

Broadcasters: 365 Days of Public Service



A Year in Review

2009

NATIONAL ASSOCIATION OF BROADCASTERS

Broadcasters Help Build Communities

It's been another remarkable year for America's local broadcasters.

During each day of 2009, broadcasters provided unparalleled public service, demonstrated leadership in their communities and continued to play a critical role in educating, inspiring and informing their audiences at both a local and national level. Collectively, the value of the public service broadcasters provide on an annual basis has exceeded \$10 billion in a single year.

And as part of its ongoing commitment to broadcasters, the National Association of Broadcasters (NAB) worked to provide radio and television stations with the resources necessary to further their public service efforts. In this guide, you will find a sampling of the more than 50 campaigns supported by NAB in 2009. Together with its many partners, NAB distributed public service announcements, guidebooks, programming ideas and scripts to America's broadcasters. Emergency communications about the prevention of the H1N1 virus and information to help communities "go green" were among the new campaigns introduced this year. To inquire about campaigns in development for 2010, please call (202) 429-5448.

Thank You

NAB thanks America's broadcasters, 50 state broadcast associations and our many public service partners for helping build stronger, safer and healthier communities. Your efforts have inspired volunteerism, raised awareness of issues both large and small, and provided viewers and listeners with lifesaving information. We are honored to work with you.



Building Strong Communities

Aiding the Community

Daniel Pearl Foundation

Honoring slain journalist Daniel Pearl, NAB distributed PSAs to promote the Eighth Annual Daniel Pearl World Music Days. This week-long festival is an international network of concerts that uses the power of music to reaffirm the foundation's commitment to tolerance and humanity.

Eldercare Locator

Through distribution of a PSA from the U.S. Administration on Aging, NAB helped broadcasters inform the public about a nationwide service that connects older adults and their caregivers with important information. The Eldercare Locator is designed to help families find their way through the maze of services for seniors by identifying trustworthy local support resources.

Freedom of Information

NAB worked with the Radio-Television News Directors Foundation to distribute PSAs that empower people to become involved in government and keep government accountable through open access to information. The effort supports Sunshine Week, a non-partisan national initiative to open a dialogue about the importance of open government and freedom of information.

Hunger Prevention

Intended to help the one in eight Americans for whom hunger is a reality, NAB distributed PSAs from the Ad Council and Feeding America that open viewers' eyes to the fact that hungry Americans are different from the stereotype. The PSAs prompt people to take action against hunger by getting involved with their local food bank.

Special Olympics

NAB distributed PSAs that encourage people to volunteer, coach or compete in the 2009 Special Olympics. The announcements instill the message to audiences that if they are a fan of acceptance, they are already a fan of Special Olympics.

Toys for Tots

To encourage communities to donate toys and volunteer, NAB distributed holiday-themed PSAs from the Marine Corps Reserve Toys for Tots Program. For more than 60 years, this program has provided happiness and hope to disadvantaged children who might otherwise be overlooked during the Christmas holiday season.

Encouraging Financial Security

Choose to Save

Financial planning PSAs highlighting simple steps audiences can take to begin saving for retirement were distributed by NAB in support of the American Savings Education Council's "Choose To Save" campaign. Using the humorous cartoon character "Savingsman," the PSAs encourage people of all ages to plan for retirement and major life events.

Financial Literacy

Empowering younger Americans to take charge of their personal finances, NAB distributed PSAs from the Ad Council and the American Institute of Certified Public Accountants. These PSAs are dedicated to changing and improving the financial behaviors of young working Americans, ages 25 to 34.

Foreclosure Prevention

To reach homeowners in danger of losing their homes due to mortgage difficulties, NAB worked with NeighborWorks America to distribute PSAs on foreclosure prevention. The campaign provides free financial guidance to the more than 1 million families in America facing foreclosure.

Social Security

NAB helped the U.S. Social Security Administration publicize PSAs highlighting its online resources as a safe and convenient alternative for people who receive monthly social security checks.

