



The Advertising Council
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PUBLIC SERVICE ADVERTISING

PSA CATALOG

NEW PSAs THIS ISSUE

QTR 4 | 2018

- ▶ Adoption from Foster Care ⓘ
- ▶ Bullying Prevention
- ▶ Caregiver Assistance ⓘ
- ▶ Child Car Safety ⓘ
- ▶ Diversity & Inclusion
- ▶ Gun Safety
- ▶ Job Training & Employment ⓘ
- ▶ Lung Cancer Screening ⓘ
- ▶ Saving for Retirement
- ▶ Texting and Driving Prevention ⓘ
- ▶ Type 2 Diabetes Prevention ⓘ

ACI-ACI-C-8400

PUBLIC SERVICE ADVERTISING

PSA CATALOG

**SHOW GIRLS STEM
IS COOL, CREATIVE,
AND INSPIRING.**

EMPOWERING GIRLS IN STEM



October



National Bullying Prevention Month

- Bullying Prevention
- LGBT Acceptance

National Breast Cancer Awareness Month

- Breast Cancer Risk Education

National Hispanic Heritage Month

- Caregiver Assistance ⁿⁱ
- Diversity & Inclusion
- Pathways to Employment

November



End of Hurricane Season

- Emergency Preparedness ⁿⁱ
- Emergency Preparedness –NYC ⁿⁱ

Thanksgiving

- Diversity & Inclusion
- Ending Hunger ⁿⁱ
- Meals on Wheels Volunteer Recruitment
- Reducing Food Waste
- Type 2 Diabetes Prevention ⁿⁱ

December



Holiday Season

- Adoption from Foster Care ⁿⁱ
- Buzed Driving Prevention ⁿⁱ
- Caregiver Assistance ⁿⁱ
- Diversity & Inclusion
- Ending Hunger ⁿⁱ
- Fatherhood Involvement ⁿⁱ

- Job Training & Employment ⁿⁱ
- LGBT Acceptance
- Meals on Wheels Volunteer Recruitment
- Reducing Food Waste
- Type 2 Diabetes Prevention ⁿⁱ
- Underage Drinking and Driving Prevention



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- Diversity & Inclusion
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- Meals on Wheels Volunteer Recruitment
- Pathways to Employment
- Reducing Food Waste
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- Wildfire Prevention

17 Health

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- Breast Cancer Risk Education
- High Blood Pressure Control ⁿⁱ
- Lung Cancer Screening ⁿⁱ
- Suicide Prevention
- Type 2 Diabetes Prevention ⁿⁱ

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- Bullying Prevention
- Buzed Driving Prevention ⁿⁱ
- Child Car Safety ⁿⁱ
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Season of Love

With back-to-back holidays, the months of October, November, and December are packed with reasons to spread the love. Encourage your community to grow their families by adopting kids from foster care or by spreading their love to a shelter pet. Add to that by showing families what love really means by sharing messages of diversity, inclusion, and acceptance.



ADOPTION FROM FOSTER CARE

Right now, **118,000 children** in the U.S. foster care system are currently awaiting adoption.

Family is top of mind during the holidays, making this season the perfect time to remind prospective parents about the joys of adopting teens from foster care. Run PSAs to spread the message that "You don't have to be perfect to be a perfect parent."

Assets:

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV

DIVERSITY & INCLUSION

In one of the most diverse countries in the world, many still struggle to feel accepted because of their **gender, sexuality, race, religion, ability, or age.**

This holiday season, air Love Has No Labels PSAs that encourage your community to come together, embrace diversity, and act inclusively every day.

Assets:

ENGLISH: TV, PRINT, OOH, DIGITAL

LGBT ACCEPTANCE

79% of non-LGBT Americans support equal protections for LGBT people.

In 31 states a person can be fired, evicted, or denied medical care simply because they're LGBT. While most Americans support equal treatment, they're unaware that many LGBT Americans lack protections from discrimination. Share PSAs to raise awareness about anti-LGBT discrimination and promote equal treatment for all.

Assets:

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SHELTER PET ADOPTION

2.4 million pets need our help finding a home each year.

Shelter pets are all heart. Across the nation, the colder season means these playful pups and caring cats need a home more than ever. Connect these lovable pets with pet lovers by running PSAs.

