

# KVMD PUBLIC SERVICE ANNOUNCEMENTS

CM1029 0:01:00 Analog Surrender

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](http://www.dtv.gov)

CM1045 0:00:30 DTV Answer Spanish 30sec

This is a public service announcement done in Spanish and is thirty seconds long. The purpose of this public service announcement is to notify the Spanish speaking public of the transition from analog to digital television that will be done on February 17, 2009.

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.

Direct-to-Home or Direct Broadcast Satellite services (i.e., the small dish systems) are digital so the effect of the DTV transition to subscribers will be negligible; at worst there may be some minor channel changes if one receives local stations through their satellite service provider.

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.

PS6000                    0:00:30            Couple :30 Credit Scores Ed

A couple is talking. Credit Scores directly effect many financial transactions you do, including: buying a home with a mortgage, borrowing money to purchase a car, applying for credit cards, and even applying for a job. A recent survey conducted by Opinion Research USA and the Ad Council shows that Americans are misinformed about their credit health, with over 70% wrongly identifying a credit score of 600 as average or above average. Making sure your Credit Score is as high as possible is one of the easiest ways of saving money every month. Contact [www.CreditFairy.org](http://www.CreditFairy.org) or [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization: Consumer Bankers Foundation (CBF)** [www.cbanet.org](http://www.cbanet.org); **Leadership Conference on Civil Rights Education Fund (LCCREF)** [www.civilrights.org](http://www.civilrights.org)

PS6001 Coffee Shop :30 Child Abuse Prevention

Three million incidents of child abuse are reported each year in the United States. Seventy five percent of the children who die from abuse are younger than three years old. The actual incidence of abuse and neglect however, is estimated to be three times greater than the number reported to authorities. The serious problem of underreporting is partially due to hesitation by individuals who may suspect abuse is taking place. This campaign encourages people to go to [www.childhelp.org](http://www.childhelp.org) or call 1-800-4-A-CHILD for more information on what they can do to help. **Sponsor Organization: Childhelp** [www.childhelp.org](http://www.childhelp.org)

PS6001                    0:00:15            Arrow:15 Stroke Awareness

Someone suffers a stroke every 45 seconds and there are 700,000 new or recurrent strokes annually. Stroke is also a leading cause of severe, long-term disability as it can cause paralysis, vision problems, memory loss and speech/language problems. If you need help, call this office, we will try to keep you on track. (516) 804 8495. Depending on the severity of the stroke, it causes 60% of us to become depressed and to just about give up on everything. Complacency and sadness set in. We become demanding and sometimes a burden to our care giver and others, because we can not do those things that we used to. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization: American Stroke Association**

PS6002 Elevator :30 Child Abuse Prevention

Three million incidents of child abuse are reported each year in the United States. Seventy five percent of the children who die from abuse are younger than three years old. The actual incidence of abuse and neglect however, is estimated to be three times greater than the number reported to authorities. The serious problem of underreporting is partially due to hesitation by individuals who may suspect abuse is taking place. This campaign encourages people to go to [www.childhelp.org](http://www.childhelp.org) or call 1-800-4-A-CHILD for more information on what they can do to help. . **Sponsor Organization: Childhelp** [www.childhelp.org](http://www.childhelp.org)

PS6002      3      0:00:30      Bear Trap:30 Stroke Awareness

Depending on the severity of the stroke, it causes 60% of us to become depressed and to just about give up on everything. Complacency and sadness set in. We become demanding and sometimes a burden to our care giver and others, because we can not do those things that we used to. Total frustration can sometimes set in. And in lesser cases hardly anything, except a warning, that if certain ways are not changed, a major brain attack may occur and you most likely will be worse than you were before. It is also hard to conceive that medication can possibly significantly improve your perception and mental balance. In this situation, it can totally baffle the person, because of their easy experience before. While trying to recover and rehabilitate, your body and mind will convince you that nothing at all is happening and that you should just give up. It will make you realize who really are your family and friends. The amount of time it will take, clearly depends on the individual so do not measure your time against everyone else's. Your recovery time is your own. So do not give up, keep going, do not think about yesterday or tomorrow, think about the day at hand and do your best. If you need help, call this office, we will try to keep you on track. (516) 804 8495 or Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** [American Stroke Association](http://www.americanstroke.org)

PS6003      DTV Answer Spanish

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 "[www.fcc.gov](http://www.fcc.gov)," el ATRAPA "las Respuestas de DTV," y otros, podría aclarar substancialmente los hechos para suscriptores analógicos preocupados 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.

