

The following PSAs played on WWAT at various times throughout the fourth quarter of 2023:

## HEALTH & WELLNESS

### Suicide Prevention

Young adulthood is a critical time, when many people experience mental health issues and significant stress from life transitions like moving from home and beginning college or a career.

Seize the Awkward empowers young adults to help friends who are struggling with mental health issues (and who may be at risk for suicide) by encouraging them to consistently start and sustain conversations about mental health with their friends.

The new iteration of the campaign, “Whatever Gets You Talking,” showcases the variety of ways young people can start and continue those conversations with their friends, whether that be through a GIF, emoji, call or text.

The campaign drives to [SeizeTheAwkward.org](https://SeizeTheAwkward.org), where visitors can explore resources and tools to help them start a conversation with a peer around mental health.

## HEALTH & WELLNESS

### Lung Cancer Screening

Lung cancer is the #1 cancer killer of men and women. Compared to other cancers, it has one of the lowest survival rates, but with the new lung cancer screening, approximately fourteen million people in the U.S. who are at high risk for lung cancer can be saved with this early detection and treatment. If everyone at high risk were screened, close to 48,000 lives could be saved.

“Saved By The Scan” drives current and former smokers to take a lung cancer screening eligibility quiz at [SavedByTheScan.org](https://SavedByTheScan.org). Since the campaign’s launch in August 2017, 26% of quiz respondents have been eligible for a low-dose CT scan.

The campaign has saved lives and continues to educate.

## HEALTH & WELLNESS

### Type 2 Diabetes Prevention

More than one in three American adults have prediabetes and are at high risk of developing type 2 diabetes—a serious health condition that can lead to a heart attack or stroke. Of these individuals, more than 80% of people with prediabetes don't know they have it. Thankfully, the vast majority of people with prediabetes can take steps to reduce their risk. Through weight loss, diet changes, and increased physical activity, prediabetes can often be reversed.

These PSAs encourage viewers to visit the campaign website where they can take a one-minute risk test to know where they stand. The campaign highlights the importance of early diagnosis, speaking with your doctor and visiting [DoIHavePrediabetes.org](https://DoIHavePrediabetes.org) to learn more about prediabetes.

## HEALTH & WELLNESS

## Alzheimer's Awareness

More than 6 million Americans live with Alzheimer's, but fewer than half have received an official diagnosis. Close family members know their loved ones best and are typically the first to notice memory issues or cognitive problems but they're often hesitant to initiate a conversation—even when they know something is wrong.

Talking about the changes you are noticing in your loved one is hard, but an early diagnosis can have significant benefits, including eliminating uncertainty and providing more time for support. Encourage families to start a conversation with their person alongside their doctor - the first step towards a possible ALZ diagnosis, and creating a plan of action.

Using real stories, the goal of "Hopeful Together," created in partnership with the Alzheimer's Association, is to spread awareness of the benefits of getting an early diagnosis and encourages open communication between loved ones about cognitive health. An early diagnosis can give you and your family more time to plan together, allows participation in care decisions, you and your family will be able to review and update legal documents, discuss finances and property, and identify your care preferences. The website [Alz.org/TimeToTalk](http://Alz.org/TimeToTalk) and [Alz.org/Tiempo](http://Alz.org/Tiempo) for Spanish speakers offers families helpful tools and resources, including information on the disease and the benefits of an early diagnosis.

## HEALTH & WELLNESS

### COVID-19 Vaccine Education

The COVID-19 vaccines have the potential to transform life as we know it today and save hundreds of thousands of lives—but they can only be successful if millions of Americans recognize the urgency, safety and vital importance of getting vaccinated.

While many have already started the vaccination process, there is currently a general lack of confidence. Overall, 40% of the U.S. public have expressed concerns, ranging from "skeptical" to "open but uncertain," about getting vaccinated.

The It's Up to You campaign encourages audiences to get the latest vaccine information—knowing that personal education is the first step in building vaccine confidence. It's OK to have questions. We want to acknowledge Americans' concerns, provide answers to their questions, and get us all on the road back to the moments and people we miss most.

To see common questions and get more vaccine information, visit our consumer site here: [www.GetVaccineAnswers.org](http://www.GetVaccineAnswers.org).

