

WUXP (TV)

SECOND QUARTER 2013

PUBLIC SERVICE ANNOUNCEMENT REPORT

COMMUNITY CALENDAR

THE COMMUNITY CALENDAR IS LOCALLY PRODUCED ON A WEEKLY BASIS. INFORMATION IS LISTED ON EACH CALENDAR AS OFTEN AS POSSIBLE. ALONG WITH IN-COMING MAIL FROM NON-PROFIT, PROFIT, CHURCHES, SCHOOLS AND MANY OTHER ORGANIZATIONS, WE ALSO SOLICIT COMMUNITY CALENDAR INFORMATION FROM OUR WEB-SITE AND THEN TURN AROUND AND PLACE INFORMATION ON OUR COMMUNITY CALENDAR WEB-PAGE. INFORMATION, INCLUDING PICTURES IS SOLICITED, SCREENDED AND WRITTEN BY OUR ART DIRECTOR AND PLACED ON THE COMMUNITY CALENDAR WEB PAGE ON A WEEKLY BASIS.

WUXP 2nd QUARTER PUBLIC SERVICE April - June 2013

A quarterly list of community events, program, and topics of discussion aired on posted in which addresses issues for the enrichment of our children's lives in Middle Tennessee.

COMMUNITY CALENDAR (See listing of events)

WUXP-MyTV 30 Community Calendar-weekly listing of community events and public information on our station's website: www.mytv30web.com

NATIONAL PUBLIC SERVICE ANNOUNCEMENTS (following spots aired in rotation)

Alcoholics Anonymous	Air Force Reserves	Marines
Good, Clean, Water	Camping Focus Family	Dental Minute Parts of the Tooth-ADA
March of Dimes	GED Achievements	Big Brothers Big Sisters Start Something
Get Her There Girl Scouts	Boys Scout of America	Amer Cancer Society Relay for Life
TN Orthopedic Society	Pool Safety	Leukemia Lymphoma Walk
Overeaters Anon	Marine Corp Scholarship	USA Real Heros
Be Out There National Wildlife	Bullying Help 1800 Run Away	Teen Anti Tobacco CDC
Alzheimer's Disease	National Assoc Broadcasters	Bullying Help 1800 Run Away Kids
Put The Breaks Drunk Driving	Own It ADHA	Take Control Obesity Action Coalition
TN Gas Assoc Before You Dig	Flu Vaccine CDC	Cessation Tips CDC
Amer Speech Lang Hear Assoc	Wanna Play	Let's Move
America Red Cross	Don't Text & Drive	Asthmas Awareness
Stop Diabetes	Boys Town Voice/Parenting	American Lung Association
Feed The Pig Tap Water	Cook Food Safety Education	American Cancer Society Relay for Life
Get Vaccinated	Energy Efficiency	March for Babies 2013
ADA Children's Oral Health	Focus On The Family	
TN Assoc Broadcasters TEMA	Metro Nashville EMS Smart 911	Petey's 5K

COMMENTS WITH DR JAMES HANEY (Weekly Community Affairs Program)

- See list of program topics/interviews with state and local community leaders

COMMUNITY ACTIVITIES (Station participation or psa's aired for local charity)

TN GAS ASSOC BEFORE YOU DIG	Metro Nashville Smart 911
TN GOVERNOR'S HWY SAFETY	
TN COAST GUARD	
VETERAN'S CRISIS LINE	American Cancer Society Relay for Life
Peterson Foundation for Parkinsons 5K (Petey's 5K)	March For Babies 2013
American Heart Association Go Red For Women	

HOSTED EVENTS (Station Sponsorship and/or psa's aired for local non-profits)

Governor's Highway Buzzed Driving Prevention	
Foundation for Parkinsons 5K (Petey's 5K)	
March For Babies 2013	National Assoc Broadcasters "Anthem"
American Heart Association Go Red For Women	

HOSTED STATION TOURS

April 5th – Homeschool group
June 21st – Hendersonville Cub Scout Troop



FINE ARTS GALLERY

Press Release

MEDIA CONTACT

Joseph Mella: 615/343-1704

FOR IMMEDIATE RELEASE:

June 14, 2013

VANDERBILT ALUMNUS HONORS EMERITUS PROFESSOR WITH GIFT OF ART

NASHVILLE – The Vanderbilt University Fine Arts Gallery is pleased to present

TAPESTRY SUITE: SEVEN DIGITAL DRAWINGS BY CREIGHTON MICHAEL. The exhibition will be on view through October 6, 2013. The Fine Arts Gallery is located in Cohen Memorial Hall, 1220 21st Avenue South, on the western edge of the Peabody College campus. All events are free and open to the public. Gallery hours are Tuesday through Friday 12-4 p.m.; Saturday 1-5 p.m.; closed Sunday and Monday. **Beginning August 21, the Gallery will assume new academic year hours:** Monday through Friday 11-4 p.m. and Saturday and Sunday 1-5 p.m. **Please note that the Gallery will be closed September 13 – 26, 2013.**

TAPESTRY SUITE is a special exhibition of seven digital drawings, recently given to the Fine Arts Gallery by artist Creighton Michael, M.A. 1976. These works, selected from Michael's larger *Tapestry* series, were created by the artist in honor of Professor of Fine Arts Emeritus Milan Mihal and donated to the Fine Arts Gallery by the artist.

Michael writes that he would like to thank Professor Mihal, "for introducing me to the wondrous beauty and serene sensitivity of the Far East." He also sites his experiences in Professor Mihal's class as an influence for much of his artistic practice over the last forty years.

Michael has explained that the *Tapestry* series is a collection of composite drawings, layered in time and personal marking history, employing unconventional drafting tools,

(more)

TAPESTRY/ADD 1

such as photographic negatives, video stills, sculpture, digital scans and intaglio solar plates. The artist selected the seven works featured in *Tapestry Suite* as a continuous narrative, a meditation on drawing. This is a common theme for Michael who, in much of his work, has expanded traditional notions of drawing by creating works of art that approach this time-honored practice in fresh, innovative ways.

Michael received his B.F.A. in painting from the University of Tennessee, Knoxville (1971); his M.A. in art history from Vanderbilt University (1976); and his M.F.A. in painting and multi-media from Washington University, St. Louis (1978). His work has been featured in numerous one-person exhibitions and can be found within the collections of The Brooklyn Museum; Denver Art Museum; Hafnarborg Institute of Culture and Fine Art, Hafnarfjörður, Iceland; High Museum of Art, Atlanta; Mint Museums of Art, Charlotte, NC; among several others.

TAPESTRY SUITE: SEVEN DIGITAL DRAWINGS BY CREIGHTON MICHAEL is organized by the Vanderbilt University Fine Arts Gallery and curated by Joseph Mella, director.

####

TAPESTRY SUITE: SEVEN DIGITAL DRAWINGS BY CREIGHTON MICHAEL
will be on view until **OCTOBER 6, 2013**

Please note that the Gallery will be closed **SEPTEMBER 13 – 26, 2013**

Gallery Hours, July 9 – August 20: Noon-4 p.m., Tuesday through Friday; 1-5 p.m., Saturday; closed Sunday and Monday

Gallery Hours, August 21 – September 12: 11 a.m.-4 p.m., Monday through Friday and 1 p.m.-5 p.m. Saturday and Sunday

The Vanderbilt University Fine Arts Gallery in Nashville, Tennessee, is a leading collegiate art gallery. The permanent collection consists of more than 6,000 works, including Asian and African art; nineteenth and twentieth-century European and American paintings and sculpture; Egyptian, Greek, and Roman art; medieval sculpture; early Italian Renaissance paintings; and an extensive collection of historic and contemporary works on paper.

The gallery is located on the second floor of Cohen Memorial Hall, Peabody Campus,
1220 21st Avenue South, Nashville, Tennessee.

For more information, please visit the gallery's website at www.vanderbilt.edu/gallery or call 615-322-0605.

Electronic images of work from this exhibition are available upon request.
Admission is free to all events, and the public is welcome to attend.



FINE ARTS GALLERY

Press Release

MEDIA CONTACT

Joseph Mella: 615/343-1704

FOR IMMEDIATE RELEASE:

June 14, 2013

SWISS ABSTRACTIONIST IS SUBJECT OF LATEST VANDERBILT EXHIBITION

NASHVILLE – The Vanderbilt University Fine Arts Gallery is pleased to announce the opening of **HANS HINTERREITER: A THEORY OF FORM AND COLOR**. The exhibition will be on view from July 9, 2013 through September 12, 2013. The Fine Arts Gallery is located in Cohen Memorial Hall, 1220 21st Avenue South, on the western edge of the Peabody College campus. All events are free and open to the public. Gallery hours are Tuesday through Friday 12-4 p.m.; Saturday 1-5 p.m.; closed Sunday and Monday. **Beginning August 21, the Gallery will assume new academic year hours:** Monday through Friday 11 a.m.-4 p.m. and Saturday and Sunday 1-5 p.m.

In 1929, at the age of 27, Hans Hinterreiter gave up his budding architecture career in order to pursue painting. In his work he hoped to combine art and science, creating visual art using scientific and mathematic principles. The young artist found his muse in 1930 when he discovered the color theory of Wilhelm Ostwald, which then inspired Hinterreiter to develop his own theory of form. The results were complex networks of repeating colors and geometric shapes. The viewer may not grasp Hinterreiter's logic, even after repeated viewings, but in each work, the artist's complicated systems provide both undeniable order and beauty.

Hinterreiter preferred to work in seclusion, spending most of his life on the Spanish Balearic island of Ibiza. There he made the acquaintance of Vanderbilt alumnus Carl van der Voort, BA '53, a gallerist and publisher who took a keen interest in Hinterreiter's

(more)

HINTERREITER/ADD 1

work. Van der Voort hosted multiple exhibitions of Hinterreiter's work at his gallery and published many of Hinterreiter's later prints through his graphic workshop, Taller Ibograp, including many in this exhibition. It is through the generosity of Carl van der Voort that the Vanderbilt Fine Arts Gallery was able to acquire these works, making the Gallery's collection one of the largest repositories of Hinterreiter's work in the United States. Of the 48 Hinterreiter works held by the Fine Arts Gallery, 39 will be on display in this exhibition.

HANS HINTERREITER: A THEORY OF FORM AND COLOR covers almost fifty years of Hinterreiter's artistic career. The earliest works in the exhibition are tempera gouaches that range in date from 1931, just a year after Hinterreiter began his theoretical approach to art, to 1940, the year after Hinterreiter returned permanently to the island of Ibiza. Many of these paintings also feature hand-written notations by the artist, giving a rare glimpse into the artist's working method. The later group of works, prints ranging in date from 1967–1977, shows Hinterreiter's growth and consistency as an artist as he moved into this more mature phase of his career. Additionally, the exhibition features a collection of the artist's writings about his theory of forms published in 1978 under the title *Die Kunst der reinen Form (The Art of Pure Forms)*.

HANS HINTERREITER: A THEORY OF FORM AND COLOR is organized by the Vanderbilt University Fine Arts Gallery and curated by Joseph Mella, director.

####

HANS HINTERREITER: A THEORY OF FORM AND COLOR
will be on view from **JULY 9 – SEPTEMBER 12, 2013**

Gallery Hours, July 9 – August 20: Noon–4 p.m., Tuesday through Friday; 1–5 p.m., Saturday; closed Sunday and Monday
Gallery Hours, August 21 – September 12: 11 a.m.–4 p.m., Monday through Friday and 1 p.m.–5 p.m. Saturday and Sunday

The Vanderbilt University Fine Arts Gallery in Nashville, Tennessee, is a leading collegiate art gallery. The permanent collection consists of more than 6,000 works, including Asian and African art; nineteenth and twentieth-century European and American paintings and sculpture; Egyptian, Greek, and Roman art; medieval sculpture; early Italian Renaissance paintings; and an extensive collection of historic and contemporary works on paper.

The gallery is located on the second floor of Cohen Memorial Hall, Peabody Campus,
1220 21st Avenue South, Nashville, Tennessee.

For more information, please visit the gallery's website at www.vanderbilt.edu/gallery or call 615-322-0605.

Electronic images of work from this exhibition are available upon request.
Admission is free to all events, and the public is welcome to attend.



It is estimated that over 832,000 people who live in Kentucky are deaf, hard-of-hearing or have a speech disability.