Dirija a en casa o Dirija los servicios Emisores de Satélite (es decir, los pequeños sistemas de plato) son digital tan el efecto de la transición de DTV a suscriptores será insignificante; en peor es posible que haya algunos cambios secundarios del canal si uno recibe las estaciones locales por su proveedor de Internet de satélite.

Después de que 23:59:59 (hora local) en el 17 de febrero de 2009 todo terrestre (es decir, sobre el aire) televisión ANALOGICA transmite de ESTACIONES de televisión de LLENO-PODER en Estados Unidos (aproximadamente 1.756 estaciones,) dejará. Habrá las excepciones sin embargo, y ellos son de baja potencia, "la Clase UN," traductor, y los repetidores, que son permitidos continuar transmitir programar analógico hasta una resolución final del FCC en el transitioning estas estaciones restantes a digital. Estas excepciones serán de pequeño concierne a la inmensa mayoría del público. Los espectadores de OTA también deben esperar recolocar de canal, que variará según una ubicación geográfica de espectador.

PS6004 3 0:00:30 Video Game :30 Credit Scores Ed  
Do you know how your credit score is calculated? Or that you are entitled to one free credit report per year under the Fair and Accurate Credit Transaction Act? A recent survey conducted by Opinion Research USA and the Ad Council shows that Americans are misinformed about their credit health, with over 70% wrongly identifying a credit score of 600 as average or above average. Targeting low to moderate-income Americans of all ages and ethnicities with some form of credit, this campaign was developed to inform consumers about their credit and the importance of actively taking responsibility for maintaining its health. Additionally, this campaign aims to educate consumers about important steps they can take to establish and maintain good credit including paying bills on time, keeping credit card balances as low as possible and resisting the urge to open up more credit cards than are needed in a short period of time. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** [American Stroke Association](http://www.americanstroke.org)

PS6005 3 0:00:30 Flash Forward :30 CA Office Traffic Safe  
National Teen Driver Safety raises awareness about the tragedy of teen vehicle crashes, the leading cause of death for young people in the U.S., and it sparks communication among teenagers, their parents and civic leaders about the causes of and solutions to teen crashes. The Children's Hospital of Philadelphia and State Farm Insurance Companies®, which have an ongoing teen driver research alliance and outreach initiative, played a key role in the designation. Contact the office of Traffic Safety for more information at [www.ots.ca.gov](http://www.ots.ca.gov)

PS6005 and 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](http://www.coassn.org)

PS6006 3 0:00:30 Part of Your World:30 Ocean Awareness  
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. The first phase of the campaign launched in October 2006 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6006 0:00:30 Part of Your World:30 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](http://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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6008 0:00:15 Part of Your World:15 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6008 0:00:30 Gary Cole Autism Awareness

Founded in 1975, The Help Group is the largest, most innovative and comprehensive nonprofit organization of its kind in the United States serving children with special needs related to autism, Asperger's disorder, learning disabilities, ADHD, mental retardation, abuse and emotional problems. [www.thehelpgroup.org](http://www.thehelpgroup.org)

PS6009 0:00:10 Part of Your World:10 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6010 3 0:00:30 Mayor Villaraigosa :30 The Help Group

To help promote greater awareness and early identification and intervention, The Help Group National Autism Foundation launched its Autism Awareness Campaign public service announcements for television and radio in 2004. The Help Group's public service announcements feature parent and celebrity spokespersons, many of whom have a child with an autism spectrum disorder. The goal of the PSA campaign is to reach out to parents, families and the community at large with current facts about autism.

The incidence of autism spectrum disorders has reached epidemic proportions affecting one in every 150 children. It is the fastest growing serious developmental disability in the United States. Early identification and intervention can be of great benefit to many children challenged by autism spectrum disorders. In an effort to promote autism awareness in the City of Los Angeles, Mayor, Antonio Villaraigosa is participating in The Help Group's public service announcement campaign. His PSA's in both English and Spanish. Help Group Parent and Celebrity spokespersons include: Ed Asner, Dave Clark, Gary Cole, Magdalena del Olmo, Dr. Bruce Hensel, Joe Mantegna, Edward

James Olmos, Joanne Palmer & John Schneider. The campaign debuted at The Teddy Bear Ball on December 4, 2004 and began airing in early 2005. Gary Cole, John Schneider and Ed Asner are all parents of children with autism spectrum disorders and are committed to promoting awareness for the ever increasing number of families affected by this disorder. Read more about The Help Group Public Service Announcements.

