

**PSA Samples
FOR
WUVN
1st QUARTER 2018
(January, February, March 2018)**

StopTextsStopWrecks.org

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



TEXTING AND DRIVING PREVENTION

WHY IT'S IMPORTANT: In 2015, 391,000 people were in crashes involving distracted drivers. PSAs remind adults that "no one is special enough to text and drive."

WHO TO TARGET: Teens and Adults 16-34

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

905403

25% of teens respond to a text message once or more every time they drive.

SaferCar.gov/TheRightSeat



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

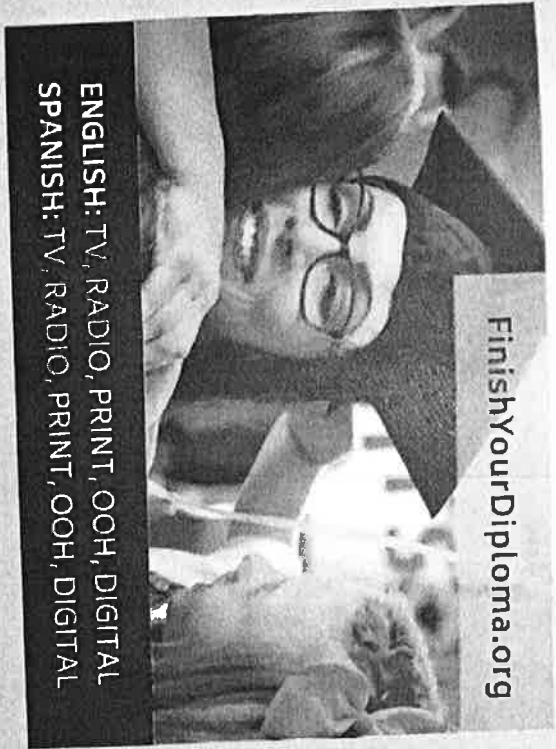
CHILD PASSENGER SAFETY

WHY IT'S IMPORTANT: Every 33 seconds, a child under the age of 13 is involved in a crash. PSAs help parents find the right car seat for their child's age and size.

WHO TO TARGET: Parents with Kids under 13

Sponsor: National Highway Traffic Safety Administration
Volunteer Ad Agencies: Campbell Ewald, Casanova McCann
Website (Spanish): SaferCar.gov/Protegidos

905404/405



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

HIGH SCHOOL EQUIVALENCY

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

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

Sponsor: Dollar General Literacy Foundation
Volunteer Ad Agency: McKinney

905423-425

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



strengthen their parenting skills.

WHO TO TARGET: Men, Parents

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

Goodwill.org



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

JOB TRAINING & EMPLOYMENT

WHY IT'S IMPORTANT: Today, 7.2 million Americans are out of work. PSAs explain how donating used clothing and household items to Goodwill® supports critical job training, career, and community services in the U.S. and Canada.

WHO TO TARGET: Adults 18+

Sponsor: Goodwill Industries International
Volunteer Ad Agencies: VML, Wordsworth & Booth

possible/407

SavedByTheScan.org



LUNG CANCER SCREENING

WHY IT'S IMPORTANT: Lung cancer is the #1 cancer killer of men and women. Nine million people in the U.S. are at high risk for lung cancer and are eligible for the new lung cancer screening. If only half of these individuals were screened, more than 13,000 lives could be saved.

WHO TO TARGET: Adults 55-80+, Former

Sponsor: American Lung Association
Ad Agency: Hill Holliday



FOR THE LIFE OF YOUR BUSINESS

PSA Traffic Instructions

Please air this PSA early and often throughout 2018.

VYSR0003000H "Volunteer Your Expertise" :60 HD
VYSR0004000H "Volunteer Your Expertise" :30 HD
VYSR0003000 "Volunteer Your Expertise" :60 SD
VYSR0004000 "Volunteer Your Expertise" :30 SD
VYSR0021000H "Ofezca su Experiencia" :60 HD
VYSR0022000H "Ofezca su Experiencia" :30 HD
VYSR0001000H "My SCORE Mentor" :60 HD
VYSR0002000H "My SCORE Mentor" :30 HD
VYSR0023000H "Mi Mentor de SCORE" :60 HD
VYSR0024000H "Mi Mentor de SCORE" :30 HD

About this campaign

More than half of all Americans either own or work for a small business, and they create about two out of every three new jobs in the U.S. each year.