Kentucky Relay provides several different types of free telecommunication services for people with speech or hearing loss who find it difficult or impossible to use a standard telephone. These services allow such individuals to use specialized telecommunication devices, such as TTY's and CapTel phones, to place calls to standard telephone (voice) users.

The Kentucky Public Service Commission would like to promote our free captioned telephone service that is targeted at persons who have difficulty hearing but who prefer to speak for themselves on the telephone. A 30-second Public Service Announcement (PSA) has been created for this purpose. Your television station can significantly impact persons with hearing loss by "airing" this PSA as time permits.

To download an HD broadcast 30-second version of this PSA, please click on the link below. It will take you to a Box.net FTP site where you can download an MOV file to air on your station.

<https://crystalpix.box.com/KentuckyRelay>

If you wish to air this PSA, but are not able to download from this site or need a different format, please send an email to BBuell@BuellAdvertising.com and he will be able to help.

To learn more about Kentucky Relay and all of the services that are available for no charge, go to www.kentuckyrelay.com.

Thank you in advance for your consideration of our PSA campaign.

C. Emma Danielson
TRS Program Manager
Kentucky Relay

March For Babies – April 2013

Meagan

"Each year, more than half a million babies are born too soon. This is why March of Dimes has been working tirelessly to help babies have a healthy start in life."

Erika

"We'd like to invite you to join us as we March For Babies April 21st at Centennial Park. Money raised through March for Babies supports programs and research to help moms have healthy, full-term pregnancies."

Meagan

"So join us April 21st in Nashville, April 28th in Lewisburg, and May 5th in Murfreesboro. Log on to March For Babies dot org to sign up, and help babies have a healthy start!"

Everybody hates you.

You don't see
bullying like
this every day.

Your kids do.

Teach your kids how to
**be more than
a bystander.**

Learn how at
StopBullying.gov

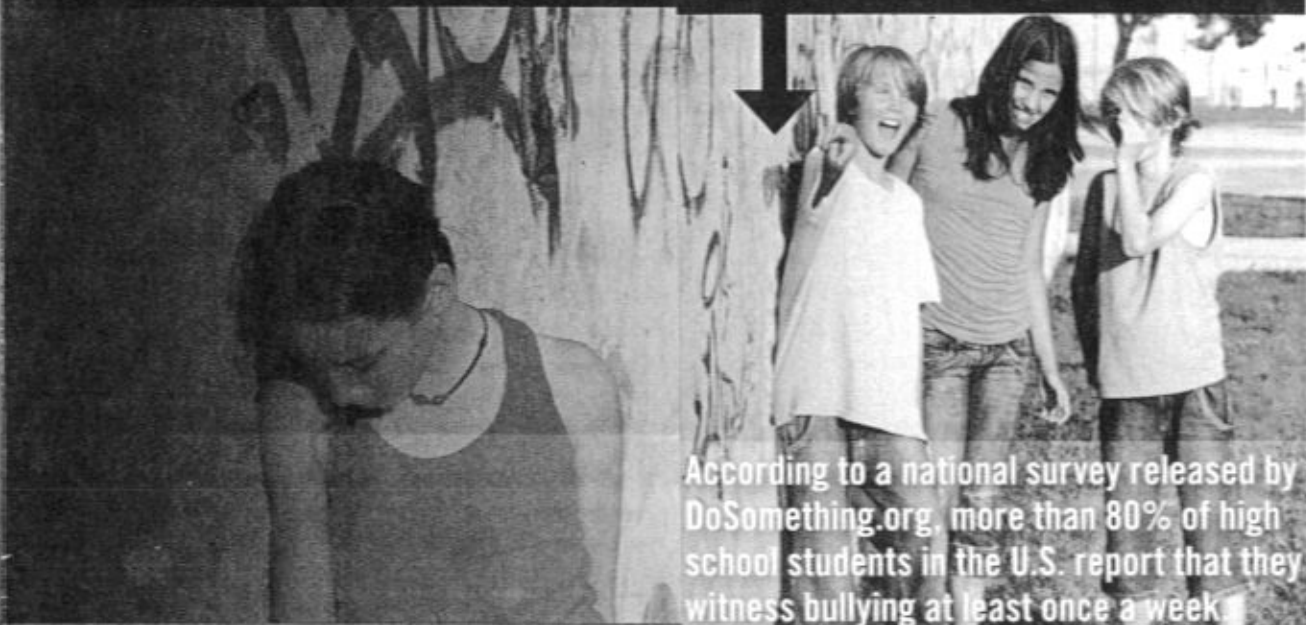


**FREE TO BE...
YOU AND ME**
AND TO BE COLLABORATION INC.



BULLYING PREVENTION

BE MORE THAN A BYSTANDER



According to a national survey released by DoSomething.org, more than 80% of high school students in the U.S. report that they witness bullying at least once a week.

America's television broadcasters can play a critical role in encouraging parents to speak with their children about actions they can take to prevent and stop bullying. The National Association of Broadcasters (NAB) and The Advertising Council created this guidebook to support station's efforts to help parents and children in your local community combat bullying.

This toolkit contains a variety of resources, including how to access the new Bullying Prevention PSAs, facts and tips for addressing the issue and ideas that will help stations spread the word about the importance of preventing bullying. Stations can help parents and children by incorporating the information from this guidebook into your programming.

Thank you in advance for your station's efforts to bring this important information to your local community.

Learn how at
StopBullying.gov



WHAT IS YOUR STORY?

On August 13-14, 2013, Keep Tennessee Beautiful (KTnB)

will celebrate 30 years of KTnB history.

A huge part of this celebration will be
the 2013 Tennessee Department of Transportation
& KTnB **AWARDS OF EXCELLENCE**.

WILL YOU BE A WINNER IN 2013?

WWW.KEEPTNBEAUTIFUL.ORG/ABOUT-US/AWARDS/



**KEEP
TENNESSEE
*Beautiful***

December 21, 2012

MDA's new "Strength" campaign shows inspiring imagery of caring people everywhere, from the smallest towns to the biggest cities, who are coming together to "Make a Muscle" for MDA. They are united in their belief that science, medicine and the human spirit will triumph over progressive muscle diseases.

Attention: Public Service Director and TRAFFIC Department

Thank you in advance for placing these new spots in your PSA rotation!

We're providing you with our current "Strength" campaign on a thumb drive which contains High Definition as well as Standard Definition video files (click on the link to see a preview of the "Mission" PSA). The schedule of spots is listed on the next page with traffic instructions. We'd very much appreciate your replacing any MDA spots you may be airing now, or have in your traffic system, with this new campaign.

Also on the drive are web banners which you can place on your station's website, our IRS Determination Letter, MDA Fact Sheet and announcer scripts.

You're a valued member of MDA's "Love Network". We appreciate your placing these **new** television spots and web banners in your PSA rotation thereby continuing to lend your support to MDA's efforts. Help of the sort you're giving us makes it possible for the Association to continue its vital scientific research and patient service programs. You and your station colleagues have our gratitude.

Sincerely,



Tom Schrantz
Vice President - Television Production Division

STRENGTH PSA CAMPAIGN TRAFFIC INSTRUCTIONS

(High Definition PSAs)

<u>ISCI:</u>	<u>Title:</u>	<u>Start Date:</u>	<u>End Date:</u>
MDA15060H	Camp :60	1/1/2013	3/31/2014
MDA15030H	Camp :30	1/1/2013	3/31/2014
MDA15015H	Camp :15	1/1/2013	3/31/2014
MDA15130H	Mission :30	1/1/2013	3/31/2014
MDA15115H	Mission :15	1/1/2013	3/31/2014
MDA15230H	Clinic :30	1/1/2013	3/31/2014
MDA15215H	Clinic :15	1/1/2013	3/31/2014
MDA15330H	Research :30	1/1/2013	3/31/2014
MDA15315H	Research :15	1/1/2013	3/31/2014

(Standard Definition PSAs)

<u>ISCI:</u>	<u>Title:</u>	<u>Start Date:</u>	<u>End Date:</u>
MDA15060	Camp :60	1/1/2013	3/31/2014
MDA15030	Camp :30	1/1/2013	3/31/2014
MDA15015	Camp :15	1/1/2013	3/31/2014
MDA15130	Mission :30	1/1/2013	3/31/2014
MDA15115	Mission :15	1/1/2013	3/31/2014
MDA15230	Clinic :30	1/1/2013	3/31/2014
MDA15215	Clinic :15	1/1/2013	3/31/2014
MDA15330	Research :30	1/1/2013	3/31/2014
MDA15315	Research :15	1/1/2013	3/31/2014

Agency: TargetCast tcm
212 500-6976

Advertiser: Muscular Dystrophy Association (MDA)
Contact: Shirley McCalley
Manager, Television Production Division
520 529-5379



DAVE THOMAS
FOUNDATION
FOR ADOPTION®

Finding Forever Families for Children in Foster Care

Dear Public Service Director,

Did you know nearly 81.5 million Americans have considered adopting a child? If just one in 500 of these adults adopted, every waiting child in foster care would have a permanent family. But foster care adoption is often misunderstood, preventing children from finding forever families.

An average of 45 percent of Americans have the misconception that these children are placed in foster care because of something they did wrong. In reality, these children are the victims of neglect, abandonment or abuse, and they are in foster care through no fault of their own. You can help change these misconceptions by airing our new public service announcements on behalf of the Dave Thomas Foundation for Adoption.

Your support of our PSAs can help viewers learn more about adoption and dispel many common myths and misconceptions. The PSAs titled “When I First Met My Child” and “I Am” are available in :60, :30 and :15 lengths. The PSAs show that, no matter the age, every child is adoptable; and that family comes in many different packages – but love is all the same. The PSAs also direct audiences to the website, davethomasfoundation.org, where they can find free tools and more information about adoption. **These PSAs have no end date for use.**

The Dave Thomas Foundation for Adoption is America’s only nonprofit public charity dedicated exclusively to finding permanent homes for the more than 100,000 children waiting in foster care to be adopted. We are driven by Dave’s vision: Do what is best for the child. In our unwavering pursuit of this goal, we award grants to adoption organizations that connect children with families, raise funds to support our awareness campaigns and service initiatives, and offer free resources to organizations and prospective parents.

If you have any questions regarding this PSA campaign, please contact our distribution representative at WestGlen Communications, Katarina Sunthorn (1-800-325-8677, ext 243; ksunthorn@westglen.com).

Thank you in advance for your support of this public service campaign.

Sincerely,

Rita Soronen
President & CEO
Dave Thomas Foundation for Adoption

WestGlen

PSA

STORY: 19778

TITLE: "When I First Met My Child" , "I Am"

CLIENT: Dave Thomas Foundation for Adoption

TIME: :60, :30, :15, :60, :30, :15

Contact: Katarina Sunthorn, WestGlen Communications, 800-325-8677 ext. 243

"When I First Met My Child" (:60)

1. Close up shot of swings, switch to shot of small children's feet in socks	MUSIC UP AND UNDER WOMAN V/O: When that child looked up at me, he was
2. Close up of woman sitting on a couch	WOMAN O/C: so beautiful.
3. Close up shot of bicycle handles	MAN V/O: One of the things that went through my mind was,
4. Close up shot of man sitting outside.	MAN O/C: am I going to be a good parent?
5. Shot of couple	MAN O/C: The first time I saw her, I think I knew we were in trouble.
6. Close up of sneakers and cowboy boots.	MAN V/O: She was cute and had these big brown eyes.
7. Close up shot of a football	WOMAN V/O: Sometimes he can look at you,
8. Shot of couple	WOMAN O/C: give you that smile,
9. Close up shot of kid holding baseball	WOMAN V/O: and you just melt.
10. Close up of man sitting outside	MAN O/C: There was just this, this kind of a magic...literally that happened with all three of us.
11. Close up shot of woman sitting on a couch	WOMAN O/C: And he looked right at me, and he smiled...
12. Close up of man sitting outside, switch to shot of teens and back to man outside	MAN O/C: When I first met my son...he was a teenager.
13. Various shots of family around table	WOMAN V/O: She came to us
14. Woman and teenage girl sitting outside.	WOMAN O/C: when she was 17.
15. Various shots of family	LITTLE BOY O/C: We met our Mommy and Daddy two years ago.
16. Various shots of family	WOMAN V/O: He is the most amazing child I've ever met.
17. Close up shot of woman sitting on couch	WOMAN O/C: I was totally done. He was my kid. (sniffles)
18. Various shots of family	MAN V/O: It was like for the first time we were complete.
19. Shot of couple	MAN O/C: It was just perfect.
20. Close up shot of man sitting outside.	MAN O/C: I absolutely could not be happier.
21. Close up of little boy wearing glasses holding a balloon.	
22. GRAPHIC: 100,000 CHILDREN ARE WAITING TO BE ADOPTED FROM FOSTER CARE.	
23. GRAPHIC: NO MATTER THE AGE, EVERY CHILD DESERVES A FAMILY. LEARN. DONATE. ADOPT. Dave Thomas Foundation for adoption Logo Davethomasfoundation.org 1-800-ASK-DTFA (275-3832)	FADE SOUND AND PICTURE OUT