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

This public service announcement starts off with Sebastian singing, "Under The Sea". 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. 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. 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

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

This public service announcement starts off with Sebastian singing, "Under The Sea". 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. 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. 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6012      3      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](http://www.cabroadcasters.org)

PS6013      0:00:15      Under the Sea :15 Ocean Awareness  
This public service announcement starts off with Sebastian singing, "Under The Sea". 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. 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. 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6014      3      0:00:30      Four Nine :30 Booster Seat Ed  
Children prematurely moved to seat belts are 4 times more likely to suffer serious head injuries during a collision than children in child safety or booster seats. Safety belts are designed for adults, and children under 4'9" tall should ride with a booster seat. The booster seat message is a crucial one, NHTSA estimates that up to 90% of children in the U.S. who should be using a booster seat are not. The goal of this campaign is to educate parents of children who have outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt. The campaign produced PSAs with Disney, featuring Cinderella and her Fairy Godmother, that were released in October 2005. All the PSAs drive parents to [www.boosterseat.gov](http://www.boosterseat.gov) to learn more about how to protect their children on the road. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned.

PS6015      3      0:00:30      Cape May :30 US Coast Guard  
United States Coast Guard Training Center Cape May is the home of the Coast Guard enlisted corps and is the Coast Guard's only enlisted accession point and recruit training center. It is located on 1 Munro Avenue, Cape May, New Jersey.  
For over fifty years, Coast Guard Training Center Cape May has fulfilled its mission by building the enlisted corps. It provides seaman and fireman apprentices to the Coast Guard trained to be willing and ready to learn their profession.  
[www.cabroadcasters.org](http://www.cabroadcasters.org)

PS6016      0:00:10      Under the Sea :10 Ocean Awareness  
This public service announcement starts off with Sebastian singing, "Under The Sea". 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. 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. 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](http://www.KeepOceansClean.org) to find out more about the ocean and what everyone can do to help.

PS6017      3      0:00:30      Teen Stress w/Muppets :30  
Will Rogers In Teen Stress PSA featuring the Muppets (Miss Piggy, Fozzie Bear, Gonzo, Kermit ...the Frog, Statler and Waldorf) and Teri Hatcher, produced for the Will Rogers Institute. Go to [www.wrinsitute.org/ed\\_resources.aspx](http://www.wrinsitute.org/ed_resources.aspx) for a pamphlet that Helps young people recognize the signs of stress and learn to relieve it in healthy ways. Also discusses sources of stress such as transitions at school and home, social situations and school pressures.

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](http://NeighborWorks.org) Go to: [www.ForeclosureHelpandHope.org](http://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](http://www.autismspeaks.org) to find out more or contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** [Autism Speaks](http://AutismSpeaks.org)

PS6022 3 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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization: U.S. Department of Health and Human Services**

PS6023 2 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](http://www.SmallStep.gov) where they can find fun, interactive and beneficial information on healthy eating and physical activity. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization: U.S. Department of Health and Human Services**

PS6024 3 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](http://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](http://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

PS6025 3 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](http://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](http://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

PS6026 2 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. 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](http://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](http://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

PS6027 3 0:00:20 Replanting Ntl Forests:20 Arbor Day

Saving the world’s rain forests is something everyone can take part in. Since 1992, caring individuals have been making a positive difference in these fragile regions through the Arbor Day Foundation’s Rain Forest Rescue® Program. Thanks to the Foundation’s members and friends, cooperative work with The Nature Conservancy to conserve endangered land in the Maya Forest has been possible. Since the founding of

Rain Forest Rescue, more than two billion square feet of land has been preserved, and we continue to make positive impacts in the area...for the people who call it their home, for the precious birds and animals that live there, for the diverse species of plants and trees, and for the health of our planet. Go to [www.arborday.org](http://www.arborday.org) for more information.