SCORE is a nonprofit association and for over 50 years they have dedicated themselves to helping small businesses grow and achieve their goals through education and mentorship. With over 300 chapters and 10,000 mentors across the United States, they provide free local workshops and online seminars with expertise across 62 industries.

When you air this campaign, you will be helping thousands of budding entrepreneurs and small business owners in your community.



Estimado director de servicio público:

La trata de personas es uno de los delitos más atroces y tiene lugar en todo Estados Unidos, en ciudades, barrios periféricos y zonas rurales. Las víctimas de este delito son privadas de sus derechos básicos, ya que los traficantes emplean la fuerza, el fraude, la violencia o la coacción para fines de explotación sexual o laboral.

Como probablemente ya haya visto y su estación haya informado al respecto, la trata de personas ocurre cada vez con más frecuencia y, si bien a menudo sucede a simple vista, puede ser todo un desafío reconocerla y, posteriormente, denunciarla. Cada año, millones de personas son víctimas de la trata y no pueden denunciar ni obtener ayuda por sí mismas. Debemos cambiar esta situación.

Su estación puede marcar la diferencia al transmitir el anuncio de servicio público (Public Service Announcement, PSA) “Neighborhood Watch” (Vigilancia comunitaria) de la Campaña Azul del Departamento de Seguridad Nacional (Department of Homeland Security, DHS) para generar conciencia y entendimiento sobre este delito. Se encuentran disponibles versiones en inglés y español del PSA, así como versiones de 30 y 60 segundos.

El anuncio “Neighborhood Watch” (Vigilancia comunitaria) alienta al público general a informarse sobre los indicadores de la trata de personas y cómo reconocerlos, a ser conscientes de su entorno y a hacer una denuncia a las autoridades correspondientes si algo parece no estar bien.

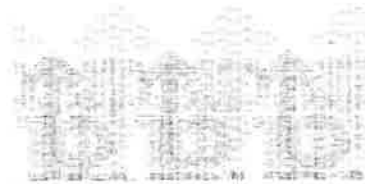
La Campaña Azul es la campaña nacional de educación y concientización sobre trata de personas del DHS. Desde 2010, la Campaña Azul ha trabajado en colaboración con las autoridades policiales y judiciales, el Gobierno y ciertas organizaciones privadas para generar conciencia acerca de este delito e instruir sobre cómo reconocerlo, denunciarlo y, en última instancia, erradicarlo.

Le alentamos a incluir este PSA en su rotación de transmisión y valoramos su consideración. Puede encontrar más información sobre la Campaña Azul en <https://www.dhs.gov/blue-campaign>. Juntos, podemos erradicar la trata en Estados Unidos.

Gracias,

Michael McKeown
Director ejecutivo

Campaña Azul



Dear Public Service Director:

Stand Up To Cancer (SU2C) has launched a new public service announcement (PSA) campaign in collaboration with SU2C Founding Donor Major League Baseball. The PSA, titled “**Whatever It Takes**,” features Major League players and moments from MLB’s Championship Season that underscore the message that the end of the fight against cancer is unlikely to come from a single “home run,” but rather will be the result of numerous and smaller, yet meaningful, scientific advancements that keep the fight moving forward.

As a metaphor to describe the cancer research work being done by scientists and doctors worldwide to make discoveries that will advance new treatments, the PSA uses MLB game footage of several players executing one of baseball’s simplest, yet often effective, plays – the bunt (opposed to hitting the big home run) – to drive home the game-winning run.

The PSA features the message: “As we continue to swing for the fences, at Stand Up To Cancer we know that any advancement can bring someone home. The PSA also features Major Leaguers **Jason Kipnis** (Cleveland Indians), **Michael A. Taylor** (Washington Nationals), and **Yasmani Grandal** (Los Angeles Dodgers).

While we have made significant progress, there is much left to do in the fight against cancer. The disease still affects 1 in 2 men and 1 and 3 women in the U.S. Please help us Stand Up for everyone living with cancer by airing these :15, :30 and :60 Spanish and English PSAs as soon and as often as possible through next October 2018.