"I Am" (:60)

1. Various shots of children	<u>MUSIC UP AND UNDER</u> <u>BOY O/C:</u> I am not a troublemaker.
2. Various shots of children	<u>FEMALE NARRATOR V/O:</u> Children enter foster care, because they are victims of neglect, abuse or abandonment.
3. Close up shot of girl in playground	<u>GIRL O/C:</u> I am not too old.
4. Close up of a man sitting outside.	<u>FEMALE NARRATOR V/O:</u> Children age out of foster care systems at age 18. Leaving them entirely on their own if they are not adopted.
5. Shot of sister and brother in gymnasium	<u>GIRL O/C:</u> We're not twice the burden.
6. Various shots of siblings	<u>FEMALE NARRATOR V/O:</u> Many siblings in foster care have to be split up. Losing the only biological family they have.
7. Close up shot of girl	<u>GIRL O/C:</u> I am not just a number.
8. Various close up shots of children	<u>FEMALE NARRATOR V/O:</u> 115,000 children in the United States are waiting in foster care to be adopted.
9. Close up shot of girl on playground	<u>GIRL O/C:</u> I am not unloveable.
10. <u>GRAPHIC:</u> LEARN. DONATE. ADOPT. Davethomasfoundation.org Dave Thomas Foundation for Adoption Logo	<u>FEMALE NARRATOR V/O:</u> Find out more about what children in foster care are really like, and help us find them forever homes. <u>FADE SOUND AND PICTURE OUT</u>

"I Am" (:30)

1. Various shots of children	<u>MUSIC UP AND UNDER</u> <u>BOY O/C:</u> I am not a troublemaker.
2. Close up shot of girl in playground	<u>GIRL O/C:</u> I am not too old.
3. Shot of sister and brother in gymnasium	<u>GIRL O/C:</u> We're not twice the burden.
4. Close up shot of girl	<u>GIRL O/C:</u> I am not just a number.
5. Close up shot of girl on playground	<u>GIRL O/C:</u> I am not unloveable.
6. <u>GRAPHIC:</u> LEARN. DONATE. ADOPT. Davethomasfoundation.org Dave Thomas Foundation for Adoption Logo	<u>FEMALE NARRATOR V/O:</u> Find out more about what children in foster care are really like, and help us find them forever homes. <u>FADE SOUND AND PICTURE OUT</u>

"I Am" (:15)

1. Close up shot of girl	<u>MUSIC UP AND UNDER</u> <u>GIRL O/C:</u> I am not just a number.
2. Close up shot of girl in playground	<u>GIRL O/C:</u> I am not too old.
3. Close up shot of boy	<u>BOY O/C:</u> I am not a troublemaker.
4. Close up shots of various children <u>GRAPHIC:</u> LEARN. DONATE. ADOPT. Davethomasfoundation.org Dave Thomas Foundation for Adoption Logo	<u>FEMALE NARRATOR V/O:</u> Find out more about what children in foster care are really like, and help us find them forever homes. <u>FADE SOUND AND PICTURE OUT</u>

Distributed by: West Glen Communications

Please contact Katarina Sunthorn (E-mail: ksunthorn@westglen.com; ph: 800-325-8677 ext. 243) with any questions.

THESE PSAS ARE AVAILABLE FOR DIGITAL DOWNLOAD HERE:

Viewing Files:

www.westglen.com/post/19778/19778a.mov

www.westglen.com/post/19778/19778b.mov

www.westglen.com/post/19778/19778c.mov

www.westglen.com/post/19778/19778d.mov

www.westglen.com/post/19778/19778e.mov

www.westglen.com/post/19778/19778f.mov

Broadcast Files:

www.westglen.com/media

User: 19778

Password: westglen

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: APR 22 1997

DAVE THOMAS FOUNDATION FOR ADOPTION
C/O RON MUSICK
PO BOX 256
DUBLIN, OH 43017-0256

Employer Identification Number:
31-1356151

DLN:
17053089881007

Contact Person:
D. A. DOWNING

Contact Telephone Number:
(513) 241-5199

Our Letter Dated:
December, 1992

Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization that is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Code because you are an organization of the type described in section 509(a)(2).

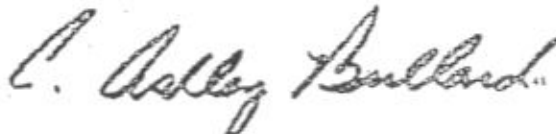
Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(2) organization.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



District Director

Distributed by: West Glen Communications

Please contact Shamir Campbell (E-mail: scampbell@westglen.com; ph: 800-325-8677 ext. 214) with any questions or to be removed from this list. You can also fax us at 212-214-0379.

**ATTENTION PSA DIRECTOR:****NATIONAL SAFE BOATING WEEK IS MAY 18-24**

PLEASE HELP SPREAD THE MESSAGE OF BOATING SAFETY AND THE IMPORTANCE OF WEARING A LIFE JACKET CONSISTENTLY BY AIRING THIS PUBLIC SERVICE CAMPAIGN

**THIS PSA IS AVAILABLE ELECTRONICALLY FOR DOWNLOAD AND HAS NO END DATE FOR USE -
THIS PSA IS ALSO AVAILABLE VIA EXTREME REACH**

With summer quickly approaching, families and friends are eager to enjoy time in the sun and on the water – boating, fishing, paddling and more. However, during all recreational water activities, it's important to remember safety precautions. Accidents on the water can happen very quickly, and there may not be enough time to reach and put on a stowed life jacket. With approximately 500 people drowning each year from recreational boating accidents, it is imperative to spread the message of responsible boating and wearing a life jacket at all times on the water.

Statistics from the U.S. Coast Guard show that drowning was the reported cause of death in almost three fourths of all boating fatalities in 2011. Of those who drowned, 84 percent were reported as not wearing their life jackets. For this reason, consistent life jacket wear is crucial for staying safe on the water.

To help educate your viewers about the importance of boating safety, The National Safe Boating Councils providing your station with a public service announcement (PSA) titled "Casting Off" (:30, :15). This PSA uses a creative approach to stress the importance of remembering to wear a life jacket whenever going out on the water. It also encourages viewers to remind their friends and families that wearing a life jacket is a must for staying safe. **While this PSA is very timely for National Safe Boating Week (May 18-24), it has no end date for use.**

The National Safe Boating Council is a leading partner of the North American Safe Boating Campaign. The campaign unites the efforts of a wide variety of boating safety advocates, including the National Association of State Boating Law Administrators, Canadian Safe Boating Council and many members of the National Safe Boating Council. The campaign is produced under a grant from the Sports Fish Restoration and Boating Trust Fund, administered by the U.S. Coast Guard. For more information about the North American Safe Boating Campaign, please visit safeboatingcampaign.com.

Please use these links to view the PSA:

www.westglen.com/post/19841/19841a.mov

www.westglen.com/post/19841/19841b.mov

Please use this link to download the PSA for usage:

www.westglen.com/media

User: 19841 Password: westglen

We hope you will join us in communicating the message of boating safety and the importance of wearing a life jacket by airing this PSA as soon and as often as possible. If you have any questions or need additional information, please contact Shamir Campbell of WestGlen Communications at scampbell@westglen.com or 800-325-8677 ext. 214. Thank you in advance for your consideration of this important public service message.

Please complete the following and FAX this information to Shamir Campbell at (212) 214-0379.

CALL LETTER(S) (Please indicate all stations you program for) _____

NAME _____ PHONE _____ FAX _____ E-MAIL _____

___ YES, WE ARE USING THE PSA AND WILL AIR AS FOLLOWS:

19841	Weeks on Air	Airings Per Week	Reason for Non-Use
A. Casting Off (:30)			
B. Casting Off (:15)			

PLEASE SEND A HARDCOPY OF THE PSA TO THIS ADDRESS _____

TAPE FORMAT: _____ BETASP _____ DVD _____ OTHER _____

PLEASE REMOVE ME FROM YOUR FAX LIST. PLEASE LIST ALL CALL LETTERS HERE _____
OR YOU MAY CALL US AT 800-325-8677 EXT. 214. THANK YOU.

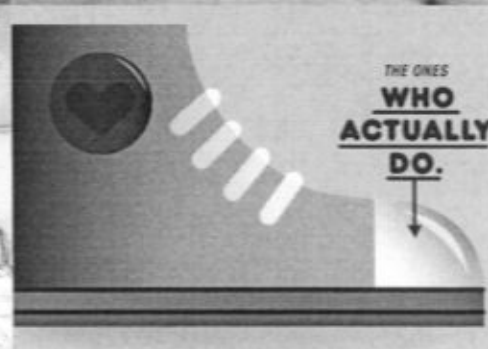
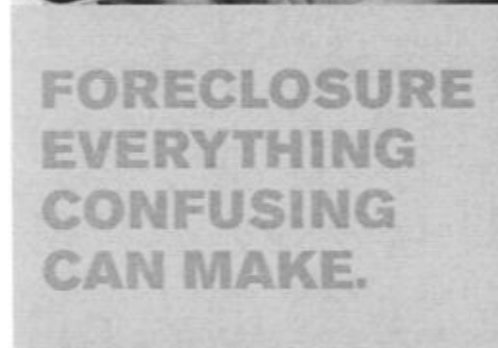
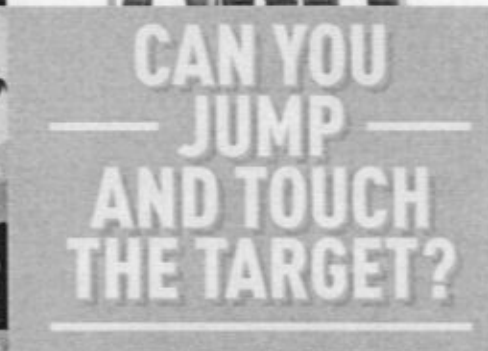
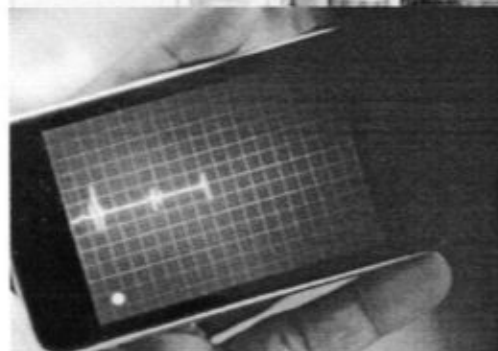
PSA



Catalog

Public Service Advertising Catalog

QTR 2, 2013



How to Support our PSAs



adcouncil.tv

▶ Preview & Download: Broadcast Quality HD & SD TV Spots

DG

Please check with your Traffic Department for new spots.



firstspin.com or **psacentral.adcouncil.org**

▶ Preview & Download: Air-Ready Radio Spots and Live Announcer Scripts

tritondigital.com

▶ Preview & Inject: Streaming Radio Spots



psacentral.adcouncil.org

▶ Preview & Download: Print-Ready Magazine and Newspaper Ads



Paper

▶ Preview and Order at **psacentral.adcouncil.org**

(available 30-sheet, 8-sheet, bus shelter).

Ecoflex

Order through Circle Graphics at (303) 532-2370 or your local contact listed on pg.17. *Quantities are limited based on current campaign availability.



psacentral.adcouncil.org

▶ Preview & Download: Digital: Banners & Streaming

To receive Mobile, please email Banners@adcouncil.org.



Materials This Issue

Bullying Prevention – Radio (ENG)	10
Children's Oral Health – TV(ENG/SPA), OOH (ENG).....	8



To switch from hard kits to digital delivery, send an email to aanderson@adcouncil.org



MATERIALS

ENGLISH: OOH, PRINT, RADIO, TV,
WEB BANNERS

Financial Literacy

American Institute of CPAs

Statistics demonstrate that Americans ages 25–34 have financial behaviors that tend toward debt accumulation, and this is happening during a period of milestone events such as getting married, having children and caring for aging parents. The Feed the Pig™ campaign aims to empower this group to take charge of their personal finances by living within their means and saving for long-term financial security.