#### 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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [Project Safe Neighborhoods](#), [U.S. Department of Justice](#)

#### PS6028 3 0:00:30 DINO Fair :30 The Growing Place

'We believe that adults play an important role in the development of young children, not only in transmitting knowledge and values, but by providing the emotional base from which a secure child can move out into the world as a learner and a 'doer'. Parents are a child's first and most important teacher. Our staff provides an opportunity for children to interact with different adults who are trained to facilitate learning and offer care and comfort in the absence of a parent. We see ourselves, however, as partners and never replacements for parents. We know that parents entrust their child to us for but a brief period; it is they who are in there for the long haul. Since parenting is such a complex job, we offer support to parents in each stage of the child's development. Teachers, on the other hand, rely on parent for information about their child, their goals, family values and traditions, and to support the Growing Place program. Teachers have the responsibility and the skills to work with children in a group, helping them to learn problem-solving, perspective-taking and multiple ways to communicate their ideas and feelings. Teachers also are critical to creating the 'context' for collaborative learning in

which children stimulate each other's development by working together in play and on projects of mutual satisfaction and fun. The tuition contract requires that all families participate in at least one quarterly school maintenance day ('Pitch-In' Day) and that each parent work a three hour shift in the program's fundraiser, the Ocean Park Dino Fair or Marine Park Family Festival. Parents are also required to contribute ten other volunteer hours to the program. Typical tasks for the ten volunteer hours include washing sheets, picking up library books, repair and maintenance of equipment, secretarial work, fundraising, or being a room parent. We welcome any special talents you may have.

PS6029      3      0:00:10      Replanting Ntl Forests:10 Arbor Day  
Rain forests cover only 2% of the Earth's surface, but they provide habitat and nutritional support for almost half of the Earth's known living species. The El Triunfo Biosphere Reserve alone harbors 30 native mammals, from jaguar and spider monkey to ocelot and white tailed deer — and some 150 species of birds. Many rain forest plants have adapted to attract a pollinator by developing a particular color, shape or fragrance. The Corpse Flower's fragrance resembles decaying meat or flesh. This horrible smell attracts the special insects needed to pollinate the flowers. Strangler figs evolved a very effective way to reproduce and thrive in a crowded forest. Fruit-eating birds deposit fig seeds in the crotches of branches well above the forest floor. These seeds germinate and send roots down the trunk of the host tree to the forest floor, where they eventually gain a strong foothold. In many cases, the roots eventually form a solid tube around the tree! Meanwhile, the fig tree grows up from these roots, its leaves beginning to shade the host tree. Without light, the host tree dies, and the fig lives on, supported by the wood of the older tree. You might see walking palms, trees with roots beginning about chest high. Leaning on their roots as they grow, these trees give the impression that they are out for a stroll on stilts. Go to [www.arborday.org](http://www.arborday.org) for more information.

PS6030      2      0:00:15      Precious Cargo :15 Booster Seat Ed  
Children prematurely moved to seat belts are 4 times more likely to suffer serious head injuries during a collision than children in child safety or booster seats. Safety belts are designed for adults, and children under 4'9" tall should ride with a booster seat. The booster seat message is a crucial one, NHTSA estimates that up to 90% of children in the U.S. who should be using a booster seat are not. The goal of this campaign is to educate parents of children who have outgrown their child safety seat that a booster seat is a life-saving transition to an adult safety belt. The campaign produced PSAs with Disney, featuring Cinderella and her Fairy Godmother, that were released in October 2005. All the PSAs drive parents to [www.boosterseat.gov](http://www.boosterseat.gov) to learn more about how to protect their children on the road. **Sponsor Organization:** [U.S. Department of Transportation/ National Highway Traffic Safety](http://www.transportation.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](http://www.liveunited.org) or [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** [United Way](http://www.unitedway.org)

PS6032 Baggy Pants :30 Office of Traffic Safety.

"Click It or Ticket" debuted in California last year, and the results were immediate: seat belt use increased from 90.4 percent in 2004 to 92.5 percent in 2005. The additional 2.1 percentage point increase translated into 657,000 additional vehicle occupants buckled up in California.

The fine for failing to properly buckle up any child under age 16 is about \$350 per child. The driver gets the ticket if the parent is not in the car. The fine for unbuckled vehicle occupants over the age of 16 is \$80 to \$91, depending upon the jurisdiction.

"Click It or Ticket" is conjoined with the five traffic safety-related departments under the state's Business, Transportation and Housing Agency: the California Highway Patrol, Office of Traffic Safety, Department of Transportation (Caltrans), Department of Alcoholic Beverage Control, and the Department of Motor Vehicles.

[www.ots.ca.gov](http://www.ots.ca.gov)

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](http://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](http://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.

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.

PS6037 Environmental PSA 1:00

Sponsor Organization: Earth Share

Campaign Website: [www.earthshare.org](http://www.earthshare.org)

Every choice we make has a consequence. So make a choice that makes a difference. Earth Share, a nationwide network of the most respected environmental and conservation organizations, offers a simple way to care for our health, water, air, land and wildlife, and ensure that our children will inherit a safe and healthy world.