Assets:

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

AdoptUSKids.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV

ADOPTION FROM FOSTER CARE

WHY IT'S IMPORTANT: Currently, 118,000 youth in the U.S. foster care system are awaiting adoption. Teens never outgrow the need for family, but only 5% of all children adopted in 2016 were between the ages of 15 and 18. Air PSAs to encourage prospective parents to consider adopting a teen.

WHO TO TARGET: All Adults, Potential Parents

Sponsors: U.S. Department of Health and Human Services' Administration for Children and Families, and AdoptUSKids
Volunteer Ad Agency: KBS

BecauseOfYou.org

ENGLISH: TV, PRINT, OOH, DIGITAL

BULLYING PREVENTION

WHY IT'S IMPORTANT: While only one-third of teens list bullying as a top concern today, twice as many say they regularly experience more specific behaviors like drama, teasing, and exclusion. New PSAs encourage teens to reflect on the power of their words and actions and consider how they are affecting others.

WHO TO TARGET: Teens 13-17

Volunteer Ad Agency: TBD

AARP.org/Caregiving

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

CAREGIVER ASSISTANCE

WHY IT'S IMPORTANT: More than 40 million Americans currently care for an older or aging loved one. PSAs spotlight AARP's Family Caregiving site and its valuable information, tips, and tools to help caregivers provide even better care for their loved ones.

WHO TO TARGET: Hispanic women 35-60

Sponsor: AARP
Volunteer Ad Agencies: Alma, DDB NY, Spike DDB
Website (Spanish): AARP.org/Cuidar

NHTSA.gov/TheRightSeat

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

CHILD CAR SAFETY

WHY IT'S IMPORTANT: Motor vehicle crashes are a leading cause of death for children under 13. PSAs help parents make sure their children are in the right seat for their age and size - from rear-facing car seat, forward-facing car seat, booster, all the way to seat belt - and that they are properly buckled for every ride.

WHO TO TARGET: Parents with children ages 0-14

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Leo Burnett

New PSAs This Quarter

NEW ASSETS ARE **BOLDED IN YELLOW**

LoveHasNoLabels.com

ENGLISH: TV, PRINT, OOH, DIGITAL

DIVERSITY & INCLUSION

WHY IT'S IMPORTANT: Everyone deserves to feel accepted and included, regardless of their race, religion, gender, sexuality, age, or ability. New #LoveHasNoLabels PSAs remind us that it shouldn't take a disaster to bring us together, and encourage your community to come together and act inclusively every day.

WHO TO TARGET: Adults 18+

Volunteer Ad Agency: R/GA

AceYourRetirement.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SAVING FOR RETIREMENT

WHY IT'S IMPORTANT: Approximately 41% of households headed by people ages 55–64, or 9.3 million households, have no retirement savings. Motivate people in their late 40s and 50s to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age.

WHO TO TARGET: Adults Late 40s and 50s, Middle Class

Sponsor: AARP

Volunteer Ad Agency: OMD Chicago

EndFamilyFire.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

GUN SAFETY

WHY IT'S IMPORTANT: Every single day, 8 kids are unintentionally injured or killed by a gun left unlocked and loaded. Share new PSAs that inspire gun owners to make their homes safer when it comes to the storage and handling of their guns.

WHO TO TARGET: Gun owners with children in the home

Sponsors: Brady Campaign and Center to Prevent Gun Violence

Volunteer Ad Agency: Droga5

StopTextsStopWrecks.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO

TEXTING AND DRIVING PREVENTION

WHY IT'S IMPORTANT: In 2016, 3,450 people were killed in motor vehicle crashes involving distracted drivers. PSAs remind drivers 16 to 34 that "no one is special enough to text and drive."

WHO TO TARGET: Teens and Adults 16–34

Sponsor: National Highway Traffic Safety Administration

Volunteer Ad Agency: Pereira & O'Dell

Goodwill.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT

JOB TRAINING & EMPLOYMENT

WHY IT'S IMPORTANT: Today, 7 million Americans are out of work, but every 25 seconds of each business day, someone earns a job with the help of Goodwill®, a nonprofit organization. PSAs explain how shopping at local Goodwill stores supports critical job training, career, and community services in shoppers' local communities throughout the U.S. and Canada.