For More Information, Contact: Melora Heavey, Senior Manager, Communication, AICPA,
1455 Pennsylvania Avenue, NW, Washington, DC 20004-1081; (212) 596-6037; mheavey@aicpa.org
Website: www.FeedthePig.org
Volunteer Ad Agency: Turbine
Ad Council Campaign Manager: Ricki Kaplan



MATERIALS

ENGLISH: OOH, PRINT, RADIO, TV,
WEB BANNERS
SPANISH: OOH, PRINT, RADIO, TV,
WEB BANNERS

GED® Achievement*

Dollar General Literacy Foundation

Data shows that students who drop out of high school tend to earn less and have a lower quality of life. While they know they need to get their GED diploma, what they really need are simple directions on how to get started. The campaign shows viewers that they can get the encouragement and push they may need to get their GED at yourged.org or by calling 1-877-38-YOURGED. There they can find local GED programs and information on the GED diploma process. In addition, the fulfillment features entertaining "Pep Talks" from celebrities offering different levels of motivation to the viewers, reiterating that they can get whatever encouragement and push they may need to take the first steps towards their GED.

For More Information, Contact: Denine Torr, Director, Dollar General Corporation,
100 Mission Ridge, Goodlettsville, TN 37072; DTorr@dollargeneral.com; (615) 855-5208
Website: www.YourGED.org
Volunteer Ad Agency: DDB Chicago
Ad Council Campaign Manager: Talia Joseph

* GED® is a registered trademark of the American Council on Education® and may not be used or reproduced without express written permission of the American Council on Education.



MATERIALS

ENGLISH: OOH, PRINT, RADIO, TV,
WEB BANNERS
SPANISH: OOH, PRINT, RADIO, TV

High School Dropout Prevention

United States Army

Each school day, 7,000 young men and women give up on their high school education and, in many cases, on themselves. The campaign's goal is to raise awareness of the dropout crisis and provide people with ways they can support teens in their community stay in school and graduate. The campaign also includes a component focused around the issue of student attendance.

For More Information, Contact: James Ortiz, OASA (M+RA),
200 Stovall Street, Hoffman 2 (Room 9S31), Alexandria, VA 22332
Website: www.BoostUp.org
Volunteer Ad Agency: Publicis Kaplan Thaler
Ad Council Campaign Director: Dzu Vien Bui



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Reading

Reading is Fundamental

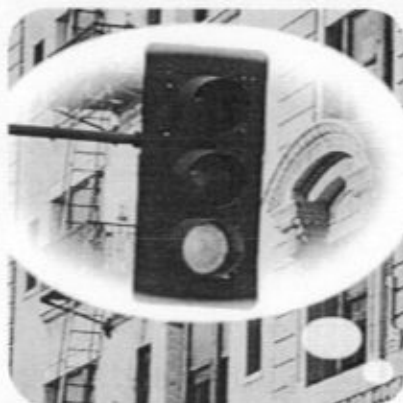
Research shows that success in school and life starts with literacy. When children become good readers in the early grades, they are more likely to become better learners throughout their school years and beyond. In an effort to communicate to parents the importance of reading to their school-aged children, the Ad Council teamed up with Reading is Fundamental (RIF), the nation's largest non-profit children's literacy organization, to create a new national public service advertising campaign, "Book People Unite."

For More Information, Contact: Ernestine Benedict, Vice President, Marketing and Communications, Reading is Fundamental, Inc. 1255 23rd St. NW Suite 300 Washington, DC 20037 (202) 536-3441

Website: www.BookPeopleUnite.org

Volunteer Ad Agencies: Mother NY

Ad Council Assistant Campaign Manager: Zach Kohn



MATERIALS

ENGLISH: RADIO, PRINT, WEB BANNERS

Supporting Minority Education

United Negro College Fund

By highlighting the leadership and accomplishments of important African Americans, this campaign asks potential donors to consider the impact of minority education on their own lives. UNCF encourages all individuals to support educational opportunities for minority youth today so we do not miss out on the next big idea tomorrow, because "a mind is a terrible thing to waste."

For More Information, Contact: Richard Shropshire, Vice President, Marketing Communications, 8260 Willow Oaks Corporate Drive, Fairfax, VA 22031; (917) 843-7598; richard.shropshire@uncf.org

Website: www.uncf.org

Volunteer Ad Agency: Y&R

Ad Council Campaign Manager: Talia Joseph



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: RADIO, TV

Adoption from Foster Care

HHS' Children's Bureau and AdoptUSKids

There are 104,000 children currently in the foster care system waiting for a family. This campaign aims to significantly increase the awareness of the urgent need for parents to provide loving, permanent homes for these children.

For More Information, Contact: Kathy Ledesma, AdoptUSKids, 605 Global Way, Linthicum, MD 21090, Suite 100; (888) 200-4005

Websites: www.adoptuskids.org

Toll-Free Numbers: English: (888) 200-4005; Spanish: (877) 236-7831

Volunteer Ad Agencies: kirshenbaum bond senecal + partners

Ad Council Campaign Manager: Mike Horvath



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: OOH, PRINT

Caregiver Assistance

AARP

In 2009, 42.1 million caregivers in the U.S. provided an estimated \$450 billion worth of unpaid care to aging relatives and friends. Approximately 3 out of 4 boomer caregivers describe the task of providing care to an older adult as difficult and many feel they need more help or information, but don't know where to turn for support. This new campaign emphasizes the resources available and concludes with the tagline, "Together, let's help each other better care for ourselves and the ones we love." The PSAs drive to www.aarp.org/caregiving, where caregivers can join a community and receive practical tips and tools, as well as connect with experts and other caregivers for advice and support.

For More Information, Contact: Elizabeth Bradley, Director of Integrated Communications, 601 E Street, NW, Washington, DC 20049; (202) 434-3796; eb Bradley@aarp.org

Website: www.aarp.org/caregiving; www.aarp.org/cuidar

Volunteer Ad Agency: Butler, Shine, Stern & Partners

Ad Council Campaign Director: Katie Bishop



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: PRINT, RADIO

Community Engagement

United Way Worldwide

The Community Engagement campaign works to motivate and inspire people from all walks of life to get engaged and become a partner with United Way in the efforts to advance the common good. Education-focused PSAs featuring star NFL players support United Way's goal to recruit one million volunteer readers, tutors or mentors. The PSAs allow viewers to see themselves as having a role in creating real, long-lasting changes, and understand that they could be the difference between a graduate and a dropout. Viewers are encouraged to go to www.UnitedWay.org to take the pledge to be a volunteer reader, tutor or mentor and learn how they can make a difference in the life of a child.

For More Information, Contact: Gabriella Madden Shuskey, Director, Advertising, United Way Worldwide, 701 N. Fairfax St. Alexandria, VA 22314; (703) 836-7112 x328

Website: www.unitedway.org

Volunteer Ad Agency: McCann Erickson New York

Ad Council Campaign Manager: Hannah Blatt



MATERIALS

ENGLISH: TV, RADIO, OOH,
WEB BANNERS
SPANISH: TV, RADIO, OOH,
WEB BANNERS

Discovering Nature

U.S. Forest Service

The time U.S. children spend outdoors has declined 50% in the past 20 years. However, there are many benefits to kids who spend time out in nature. Time spent in nature gives kids the ability to explore, use their imaginations, and engage in unstructured and adventurous play. This campaign aims to inspire tweens and their parents to discover the joy of exploring nature, develop a love for the land and ultimately to understand the importance of conservation. The PSAs direct them to DiscoverTheForest.org and DescubreElBosque.org, where they can search for nature locations and download activities to do outside when they go.

For More Information, Contact: Katie Armstrong, Public Affairs Specialist, U.S. Forest Service, 1400 Independence Ave., SW, Mailstop 1111, Washington, DC 20250; (202) 205-1028; karmstrong@fs.fed.us
Website: www.DiscoverTheForest.org | www.DescubreElBosque.org
Volunteer Ad Agencies: Totality, Turbine, Universal Pictures
Ad Council Campaign Manager: Ricki Kaplan



MATERIALS

ENGLISH: TV, RADIO, OOH,
WEB BANNERS

Energy Efficiency

U.S. Department of Energy

Energy use is on the rise around the world. The Energy Efficiency campaign aims to reach practical homeowners who are looking for ways to save money and demonstrate the long term savings of energy efficient actions in the home. The campaign calls out that "Saving Energy Saves You Money" and directs viewers to EnergySaver.gov to find energy efficient actions they can take in their homes.

For More Information, Contact: Sarah Lynch, U.S. Department of Energy, 1000 Independence Avenue, SW, Washington, DC 20585; (202) 247-1767
Website: www.EnergySaver.gov
Volunteer Ad Agency: GSD&M
Ad Council Campaign Manager: Mike Horvath



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Fatherhood Involvement

HHS' Office of Family Assistance; ICF International

Eighty-six percent of dads spend more time with their children today than their own fathers did with them. However, a majority of dads (7 out of 10) also reported that they could use tips on how to be a better parent. The campaign PSAs communicate to fathers that their presence is essential to their children's well-being and encourage dads to play an active role in their children's lives. The campaign also serves as a resource for fathers by directing them to visit www.fatherhood.gov or to call 1-877-4DAD411 for parenting tips, fatherhood programs, and other resources.

For More Information, Contact: Patrick Patterson, ICF International, 9300 Lee Highway, Fairfax, VA 22031-6050; (302) 533-6168
Website: www.Fatherhood.gov
Volunteer Ad Agency: Campbell Ewald
Ad Council Campaign Manager: Mike Horvath



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT,
WEB BANNERS

Foreclosure Rescue Scam Prevention

NeighborWorks® America

An estimated 4 million homes are at imminent risk of foreclosure this year. The problem is no longer confined to certain populations or neighborhoods, but will affect all of us – either directly or indirectly – regardless of community, ethnicity, and income level. With the economic downturn, embarrassment is no longer the biggest barrier that homeowners face – clear direction on where to go for help is. The PSAs encourage homeowners facing foreclosure to speak with the “right people” by calling 888-995-HOPE, a trusted hotline operated by the Homeownership Preservation Foundation, to receive free, reliable advice from HUD-approved housing counselors.

For More Information, Contact: Barbara Floyd Jones, NeighborWorks® America, 1325 G Street NW, Suite 800, Washington, DC 20005; (202) 220-2303; Fax: (202) 376-2160; bjones@nw.org
Call to Action: Hope Hotline (888) 995-HOPE; www.ForeclosureHelpandHope.org
Ad Council Campaign Director: Amanda Bagwill



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO

Hunger Prevention

Feeding America

Hunger is a reality for 1 in 6 Americans, including millions of children, seniors and working families. Yet even with the recent economic downturn, many people still separate themselves from the domestic hunger issue with inaccurate stereotypes. The Hunger Prevention campaign features Matt Damon, Ben Affleck, Ana Ortiz, Aaron Eckhart, and Abigail Breslin portraying the real stories of hunger in America. Combating stereotypes about who is hungry in America, these PSAs highlight the fact that hunger is closer than we all think, but fortunately, so is the solution. All of the PSAs urge viewers to get involved at FeedingAmerica.org/Hunger and to reach out to their community's food bank.

For More Information, Contact: Stephanie Rath, Director, Marketing, Feeding America, National Office, 35 East Wacker Dr., Suite 2000, Chicago, Illinois 60601; (312) 629-7236
Website: FeedingAmerica.org/Hunger; FeedingAmerica.org/Espanol
Volunteer Ad Agency: Cutwater LLC
Ad Council Campaign Manager: Talia Joseph



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Making Home Affordable

U.S. Department of the Treasury and the U.S. Department of Housing and Urban Development

Nearly 4 million Americans are more than 60 days behind on their mortgage, and countless others are only a paycheck away from missing a mortgage payment. The PSA campaign encourages homeowners to call 888-995-HOPE (4673) and speak one-on-one with a HUD-approved expert to discuss solutions that are available based on their individual circumstances. In addition, the campaign directs homeowners to the program website, MakingHomeAffordable.gov, an online resource for struggling homeowners to learn about options other than foreclosure.