The latest television PSA "Promise," featuring the distinctive voice of actor Harrison Ford, looks to raise awareness and encourage Americans to become involved in protecting and caring for the environment by visiting [www.earthshare.org](http://www.earthshare.org) to learn what they can do. These new ads compliment successful radio, print and web banner PSAs.

Earth Share and the Ad Council have partnered on this campaign since 1990.

Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** [Earth Share](http://www.earthshare.org)

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](http://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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned.

PS6039 DTV Eng. 30sec 7/24

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.

PS6041 DTV Span 30sec 7/24

¿Está su televisión lista para digital? Soy Miembro de una comisión Jonathan Adelstein de las Comunicaciones Federales Comisionar. Por 17 de febrero, las estaciones llenas de la televisión del poder pararán la transmisión en analógico, y emisor en digital sólo. Su televisión necesita para estar listo para digital tan usted puede mantener mirar. Si usted tiene una televisión analógica con orejas de conejo o antena de tejado, usted necesita para actuar. No demore ni... (constante)

El locutor: ¿Está su televisión lista para digital? DTV.gov de visita o llama 1-888-CALL-FCC para más información. Este mensaje trajo a usted por el 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](http://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'

PS6045 DTV Bob Barker 15 sec

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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned.

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](http://www.loc.gov), "Check out [loc.gov](http://loc.gov) and see how fun history can be." By directing them to [loc.gov](http://loc.gov), the Ad Council and the Library of Congress are providing a wealth of information online in many different ways.

PS6047 Talent Show Cyberbullying Prevention PS6047

Sponsor Organization: National Crime Prevention Council, U.S. Department of Justice Campaign Website: [www.ncpc.org/cyberbullying](http://www.ncpc.org/cyberbullying), [www.mcgruff.org](http://www.mcgruff.org)

What is named as the top school trouble of kids 8-15? Homework? Cafeteria food? Neither – it's bullying. And with the rapid rise in electronic communications, cyberbullying – using the Internet or mobile devices to send or post harmful or cruel text or images – has become a serious issue.

The cyberbullying prevention campaign targets 12 and 13-year-olds, particularly girls, urging them to put an end to the cyberbullying chain. Tweens and teens can be lured into such behavior because it takes place in a virtual world. In fact, because they don't realize the tangible consequences, some don't even recognize these hurtful actions as bullying. These new PSAs – including viral videos – help them realize that if they wouldn't say it in person, they shouldn't say it online.

The bullying prevention campaign, launched in September 2004, features NCPC's beloved crime dog, McGruff. It is designed to counteract bullying at a young age by encouraging victims, witnesses and parents to take action to prevent the problem. Visitors to [www.ncpc.org/cyberbullying](http://www.ncpc.org/cyberbullying) can learn more about cyberbullying.

Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** [National Crime Prevention Council, U.S. Department of Justice](#)

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](http://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](http://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](http://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](http://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](#)

PS6050 0:00:15 Birthday Party :15 DTF Adoption  
This television spot features Dave Thomas growing up and includes the message, "Would you have adopted him?" This is a 15 second PSA.  
[www.davethomasfoundation.org](http://www.davethomasfoundation.org)

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](http://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](http://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](#)

PS6053 0:01:00 Every Child Needs Love :60 DTF  
Dave Thomas Foundation for Adoption is a nonprofit public charity dedicated to dramatically increasing the adoptions of the more than 150,000 children in North America's foster care systems waiting to be adopted. [www.davethomasfoundation.org](http://www.davethomasfoundation.org)

PS6063 Birthday Party :15 DTF Adoption PS6053  
This television spot features Dave Thomas growing up and includes the message, "Would you have adopted him?" This is a 15 second PSA.  
[www.davethomasfoundation.org](http://www.davethomasfoundation.org)

PS6054 Youth Reckless Driving Act Now :30  
Sponsor Organization: The State Attorneys General  
Campaign Website: [www.URtheSpokesperson.com](http://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.

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](http://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](http://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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:** The State Attorneys General

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.

PS6056 Mental Health Anti Stigma Friends :30

Sponsor Organization:US Department of Health & Human Services,Substance Abuse & Mental Health Services Administration (SAMHSA)

Campaign Website: [www.whatadifference.org](http://www.whatadifference.org)

Mental illnesses such as depression, anxiety and bipolar disorder are widespread. In 2005 there were an estimated 24.6 million adults age 18 or older who experienced serious psychological distress (SPD), which is highly correlated with serious mental illness.