WHO TO TARGET: Adult thrift shoppers 25-44

Sponsor: Goodwill Industries International

Volunteer Ad Agency: Digitas

DoIHavePrediabetes.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

TYPE 2 DIABETES PREVENTION

WHY IT'S IMPORTANT: One in three American adults has prediabetes and is at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. The campaign encourages people to take the risk test, speak with their doctor, and learn how prediabetes can be reversed with lifestyle changes.

WHO TO TARGET: Adults 35–64

Sponsors: American Medical Association and Centers for Disease Control and Prevention

Volunteer Ad Agency: Ogilvy New York

SavedByTheScan.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

LUNG CANCER SCREENING

WHY IT'S IMPORTANT: Lung cancer is the #1 cancer killer of men and women. Approximately 8 million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If only half of these individuals were screened, more than 25,000 lives could be saved.

WHO TO TARGET: Adults 55–80, Former Smokers

Sponsor: American Lung Association

Volunteer Ad Agency: Hill Holliday



Education

FinishYourDiploma.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

HIGH SCHOOL EQUIVALENCY

WHY IT'S IMPORTANT: For more than 34 million American adults without a high school diploma, opportunities are limited. PSAs inspire people to use the help that's waiting at FinishYourDiploma.org and earn their GED or other high school equivalency.

WHO TO TARGET: Adults 25–34 without a High School Diploma

Sponsor: Dollar General Literacy Foundation

Volunteer Ad Agency: McKinney

Understood.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

LEARNING & ATTENTION ISSUES

WHY IT'S IMPORTANT: One in five children in your community struggles with dyslexia, ADHD, or other learning and attention issues. PSAs empower parents of kids struggling in school to visit Understood.org, a free resource that helps their children thrive in school and in life.

WHO TO TARGET: Parents

Sponsor: Understood

Volunteer Ad Agency: Publicis North America

AceYourRetirement.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SAVING FOR RETIREMENT

WHY IT'S IMPORTANT: Approximately 41% of households headed by people ages 55–64, or 9.3 million households, have no retirement savings. Motivate people in their late 40s and 50s to better prepare for their long-term financial security so they can lead independent and comfortable lives as they age.

WHO TO TARGET: Adults Late 40s and 50s, Middle Class

Sponsor: AARP

Volunteer Ad Agency: OMD Chicago

Empowering
Girls in STEM




EMPOWERING GIRLS IN STEM

WHY IT'S IMPORTANT: Research shows that young girls like STEM subjects—science, technology, engineering, and math—but, as they get older, they start to feel that STEM isn't for them, based on outdated stereotypes. PSAs encourage middle school girls to stay interested in STEM by showcasing the achievements of female role models in STEM and reinforcing that STEM is cool, creative, and inspiring.

WHO TO TARGET: Girls 11-15

Volunteer Ad Agency: McCann New York



Girls with female role models in STEM are more likely to stick with it.



AdoptUSKids.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV

ADOPTION FROM FOSTER CARE

WHY IT'S IMPORTANT: Currently, 118,000 youth in the U.S. foster care system are awaiting adoption. Teens never outgrow the need for family, but only 5% of all children adopted in 2016 were between the ages of 15 and 18. Air PSAs to encourage prospective parents to consider adopting a teen.

WHO TO TARGET: All Adults, Potential Parents

Sponsors: U.S. Department of Health and Human Services' Administration for Children and Families, and AdoptUSKids
Volunteer Ad Agency: KBS

AARP.org/Caregiving

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

CAREGIVER ASSISTANCE

WHY IT'S IMPORTANT: More than 40 million Americans currently care for an older or aging loved one. PSAs spotlight AARP's Family Caregiving site and its valuable information, tips, and tools to help caregivers provide even better care for their loved ones.

WHO TO TARGET: Adults 35-60, Hispanic women, Males, and African Americans

Sponsor: AARP
Volunteer Ad Agencies: Alma, DDB NY, Spike DDB
Website (Spanish): AARP.org/Cuidar

LoveHasNoLabels.com

ENGLISH: TV, PRINT, OOH, DIGITAL

DIVERSITY & INCLUSION

WHY IT'S IMPORTANT: Everyone deserves to feel accepted and included, regardless of their race, religion, gender, sexuality, age, or ability. New #LoveHasNoLabels PSAs remind us that it shouldn't take a disaster to bring us together, and encourage your community to come together and act inclusively every day.