## HEALTH & WELLNESS

### Middle School Mental Health

There is a mental health crisis among our country's youth. Young adolescents (10-14) are experiencing increased rates of mental health challenges and youth of color, in particular, face the additional trauma of systemic racism and greater challenges in accessing the support they need.

Sound It Out uses the power of music to help parents and caregivers have meaningful conversations with their middle schoolers about emotional wellbeing. We paired middle-school aged kids and their caregivers with musical artists, like KAMAUU, Tobe Nwigwe, Empress Of, and Lauren Jauregui, to create an album of exclusive songs inspired by the emotions in their conversations. The album is available at [SoundItOutTogether.org](http://SoundItOutTogether.org) and [EscuchandoSentimientos.org](http://EscuchandoSentimientos.org), where caregivers can also access free, expert-vetted resources to guide conversations with their child about emotional wellbeing.

## HEALTH & WELLNESS

### Youth Vaping Prevention

Vaping can cause irreversible lung damage and affect kids' brain development, but parents can play a vital role in preventing their kids from using e-cigarettes. Thousands of kids start vaping every day, so it's important for parents to have proactive and ongoing conversations about the dangers of trying e-cigarettes.

The most recent creative, “#DoTheVapeTalk,” capitalizes on popular viral dance video trends, and drives parents to visit [TalkAboutVaping.org](http://TalkAboutVaping.org) for tips on when and how to have the vape talk with their kids.

## EDUCATION

### Saving for Retirement

America is facing a looming retirement savings crisis, and future generations will have a lower standard of living due to financial insecurity.

People 50 and older are the fastest growing age segment in America, and they can expect to pay for a longer retirement. Yet nearly seven in 10 Americans approaching retirement having less than a year's income saved.

Since 2017, we have empowered adults 45 to 60 to prepare for their retirement. The campaign directs viewers to a three-minute online chat with Avo, a friendly digital retirement coach. After completing the chat, viewers receive a personalized retirement savings action plan with free tips to help them take charge of their financial futures today.

## EDUCATION

### High School Equivalency

For more than 34 million American adults without a high school diploma, opportunities are limited. Many are living in poverty. But it's not too late.

Since 2010, [FinishYourDiploma.org](http://FinishYourDiploma.org) has connected more than one million people with free adult education classes to help them earn their high school equivalency, so they can connect to a better tomorrow.

## HEALTH & WELLNESS

### Dementia Society of America

#### The Dementia Society Can Help Campaign

## Program Description

The Dementia Society of America would appreciate your support in airing its recently produced television public service announcements (PSAs). The PSAs were produced to answer questions about Dementia and inform viewers about a new, free and informative guide to Dementia.

Did you know that over 9 million Americans are currently suffering from Dementia? When all forms of Dementia are combined, it represents the third leading cause of death in high-income countries. The tragedy of Dementia will affect all of us—or our loved ones—at some point. Yet few of us know much about it. These three PSAs feature Volunteer and President of the DSA, Kevin Jameson, who also experienced the effects of Dementia on a loved one. The PSAs serve to increase awareness of Dementia and encourage viewers to consult the free guide for information.

These three PSAs (:15, :30, :60) address the confusion so many of us have about Dementia and direct viewers to the free guide for answers.

## Campaign Mission

Inform viewers about the new, free and informative guide to Dementia.

Raise awareness about the role of the Dementia Society of America in supporting Americans dealing directly or indirectly with Dementia.

To direct viewers to [1800Dementia.org](http://1800Dementia.org) or 1-800-DEMENTIA for more information.

## HEALTH & WELLNESS

### American Parkinson Disease Association

#### “Look Closer” Campaign

Program Description: The American Parkinson Disease Association (APDA) produced a “Look Closer” PSA campaign. Every nine minutes someone is diagnosed with Parkinson’s Disease and these PSAs seek to create greater awareness of the disease. The PSAs end with a call-to-action to visit [www.apdaparkinson.org](http://www.apdaparkinson.org) to learn more and show support.

