

SKIN
CANCER

TV PSAs

"TIME" :60/:30/:15 • "LAWN" :60/:30/:15

"TIME" :60/:30/:15



"Time" warns teens and young women to stop tanning or the effects of harmful rays will eventually show up on their skin, like wrinkles, age spots and an increased risk of skin cancer. In the PSA, it is suddenly revealed that a young woman lying out on the beach is trapped inside an hour glass, which demonstrates that time may not be on your side if you continue to tan. Melanoma, the deadliest form of skin cancer, is the second most common form of cancer for teens and young adults 15-29. The ad encourages viewers to learn how to protect their skin by visiting SpotSkinCancer.org.

"LAWN" :60/:30/:15



Men over 50 are at a higher risk for developing skin cancer, including melanoma, the deadliest form of skin cancer. "Lawn" uses humorous scenarios to point out that if men will do anything to take care of a spot on their lawn, they should do the same for a spot on their skin. "Lawn" encourages men to check their skin for skin cancer, and directs them to SpotSkinCancer.org to find out how.

FACTS

- More than 3.5 million skin cancer cases affecting 2 million people are diagnosed annually.
- Current estimates are that one in five Americans will be diagnosed with skin cancer in their lifetime.
- One American dies of melanoma, the deadliest form of skin cancer, every hour.
- The five-year survival rate for people whose melanoma is detected and treated before it spreads to the lymph nodes is 98 percent.

This campaign is based on scientific research. If you would like citations for these facts and others linking tanning to skin cancer, please contact the Academy at (847) 330-0230 or mediarelations@aad.org. The Academy also can provide referrals to dermatologists for interviews.

These PSAs are distributed by the American Academy of Dermatology, a 501(c)(3) non-profit organization. With a membership of more than 17,000 physicians worldwide, the Academy is committed to reducing the incidence of and mortality from skin cancer.

If you need a different dub format or a replacement dub, call Goodwill Communications at (703) 426-0881 or e-mail barbara@goodwillcommunications.com.



These PSAs are a part of the American Academy of Dermatology's SPOT Skin Cancer™ campaign.

www.SpotSkinCancer.org

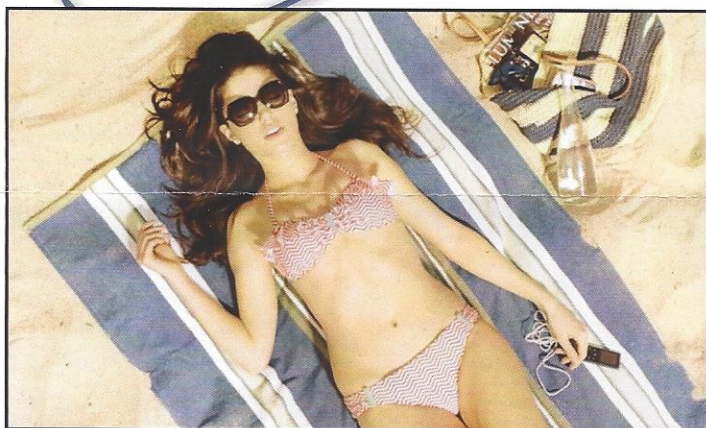
PULL DATE: JUNE 30, 2015

BROADCASTERS

Cafe

A NEWSLETTER ON CURRENT
BROADCASTING TOPICS
PRODUCED BY GOODWILL
COMMUNICATIONS

NEW PSAs WARN YOUNG WOMEN AND OLDER MEN OF SKIN CANCER RISK



One out of every five Americans will be diagnosed with skin cancer in their lifetime, and one person dies from melanoma, the deadliest form of skin cancer, every hour.

A new campaign by the American Academy of Dermatology sets out to educate teenage girls and young women about the dangers of tanning and older men about the importance of early detection.

"Time" is a TV PSA that warns teens and young women to stop tanning or the effects of harmful rays will eventually show up on their skin, such as wrinkles, age spots and an increased risk of skin cancer. In the PSA, it is suddenly revealed that a young woman lying out on the beach is trapped inside an hour glass, which demonstrates

that time may not be on your side if you continue to tan. Melanoma, the deadliest form of skin cancer, is the second most common form of cancer for teens and young adults 15-29.