WHO TO TARGET: Adults 18+

Volunteer Ad Agency: R/GA

FeedingAmerica.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: RADIO, PRINT

ENDING HUNGER

WHY IT'S IMPORTANT: Nearly 13 million children -that's one in six kids- in the U.S. struggle with hunger. Kids who don't get enough to eat are more likely to have health problems and experience difficulty in school and social situations. PSAs depict stories of children and their families who struggle with hunger, and encourage audiences to help end the story of hunger with Feeding America.

WHO TO TARGET: Parents

Sponsor: Feeding America
Volunteer Ad Agency: McCann New York




Fatherhood.gov

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

FATHERHOOD INVOLVEMENT

WHY IT'S IMPORTANT: Seven out of 10 fathers want help being a better parent. PSAs encourage dads to recognize the critical role they play in their children's lives through something as simple as a dad joke.

WHO TO TARGET: Men, Parents

Sponsors: U.S. Department of Health and Human Services Administration for Children and Families, and National Responsible Fatherhood Clearinghouse
Volunteer Ad Agency: Campbell Ewald



GradsOfLife.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

PATHWAYS TO EMPLOYMENT

WHY IT'S IMPORTANT: Six million 16-to-24-year-olds are out of work and school and looking for an opportunity. PSAs aim to change employer perceptions by highlighting Opportunity Youth, a motivated, resilient pool of untapped talent who will be unstoppable in their jobs like they're unstoppable in life.

WHO TO TARGET: C-Suite Executives and HR Managers

Sponsor: Year Up
Volunteer Ad Agency: 22squared



Goodwill.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT

JOB TRAINING & EMPLOYMENT

WHY IT'S IMPORTANT: Today, 7 million Americans are out of work, but every 25 seconds of each business day, someone earns a job with the help of Goodwill®, a nonprofit organization. PSAs explain how shopping at local Goodwill stores supports critical job training, career, and community services in shoppers' local communities throughout the U.S. and Canada.

WHO TO TARGET: Adult thrift shoppers 25-44

Sponsor: Goodwill Industries International
Volunteer Ad Agency: Digitas



SaveTheFood.com

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

REDUCING FOOD WASTE

WHY IT'S IMPORTANT: Each person discards an average of 20 pounds of food per month. PSAs are designed to promote simple lifestyle changes like making shopping lists, repurposing leftovers, and learning how to properly store a wide variety of foods to help save the food.

WHO TO TARGET: Millennials, Parents, Women 25-54

Sponsor: Natural Resources Defense Council
Volunteer Ad Agency: SapientRazorfish



BeyondIDo.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

LGBT ACCEPTANCE

WHY IT'S IMPORTANT: Sixty-three percent of LGBT Americans have experienced discrimination in their lifetime, and in 31 states it's still legal to discriminate against LGBT people in housing, employment, and public accommodations. PSAs encourage acceptance and empathy for the millions of Americans who can be fired from their jobs, kicked out of their homes, or denied services just because they're LGBT.

WHO TO TARGET: Adults 25-65 in the South and Midwest

Sponsor: Gill Foundation
Volunteer Ad Agencies: Crispin Porter + Bogusky, Redscout



TheShelterPetProject.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

SHELTER PET ADOPTION

WHY IT'S IMPORTANT: Each year, 2.4 million healthy and treatable shelter pets need our help finding homes. Run PSAs to encourage Americans to adopt by showing that even though every shelter pet is unique, they are all 100% pure love.

WHO TO TARGET: Adults 18+

Sponsors: The Humane Society of the United States and Maddie's Fund®
Volunteer Ad Agency: J. Walter Thompson New York



AmericaLetsDoLunch.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

MEALS ON WHEELS VOLUNTEER RECRUITMENT

WHY IT'S IMPORTANT: Nine million seniors already face the threat of hunger, and the senior population is projected to double by 2050. PSAs showcase the meaningful connections volunteers can have with seniors when they sign up to volunteer for Meals on Wheels.

WHO TO TARGET: Adults 18+

Sponsor: Meals on Wheels America
Volunteer Ad Agency: Anomaly



SmokeyBear.com

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

WILDFIRE PREVENTION

WHY IT'S IMPORTANT: Nearly nine in 10 wildfires nationwide are caused by people and could have been prevented. PSAs highlight the many ways to accidentally spark a wildfire, including some ways that people might be unaware of, such as dumping hot coals from your grill and burning debris in your backyard.