#### Campaign Goals:

Inform viewers about some of the signs of Parkinson’s disease including those that are not seen

Raise awareness that APDA can educate and help those with Parkinson’s disease

Provide a website to learn more and show support at [www.apdaparkinson.org](http://www.apdaparkinson.org)

## HEALTH & WELLNESS

### Connecting Kids to Coverage National Campaign – Peace of Mind (“InsureKidsNow.gov”)

The Connecting Kids to Coverage National Campaign – Peace of Mind, a national outreach and enrollment initiative originally funded under the Children’s Health Insurance Program Reauthorization Act (CHIPRA), the Affordable Care Act (ACA), and the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA) – currently funded through the Helping Ensure Access for Little Ones, Toddlers, and Hopeful Youth by Keeping Insurance Delivery Stable Act (HEALTHY KIDS Act) and the Advancing Chronic Care, Extenders and Social Services Act (ACCESS Act) – reaches out to families with children and teens eligible for Medicaid and the Children’s Health Insurance Program (CHIP). The Centers for Medicare &

Medicaid Services (CMS) is the agency within the U.S. Department of Health & Human Services (HHS) that administers the nation's major healthcare programs, including Medicaid and CHIP, and oversees the Campaign. InsureKidsNow.gov is a website operated by CMS to provide information about Medicaid and CHIP to families and partners.

The Connecting Kids to Coverage National Campaign reaches out to families with children and teens eligible for Medicaid and the Children's Health Insurance Program (CHIP) to:

Raise awareness about health coverage available under these programs;

Create opportunities for families to get their eligible children and teens signed up for coverage;

Motivate parents to enroll their children and teens and renew their coverage; and

Provide outreach guides and toolkits that can be used to help states, community organizations, schools, health care providers and others organize and conduct successful outreach activities.

The video PSAs, which are available in English and Spanish, help raise awareness for the Campaign. Families are directed to InsureKidsNow.gov to find out who is eligible, what services are covered and how to apply for coverage.

Paid for by the U.S. Department of Health & Human Services.

## COMMUNITY

### Ending Hunger

In 2020, 1 in 5 people turned to the charitable food sector for help. The pandemic presented a perfect storm with long-lasting impacts: disruptions to the supply chain and increased need for help. This year, 42 million people (1 in 8) including 13 million children (1 in 6), may experience food insecurity. The lingering effects of the pandemic and increasing food prices are adding to the stress on food banks and forcing families whose budgets are tight to turn to food banks to make ends meet.

As the largest hunger-relief organization in the U.S., Feeding America is working to make sure people have enough food to realize their potential. The Feeding America network of food banks feeds millions of families each year, especially during times of disasters and national emergencies. PSAs encourage audiences to visit [FeedingAmerica.org](https://www.feedingamerica.org) to learn more about how they can help families in need.

## COMMUNITY

### Adoption from Foster Care

Thousands of teens in foster care are waiting for the love and support from a family, but unfortunately almost 20,000 young people leave foster care without a family every year. Families that adopt teens provide them with stability during a critical period in their lives. Teens that have been adopted are more likely to graduate, go to college, and be more emotionally secure than their peers that have 'aged out' of foster care without the security and encouragement of family.

Inspired by real families' stories, this honest and heartfelt campaign reveals the remarkable value of adoption for both teens and parents. With the tagline, "You can't imagine the reward," these emotional messages reassure prospective parents and inspire them to consider adopting a teen.

This successful campaign has contributed to the more than 900,000 children and youth that have been adopted from the U.S. foster care system since 2004.

## COMMUNITY

### Racial Justice Series

Racism and oppression have historically impacted and continue to profoundly affect Black and Brown communities and the nation at large. The pandemic has drawn further light to racial inequities, including a rise in anti-Asian hate. The Ad Council is committed to using our platform to support other external organizations dedicated to dismantling systemic racism and injustice.

In this series, we're spotlighting content created by these organizations that will help spark more dialogue and action around racial justice. We hope you'll take the time to learn more about these organizations and the great work that they're doing.

### Courageous Conversation Global Foundation's Not a Gun Campaign

Black people are 3X more likely than white people to be killed by the police. The award-winning Not a Gun campaign from Courageous Conversation Global Foundation aims to address the systemic issue of police brutality against people of color by highlighting unconscious racial bias.

### The Asian American Foundation's See Us Unite Campaign

See Us Unite is a cultural campaign designed to accelerate impact and expand support for the AAPI community through solidarity and education. From the sciences to the arts, from sports to public service, these spots highlight how Asian Americans have had a long history of making meaningful contributions to American society.