For More Information, Contact: Amanda Bagwill, The Advertising Council
1707 L Street NW, Suite 600, Washington, D.C. 20036; (202) 558-7203
Website: www.MakingHomeAffordable.gov
Volunteer Ad Agency: Schafer Condon Carter
Ad Council Campaign Director: Amanda Bagwill



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Newborn and Child Survival

Save the Children®

Every year, almost 7 million children in the developing world die of largely preventable or treatable illnesses before reaching age five. These children live in marginalized areas which lack access to complete healthcare. The bridge to such care is the local health worker, who is selected from within the community and trained to assess, classify, and treat, or refer children with signs of infection, disease, and other life-threatening conditions. By providing support to these workers, Americans can become part of the solution to newborn and child survival in the developing world.

For More Information, Contact: Mary Beth Powers, Newborn and Child Survival Campaign Chief, Save the Children, 54 Wilton Rd., Westport, CT 06880; 203-221-4269

Website: EveryBeatMatters.org

Volunteer Ad Agency: BBDO New York

Ad Council Campaign Director: Katie Bishop



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Shelter Pet Adoption

The Humane Society of the United States and Maddie's Fund

Pet adoption has increased since 2009, despite adverse economic conditions. The percentage of dogs and cats in homes who were adopted from shelters and rescue groups has risen from 27% to 29% in the last two years, while the number of healthy and treatable pets losing their lives for lack of a home has dropped from 3 million to 2.7 million. Bringing that number all the way to zero is the goal of "The Shelter Pet Project," which aims to encourage millions of pet lovers to make shelters the first choice and desired way for acquiring companion animals.

For More Information, Contact: Arzinda Jalil, The Humane Society of the United States, 2100 L Street, NW Washington, DC 20037; (301) 258-3071; ajalil@humanesociety.org; Lynn Spivak, Maddie's Fund, 2223 Santa Clara Avenue, Suite B, Alameda, CA 94501-4416; (510) 337-8979; spivak@maddiesfund.org

Website: www.TheShelterPetProject.org

Volunteer Ad Agency: Draftfcb Chicago

Ad Council Campaign Director: Katie Bishop



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT

Wildfire Prevention

U.S. Forest Service, National Association of State Foresters

The principal causes of human-caused wildfires are unattended campfires, trash burning on windy days, improperly discarding BBQ coals, and equipment operated without spark arrestors. This campaign is designed to increase public awareness and prevention of wildfires by asking people to take personal responsibility for practicing good fire safety habits and speaking up if they see someone in danger of causing a wildfire.

For More Information, Contact: Helene Cleveland, Fire Prevention Manager, U.S. Forest Service, Fire & Aviation Management, Yates Building, FAM-2 SW, 201 14th Street, Washington, DC 20250; (202) 205-1488

Website: www.SmokeyBear.com

Volunteer Ad Agencies: Draftfcb Irvine

Ad Council Campaign Manager: Ricki Kaplan



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, OOH,
WEB BANNERS

Autism Awareness

Autism Speaks

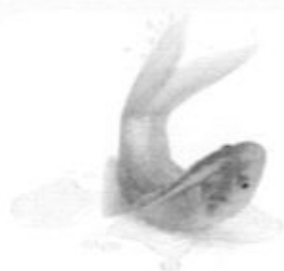
Autism is the nation's fastest-growing serious developmental disorder, with 1 in 88 children diagnosed each year. This campaign aims to raise awareness of and increase parental knowledge about autism, and to empower parents to take action if their child is not meeting certain developmental milestones.

For More Information, Contact: Autism Speaks, 1 E. 33rd Street, 4th fl., New York, NY 10016

Website: www.autismspeaks.org/signs

Volunteer Ad Agency: BBDO New York

Ad Council Campaign Director: Megan Sigismund

Ad
Council

ATTACK ASTHMA. ACT NOW.
1-866-NO-ATTACKS
WWW.NOATTACKS.ORG

MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Childhood Asthma

U.S. Environmental Protection Agency

Nearly 13 million American children miss school days each year due to asthma. The campaign encourages parents to learn simple tips on how to eliminate asthma triggers and prevent asthma attacks by visiting NoAttacks.org.

For More Information, Contact: Kristy Miller, Public Affairs Officer,
1301 L Street NW, Washington, DC 20005; (202) 343-9441

Website: www.NoAttacks.org

Volunteer Ad Agency: Campbell Ewald

Ad Council Campaign Director: Megan Sigismund



MATERIALS

ENGLISH: TV, OOH, WEB BANNERS
SPANISH: PRINT, WEB BANNERS

Childhood Obesity Prevention

U.S. Department of Health and Human Services

Today, nearly 1 in 3 children in America are overweight or obese, and overweight youth are at greater risk for numerous health consequences. A series of PSAs encourages American families everywhere to learn how to stay healthy by making family time healthy time. The PSAs direct audiences to "search We Can! online" to find doable tips and activities for ways parents and kids can get healthy together. The We Can! website can be found at www.nih.gov/wecan.

For More Information, Contact: Tait Sye, U.S. Department of Health and Human Services,
200 Independence Avenue SW, Washington, DC 20201; (202) 205-1841

Website: www.nih.gov/wecan

Volunteer Ad Agency: Ogilvy & Mather, McCann Erickson NY, Burrell Communications, Casanova Pendrill

Ad Council Campaign Manager: Hannah Blatt

NEW



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT

Children's Oral Health

Partnership for Healthy Mouths, Healthy Lives

Dental decay is the single most common chronic disease of childhood, with 16.5 million children suffering from untreated tooth decay. The mouth is the gateway to a person's overall health and an unhealthy mouth can be associated with obesity, diabetes and even heart disease. The Children's Oral Health campaign aims to improve children's oral health by educating parents and caregivers about the importance of a healthy mouth and motivating them to modify their children's behaviors through simple, low-cost, preventive strategies. The PSAs help communicate the importance of taking time to brush for two minutes, twice a day to prevent tooth pain later.

For More Information, Contact: Gary Price, Secretary and CEO, Dental Trade Alliance Foundation, 4350 N. Fairfax Drive, Arlington, VA. 22203; (703)-379-7755

Website: 2min2x.org, 2min2x.org/espanol

Volunteer Ad Agency: Grey New York, Wing

Ad Council Campaign Director: Megan Sigismund



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT,
WEB BANNERS

Food Safety Education

U.S. Department of Agriculture, Food Safety Inspection Service (USDA-FSIS), U.S. Food and Drug Administration (FDA), Centers for Disease Control and Prevention (CDC)

The Centers for Disease Control and Prevention (CDC) estimates that 48 million Americans (1 in 6) will get food poisoning each year, resulting in roughly 128,000 hospitalizations and 3,000 deaths. The English and Spanish Food Safe Families PSAs feature specific safe food handling steps, communicate the risk of food poisoning, and encourage parents and caregivers to help protect their families from food poisoning by checking their food safety steps at FoodSafety.gov.

For More Information, Contact: Bob Tuversen, Director, Food Safety Education Staff, Office of Public Affairs and Consumer Education, USDA-FSIS, 5601 Sunnyside Avenue, Maildrop 5268, Beltsville, MD 20705, Robert.Tuversen@fsis.usda.gov, 301-344-4744

Website: FoodSafety.gov and FoodSafety.gov/espanol

Volunteer Ad Agency: JWT New York

Ad Council Campaign Director: Megan Sigismund



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Stroke Awareness

American Stroke Association

The goal of this PSA campaign is to increase immediate stroke recognition and response (call 9-1-1) among potential victims and bystanders by showing the many things body language can tell a person, such as the often subtle signs of a stroke. The campaign uses the acronym F.A.S.T. (F = Face drooping, A = Arm weakness, S = Speech difficulty, T = Time to call 911) to educate audiences on the importance of recognizing and calling 9-1-1 at the first signs of a stroke.

For More Information, Contact: Julie Grabarkewitz, American Stroke Association, 7272 Greenville Avenue, Dallas, TX 75231; (214) 706-1134

Websites: www.StrokeAssociation.org

Volunteer Ad Agencies: Grey New York

Ad Council VP, Campaign Director: Anthony Signorelli



MATERIALS

ENGLISH: TV, RADIO, PRINT,
WEB BANNERS

Unplanned Pregnancy Prevention

The National Campaign to Prevent Teen and Unplanned Pregnancy

Young unmarried women in the United States ages 18 to 29 report that more than 7 in 10 of their pregnancies are unplanned—one of the highest levels in the entire developed world. The significant consequences of unplanned pregnancy include fewer opportunities to complete education or achieve other life goals; more health risks for mother and child; lower likelihood of stable families; and higher likelihood of poverty. This campaign aims to reduce high rates of unplanned pregnancy in the U.S. by encouraging unmarried young women (18 to 24) to find the best method of birth control for them, and use it more carefully and consistently. The PSAs direct to Bedsider.org.

For More Information, Contact: Bill Albert, Chief Program Officer, The National Campaign to Prevent Teen and Unplanned Pregnancy, 1775 Massachusetts Avenue, NW, Suite 200, Washington, DC 20036

Website: www.thenationalcampaign.org

Volunteer Ad Agencies: Havas Worldwide New York

Ad Council Campaign Director: Trace Della Torre

Go Digital Go Green

In an effort to offer quality broadcast materials and be environmentally friendly, Ad Council offers digital delivery. If you are a TV or radio station currently receiving BETAs, CDs, DVDs, DVCPro or any other form of hard copy and would prefer to change to digital delivery, please let us know. Email your local contact listed on page 17 and we can make that change.

NEW



MATERIALS

ENGLISH: TV, RADIO, PRINT,
WEB BANNERS

Bullying Prevention

More than 80% of high school students in the U.S. report that they witness bullying at least once a week. Research shows that when parents talk to their kids about bullying, their children are more likely to take action to stop bullying. The objective of this campaign is to raise awareness about the seriousness of bullying, and encourage parents to talk to their children about the safe steps they can take to be more than a bystander in a bullying situation, like tell a trusted adult or help the person being bullied get away from the situation. Parents are directed to stopbullying.gov where they can hear advice from experts, students and other parents on how to empower their children to be more than a bystander and help stop bullying nationwide.

For More Information, Contact: Adrienne Ziluca, The Advertising Council, 815 Second Avenue, 9th Floor, New York, NY 10017

Websites: www.stopbullying.gov

Volunteer Ad Agencies: DOB NY

Ad Council Campaign Manager: Adrienne Ziluca



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT

Buzzed Driving Prevention

U.S. Department of Transportation's National Highway Traffic Safety Administration

Many people believe that their driving is not impaired if they only consume a few drinks. In 2010, over 10,000 people were killed in alcohol-related crashes with a driver having a BAC of .08 or higher. The purpose of this campaign is to inspire dialogue on and recognition of the dangers of "buzzed driving."

For More Information, Contact: Kil-Jae Hong, Consumer Division, Office of Communications and Consumer Information, 1200 New Jersey Avenue SE, Washington, DC 20590; (202) 493-0524

Websites: www.nhtsa.gov/stopimpaireddriving; buzzeddriving.adcouncil.org

Volunteer Ad Agencies: Merkley + Partners, The Vidal Partnership (Spanish)

Ad Council Campaign Director: Katie Bishop



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Child Passenger Safety

U.S. Department of Transportation's National Highway Traffic Safety Administration

In 2010, on average, almost 2 children (age 12 and younger in a passenger vehicle) were killed and 325 children were injured in motor vehicle traffic crashes each day. This fatality rate could be reduced by about half if the correct child safety seats were always used. This new campaign urges parents and caregivers to make sure they have their child in the right car seat.

For More Information, Contact: Consumer Division, Office of Communications and Consumer Information, 1200 New Jersey Avenue SE, Washington, DC 20590; (202) 366-3587

Website: safercar.gov/therightseat; safercar.gov/protegidos; 1-888-PROTEGIDOS

Volunteer Ad Agency: Gotham Inc., Casanova Pendrill (Spanish)

Ad Council Campaign Director: Katie Bishop



MATERIALS

ENGLISH: TV, RADIO, OOH,
WEB BANNERS

Dating Abuse Prevention

Futures Without Violence, Office on Violence Against Women

Unfortunately, many teens experience abuse and violence in their young relationships, and digital dating abuse is increasingly becoming a serious problem unique to this millennial generation of teens. In an effort to prevent teen dating abuse, this campaign helps teens acknowledge that controlling behavior online or by cell phone can be forms of abuse and encourages teens to draw their own line about what is, or is not, acceptable relationship behavior. All campaign elements, including the PSAs, will drive traffic to www.ThatsNotCool.com where teens can learn about the issue and equip themselves with the tools to talk about it.