WHO TO TARGET: Adults 25-54, Outdoor Enthusiasts, Millennials

Sponsors: U.S. Forest Service and National Association of State Foresters
Volunteer Ad Agency: FCB West



Family & Community



DISCOVERING NATURE

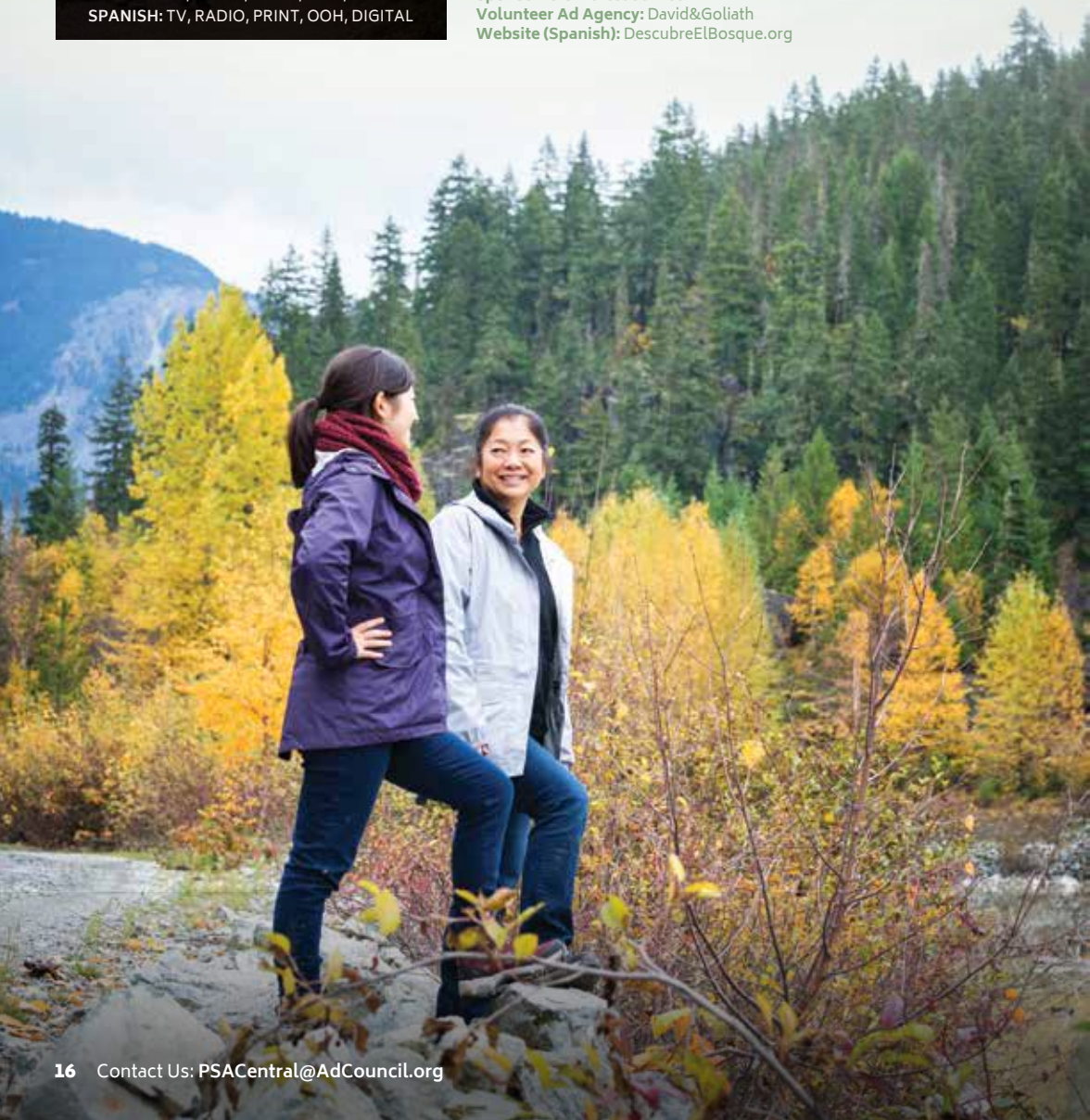
WHY IT'S IMPORTANT: Recent studies show that 79 percent of kids wish they could experience more outdoor adventures, yet only 59 percent of parents report regularly or occasionally visiting a forest or park with their family. PSAs encourage parents and caregivers to use America's vast network of trails to unlock moments of discovery outdoors.