## COMMUNITY

### Caregiver Assistance

There are 48 million unpaid family caregivers in the United States. Most caregivers are family members or friends who are working, managing their own families and caring for their loved ones at the same time. For many, the caregiving role doesn't start all at once—it starts with simple things like scheduling a doctor's visit or helping with daily errands, then gradually expands until it becomes a major commitment. On average, caregivers provide 23 hours of care a week, the equivalent of an unpaid, part-time job.

Since 2011, we have encouraged caregivers to care not only for their loved ones, but also for themselves. To date, the campaign has targeted several audiences: general market women age 40 to 60, male caregivers age 35 to 60, and Hispanic/Latino and African American/Black caregivers with an emphasis on women ages 35 to 60.

The campaign directs viewers to AARP's Family Caregiving site, where caregivers can find free Care Guides, self-care tips, planning resources, legal and financial guidance, and more

## COMMUNITY

### Fatherhood Involvement

What is #Dadication? It's just like dedication but it means that as a father, you never stop being a dad. There's no one right way as long as you show up for your kids, even when it's not so easy.

The Fatherhood Involvement campaign PSAs highlight the diverse experiences of real dads who share a commitment to being there for their kids through parenting highlights and challenges. By acknowledging the hard work they put forth in the face of hardships, the campaign seeks to provide all fathers with confidence to keep going in their efforts to be present for their children.

All PSAs direct audiences to visit [Fatherhood.gov](http://Fatherhood.gov) for parenting tips, fatherhood programs, and other resources.

## COMMUNITY

### Diversity & Inclusion

Hate crimes are on the rise, and yet 85% of Americans consider themselves unprejudiced.

Bias and discrimination are among the most pressing issues facing our nation today. Love Has No Labels is a movement to promote acceptance and inclusion of all people across race, religion, gender, sexual orientation, age and ability.

Throughout its duration, Love Has No Labels has opened a dialogue about our implicit biases—our assumptions, stereotypes, and unintentional actions toward others based on their perceived differences or labels—and erodes those biases by flooding the market with diverse images of love.

We believe love is the most powerful force to overcome bias. Together, we can create a more inclusive world.

## COMMUNITY

### Disaster and Crisis Relief

The best way to help those affected by a humanitarian crisis is by donating money rather than goods. Financial donations help support communities in crisis and in the immediate aftermath of a disaster. Financial donations are also critical for longer-term recovery efforts—they can respond to changing needs as people move to safety, resettle, or rebuild.

This campaign enables us to get into market quickly, usually within a few days of a disaster or other crisis, when funds are needed most. It's been used to fundraise for disasters like the California wildfires; hurricanes Harvey, Maria, Irma, and Katrina; and the earthquake in Nepal.

We drive consumers to [SupportDisasterRelief.org](http://SupportDisasterRelief.org) or [SupportCrisisRelief.org](http://SupportCrisisRelief.org) and encourage donations to support victims as they happen, with funds distributed through GlobalGiving.

## COMMUNITY

### Supporting Pets in Your Community

There is nothing like the unique bond pets and their people share. But when we face unexpected challenges in life, so do our pets. There is no gesture too small or too big to help keep pets and their

people together—whether it’s donating a bag of kibble, sharing a post of a lost pet, or welcoming a foster pet into your home, every bit of kindness counts.

The Supporting Pets in Your Community campaign PSAs feature touching stories that demonstrate how even small acts of generosity can help pets and families in your community remain together, where they belong.

PSAs direct audiences to [PetsandPeopleTogether.org](https://PetsandPeopleTogether.org), where they can learn more ways to help local pets and their people.

## COMMUNITY

### National Crime Prevention Council “Go For REAL” English & Spanish – TV PSA Campaign

#### Program Description

McGruff the Crime Dog® and his nephew Scruff® are here to make their 3D debut in a new public service campaign that is teaching a new generation how to Take A Bite Out Of Crime®. The iconic crime fighter is front and center in a new campaign aimed at protecting kids from the dangers of buying fake goods.

The National Crime Prevention Council (NCPC), home of McGruff the Crime Dog, hopes to protect our kids by shining a light on the dangers associated with purchasing counterfeit products. NCPC’s goal is to raise public awareness among teens, tweens, and parents by bringing in law enforcement and other industry leaders.