For More Information, Contact: Brian O'Connor, Director of Public Communications, Futures Without Violence, 100 Montgomery Street, The Presidio, San Francisco, CA 94129-1718; (415) 252-8900; boconnor@futureswithoutviolence.org
Website: www.ThatsNotCool.com **Volunteer Ad Agency:** R/GA
Ad Council Campaign Manager: Adrienne Ziluca



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS
SPANISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Emergency Preparedness

Federal Emergency Management Agency

The Ready Campaign recommends taking four steps towards preparedness: 1) get an emergency supply kit, 2) make a family emergency plan, 3) be informed about the different types of emergencies that could occur and their appropriate responses, and 4) get involved by finding opportunities to support community preparedness. The new PSAs illustrate the importance of preparing for tomorrow as "you never know when the day before a natural disaster is the day before." They direct audiences to Ready.gov/today, where Americans can find local disaster preparedness information, a downloadable family emergency plan, emergency kit checklists, and other preparation resources.

For More Information, Contact: Darryl Madden, Director, Ready Campaign, Office of External Affairs, (202) 646-3988
Websites: www.ready.gov; www.listo.gov
Volunteer Ad Agencies: Leo Burnett; The Vidal Partnership
Ad Council Campaign Manager: Mike Horvath



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Emergency Preparedness—Business

Federal Emergency Management Agency

The Ready Business campaign encourages small business owners and managers to reduce their risk of losing their business after a disaster by taking steps to prepare and plan for an emergency. The PSAs direct to Ready.gov/Business, which links to a free business preparedness assessment tool that provides business owners with a clear picture of the preparedness level of their business and what further steps they need to take to get ready. With an emergency plan in place, businesses can better adapt, recover and stay in control.

For More Information, Contact: Darryl Madden, Director, Ready Campaign, Office of External Affairs, (202) 646-3988
Website: www.ready.gov/business
Volunteer Ad Agency: Brunner
Ad Council Campaign Manager: Mike Horvath



MATERIALS

ENGLISH: TV, PRINT, OOH,
WEB BANNERS, MALL POSTERS,
VIRAL VIDEOS

Gay and Lesbian Bullying Prevention

Gay, Lesbian and Straight Education Network

The campaign's goal is to reduce and prevent the use of homophobic language in an effort to create a more positive environment for lesbian, gay, bisexual and transgender (LGBT) teens. The PSAs are designed to raise awareness among straight teens about the prevalence and consequences of anti-LGBT bias and behavior in America's schools. The campaign also aims to reach adults, including school personnel and parents, because their support of this message is crucial to the success of efforts to change behavior among the target age group.

For More Information, Contact: Daryl Presgraves, Gay, Lesbian and Straight Education Network, 90 Broad Street, Second Floor, New York, NY 10004; (646) 388-6577; dpresgraves@glsen.org

Website: www.ThinkB4YouSpeak.com

Volunteer Ad Agency: Arnold NYC

Ad Council Campaign Director: Dzu Vien Bui



MATERIALS

ENGLISH: TV, RADIO, PRINT,
WEB BANNERS
SPANISH: RADIO

Hurricane Sandy Relief

Ad Council

In response to the devastation wrought by Hurricane Sandy, the Ad Council launched a campaign to encourage Americans to make financial contributions to organizations conducting relief operations. These PSAs illustrate the benefits of monetary donations and highlight that even a small donation can make a big impact. They direct audiences to Sandy.AdCouncil.org, which includes links to donate to relief organizations providing the most relevant and necessary supplies and services to those in need.

Website: Sandy.AdCouncil.org

Volunteer Ad Agency: Free Range Studios & RadioFace

Ad Council Campaign Manager: Adrienne Ziluca



MATERIALS

ENGLISH: TV, RADIO, OOH,
WEB BANNERS
SPANISH: TV, RADIO

Texting and Driving Prevention

National Highway Traffic Safety Administration

Eighty-two percent of young adult drivers (16 - 24) have read a standard text message while driving. Young adults live in a connected world where multitasking is the norm. This manifests in the car where they recognize texting and driving is dangerous, but do it anyway. The PSAs communicate to teens and young adults that when you text and drive, you are not multitasking, but essentially driving blind. By taking your eyes off the road, even for a few seconds, you are making the road less safe for you, your passengers, and other drivers.

For More Information, Contact: Kil-Jae Hong, National Highway Traffic Safety Administration, Office of Communications and Consumer Information, 1200 New Jersey Ave. SE, Washington, DC 20590 (202) 493-0524

Website: www.StopTextsStopWrecks.org

Volunteer Ad Agency: The Concept Farm; RPA

Ad Council Campaign Director: Amanda Bagwill



MATERIALS

ENGLISH: TV, RADIO, PRINT, OOH,
WEB BANNERS

Wildfire Preparedness: Fire Adapted Communities

U.S. Forest Service

Nearly 70,000 communities nationwide are near or within a fire-prone ecosystem. For many of these communities wildfire is not a matter of if, but when. This campaign encourages residents nationwide to prepare their homes and communities in advance for the inevitable event of wildfire. The PSAs drive viewers to www.FireAdapted.org where they can get Fire Adapted by learning tips, tools and resources to prepare their communities for wildfire.

For More Information, Contact: Pam Leschak, Fire Adapted Communities Program Manager, US Forest Service, National Interagency Fire Center, 3833 S. Development Ave, Boise, ID 83705, (208) 387-5612
Websites: www.FireAdapted.org
Volunteer Ad Agencies: Draftfcb Irvine
Ad Council Campaign Manager: Ricki Kaplan

AdLibbing.org

Subscribe to AdLibbing, the Ad Council's blog on all things social marketing. Here you'll find social media best practices, research & evaluation insights, successful media partnerships, cutting edge fundraising and cause marketing practices, all written by the Ad Council's dedicated staff and expert guest bloggers.

Join in the dialogue by commenting on our blog posts and don't forget to follow us on Twitter, Facebook and YouTube!

www.twitter.com/adcouncil
www.facebook.com/adcouncil
www.youtube.com/adcouncil

AS SEEN IN THE FIELD



Community Engagement

A real touch down in Chicago! Through the support of Outdoor Impact, this spectacular wall features Chicago Bears' Jason Campbell. The United Way's Live United Team NFL outdoor is featured in one of Chicago's busiest intersections reaching thousands of people daily.



Buzzed Driving Prevention

Clear Channel Digital Network in Los Angeles ran "Breathalyzer" 24 hours a day on 30 of these Premiere (12x25) size Digital Boards from December 21 through December 31.



Hunger Prevention

Lenox Square Mall, Atlanta, Georgia



Financial Literacy

Courtesy of Clear Channel Outdoor, this Financial Literacy message in Metro Detroit's Lakeside Mall has lucky placement. The bride, groom and "lifelong bliss" message just happen to be in front of a diamond store!

MAKING A DIFFERENCE SPOTLIGHT



Above: Captivate was honored for running the :15 Bullying Prevention "Lockers" spot in 190 Office Buildings on 1,645 Elevator Screens in Los Angeles, Dallas and Houston. Debi Leibovitz, Vice President of Sales in the Western Region for Captivate, received a Certificate of Appreciation in one of the Los Angeles elevators for coordinating and implementing the spot for this critical campaign.

Above Left: The Ad Council always seeks to recognize outstanding PSA support. Sandrina Ray and Danielle Canterbury of InfoNet were recently presented with certificates of appreciation. Thanks to them, for the very first time, Ad Council PSA were featured throughout the Pentagon. High School Drop Out Prevention and Emergency Preparedness messages were posted on 73 InfoNet digital signs.

Middle Left: Occasionally we get an opportunity to thank the people behind the scenes who help get Ad Council PSAs on the air and online. That happened recently during a PSAs and Pizza lunch with Donna Jean Rumbley, Mick Lee and Justin Cole of Clear Channel Radio of Baltimore. Our thanks to them and our media allies across the country. Their ongoing support continues to make a positive difference in local communities everywhere.

Bottom Left: Lamar in Phoenix Honored for Digital Support of Buzzed Driving Prevention from November 21 – January 6. Honored for coordinating the coverage were Zorbabel "Zoro" Leon, Lamar's Digital Network Director (pictured above) and Christina Butler, Lamar's Vice President & General Manager.

If you think you deserve to be spotlighted, send a note to: jstocks@adcouncil.org

OUR ONLINE PSA LIBRARY



AdCouncil.tv

- Instant access to more than 40 of our most recent campaigns
- Broadcast-quality SD and HD spots
- Search by length, issue, market and more



PSA Central

- Access to our entire library of radio spots including: 60s, :30s, :20s, :15s, :10s
- High-Res PDFs for both magazine and newspaper in full page and fractional sizes
- Preview and order from our paper outdoor inventory and have them delivered free of charge
- Download web banners and streaming video



FirstSpin

- Another great way to access our radio PSAs which have been posted in the last 6 months
- Search by campaign with your station's user name and password or enter with ours:

Username: ADACPSAFM
Password: PURPLE

REGIONAL CONTACTS

Western Region*Southern CA, TX, AZ, NM, HI*

John Boal

(818) 848-2376

jboal@adcouncil.org

Southern Region*GA, AL, FL, NC, SC*

Nicole Husband

(404) 347-8872

nhusband@adcouncil.org

Northwestern Region*Northern CA, WA, OR,**UT, NV, NE, MT, WY, ID,**AK, ND, SD, CO*

Sarah Kayson

(415) 262-3532

skayson@adcouncil.org

Midwestern Region*IL, MN, MO, WI, OK, AR,**IA, KS, TN, MS, LA*

Karen Volkman

(312) 220-3425

kvolkman@adcouncil.org

Central Region*MI, OH, IN, KY, DE, MD, VA,**WV, Washington D.C.*

Susan Hiltz

(586) 558-6009

shiltz@adcouncil.org

Eastern Region*PA & Southern NJ*

Kelly Apostolidis

(212) 984-1931

kapostolidis@adcouncil.org

Eastern Region*MA, CT, RI, NH, VT, ME*

Ashley Giombetti

(212) 984-1966

agiombetti@adcouncil.org

Eastern Region*NY & Northern NJ*

Laurie Keith

(212) 984-1919

lkeith@adcouncil.org



MEDIA: NATIONAL ACCOUNTS, MEDIA MARKETING AND INTERACTIVE SERVICES

Beth Ellard

EVP, Media

bellard@adcouncil.org

James Baumann

SVP, Media

jbaumann@adcouncil.org

Kelly Apostolidis

VP, National Accounts

kapostolidis@adcouncil.org

Ashley Giombetti

Director, National Accounts

agiombetti@adcouncil.org

Laurie Keith

Director, National Accounts

lkeith@adcouncil.org

Lynn Conran

Director, Media Marketing

lconran@adcouncil.org

Janet Stocks

Manager, Media Marketing

jstocks@adcouncil.org

Amanda Anderson

Media Coordinator

aanderson@adcouncil.org

Angela Hui

VP, Digital Media

ahui@adcouncil.org

Rebecca Hotaling

Digital Media Coordinator

rhotaling@adcouncil.org

Lindsey Sacco

Digital Media Coordinator

lsacco@adcouncil.org

SUPREME STREET PRESENTS

THE ★★ ★ **PEACE**
~ MUSIC FESTIVAL ~
TOUR

JUNE 29, 2013

SHELBY PARK

NASHVILLE, TN

HOSTED BY SHINY GREEN
1PM - 10PM - \$15 PRESALE TICKETS

THEPEACETOUR.COM

We would like to invite you out to The Peace Tour as a special guest. The event will be June 29, 2013 at Shelby Park, Nashville, TN - 1pm - 10pm

We would love to have you guys apart of this great event.

Created as a daylong festival, The Peace Tour was founded to extend positivity through multiple platforms to reach the community, primarily focusing on uplifting our youth. Our organization contributes to the local youth and families by providing internship, mentorship, and other opportunities for self-expression throughout the festival. In addition, The Peace Tour will proudly donate a percentage of the proceeds to not only local schools, but also organizations designed to uplift our youth such as Cease Fire, Ekhyaya 4 Youth, The Boys and Girls Club and Each One Save One.