WHEN DETECTED EARLY, SKIN CANCER IS HIGHLY TREATABLE



Men over 50 are at a higher risk for developing skin cancer, including melanoma. "Lawn" uses humorous scenarios to point out that if men will do anything to take care of a spot on their lawn, they should do the same for a spot on their skin. "Lawn" encourages men to check their skin for changing or suspicious spots and have someone they trust check the areas they can't see.

Both PSAs encourage viewers to learn more about skin cancer prevention and detection by visiting the Academy's website at SpotSkinCancer.org. The PSAs are available in :60, :30, and :15 lengths. The Academy is a 501(c)(3) organization.

For more information, contact the American Academy of Dermatology at 1-888-462-DERM (3376) or mediarelations@aad.org.



SIMPLE STEPS SAVE LIVES: TEACH ALL CHILDREN HOW TO SWIM AND PUT A FENCE AROUND ALL POOLS



CPSC data shows most child drownings occur in backyard pools; no entrapment deaths since 2008

A report from the U.S. Consumer Product Safety Commission (CPSC) reveals that children younger than age 5 represent more than 75 percent of all pool and spa submersion deaths. Nearly 80 percent of pool and spa submersion injuries in the United States involve children younger than 15 years of age. Government data also show that African-American and Hispanic children between the ages of 5 and 14 are at a higher risk of drowning.

“Drowning is the leading cause of unintentional death for children between the ages of 1 and 4 and minority children drown in pools at an alarming rate.” said CPSC

Acting Chairman Robert Adler. “The lives of countless children can be saved this summer. Take simple safety steps today—teach all children to swim, put a fence around all pools, and always watch children in and around the water.”

CPSC’s *Pool Safely* campaign is focusing its attention on populations most at risk of drowning:

- Children between the ages of 1 and 3 represented 67 percent of reported fatalities and 64 percent of injuries.
- African-American children between the ages of 5 and 19 are six times more likely to drown in pools than white and Hispanic children that age, according to the CDC.

Continued on back page



Continued from page 3

- Data from USA Swimming indicates that 70 percent of African-American children and 62 percent of Hispanic children cannot swim, making them more likely to drown.

Pool Safely, a national public education campaign supporting the Virginia Graeme Baker Pool and Spa Safety Act, works with partners around the country to reduce child drownings, near-drowning submersions and entrapment incidents in swimming pools and spas. Parents, caregivers, and the media are encouraged to visit PoolSafely.gov or [@PoolSafely](https://twitter.com/PoolSafely) on Twitter for vital safety information regarding the prevention of child submersions in and around pools and spas. Public service advertising materials will be distributed in English and Spanish to 1,000 TF stations and networks, 3,500 radio stations and to shopping malls, airports and transit systems.



Pool simple steps
save lives
SAFELY



Dear Public Service Director,

Every year, as temperatures climb, so do the number of drownings and near drownings in backyard and community pools and spas. Nearly 400 children younger than 15 drown in pools and spas each year—nearly 300 of the victims are younger than five. Another 5,000 are admitted to hospital emergency rooms for treatment, and many of the victims suffer permanent, life altering injuries.

These tragic incidents, which can affect families forever, are preventable. With pools in your community already filled with children, we must act now.

The *Pool Safely* campaign, the national drowning prevention program run by the U.S. Consumer Product Safety Commission, has produced a powerful and meaningful public service announcement (PSA) that can save lives.

Before your community experiences an incident this summer, I believe it would benefit your viewers to turn on your station and see our PSA, which provides simple safety steps to keep kids safe in the water. On behalf of our federal safety agency, I am requesting that you add the enclosed PSA to your broadcast rotation this summer.

Airing the *Pool Safely* PSA is a way for your station to make a positive difference in the effort to stop drowning from being one of the leading causes of death to children younger than five.

Thank you for your support.

