNCF alumni include: Dr. Martin Luther King, Jr., director Spike Lee, actor Samuel L. Jackson, General Chappie James (the U.S. Air Force's first African American four-star general), Alexis Herman, (Secretary of Labor in the Clinton Administration), Alice Walker, (author) Leontyne Price (opera singer), and Brown University president Dr. Ruth Simmons (first African American president of an Ivy League school).

The UNCF began its relationship with the Ad Council and volunteer agency Young & Rubicam in 1972. Ever since, we've been partners in reminding people that "A Mind is a Terrible Thing to Waste." To find out more about the history of this campaign, please go to our Historic Campaigns section. **Sponsor Organization:**[United Negro College Fund](#)

PS6113 2 0:00:30 Every Parent Knows :30 (Amber Alets)
The Advertising Council, in partnership with the National Center for Missing & Exploited Children® (NCMEC), The Wireless Foundation and the U.S. Department of Justice, launched today a national, multi-media public service advertising (PSA) campaign designed to raise awareness of Wireless AMBER Alerts™ and encourage all wireless subscribers to aid in the search for abducted children.

"Wireless AMBER Alerts have the potential to extend the reach of these critical messages to millions of people. We are proud to join NCMEC, The Wireless Foundation and the U.S. Department of Justice in this potentially life saving effort," said Peggy Conlon, President & CEO of The Advertising Council.

All wireless subscribers who are capable of receiving text messages, and whose wireless carrier participates in the Wireless AMBER Alerts Initiative, may opt in to receive free alerts by registering at www.wirelessamberalerts.org or their wireless carrier's website. Subscribers may designate up to five geographic areas for which they would like to receive Wireless AMBER Alerts. www.wirelessamberalerts.org

Sponsor Organization:[National Center for Missing & Exploited Children](#) and [The Wireless Foundation](#) and [The US Department of Justice](#)

PS6114 2 0:00:30 Armored Car :30 (Financial Literacy)

Over the past several decades, Americans 25–34 years old experienced significant declines in net worth while increasing their debt. For every dollar worth of assets owned, this group carries 70 cents worth of debt.

The Feed the Pig campaign aims to reverse this trend by empowering younger Americans to take charge of their personal finances by living within their means and saving for long-term financial security.

Statistics demonstrate that this group's financial behaviors, while less established, 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. With this campaign, AICPA and Ad Council hope to get younger Americans to establish better spending and saving habits. **Campaign Website:** www.FeedthePig.org

Campaign Sponsor: [American Institute of Certified Public Accountants Foundation](#)

PS6116 0:00:30 1in8-Construction Worker :30(Hunger Prev)

"1 in 8" Hunger Prevention Campaign

Hunger is a reality for 1 in 8 Americans, including millions of children, seniors and working poor. Yet the problem of hunger in the U.S. has remained invisible to most Americans. Many people have the misperception that it is only associated with pockets of society. In actuality, we all know and are in contact with people who are affected by hunger.

The "1 in 8" hunger prevention campaign shows everyday people living their lives and that hungry Americans are different from the stereotype. Hunger is among us. People you interact with every day may not know where their next meal is coming from. Access to food is an essential human need that gives everyone a chance for a better tomorrow.

Follow the links below to check out the "1 in 8" hunger prevention public service announcements. These PSAs were produced by The Ad Council, in conjunction with Feeding America, Second Harvest Foodbank's national office.



PS6117 0:00:15 1in8-Clothesline :15 (Hunger Prev)

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PS6121 0:00:05 Play 60 w/V.Davis :05 (Child Obesity)

Overweight children are at far greater risk of developing some chronic diseases, including Type 2 diabetes and cardiovascular disease. In addition to putting their health at risk, overweight children are often subjected to exclusion by their peers, which can affect their emotional well-being.

Teaching kids the importance of eating well and being physically active at a young age is crucial to reversing the trend of childhood obesity in this country.

PS6122 0:00:05 Play 60 w/E.Manning :05 (Child Obesity)

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Teaching kids the importance of eating well and being physically active at a young age is crucial to reversing the trend of childhood obesity in this country.