WHO TO TARGET: Parents and caregivers of children 8-12

Sponsor: U.S. Forest Service

Volunteer Ad Agency: David&Goliath

Website (Spanish): DescubreElBosque.org



Health



AutismSpeaks.org/Signs

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO

AUTISM AWARENESS

WHY IT'S IMPORTANT: Autism is one of the fastest-growing serious developmental disorders in the U.S., having doubled in prevalence in just one decade. PSAs take audiences through an imaginative world to illustrate the signs of autism and encourage parents to learn all of the signs at AutismSpeaks.org/Signs.

WHO TO TARGET: Parents

Sponsor: Autism Speaks
Volunteer Ad Agencies: BBDO New York and LatinWorks
Website (Spanish): AutismSpeaks.org/Aprende



SeizeTheAwkward.org

ENGLISH: TV, OOH, DIGITAL

SUICIDE PREVENTION

WHY IT'S IMPORTANT: Suicide is the second-leading cause of death among young adults. Friends can play a crucial role in suicide prevention, since 76% of young adults turn to a friend in a time of crisis. PSAs encourage and empower young adults to reach out to a friend who may be struggling with their mental health.

WHO TO TARGET: Young Adults 16–24 (Focus of 18–21)

Sponsors: The Jed Foundation and The American Foundation for Suicide Prevention
Volunteer Ad Agency: Droga5



KnowYourGirls.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

BREAST CANCER RISK EDUCATION

WHY IT'S IMPORTANT: Black women in the U.S. are 40% more likely to die of breast cancer than white women. New PSAs empower black women to take action by understanding their breast health and risk of breast cancer.

WHO TO TARGET: Black Women 30–55

Sponsor: Susan G. Komen
Volunteer Ad Agency: Translation LLC



DoIHavePrediabetes.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

TYPE 2 DIABETES PREVENTION

WHY IT'S IMPORTANT: One in three American adults has prediabetes and is at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. The campaign encourages people to take the risk test, speak with their doctor, and learn how prediabetes can be reversed with lifestyle changes.

WHO TO TARGET: Adults 35–64

Sponsors: American Medical Association and Centers for Disease Control and Prevention
Volunteer Ad Agency: Ogilvy New York



LowerYourHBP.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

HIGH BLOOD PRESSURE CONTROL

WHY IT'S IMPORTANT: New AHA guidelines say nearly half of American adults have high blood pressure and need to reduce it. PSAs highlight the consequences of high blood pressure—motivating people who've stopped following their high blood pressure management plan to partner with their doctor, get back on a plan, and get their numbers to a healthy range.

WHO TO TARGET: Adults 35–64

Sponsors: American Heart Association, American Stroke Association, and American Medical Association
Volunteer Ad Agency: Havas Adrenaline