Among 18-25 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. Further, those with mental health conditions in this age group have a high potential to minimize future disability and pursue recovery if they receive the right support and services early on.

In an effort to provide these young adults with a better chance at recovery, this campaign seeks to reach adults ages 18-25 with a message of acceptance and understanding of mental illness. It hopes to encourage friends to offer their support to a friend who has been diagnosed with a mental illness.

Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:**[US Department of Health & Human Services,Substance Abuse & Mental Health Services](http://www.samhsa.gov)

PS6056 Mental Health Anti Stigma Door :25

Sponsor Organization:US Department of Health & Human Services,Substance Abuse & Mental Health Services Administration (SAMHSA)

Campaign Website: [www.whatadifference.org](http://www.whatadifference.org)

Mental illnesses such as depression, anxiety and bipolar disorder are widespread. In 2005 there were an estimated 24.6 million adults age 18 or older who experienced serious psychological distress (SPD), which is highly correlated with serious mental illness.

In an effort to provide these young adults with a better chance at recovery, this campaign seeks to reach adults ages 18-25 with a message of acceptance and understanding of mental illness. It hopes to encourage friends to offer their support to a friend who has been diagnosed with a mental illness. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organization:**[US Department of Health & Human Services,Substance Abuse & Mental Health Services](http://www.adcouncil.org)

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](http://www.KnowHow2GO.org) or to call 800-433-3243 for a free brochure. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [Lumina Foundation for Education](http://www.adcouncil.org), [American Council on Education](http://www.adcouncil.org) (ACE)

PS6059 College Access Airplane :60

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

Campaign Website: [www.KnowHow2GO.org](http://www.KnowHow2GO.org)

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](http://www.KnowHow2GO.org) or to call 800-433-3243 for a free brochure. Contact [www.adcouncil.org](http://www.adcouncil.org) **Sponsor Organizations:** [Lumina Foundation for Education](http://www.LuminaFoundation.org), [American Council on Education](http://www.AmericanCouncilonEducation.org) (ACE) for more information. This public service announcement is closed captioned.

PS6060 Adoption Phone :25

Adoption

Campaign Website: [www.adoptuskids.org](http://www.adoptuskids.org),  
[www.adopte1.org](http://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](http://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](http://www.HHS.gov), [The Adoption Exchange Association](http://www.AEA.org) and [The Collaboration to AdoptUsKids](http://www.AdoptUsKids.org)

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](http://www.adoptuskids.org),  
[www.adopte1.org](http://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](http://www.adoptuskids.org) or [www.adopte1.org](http://www.adopte1.org) (for information in Spanish) or call 1-888-200-4005 or 1-877-ADOPTTE1 (to connect with Spanish-speaking staff) for important, accurate information about the foster care system and the adoption process. Contact [www.adcouncil.org](http://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](http://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](http://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](http://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.

[www.samhsa.gov](http://www.samhsa.gov)

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

PS6079 3 0:00:30 Global Warming:Penguins :30 Defenders of  
From the North Pole to the South Pole and everywhere in between, our planet is looking at an uncertain future because of global warming. At the bottom of the world penguins live in one of the harshest environments on Earth. Global warming is making their lives even harder, and they can't handle much more.

PS6092 3 0:00:30 eRecycle :30 Waste Management

The California Integrated Waste Management Board sponsors this PSA showcasing a raccoon interacting with a homeowner at night, reminding the homeowner to properly recycle instead of throwing recyclables in the trash. [www.agfmedia.com](http://www.agfmedia.com)

PS6096 3 0:01:00 Babies:60 Reducing Gun Violence  
In 2005 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 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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. **Sponsor Organizations:** [Project Safe Neighborhoods](#), [U.S. Department of Justice](#)

PS6099 3 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](http://www.adcouncil.org) for more information. This public service announcement is closed captioned. . **Sponsor Organizations:** [Project Safe Neighborhoods](#), [U.S. Department of Justice](#)

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.

PS6132 3 0:01:00 Hog Commandos :60 Energy Efficiency  
Over the next 20 years U.S. natural gas consumption will rise by more than 50% and our country's demand for electricity will increase by 45%, according to an estimate by the U.S. National Energy Policy. By practicing simple measures of conservation and using energy more efficiently, families can build strong energy habits, save money by reducing energy bills, help their communities reduce pollution caused by our demand for energy, and help to preserve the environment for future generations. Launched in March 2004, this campaign introduces children to the dastardly Energy Hog, who is determined to waste energy throughout the home..