PS6123 0:00:05 Play 60 w/W.Parker :05 (Child Obesity)

About 9 million children over the age of 6 are considered overweight in this country. The American obesity epidemic has been passed to our youngest generation.

Overweight children are at far greater risk of developing some chronic diseases, including Type 2 diabetes and cardiovascular disease. In addition to putting their health at risk, overweight children are often subjected to exclusion by their peers, which can affect their emotional well-being.

Teaching kids the importance of eating well and being physically active at a young age is crucial to reversing the trend of childhood obesity in this country.

The campaign focuses on the importance of eating healthy and being physically active through several complementary efforts. The “Be a Player” PSAs feature players from the National Football League (NFL), the Ladies Professional Golf Association (LPGA) and characters from DreamWorks' Shrek. These PSAs encourage children ages 6 to 13 years old to get up and play for at least one hour every day and demonstrate the fun that they can have doing it.

New PSAs featuring U.S. Olympic Hopefuls paired with qubo's animated characters reinforce the “Be a Player” message, as well as messages about “Energy Balance” and “Portion Size”.

Children and their families are encouraged to visit www.HealthierUS.gov or www.SmallStep.gov where they can find fun, interactive and beneficial information on healthy eating and physical activity.

This is a companion campaign to the adult-targeted Obesity Prevention campaign known as Small Steps. The campaign began in November 2005. **Sponsor**

Organization: [U.S. Department of Health & Human Services](http://www.hhs.gov)

Campaign Website: www.smallstep.gov

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. To view all of the Ready Campaign's Instructional Videos [Click Here](#). Contact www.adcouncil.org for more information. This public service announcement is closed captioned.

PS6209 3 0:00:20 Screening Room (Jimmy Smits) :20 Cancer

Jimmy Smits: The most important screening isn't the one that happens here. It's screening for colorectal cancer, the second leading cancer killer. Having a screening test is the best way to prevent this disease. That's right, you can prevent it. I got screened. Now it's your turn. This public service announcement is brought to you by The Department of Health & Human Services.

PS6237 3 0:00:20 Thank You PVA :20 Paralyzed Vet of America

The Wounded Warriors Program reaches out to those veterans who have been injured or paralyzed. "Sometimes the greatest casualty is being forgotten." This public service announcement points out a way to say thank you to these veterans and is sponsored by The Paralyzed Veterans of America. Contact: ontrack@woundedwarriorproject.org

PS6335 0:00:20 I Know-Teen :20 Girls and Boys Town
The Boys Town National Hotline is a 24-hour crisis, resource and referral line. Trained counselors can respond to your questions every day of the week, 365 days a year. We can help teens and parents with suicide prevention, depression, school issues, parenting troubles, runaways, relationship problems, physical abuse, sexual abuse, emotional abuse, chemical dependency, anger and much more. This public service announcement is brought to you by The Girls and Boys Town. Go to www.girlsandboystown.org

TV Show Leads to Life-Saving Call

Any problem anytime... the Boys Town National Hotline is here to help. In 2007, more than 500,000 children and families were helped through the Boys Town National Hotline, including more than 38,000 youth who made calls where hotline staff intervened to save the caller's life or provide therapeutic counseling. Over the past decade, more than 7 million callers have found help at the end of the line.

PS6353 DTV Answer 30sec
MAN: "HONEY, DID YOU KNOW THAT TELEVISION IS GOING ALL DIGITAL IN 2009?" WOMAN:"YES. IN FACT, CONGRESS SAYS ALL FULL POWER TV STATIONS MUST BROADCAST ONLY IN DIGITAL AFTER 2009.
MAN: "WILL THAT AFFECT US?" ANNCR: "IF YOU'RE ONE OF THE [INSERT: THOUSANDS, MILLIONS] OF FAMILIES IN [INSERT: CITY, COUNTY, STATE] THAT RECEIVES FREE BROADCAST TELEVISION WITH AN ANTENNA, YOU'LL NEED TO UPGRADE WHEN TELEVISION GOES ALL DIGITAL IN 2009." "FOR MORE INFORMATION ABOUT THE SWITCH TO DIGITAL, VISIT DTV-ANSWERS DOT COM OR CALL 1-888-DTV-2009."

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

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.