SavedByTheScan.org

ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

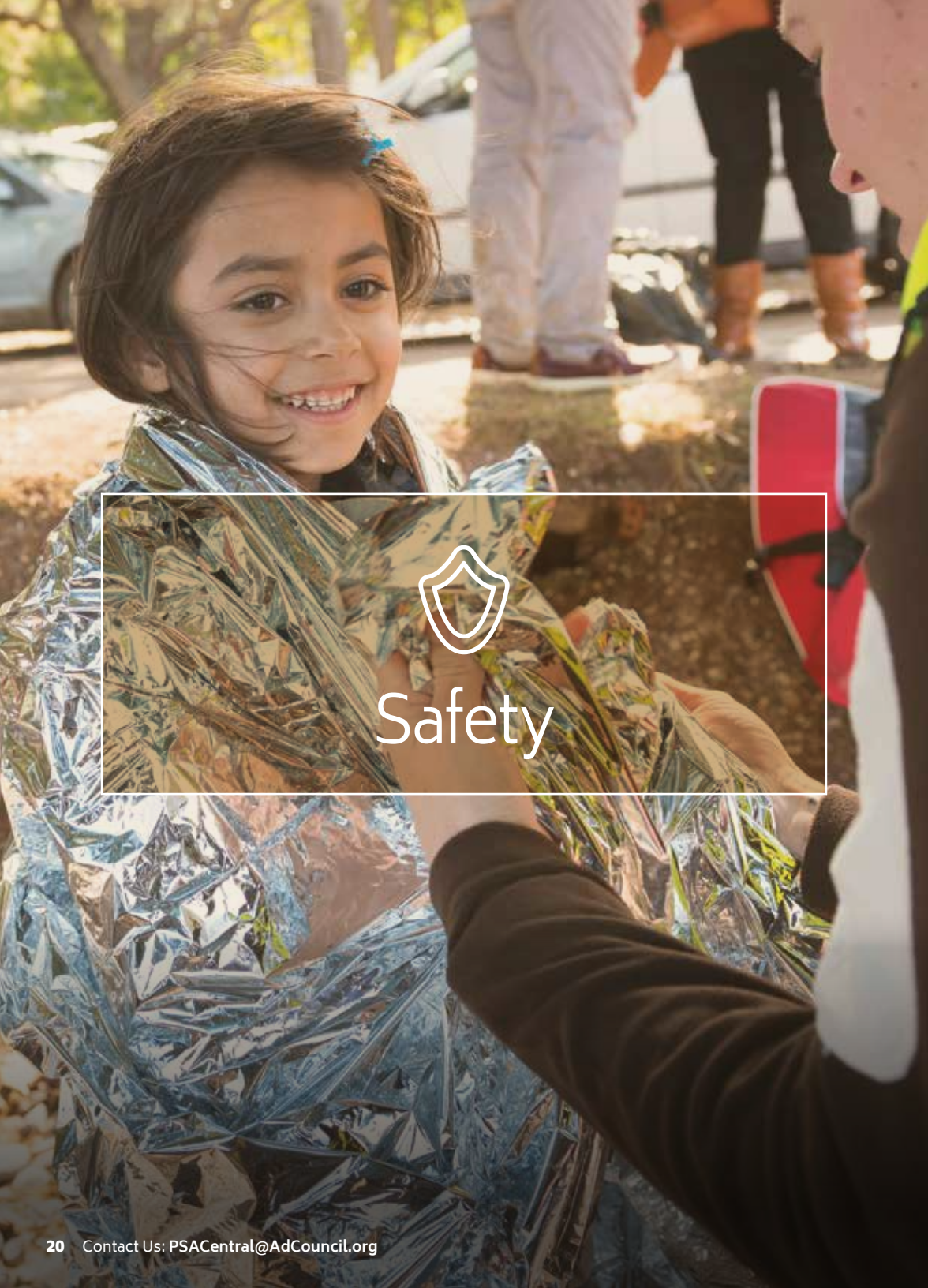
LUNG CANCER SCREENING

WHY IT'S IMPORTANT: Lung cancer is the #1 cancer killer of men and women. Approximately 8 million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If only half of these individuals were screened, more than 25,000 lives could be saved.

WHO TO TARGET: Adults 55–80, Former Smokers

Sponsor: American Lung Association
Volunteer Ad Agency: Hill Holliday





Safety

BecauseOfYou.org



ENGLISH: TV, PRINT, OOH, DIGITAL

BULLYING PREVENTION

WHY IT'S IMPORTANT: While only one-third of teens list bullying as a top concern today, twice as many say they regularly experience more specific behaviors like drama, teasing, and exclusion. New PSAs encourage teens to reflect on the power of their words and actions and consider how they are affecting others.

WHO TO TARGET: Teens 13–17

Volunteer Ad Agency: TBD

BuzzedDriving.org



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, DIGITAL

BUZZED DRIVING PREVENTION

WHY IT'S IMPORTANT: A drunk-driving fatality occurred every 50 minutes in 2016. PSAs challenge perceptions of impairment and shift thinking of "I'm probably okay to drive" to "I should probably get a safe and sober ride home."

WHO TO TARGET: Men 21–34, Millennials

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: OMD New York

Ready.gov



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

EMERGENCY PREPAREDNESS

WHY IT'S IMPORTANT: Only 20% of Americans say they feel very prepared for man-made or natural disasters such as tornadoes, wildfires, hurricanes, and earthquakes. PSAs ensure that everyone has an effective household emergency plan.

WHO TO TARGET: Parents of Children 6–17

Sponsor: Federal Emergency Management Agency
Volunteer Ad Agency: Facebook Creative Shop
Website (Spanish): Listo.gov

NYC.gov/ReadyNY



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

EMERGENCY PREPAREDNESS—NYC

WHY IT'S IMPORTANT: Forty percent of New Yorkers say they do not feel prepared for an emergency; 28% say they do not have any form of household emergency plan. PSAs alert New Yorkers to call 311 or go to NYC.gov/ReadyNY and learn how to create an emergency plan.