The Peace Tour is not only a day filled with music, art and fashion, but also a unique opportunity to celebrate the spirit of community. The Peace Tour will have something for everyone with areas such as "What's Goin' On", inspired by Marvin Gaye's powerful album which will feature artwork and photography from students and artists depicting life through their eyes. Another area, "The Sandbox", will feature fun and educational activities for children under the age 12. This year's production is set for the summer of 2013 and will feature nationally recorded artists, as well as local, independent performers that will illustrate the true essence of music of all genres.

One Cause: Up-lifting the Community

Please let me know if you need any additional information. We would love for you to join the Peace Tour movement in Nashville, TN

Hope to hear from you soon.

Thanks

Jessica

The Peace Tour

Music: The World's Language

www.thepeacetour.com

(347) 620-2072

thepeacetour2013@gmail.com



COMMUNITY FOOD ADVOCATES

604 Gallatin Rd #211
Nashville, TN 37206
(615) 385-2286
info@communityfoodadvocates.org

PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Jackie Contreras
Community Food Advocates
P: 615.385.2286 x228
jackie@communityfoodadvocates.org

Community Food Advocates partners with Local Bicycle Clubs for Bike to the Market, Saturday June 29th at 9:00am

WHO: Community Food Advocates is a nonprofit comprised of farmers, students, persons of faith, community gardeners, and health advocates with a mission to end hunger and create a healthy, just, and sustainable food system for all Tennesseans. Community Food Advocates formed in 2009 from the merger of two nonprofits with rich histories of service: Manna and Food Security Partners of Middle Tennessee. Community Food Advocates drew from these organizations' experiences to develop three programs: SNAP Outreach, SNAP Fresh, and Growing Healthy Kids. These programs are conducted collaboratively through educational, outreach, and advocacy methods designed to meet the needs of Tennessee's most vulnerable communities.

WHAT: On Saturday June 29th, Community Food Advocates will join Nashville Bicycle Alliance and Music City Cycling for **Bike to the Market**. **Bike to the Market** will promote community involvement in our area farmers' markets and raise awareness around the SNAP Fresh program. Community Food Advocates' SNAP Fresh program partners with Nashville area farmers' markets and community organizations to promote the consumption of farm-fresh, healthy produce among SNAP participants (EBT card users).

Groups will depart at 9:00am on Saturday morning from 3 different locations around the city to ride the Nashville Farmers Market. Meeting spots include: Frothy Monkey on 12th Avenue South, The Parthenon at Centennial Park, and the Nature Center at Shelby Park.

WHEN: Saturday, June 29th, 2013 (departs at 9:00am)

WHERE: from neighborhoods to the Nashville Farmers Market

HOW: For more information about Community Food Advocates, the Ride to Market or information on other events, call 615-385-2286, or visit www.communityfoodadvocates.org.

###



American Jewelry Co.

**Invites YOU
to Join the Fight
Against Hunger
in Your Local Area**

When: June 1st — 22nd

Where: American Jewelry Co. Providence Market Place, Mt. Juliet
(Donation Boxes Located Inside Store)

What: Donations for the Following are needed: Peanut Butter, Pasta, Cereal, Canned Fruit, Stews, soups, and Vegetables

Reward: For Every 5 Food Items Brought in You will receive a \$5 American Jewelry Gift Card!

Yes, The More You Bring, the Bigger Your Gift Card!

Like Us on Facebook to Hear Our Latest Collection Updates!

401 S. Mt. Juliet Rd
Providence Marketplace
615-754-6046
www.AmericalJewelryCo.com



Like us on
Facebook

follow us on
Pinterest

Limit One Gift Card Per Family, Limit \$200, In-Store Donations Only

DONATE TO OUR FOOD DRIVE

OUR MOST NEEDED ITEMS

PEANUT BUTTER • CANNED CHICKEN AND TUNA • CEREAL
CANNED FRUIT AND VEGETABLES • SOUP • PASTA

ORGANIZATION NAME

DATES OF FOOD DRIVE

DROP OFF LOCATIONS



2HarvestMidTN

www.secondharvestmidtn.org



DONATE TO OUR FOOD DRIVE

OUR MOST NEEDED ITEMS

PEANUT BUTTER • CANNED CHICKEN AND TUNA • CEREAL
CANNED FRUIT AND VEGETABLES • SOUP • PASTA

ORGANIZATION NAME

DATES OF FOOD DRIVE

DROP OFF LOCATIONS



2HarvestMidTN

www.secondharvestmidtn.org



TICKETS ARE NOW ON SALE!

[View this email in your browser](#)



NASHVILLE
FILM FESTIVAL
ESTABLISHED 1969

PRESENTED BY


SOMETHING FOR EVERYONE.
APRIL 18 - 25, 2013
Regal Cinemas Green Hills

FOR IMMEDIATE RELEASE

Spring 2013

For More Information Contact:

Deb Pinger deb@nashvillefilmfestival.org

Portia Knox portia@nashvillefilmfestival.org

615-742-2500 or 615-598-6440

2013 NASHVILLE FILM FESTIVAL

TICKETS NOW ON SALE

April 18-25 Regal Green Hills Cinema

Nashville, TN – The Nashville Film Festival (NaFF), scheduled April 18-25 at Regal Green Hills Cinema, now has tickets available for purchase. This year the festival features over 250 films from nearly 50 countries ranging in categories from Narrative Feature, Documentary, Short Films, Music City, New Director, Special Presentations, Graveyard Shift, Tennessee First, World Cinema, and for the first time, a special Kurdish category has been added as part of the mini 3-day Celebration of Kurdish Film.

This year marks the biggest and best festival yet, with more films than ever and an expected 26,000

attendees. Highlights of this year's festival include: Cannes and Sundance selection *Mud* (starring Matthew McConaughey and Reese Witherspoon), *Dead Man's Burden* (starring Nashville actor Clare Bowen), *For the Love of Music: The Story of Nashville* (featuring The Black Keys, Kings of Leon, and Emmylou Harris), and the Celebration of Kurdish Film which includes showings of 15 films from Kurdistan, attendance from Kurdish dignitaries and filmmakers, and a huge closing night party at the War Memorial Auditorium.

"People should not miss out on this festival. I feel like it's one of – if not the – strongest lineup I've put together in my 10 years of programming festivals," said Artistic Director, Brian Owens. "We just started selling tickets and some of the bigger films have already sold out." Owens joined the Nashville Film Festival in 2008. This year's NaFF is his 6th festival as Artistic Director.

The Nashville Film Festival, like other major film festivals such as Sundance and Tribeca, is open to the public. Tickets can be purchased online at nashvillefilmfestival.org or at the NaFF Box Office in the downstairs lobby of Regal Green Hills Cinema, which opens April 17. Regular ticket price per film \$12, college students and senior citizens with ID \$8, and member prices from \$4 to \$7 off each ticket.

Nissan North America - NaFF Presenting Sponsor

In North America, Nissan's operations include automotive styling, engineering, consumer and corporate financing, sales and marketing, distribution and manufacturing. Nissan is dedicated to improving the environment under the Nissan Green Program and has been recognized as an ENERGY STAR® Partner of the Year in 2010, 2011, and 2012 by the U.S Environmental Protection Agency. More information on Nissan in North America and the complete line of Nissan and Infiniti vehicles can be found online at NissanUSA.com and InfinitiUSA.com.

Nashville Film Festival (NaFF), April 18 – 25, 2013, presented by Nissan, brings the world to Nashville in an 8-day celebration of film. Attended by filmmakers and industry insiders, and open to the public, NaFF screens more than 200 films from nearly 50 countries. NaFF celebrates the diversity of the human voice and vision by curating program segments to include Latino, Black, GLBT, Jewish and Kurdish films. Founded in 1969 by Mary Jane Coleman, it is one of the oldest (44-years) film festivals in the U.S. As an Academy Award Qualifying Event, NaFF draws filmmakers and celebrity guests to its red carpet at the Regal Green Hills Stadium 16. The Festival annually garners notice from the Associated Press, The New York Times, The Wall Street Journal online, MovieMaker Magazine, Film Festival Today, IndieWire, Variety, Billboard, New York and Script Magazine.

More information on each film and film stills are available at www.nashvillefilmfestival.org/press.

###

For Immediate Release
Press Contact: Lon Bouldin
(917) 370-1002, lon@venturespr.com



THE ARTS COMPANY
Introduces
Selected Contemporary Tennessee Artists
A New Series of Invitational Exhibits

The Inaugural Exhibition
Features

FIVE FROM MEMPHIS

Maysey Craddock, Hamlett Dobbins, Don Estes, Jared Small, & Twin (Jerry and Terry Lynn)

Initiated by The Arts Company, Nashville
Co-Curated with David Lusk Gallery, Memphis

Opening First Saturday Art Crawl, June 1, 4PM-9PM
(New First Saturday Summer Hours!)
Continuing through July 19

Collectors Art Night—Friday, May 31, 5:30-8:00 pm
David Lusk and Anne Brown to be interviewed by Paul Polycarpou
Free, RSVPs Required – 5thAvenueoftheArts@gmail.com

Nashville, TN – The Arts Company on 5th Avenue of the Arts launches the gallery's *Summer of Art on 5th*, with *Five From Memphis*, the inaugural invitational series of exhibitions, entitled *Selected Contemporary Tennessee Artists*. This exhibition featuring West Tennessee artists is co-curated by The Arts Company with David Lusk Gallery in Memphis, TN. The featured artists include Maysey Craddock, Hamlett Dobbins, Don Estes, Jared Small, and Twin (Jerry and Terry Lynn). **Beginning June 1, during First Saturday Art Crawl, 4PM-9PM (New First Saturday Summer Hours), and continuing through July 19**, the exhibition will remain on view during regular gallery hours, 11AM-5PM, Tues-Sat. Additional information is available online at www.theartscompany.com or by calling 615-254-2040.

This new exhibition series is based on the demand from businesses and individuals wanting to know about and support the work of the growing number of artists living and working in Tennessee communities. This concept originated with the recent collaborative project between FirstBank and The Arts Company, *The Art of Community: Janet and Jim Ayers' Collection of Tennessee Art (2012)*, which includes the work of over 200 distinguished artists from across the state.

ABOUT THE GALLERY COLLABORATION

"The Arts Company has a tradition of collaborating with art and business partners to offer an expanded perspective for the visual arts marketplace. In particular, we are proud to be working with David

Lusk—his Memphis-based gallery and the outstanding Tennessee artists he represents—for this inaugural event,” states Anne Brown, owner of The Arts Company.”

David Lusk adds: “It’s exciting that several West Tennessee artists from David Lusk Gallery are exhibiting as a group in Middle Tennessee. The Arts Company knows my program; and I know theirs. Thanks to Anne and her vision, we’re building synergy and introducing new art to her program.”

COLLECTORS ART NIGHT

A special first-look collectors’ preview is scheduled at The Arts Company during **Collectors Art Night** on 5th Avenue of the Arts on Friday, May 31. The event begins at 5:30PM in the galleries on 5th. At 7:15PM, the conversation continues at The Arts Company with **Nashville Arts Magazine Editor Paul Polycarpou interviewing Anne Brown and David Lusk**. The collectors’ preview event is free, but advance registration is required. RSVP at 5thAvenueoftheArts@gmail.com.

ABOUT THE EXHIBITION

The exhibit speaks for itself. These are truly contemporary Tennessee artists, all living and working in Memphis, and all with stories to tell, whether through line, shape, and color; or through using ordinary materials to make sense of the cosmic implications of the Mississippi River on the places it passes through; or whether giving contemporary depth to the vestiges of the history of the region through decaying buildings and mystical images; or by layering landscapes color by color. Collectively, these are artists whose narratives and styles are specific to the Memphis area. Their specific images rise to a universal level, in the manner of southern writers such as Faulkner and Welty. They speak our language visually, and with great feeling.

ABOUT THE ARTISTS

Maysey Craddock grew up in Memphis well aware of the Mississippi River’s importance to her region, and then she headed to college in New Orleans, where the river is culturally pervasive. The river itself, the buildings on its banks and flood plains, the trees and topographical landmarks figure prominently in her work. In her drawings Craddock uses gouache on paper bags that have been laid flat and stitched together to provide a surface of age and texture. Craddock holds a BFA from Tulane University and MFA from Maine College of Art. She’s had solo exhibitions in Chelsea-NY, Houston, Dallas, Seattle, Memphis, Stuttgart and Munich.