PS6135      3      0:00:15      Hog Commandos :15 Energy Efficiency  
Energy hogs take over a home until a family comes home and kicks them out by installing energy efficient products like insulation and CFL light bulbs.

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  
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.

PS6174 0:00:15 Meeting Place: 15

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.

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](http://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

[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](http://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.

PS6177 0:00:25 Cell Phone:25

[Emergency Preparedness PSA - Cellphone](#)

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.

PS6178 0:00:30 Tomatoe Paste:30

[Emergency Preparedness PSA - Tomato Paste](#)

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](http://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.

PS6179 0:00:25 Tomatoe Paste:25

[Emergency Preparedness PSA - Tomato Paste](#)

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.

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](http://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. Contact [www.adcouncil.org](http://www.adcouncil.org) for more information. This public service announcement is closed captioned.

PS6182      Family Preparedness:20 Emergency Prep  
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.

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](http://www.ready.gov) for information and free resources and templates to help prepare their business for emergencies.

PS6204      3      0:01:00      Movement :60 Ntnl Multiple Sclerosis  
The National MS Society is fueled by people united by a common goal - to address the challenges of each person whose life is affected by MS," says Joyce Nelson, president and CEO of the National MS Society. This public service announcement is brought to you by The National Multiple Sclerosis Society.

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.

PS6211 3 0:01:00 Combination (Jimmy & Dian) :60 Cancer  
Jimmy Smits: The screenings that happen here might be fun or dramatic. But it's not real life. There's a screening that is real life—and it could save your life. It's a screening test for colorectal cancer, the second leading cancer killer of men and women. But this is one cancer you can prevent. Screening finds precancerous polyps, so they can be removed before they turn into cancer. I got screened. Now it's your turn. So you can stick around and enjoy the show. This public service announcement is brought to you by The Department of Health & Human Services.

PS6216 Grammy Keaton (Diane Keaton) :15 Cancer  
Diane Keaton: It's impossible to replace anybody that you love. She was my great role model, my Grammy Keaton. It was pretty much of a shock for us when she got colon cancer. Colorectal cancer is the second leading cancer killer of men and women over the age of 50. Just get screened. If I can do it, you can do it. This public service announcement is brought to you by The Department of Health & Human Services.

PS6233 3 0:01:00 Helping Veterans:60 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." WWP is in the process of launching OnTRACK to offer wounded warriors an integrated approach to address long-term needs for education and training, advocacy, and secondary rehabilitative care for the MIND, BODY and SPIRIT. This unique program will offer participants a range of college preparatory classes and services customized to their needs, helping them build career skills, train in veterans' advocacy, and continue recovery toward a more independent life. The wounded warriors will attend college preparatory classes as a group, with the ability to draw from their shared experiences. OnTRACK will have three state-of-the art classrooms, as well as a gym, and individual workspaces for the warriors and instructors. OnTRACK's first cohort will begin in September, 2008, with warriors reporting to Jacksonville, FL in August. This public service announcement is brought to you by The Paralyzed Veterans of America.  
[ontrack@woundedwarriorproject.org](mailto:ontrack@woundedwarriorproject.org)

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](mailto:ontrack@woundedwarriorproject.org)

PS6250 3 0:00:30 Climate Change :30 Int'l Fund Animal Wel  
Global warming has become one of the greatest threats facing today's wildlife through the destruction of natural habitats. However, our precious wildlife faces an even more immediate danger: Man. At least 270,000 baby seals are expected to be killed during this year's government-sanctioned commercial harp seal hunt in Canada. Removing so many animals from any one population places the species at an unnecessary and significant risk of depletion. Over the last few years, the government has raised the annual seal hunt quotas to levels not seen in the past 30 years, killing almost a million seals in just a three year period.

PS6252 3 0:00:30 Save the Whales:30 IFAW  
This video was created by the International Fund for Animal Welfare in response to the Canadian governments opening of the 2008 commercial seal hunt. This public service announcement is brought to you by The International Fund for Animal Welfare.

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](http://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  
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](http://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.

PS6260 0:00:15 Rocket(revised):15  
This is an informative public service announcement.

PS6262 0:00:30 TV Store:30  
This is a 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.

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](http://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.