To request a digital file or an alternate tape format, please contact our team at psa@boombroadcast.com or at (609) 748-7411.

SU2C, a division of the Entertainment Industry Foundation (EIF), a 501(c)(3) charitable organization, supports groundbreaking cancer research to get new therapies to patients quickly save lives now.

Please also feel free to contact me via phone (424) 283-3620 or email at msslutzky@eifoundation.org.

Very truly yours,
Maurine Slutzky
SVP of Communications
Entertainment Industry Foundation



Heart.org/BloodPressure

ENGLISH: RADIO, PRINT, OOH, DIGITAL

HIGH BLOOD PRESSURE

WHY IT'S IMPORTANT: One in 3 Americans has high blood pressure. PSAs encourage people to listen to their hearts and take action to get their blood pressure under control.

WHO TO TARGET: Adults 35-64

Sponsors: American Heart Association and American Stroke Association
Volunteer Ad Agency: UniWorld Group

905415-417



DoIHavePrediabetes.org

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

TYPE 2 DIABETES PREVENTION

WHY IT'S IMPORTANT: One in 3 American adults has prediabetes and is at high risk of developing type 2 diabetes, a serious health condition that can lead to heart attack and stroke. PSAs help adults learn their risk.

WHO TO TARGET: Adults 35-64

Sponsors: American Medical Association, American Diabetes Association, and Centers for Disease Control and Prevention
Volunteer Ad Agency: Ogilvy & Mather

905426-28
430

PSACentral.org 19



September 27, 2017

Dear Traffic Manager:

The Ad Council has sent you **Job Training & Employment** PSAs digitally via **Extreme Reach**.

Donate Stuff. Create Jobs.

In 2016, more than 313,000 people in the United States and Canada connected with jobs or earned employment using Goodwill organizations' career services programs. PSAs use miniature toy figures at work to demonstrate the many jobs that can be found in donated objects. By airing these PSAs, you help people understand that donated goods are not an endpoint but the beginning of job placement and job training. Help viewers realize that they can make a big difference in their community by donating to Goodwill.

Log in to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Advertising Council
Job Training & Employment

1. Job Training & Employment_ Put Your Stuff Back to Work	:60	CNGO0177000/H
2. Job Training & Employment_ Put Your Stuff Back to Work	:30	CNGO0178000/H
3. Job Training & Employment_ Put Your Stuff Back to Work-Spanish	:60	CNGO0179000/H
4. Job Training & Employment_ Put Your Stuff Back to Work-Spanish	:30	CNGO0180000/H

Spots Expire: 3/08/2020

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.

DEAR PSA DIRECTOR:

We have made great strides as a country since the Fair Housing Act was signed in 1968, but significant levels of illegal housing discrimination still exist. In the process of selling, renting, or financing a home, individuals are still discriminated against because of their race, color, national origin, religion, sex, familial status, or disability. As we approach the 50th anniversary of the passage of the Fair Housing Act in 2018, it is more important than ever to educate people and housing providers about their fair housing rights and responsibilities.

This new PSA campaign from the U.S. Department of Housing and Urban Development and the National Fair Housing Alliance educates viewers about their fair housing rights. When people are aware of their rights and how housing discrimination happens, they can take action and report it.

Please share these **“You Have Rights” Television PSAs (available in :60, :30, and :15 lengths in English and Spanish)** with your viewers and join us in encouraging them to take action and report housing discrimination.

We hope you will include these PSAs in your active rotation soon, as they are ready to air immediately and have no expiration date. Thank you in advance for your support.

Sincerely,

Anna Maria Farías
Assistant Secretary for Fair Housing and Equal Opportunity
U.S. Department of Housing and Urban Development



Shanna L. Smith
President and CEO, National Fair Housing Alliance

NFHA
National Fair Housing Alliance



Understood.org

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

LEARNING & ATTENTION ISSUES

WHY IT'S IMPORTANT: One in 5 children in your community struggles with dyslexia, ADHD, or other learning and attention issues. PSAs empower parents of kids struggling in school to visit Understood.org, a free resource that helps their children thrive in school and in life.

WHO TO TARGET: Parents

Sponsor: Understood
Volunteer Ad Agency: Publicis

905418-420