CONGRESSIONAL FAMILIES PSA PROGRAM



Speaking directly to their constituents on important health and social issues, more than 230 members of Congress and their families participated in the 2009 Congressional Families PSA Program. Produced by NAB and The Congressional Club in off-election years since 1985, the PSAs offer members of Congress and their families an opportunity to address issues of concern to their communities, including breast cancer, diabetes, emergency preparedness, the environment, heart health, literacy, online predators and skin cancer.



Inspiring Volunteerism

iParticipate

Reinforcing the importance of volunteerism and inspiring community work throughout America, NAB worked with the Entertainment Industry Foundation (EIF) to promote the iParticipate campaign. The PSAs feature First Lady Michelle Obama and Dr. Jill Biden praising the contributions of our military while asking Americans to assist veterans and military families who need help.

Mentoring

To encourage volunteerism in mentoring, NAB helped distribute PSAs created by Harvard Mentoring Project and Corporation for National and Community Service. The campaign, which takes place during National Mentoring Month in January, highlights the positive impact mentoring can have on young lives and encourages people to get involved in their communities.

Renew America Together

Helping to summon a new spirit of service in America, NAB distributed PSAs featuring President Barack Obama. The public service campaign directs audiences to log on to USAService.org to find ways to make an ongoing commitment to serve their communities and their country.

Volunteer Service

NAB worked with the American Red Cross to distribute radio and television PSAs designed to encourage Americans to give blood, volunteer or make a financial contribution to those in need. The PSAs inform audiences that by taking small steps, they can “change a life” of someone they did not know and in doing so change their own life.

Supporting the Nation’s Troops

ThanksUSA

To encourage people nationwide to thank the men and women of the United States Armed Forces during National Military Appreciation month in May and throughout the year, NAB distributed PSAs developed by ThanksUSA. The organization provides educational assistance to the family members of active-duty personnel through a scholarship program.

PRESERVING THE ENVIRONMENT

NAB distributed radio and television PSAs from the Environmental Protection Agency’s (EPA) “Living Green” campaign. The campaign included customizable spots that stations

used to inform their audience of the dangers of radon gas in their homes and businesses. Additionally, NAB collaborated with the EPA to create the “Going Green” guidebook, which provides a variety of simple suggestions broadcasters and audiences can use to protect the earth and improve their workspaces and homes. Made from recycled paper and printed in biodegradable soy ink, the guidebook was available in advance of Earth Day in April.



United Service Organizations

NAB helped distribute the United Service Organizations’ “Day’s End” PSA, which encourages viewers to contribute to the organization’s efforts to support American troops.

Veteran Support

Empowering the family and friends of Iraq and Afghanistan veterans to help their loved ones transition back to civilian life, NAB distributed PSAs from the Ad Council and the Iraq and Afghanistan Veterans of America (IAVA). These PSAs let soldiers know that as they face the challenges of readjustment and transitions of returning home, they are not alone.

Vietnam Veterans Memorial Fund

Raising awareness about a new visitor and education facility that will be built on the National Mall in Washington, D.C., NAB distributed a series of television PSAs from the Vietnam Veterans Memorial Fund.

Building Healthy Communities

Preventing Alcohol and Drug Abuse

Alcohol and Drug Addiction

NAB partnered with the Substance Abuse and Mental Health Services Administration (SAMHSA) to distribute PSAs designed to reach people in need of treatment for addiction and convey the possibility of achieving recovery.

Designated Driver Programs

To promote responsible drinking and positive fan behavior at sporting and entertainment facilities, NAB worked with the Techniques for Effective Alcohol Management (TEAM) Coalition to distribute PSAs to television and radio stations. Targeted at sports fans, the PSAs feature educational messages about fan behavior and traffic safety, especially the use of designated drivers.

Promoting Good Health

Autism Awareness

In an effort to educate parents about the growing rate of autism in this country and to ultimately increase early detection, NAB assisted the Ad Council and Autism Speaks by distributing PSAs that encourage parents of young children to visit www.AutismSpeaks.org to learn the signs of the disorder.

Colorectal Cancer

To help raise awareness about the importance of screenings for colon cancer, NAB distributed PSAs developed by the Entertainment Industry Foundation (EIF) and the U.S. Department of Health and Human Services (HHS). The PSAs feature actor Terrence Howard and emphasize the fact that early detection saves lives.