NCPC and the United States Patent and Trademark Office® have joined forces to release this new Go For Real campaign PSA. In the PSA, a dupe “McGruff” makes an appearance and attempts to encourage a group of teens and tweens to buy cheap counterfeits. Scruff exposes the imposter Crime Dog while the genuine McGruff outlines the dangers inherent in fake products.

“Parents across the U.S. grew up with the iconic Crime Dog and now they want McGruff to help keep their kids safe,” said Paul DePonte, Executive Director of NCPC. “This new public service campaign delivers an important message alerting people of all ages about the hazards caused by the widespread prevalence of fake products.”

“The sale of fake products is a vast global criminal enterprise,” said Kathi Vidal, Under Secretary of Commerce for Intellectual Property and the Director of the USPTO. “The USPTO is excited to team with this modernized McGruff to take a bite out of this 21st-century crime that puts the health and safety of millions at risk, jeopardizes American businesses and the millions of workers they employ, and threatens American competitiveness worldwide. Protecting legitimate brands is vital to ensuring a safe and stable economy – and we encourage all consumers to go “for real.”

## COMMUNITY

### Belonging Begins With Us

We’ve all had moments where we’ve felt we didn’t belong, but for people who moved to this country, that feeling lasts more than a moment. We all want to feel safe and included in the community we call



home, but today, too many of our neighbors experience exclusion, isolation, harassment, and even violence on the basis of their identity.

Belonging Begins with Us is a new campaign with PSAs that empower viewers to foster a more welcoming nation where everyone - regardless of background - feels they belong. Each of us has the power to welcome others into our communities.

Visit [BelongingBeginsWithUs.org](http://BelongingBeginsWithUs.org) to read real stories of welcoming and belonging from across the country and find ways to get involved in your own community.

## SAFETY

### Emergency Preparedness

In recent years, devastating earthquakes, tornadoes, floods and wildfires have highlighted the need for all Americans, regardless of background or location, to prepare for natural disaster. However, according to the Federal Emergency Management Agency (FEMA), half of Americans have not discussed or developed a family emergency plan.

Since 2003, our campaign has empowered individuals, families, small businesses, and communities to prepare for both natural and man-made disasters. "Ready" recommends taking four steps towards preparedness:

1. Be informed about the different types of emergencies that could occur and their appropriate protective actions.
2. Make a family emergency plan including information on how to reconnect and reunite.
3. Build emergency supply kits to ensure you're prepared whether you're at home, at work, or in the car.
4. Get involved by finding opportunities to support community preparedness.

The Ready campaign now includes PSAs developed specifically for a Latino audience, in addition to the general market work that encourages, educates, and empowers families to develop their own emergency preparedness plans by visiting [Listo.gov/plan](http://Listo.gov/plan) or [Ready.gov/plan](http://Ready.gov/plan).

## SAFETY

### Child Car Safety

Motor vehicle crashes are a leading cause of death for children under 13. This campaign encourages parents and caregivers to correctly buckle up their kids in the right seat for their age and size by reminding them of the importance of getting the big stuff, like car safety, right.

To ensure parents and caregivers are properly securing their children in the best car seat restraint for their age and size, they can visit [NHTSA.gov/TheRightSeat](http://NHTSA.gov/TheRightSeat) or [NHTSA.gov/Protegidos](http://NHTSA.gov/Protegidos).

## SAFETY

### Buzzed Driving Prevention

The Ad Council has focused on drunk driving prevention since 1983, with the release of the now-classic “Friends Don’t Let Friends Drive Drunk” campaign. As the idea of a designated driver became the cultural norm, but alcohol-related driving fatalities began to increase, we recognized the need for a new approach. In 2005, we refreshed our classic campaign with a new message: “Buzzed Driving is Drunk Driving.”

The most recent iteration of the Buzzed Driving Prevention campaign effort prompts young men 21 to 34 to examine their own warning signs of impairment and take responsibility for their decisions behind the wheel by reminding them: If you need to do something to make yourself feel okay to drive, you're not okay to drive.

## SAFETY

### Texting and Driving Prevention

Messaging while driving—whether sending a text, commenting on a photo, or connecting with friends via an app—is dangerous. But even though 94% of Americans recognize it’s dangerous to send a text while driving, and 91% recognize it’s dangerous to read one, many people still do it.