Very truly yours,

Robert Adler

Robert S. Adler
Acting Chairman

A public education campaign from the U.S. Consumer Product Safety Commission

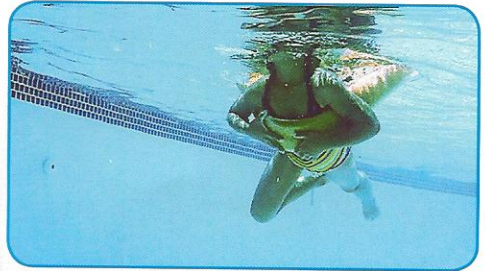


PoolSafely.gov

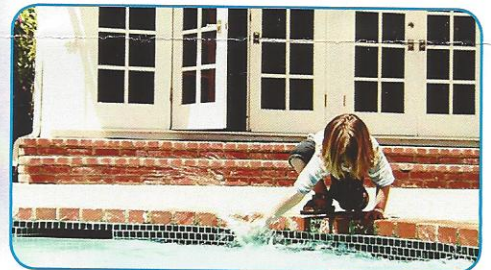
"Simple Safety Steps" English :60 / :30 / :15



Drownings are a leading cause of death for young children. Simple safety steps are the best way to prevent these tragedies.



Make sure kids learn how to swim.



Always watch them in and around water.



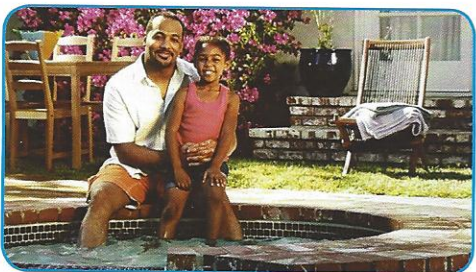
Consider the steps you take, then add a few more.



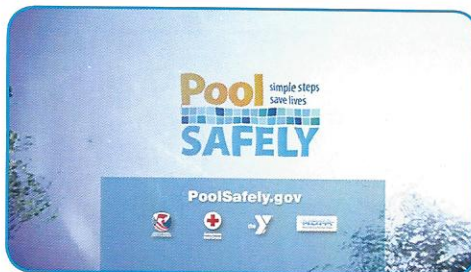
Properly fence all pools,



and stay away from drains.



Because you never know which pool safety step will save a life, until it does.



Simple steps saves lives. To learn some new ones, visit PoolSafely.gov



Piscina Segura pasos simples salvan vidas
DIVERSION ASEGURADA

Estimado Director/a:

Cada año, a medida que aumentan las temperaturas, aumenta la incidencia de ahogamientos y casi ahogamientos en piscinas particulares y comunitarias, y en spas. Cada año, unos 400 niños menores de 15 años se ahogan en piscinas y spas y de esas víctimas, casi 300 son menores de cinco años. Otros 5,000 niños ingresan a salas de emergencia de hospitales para recibir tratamiento y muchas de las víctimas sufren lesiones permanentes que alteran su vida.

Estos trágicos incidentes, que pueden afectar a las familias para siempre, son prevenibles. Las piscinas de su comunidad ya están llenas de niños. Es por eso que debemos actuar ahora.

La campaña *Pool Safety* (Piscina Segura), el programa nacional de prevención de ahogamiento dirigido por la Comisión de Seguridad de Productos del Consumidor de EE. UU., produjo un anuncio de servicio público (ASP) sólido y significativo que puede salvar vidas.

Antes de que en su comunidad suceda un incidente este verano, considero sería beneficioso para su audiencia encender la emisora y ver nuestro anuncio, que proporciona medidas simples de seguridad para mantener a los niños seguros en el agua. En nombre de nuestro organismo de seguridad federal, le solicito que añada el anuncio adjunto a su transmisión de este verano.

Transmitir el anuncio de servicio público *Pool Safety* (Piscina Segura) es una manera de que su estación haga una diferencia positiva en el esfuerzo por poner un alto al ahogamiento como una de las principales causas de muerte de niños menores de cinco años.

De antemano le agradezco su apoyo.

Muy atentamente,

Robert Adler

Robert S. Adler
Acting Chairman

Una campaña de educación pública de la Comisión de Seguridad de Productos del Consumidor de EE.UU.