WHO TO TARGET: Parents of Children 6–17

Sponsor: New York City Emergency Management Department
Volunteer Ad Agency: Schafer Condon Carter

Child Car Safety



Motor vehicle crashes are a leading cause of death for children under 13.



NHTSA.gov/TheRightSeat



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO, PRINT, OOH, DIGITAL

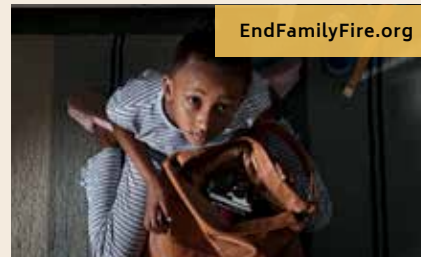
CHILD CAR SAFETY

WHY IT'S IMPORTANT: Motor vehicle crashes are a leading cause of death for children under 13. PSAs help parents make sure their children are in the right seat for their age and size - from rear-facing car seat, forward-facing car seat, booster, all the way to seat belt - and that they are properly buckled for every ride.

WHO TO TARGET: Parents with children ages 0-14

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Leo Burnett

EndFamilyFire.org



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL

GUN SAFETY

WHY IT'S IMPORTANT: Every single day, 8 kids are unintentionally injured or killed by a gun left unlocked and loaded. Share new PSAs that inspire gun owners to make their homes safer when it comes to the storage and handling of their guns.

WHO TO TARGET: Gun owners with children in the home

Sponsors: Brady Campaign and Center to Prevent Gun Violence
Volunteer Ad Agency: Droga5

StopTextsStopWrecks.org



ENGLISH: TV, RADIO, PRINT, OOH, DIGITAL
SPANISH: TV, RADIO

TEXTING AND DRIVING PREVENTION

WHY IT'S IMPORTANT: In 2016, 3,450 people were killed in motor vehicle crashes involving distracted drivers. PSAs remind drivers 16 to 34 that "no one is special enough to text and drive."

WHO TO TARGET: Teens and Adults 16-34

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agency: Pereira & O'Dell

UltimatePartyFoul.org



ENGLISH: TV, RADIO, OOH, DIGITAL

UNDERAGE DRINKING AND DRIVING PREVENTION

WHY IT'S IMPORTANT: Twenty-six percent of young drivers who were involved in fatal crashes in 2015 had alcohol in their systems. Run PSAs to teach teens that even if you don't lose control of your car, you can still lose control of your life if you drink and drive underage.

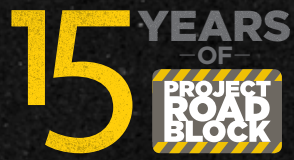
WHO TO TARGET: New Drivers 16-17

Sponsor: National Highway Traffic Safety Administration

PROJECT ROADBLOCK

is a joint TVB, NHTSA, and Ad Council sponsored, multiplatform drunk driving prevention campaign exclusive to local broadcast television stations. Now celebrating its 15th anniversary, Project Roadblock is the largest annual station-supported initiative of a single PSA campaign and that support is far-reaching: just last year, over 1,000 local broadcast TV stations and 500 digital sub-channels participated, covering all 50 states.

Through this continued support, and in combination with other drinking and driving prevention efforts, alcohol-impaired driving fatalities have decreased 27% from 14,409 in 2004 to 10,497 in 2016. With your help this upcoming December, the road to safety continues.



LOCAL TV PUTS THE BRAKES ON DRUNK DRIVING.

2018 FLIGHT DATES
12/26-12/31

PLEDGE SUPPORT
at TVB.org/ProjectRoadblock

DONATE
on-air, online, and social media support.
PSAs available on ExtremeReach.com
and PSACentral.org

MONETIZE
through local business sponsorships



Jeannette McCoy is a proud survivor of the Pulse Night Club shooting in Orlando. Last year, we featured Jeanette and her partner, Yaris, in the "Fans of Love" PSA as part of our Love Has No Labels campaign. In her own words, **"We're all human, we all come from different backgrounds. Love, for me, it's everything."** By sharing Love Has No Labels PSAs, we're helping create a more accepting and inclusive world for all.



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