To address the disconnect between awareness and behavior, our campaign addresses the fact that people are personally engaging in a behavior that they know is dangerous. The campaign reminds drivers from 16 to 34 that no one is special enough to message while driving.

## SAFETY

### Gun Safety

The End Family Fire campaign highlights the importance of safe gun storage and introduces the term “family fire,” giving a name to any shooting that involves an improperly stored or misused gun found in the home. Unintentional shootings, suicide, and intentional shootings are all forms of family fire.

With about 43 percent of U.S. adults living in a household where there is a firearm, family fire is an issue that affects communities across the country. Now, more than ever, storing guns safely – locked, unloaded, and separately from ammunition – can keep our families and communities safe.

To best protect your loved ones – store guns safely.

## SAFETY

### Drug-Impaired Driving Prevention

Although several states have legalized marijuana use, driving when impaired by any substance remains illegal in all 50 states and in Washington, D.C.

Many marijuana users don’t see a problem with driving after use, but research shows marijuana can slow reaction time, impair judgment of distance, and decrease coordination - all skills necessary for the safe operating of a vehicle.

Our campaign targets young men aged 18 to 35, many of whom reject the common stereotypes of marijuana users - and reminds viewers that if you feel different, you drive different. Don't drive high.

She Can STEM inspires middle school girls to stay interested in STEM by showcasing how messy, experimental and hands-on STEM can be, and how daring to STEM can change the world.

## ENVIRONMENT

### Wildfire Prevention

For more than 75 years, Smokey Bear has protected our forests and promoted wildfire prevention. His powerful message, “Only you can prevent wildfires,” is at the heart of America’s longest-running PSA campaign.

Smokey’s message remains relevant today, as nearly nine out of ten wildfires nationwide are caused by humans and can be prevented. Additionally, during these unprecedented times, spending time outdoors has never felt more valuable. Whether we’re passing the time in public lands or in our own backyards, we all have a role to play in keeping our safe places safe by acting responsibly and doing our part to help prevent wildfires.

For tips on safe recreation, visit [BeOutdoorSafe.org](http://BeOutdoorSafe.org) and for more information on wildfire prevention, visit [SmokeyBear.com](http://SmokeyBear.com).

## ENVIRONMENT

### Discovering Nature

Since 2009, the Ad Council and USDA Forest Service’s Discover the Forest campaign has encouraged parents and caregivers to take their families out to the forest to experience and reconnect with nature. Our latest creative work highlights the power of authentic storytelling to showcase the forest as a place where families can deepen their connection with each other and with the outdoors, while making the forest part of their story.

Stories come to life at local parks and forests. They’re places full of wonder, where imagination thrives, stories come to life, and memories are made. Our campaign encourages Latino and Black parents and caregivers to make the forest part of their family’s story by experiencing nature firsthand.

## EDUCATION

### TV PSA – SETI Institute

#### “Discovering life in the universe” PSA Campaign

#### Program Description:

The SETI Institute, a nonprofit research and education organization, asks for your support in airing its recently produced video public service announcements (PSAs). The PSAs support the SETI Institute’s mission to lead humanity’s quest in understanding the origins and prevalence of life and intelligence in the universe.

It’s a critical time for Earth, humans, and space exploration. The SETI Institute has been around for close to 40 years, pioneering the most advanced sciences which were once seen as “science fiction.” Made famous by Carl Sagan’s movie, *Contact* (with Jodie Foster), the SETI Institute has become the foremost institution for searching for intelligent and technological life in the universe. The Institute was recently

awarded the Planetary Protection Contract from NASA – protecting celestial bodies from contamination from terrestrial biology (like microbes) and protecting Earth from contamination from potential extraterrestrial biology.

The new TV PSAs feature Morgan Freeman, who lends his personality and energy to this important endeavor to expand people’s consciousness about space, our environment, and who we are. The PSAs end with a call-to-action to visit [www.seti.org](http://www.seti.org) to learn more.

#### Campaign Mission

Raise awareness about The SETI Institute’s work

Expand people’s consciousness about life in the universe

Provide a website with more information at [www.seti.org](http://www.seti.org)