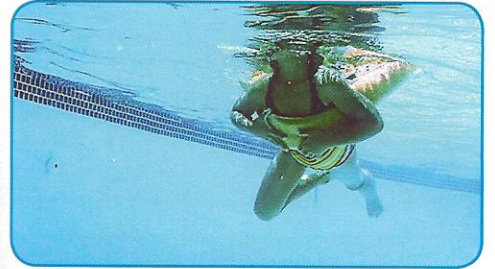


PoolSafely.gov

"Pasos Simples de Seguridad" Spanish :60 / :30 / :15



El ahogamiento es la causa principal de muerte entre niños pequeños. El tomar simples medidas de seguridad es la mejor manera de prevenir tragedias.



Enseñe a los niños a nadar.



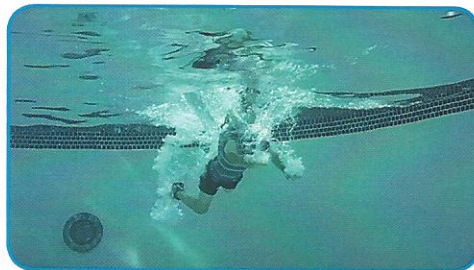
Vigílelos siempre cuando estén alrededor del agua.



Considere tomar estas medidas, después otras.



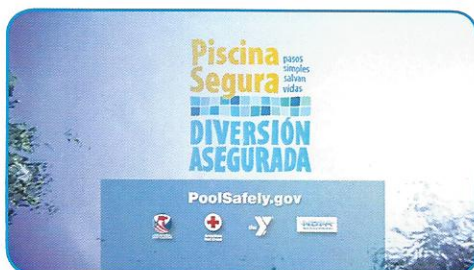
Cerciórese de que estén lejos de los drenajes de piscinas.



Coloque cercas de protección.



Porque nunca se sabe cuál salvará una vida.



Pasos simples salvan vidas. Visite PoolSafely.gov para más información.

Piscina Segura pasos simples salvan vidas
DIVERSION ASEGURADA

THE ADVERTISING COUNCIL
June 2014 TV Compilation Kit

<u>Campaign</u>	<u>Spot</u>	<u>Length</u>	<u>ISCI Code</u>	<u>Exp Date</u>	<u>Time Code IN*</u>
1. Autism Awareness	Truck	:30	CNAT0307000	4/7/15	1:00:00
2. Autism Awareness	Eye Contact	:30	CNAT0308000	4/7/15	1:00:45
3. Buzzed Driving Prevention	Neon Signs	:15	CNDD0171000	Never	1:01:30
4. Caregiver Assistance	Roles	:30	CNCG0066000	11/6/14	1:02:00
5. Caregiver Assistance	Roles	:15	CNCG0066000	11/6/14	1:02:45
6. Child Passenger Safety	Know it Alls	:30	CNNH0071000	10/23/14	1:03:15
7. Emergency Preparedness	Store Front – Earthquake	:15	CNHL0302000	6/1/15	1:04:00
8. Emergency Preparedness	Store Front – Flood	:15	CNHL0097000	6/1/15	1:04:30
9. Foreclosure Prevention Assistance	Frozen	:60	CNMA0090000	12/31/14	1:05:00
10. Hunger Prevention	Tables – Revised	:30	CNFA0275000	3/16/15	1:06:15
11. Shelter Pet Adoption	Arnie (Dog)	:30	CNPA0386000	1/24/15	1:07:00
12. Shelter Pet Adoption	Stetson (Cat)	:15	CNPA0387000	1/24/15	1:07:45
13. Teacher Recruitment	Anthem	:60	CNTE0052000	10/9/14	1:08:15
14. Teacher Recruitment	Anthem	:30	CNTE0051000	10/9/14	1:09:30
15. Teacher Recruitment	All Grown Up	:30	CNTE0053000	10/9/14	1:10:15
16. Teacher Recruitment	You Think You Know	:30	CNTE0054000	10/9/14	1:11:00
17. Unplanned Pregnancy Prevention	Grandma	:30	CNUP0098000	11/25/14	1:11:45