PS6342                    0:00:10            Parenting Bee:10 Girls and Boys Town  
Girls and Boys Town is a non-profit organization dedicated to the care of at-risk children, with national headquarters in the village of Boys Town, Nebraska. The property was listed as a National Historic Landmark on February 4, 1985. This public service announcement is brought to you by The Girls and Boys Town. Go to [www.girlsandboystown.org](http://www.girlsandboystown.org)

PS6344                    0:00:30            Robbery :30 Diabetes  
Nearly 21 million Americans are currently living with diabetes. Managing the disease is a lifelong commitment and successful treatment depends on the active participation of the patient. While most manage their disease day-to-day, many diabetes patients are unaware of how they can manage their risk for complications such as heart attack or stroke long-term. The A1C test is the most important measure of glucose control over time and a proven risk indicator for major diabetes complications. The campaign was created to raise awareness of the A1C test and encourage people with diabetes to be tested regularly and know their A1C level. Fact: A study conducted by the Centers for Disease Control and Prevention found that 63% of people with diabetes had A1C levels above the recommended target of less than 7. The campaign launched in September 2007. The American Diabetes Association is the sponsor of this public service announcement.

PS6345 3 0:00:25 Boat :25 Diabetes

Nearly 21 million Americans are currently living with diabetes. Managing the disease is a lifelong commitment. While most manage their disease day-to-day, many diabetes patients are unaware of how they can manage their risk for complications such as heart attack or stroke long-term. The A1C test is the most important measure of glucose control over time and a proven risk indicator for major diabetes complications. The campaign was created to raise awareness of the A1C test and encourage people with diabetes to be tested regularly and know their A1C level. The American Diabetes Association is the sponsor of this 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.

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

PS6350 0:00:30 Drum Solo:30 Drunk Driving Prevention

March to the beat of a different drum. Don't drink and drive.

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."

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 ruling<sup>1</sup> 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.

PS6354 0:00:15 DTV Answer 15sec

By law, full-power television stations nationwide must stop using the old method of transmitting TV signals known as analog and begin broadcasting exclusively in a digital format on February 17, 2009. Digital television (DTV) is an innovative type of broadcasting technology that will give you crystal-clear pictures and sound, and more programming choices than ever before.

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

PS6356 0:00:15 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

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](http://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](http://www.MyPyramid.gov) and use the USDA's Food Pyramid as an effective tool to help their children make healthy choices.  
**Sponsor Organization:** [USDA](http://www.usda.gov), Food Nutrition and Consumer Services

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 Ben Federal Student Aid 30 seconds

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.

PS6365 Charlie :30 Federal Student Aid

The daughter of a single mother, Charlie, always knew she would go to college. She also knew that finding a way to pay for it would be up to her. My family struggled throughout a lot of my childhood, and it was assumed that while I would go to college, I would have to pay it for myself. My mother worked in college administration, and she knew about Federal Student Aid; this was an excellent resource, and I couldn't pass it up. When I received my acceptance letter, I ran into the house waving the papers yelling, "I got it, I got it, I got it, I got it, I got it!" I don't think I quite realized... what a huge deal actually graduating was, and that didn't hit home to me until commencement day. Federal Student Aid definitely made that happen.

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](http://www.mcdonalds.com). For more information about RMHC visit [www.rmhc.org](http://www.rmhc.org).

PS6367 DTV Answer Spanish 30sec  
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 preocupados 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.

Dirija a en casa o Dirija los servicios Emisores de Satélite (es decir, los pequeños sistemas de plato) son digital tan el efecto de la transición de DTV a suscriptores será insignificante; en peor es posible que haya algunos cambios secundarios del canal si uno recibe las estaciones locales por su proveedor de Internet de satélite.

Después de que 23:59:59 (hora local) en el 17 de febrero de 2009 todo terrestre (es decir, sobre el aire) televisión ANALOGICA transmite de ESTACIONES de televisión de LLENO-PODER en Estados Unidos (aproximadamente 1.756 estaciones,) dejará. Habrá las excepciones sin embargo, y ellos son de baja potencia, "la Clase UN," traductor, y los repetidores, que son permitidos continuar transmitir programar analógico hasta una resolución final del FCC en el transitioning estas estaciones restantes a digital. Estas excepciones serán de pequeño concierne a la inmensa mayoría del público. Los espectadores de OTA también deben esperar recolocar de canal, que variará según una ubicación geográfica de espectador.

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](http://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.

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](http://www.welcomebackveterans.org) Volunteer Agency: [Ogilvy & Mather](#) **Sponsor Organization:** [Major League Baseball Charities](#)

PS6364 Ben Federal Student Aid 30 seconds  
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](http://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.