Hamlett Dobbins paintings and drawings, both small and large, employ pure abstraction and pure painting. He is often described as a “painter’s painter” for the manner in which he tackles shape, texture, color orchestration, compositional counterbalancing, and surface layering. Tennessee native Dobbins has spent most of his life in Memphis. He received his BFA degree from the University of Memphis, and both MA and MFA degrees from the University of Iowa. He has been selected a 2013-14 Rome Prize Winner to attend the American Academy in Rome, the premier American overseas center for independent study and advanced research in the arts and humanities.

Don Estes works with grand, assured gestures on canvases that miter underneath the painting surface, assuring that his works have a sculptural presence on the wall. That tactic and other craftsman marks come from the many years when his primary work was making high-end home furnishings in downtown Memphis. His paintings have their basis in landscape forms. Estes works on smooth panels --staining sections with paints, then adding layers of contrasting colors, tones and textures. The balance he seeks is harmony between color, forms, brushstrokes and textures. Like a musician, he is rifting or

jamming to create a visually meaningful and enticing whole.

Jared Small grew up in Memphis fascinated with decaying homes and neighborhoods. He paints those structures (showing the rotting paint, sagging rooflines, and broken windows) in a heartily realistic manner that dissolves into abstraction as it eases toward the edges of his paintings on panel. Keen observation is Small's greatest talent. His ability to believably detail what he sees is clearly evident in his portraiture. Whether a worldly octogenarian or a child on the cusp of adolescence, Small captures each individual's zeal.

Twin (Jerry and Terry Lynn) are twin brothers who were born and educated in Memphis; one has a degree in painting, the other in business. Early on they realized that their twin-ness was something special, and later they realized they could make that same twin-ness part of their life's work. They grew up in a tight-knit family, where relatives told stories about growing up in the rural south. Those memories and reflections have become Twin's visual vocabulary. Their historically narrative paintings depict an unidentifiable time period in rural black family life: fields, churches, blues music, and family gatherings. Through choice of colors, urban marks that might be hip hop motions or graffiti, and collaged items – be it cotton bolls, twill ticking or glitter, Twin takes historic imagery and jolts into the current century.

ABOUT THE ARTS COMPANY

Established December 1996, **The Arts Company** has become an arts cornerstone on 5th Avenue of the Arts in Downtown Nashville. Known as a prime destination for fresh, original, and contemporary artwork in photography, painting, and sculpture, by artists from emerging to legendary, The Arts Company offers a distinctive Nashville experience in a welcoming environment of over 6,000 square feet in a historic building.

ABOUT DAVID LUSK GALLERY

Established 1995, **David Lusk Gallery** is a contemporary art gallery in Memphis, Tennessee. The program that Lusk has developed focuses half on the work of artist from the Southeastern US, and half of artists from elsewhere in the country. The common thread between David Lusk Gallery artists is their talent with media – whether that is paint, film, sculpture, installation, clay, collage or something entirely different. The gallery actively promotes its artists and the Memphis region at art fairs across the country. David Lusk Gallery is located in the heart of East Memphis in a pristine, white-walled 5,000 square foot exhibition space.

ABOUT FIRST SATURDAY ART CRAWL

First Saturday Art Crawl, presented by 5th Avenue of the Arts, is a monthly visual arts event featuring an alliance of art galleries and museums collectively welcoming the public to explore the vibrant downtown Nashville art scene. Admission free, *First Saturday Art Crawl* welcomes approximately 1,500 attendees.

THE ARTS COMPANY PRESENTS FIVE FROM MEMPHIS
Opening First Saturday Art Crawl, June 1, 4PM-9PM (Summer Hours!)
215 Fifth Avenue of the Arts, North • 11AM-5PM, Tuesday-Saturday
www.theartscompany.com • Facebook, Twitter & The Arts Company Blog

###

THE ARTS COMPANY

Introduces

Selected Contemporary Tennessee Artists

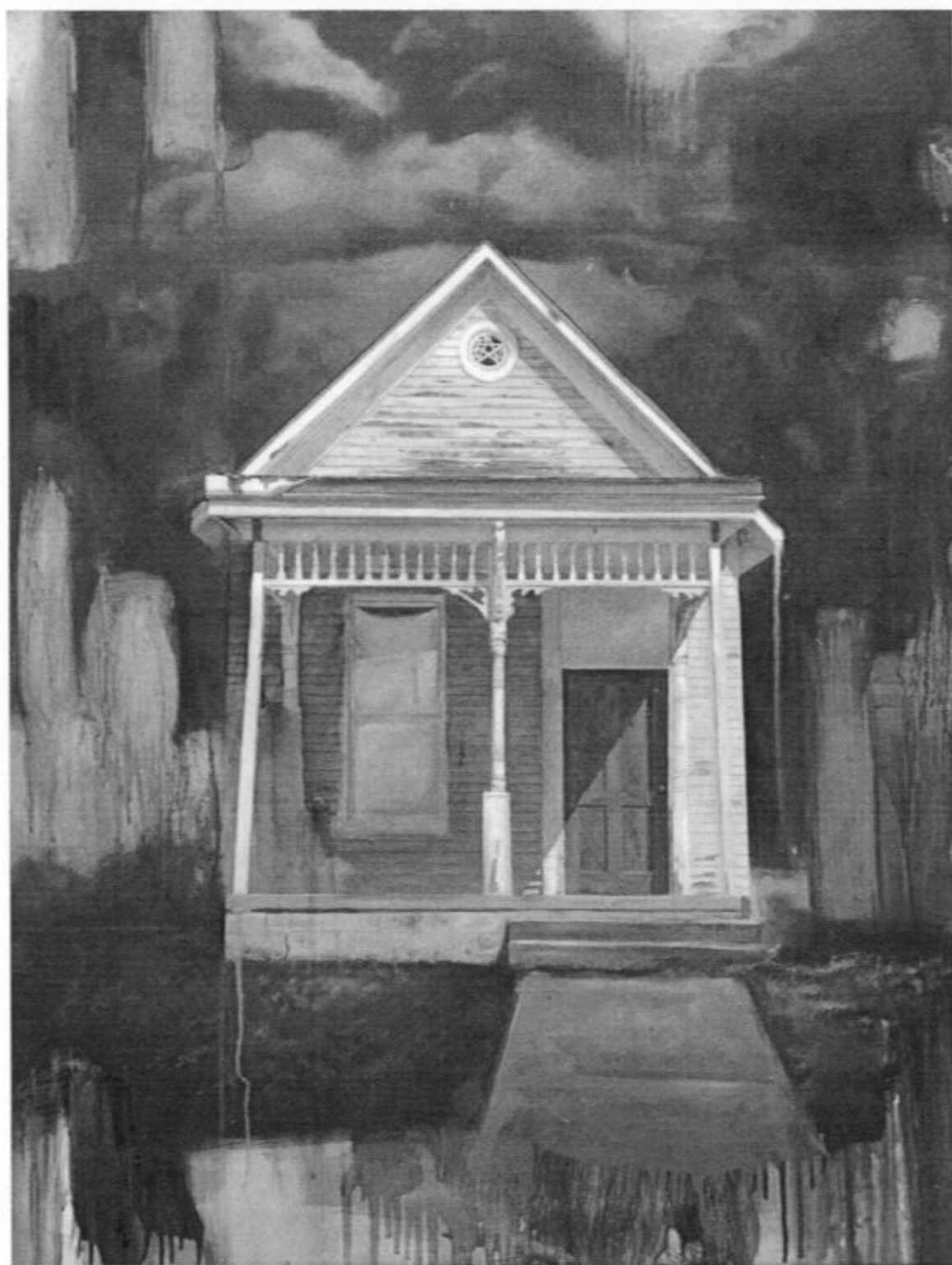
FIVE FROM MEMPHIS

Opening First Saturday Art Crawl, June 1, 4PM-9PM

The Arts Company on 5th Avenue of the Arts launches the gallery's Summer of Art on 5th, with Five From Memphis, the inaugural invitational series of exhibitions, entitled Selected Contemporary Tennessee Artists. This exhibition featuring West Tennessee artists is co-curated by The Arts Company with David Lusk Gallery in Memphis, TN. The featured artists include Maysey Craddock, Hamlett Dobbins, Don Estes, Jared Small, and Twin (Jerry and Terry Lynn). Exhibition begins June 1, during First Saturday Art Crawl, 4PM-9PM (New First Saturday Summer Hours), and continues through July 19.

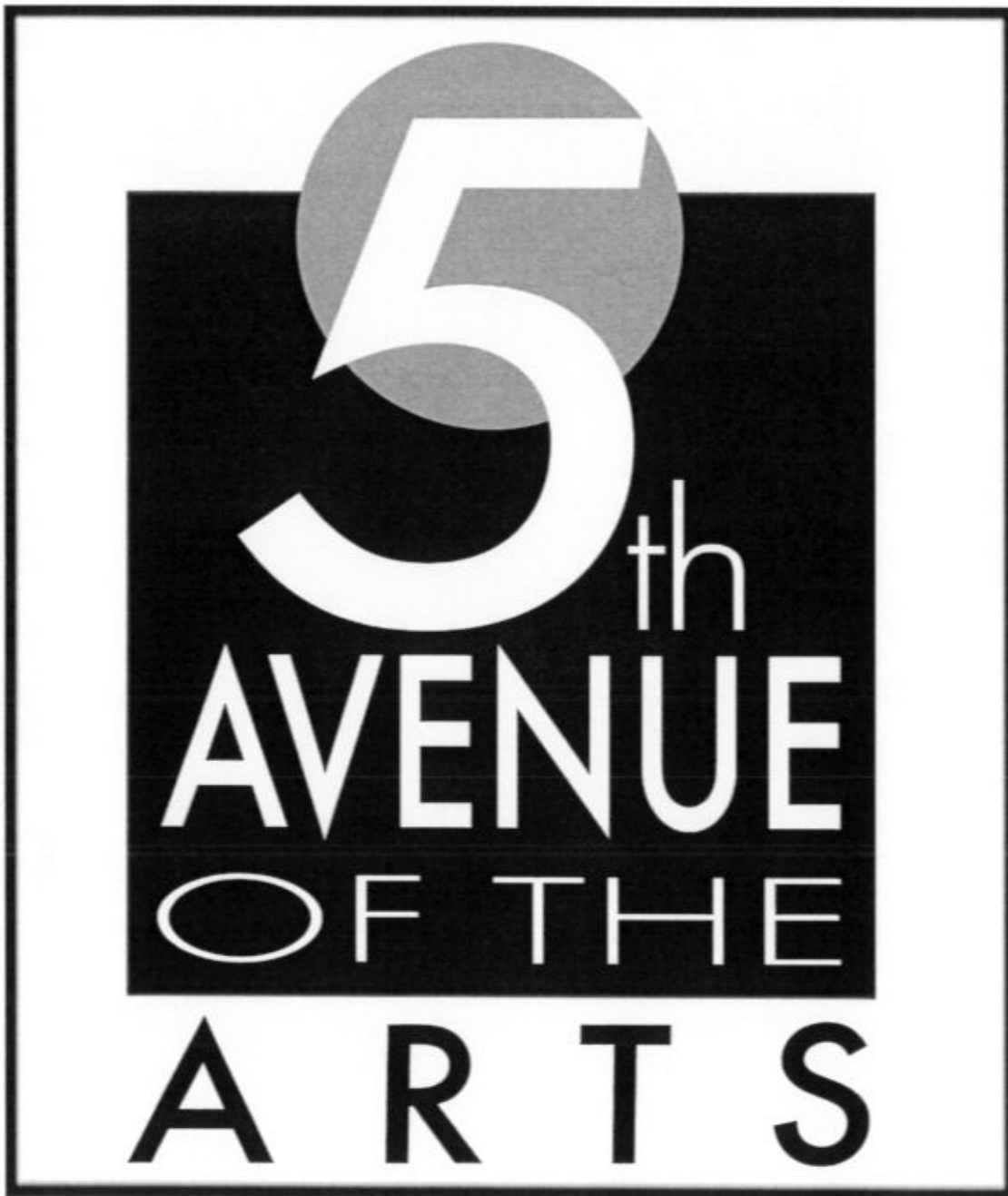
Attached: Press Release, Images (high res images available upon request)





arts

the arts company





Press Contact:

Lon A. Bouldin

Ventures PR

917.370.1002

lon@venturespr.com