Diabetes Management

In hopes of finding a cure for diabetes, NAB promoted and distributed PSAs created by the Juvenile Diabetes Research Foundation. The PSAs encourage people suffering from the disease to become part of a study to find an eventual cure.

Flu Season: H1N1 Flu

During the H1N1 flu virus outbreak, NAB worked with the U.S. Department of Health and Human Services (HHS) and the Ad Council to provide broadcasters with emergency public service materials about the H1N1 (Swine Flu) virus, including PSAs that focus on preventative strategies and that encourage people to minimize the risk of getting or giving the flu by getting vaccinated.

Infection Prevention for Cancer Patients

NAB worked with the Entertainment Industry Foundation (EIF) to distribute PSAs that educate cancer patients and their loved ones on the steps they could take to reduce the risk of infection during treatment. As a part of the EIF's Stand Up To Cancer (SU2C) public service campaign, the PSAs direct people to www.manageyourtreatment.com for more information.

Lung Cancer

In partnership with the American Legacy Foundation, NAB raised awareness of lung cancer – the number one cause of cancer deaths in the country. Through distribution of PSAs from the "Code Blue for Lung Cancer" campaign, audiences throughout the nation learned about the importance of early detection and prevention during Lung Cancer Awareness Month in November.

Lupus Awareness

To raise awareness about the commonly misdiagnosed disease lupus, NAB distributed PSAs from the Ad Council and the U.S. Department of Health and Human Services' Office on Women's Health. In addition to providing education about the symptoms of the disease, the PSAs encourage women to ask their doctors one important question: "Could I have lupus?"

Patient Involvement

To prevent medication errors and encourage patients to get involved in their health care, NAB distributed PSAs created by the U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ) and the Ad Council. The PSAs reinforce the importance of asking questions about conditions and treatments when visiting health care providers.

NAB SPOT CENTER

NAB Spot Center is a comprehensive public service Web site that allows broadcasters to access NAB's guidebooks, easily download radio public service announcements (PSAs) and long format public affairs radio programs, as well as preview television PSAs. Learn more at www.NABSpotCenter.org



Building Safe Communities

Increasing Community Safety

AMBER Alert

To help publicize AMBER (America's Missing: Broadcast Emergency Response) Alerts, NAB distributed PSAs thanking broadcasters, law enforcement, the U.S. Department of Justice and the public for their continued participation in the search and rescue of children who have been abducted and are in imminent danger.

Crime Prevention

To educate citizens on how to take action and get involved in making their neighborhoods a safer place to live and thrive, NAB partnered with the National Crime Prevention Council and the U.S. Department of Justice to distribute "rapid response" PSAs. The "Protecting What Matters to You" guidebook and PSAs provide stations with proven tips on ways to respond quickly in community crime situations such as auto theft, burglary and home invasion.

Sexual Assault

Encouraging victims to take the first step towards recovery, NAB distributed PSAs created by the Rape, Abuse and Incest National Network (RAINN). The RAINN PSAs ask victims to speak out against their abusers and directs them to the National Sexual Abuse Hotline at 1-800-656-HOPE and www.rainn.org to get help.

Smoke Alarm Safety

Helping to prevent fire-related deaths, NAB partnered with the U.S. Fire Administration to distribute PSAs as part of the "Smoke Alarms Save Lives" campaign. These PSAs encourage everyone to install and maintain smoke alarms and if possible, sprinklers, in their homes.

Summer Safety

To prepare communities for a safer June, July and August, NAB partnered with the American Red Cross to distribute testimonial PSAs covering summer safety topics, including aquatic safety, wildfire and home fire prevention, and heat-related emergencies.

HURRICANE PREPAREDNESS

To help Spanish-speaking communities prepare for and cope with hurricanes, NAB partnered with Univision and Telemundo to produce two Spanish language PSAs for television and radio. The PSAs feature on-air talent from Univision and Telemundo and are available for download on NAB's comprehensive public service Web site at www.NABSpotCenter.org, which also houses additional disaster preparedness information from the American Red Cross and the U.S. Department of Health and Human Services.



Preparing for Disasters

Hurricane Season

To help broadcasters prepare their communities for hurricane season and summer weather, NAB partnered with the American Red Cross and the U.S. Department of Health and Human Services (HHS) to provide important disaster relief and preparedness resources, including public service announcements and live-read copy that can be used before, during and after a disaster.

Wildfire Prevention

To remind people of the consequences of being careless with fire, NAB distributed PSAs from the Ad Council, the U.S. Forest Service and the National Association of State Foresters. The campaign features a modern version of the memorable Smokey Bear and urges people to take an active role in dangerous situations by speaking up if they see something that might start a wildfire.



Building Our Future Communities

Advancing Education

Childhood Literacy

NAB worked with JumpStart to raise awareness of the organization's "Read for the Record" campaign, which highlights the importance of early childhood education. NAB distributed television PSAs that encourage viewers to become involved with the annual effort by donating a book to a child in need, creating an online book drive or reading at an event in their community.

Destination ImagiNation

To promote creativity and teamwork in children through innovative learning, NAB distributed radio and television PSAs urging parents and teachers to start a Destination ImagiNation team in their school or community. Destination ImagiNation is an exhilarating after-school activity in which students work in teams to solve mind-bending challenges and present their solutions at tournaments.

Reconnecting Kids with Nature

NAB assisted the Ad Council and the U.S. Forest Service in distributing PSAs that inspire children and their parents to spend more time outdoors and explore nature. The PSAs help families locate information about outdoor activities designed to foster a love for the land and an understanding of conservation.

Promoting Childhood Health and Safety

Childhood Obesity

Helping to combat the rise of severe obesity in children and the major health risks it poses, NAB assisted the Ad Council and the U.S. Department of Health and Human Services (HHS) in distributing childhood obesity PSAs. Targeted toward improving the health of six- to nine-year-old children, the PSAs promote healthy eating and physical activity by directing families to www.smallstep.gov for information about healthy lifestyle options.

Online Predators

To help ensure the health and safety of youth online, NAB partnered with Project Safe Childhood and the U.S. Department of Justice to distribute PSAs focusing on Internet safety. The PSAs provide parents and teens with the tools they need to avoid online predators and use the Internet and computer safely.

Fostering the Power of Parenting

Father Involvement

Demonstrating the critical role of a father in a child's life, NAB distributed PSAs from the Ad Council and the U.S. Department of Health and Human Services' Office of Family Assistance. The PSAs, featuring President Barack Obama, demonstrate ways to participate meaningfully in a child's life.

Time to Talk

To encourage an open dialogue between parents and teens about drug use, NAB distributed PSAs from the Partnership for a Drug-Free America's "Time to Talk" campaign. The PSAs, which are directed toward parents, encourage taking time to talk to children about drugs despite the uncomfortable subject matter.

Addressing Youth Issues

Celebration Prom • Graduation

NAB launched the 26th year of its Celebration Prom • Graduation campaign, which addresses illegal underage drinking and promotes smart choices. Online resources, including PSA scripts and programming ideas, help broadcasters encourage safe, alcohol-free prom and graduation activities.

Teen Driver Safety

NAB partnered with National Organizations for Youth Safety (NOYS) to distribute PSAs reminding teens to drive and ride safe. The PSAs, which aired in May during Youth Traffic Safety Month, raise awareness about the dangers of texting while driving and urge teens to keep friends and family safe on the roads.

Teen Dating Violence Prevention

To encourage teens to take a stand when they suspect friends are in abusive relationships, NAB distributed PSAs from the Ad Council and the Teen Action Campaign and Family Violence Prevention Fund. The PSAs empower teens to recognize and reject unhealthy, potentially abusive relationships in their own lives and the lives of their peers.

Underage Drinking

Helping to reduce illegal underage drinking and its harmful side effects, NAB partnered with the Federal Trade Commission to promote the "We Don't Serve Teens" program. The campaign includes easily accessible programming ideas, scripts and pre-recorded PSAs targeted at limiting teens' access to alcohol and reminding adults that serving anyone underage is unsafe and illegal.



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