



July 29, 2010

Dear Traffic Manager:

The Ad Council has sent you **Pet Adoption** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

According to The Humane Society of the United States and Maddie's Fund, of the eight million pets that enter animal shelters and rescue groups every year, approximately three million of these healthy and treatable pets are euthanized due to a lack of adoption. While there has been steady progress on the issue (in the 1970s approximately 24 million pets were euthanized annually), the continued euthanasia of our best friends and family members is a national tragedy.

Presently, most people do not obtain their pets from shelters, but rather from pet stores, the Internet, friends, breeders or other sources. In an effort to change this trend, The Advertising Council, The Humane Society of the United States and Maddie's Fund are pleased to bring you new television PSAs as part of "The Shelter Pet Project" campaign, designed to encourage pet lovers throughout the country to make shelters and rescue groups the first place they turn to when acquiring companion animals.

The new PSAs feature characters from Patrick McDonnell's endearing comic strip, "MUTTS," and have been animated by award winning animators Paul and Sandra Fierlinger. These PSAs give shelter pets a voice to explain that it's not their fault that they ended up in shelters and that, "There's nothing wrong with shelter pets." The campaign encourages everyone - dog people, cat people, pro-adoption advocates - to visit The Shelter Pet Project website (www.theshelterpetproject.org) to learn more about adopting a shelter pet, send an interactive e-card and possibly even find their perfect pet.

We thank you for your support in sharing this important message.

The Advertising Council
Pet Adoption - Digital

entered 8/3

1. "Olive"	8505	:30	CNPA91312
2. "Shemp"	8506	:30	CNPA91322
3. "Twins"	8507	:30	CNPA91332
4. "Andy"	8508	:15	CNPA94152
<hr/>			
5. "Jaz"		:15	CNPA96152
6. "Mike"		:15	CNPA97152
7. "Affair"		:30	CNPA90336
8. "Ditched"		:30	CNPA91308
9. "White Collar"		:30	CNPA92305

} all on DG 8/2

Spots 1-6 Expire 05/01/2013

Spots 7-9 Expire 08/12/2011

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members.

All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.

entered 7/28

Please help support this Campaign and The Ad Council by running the following PSAs in donated media space. Thank you!

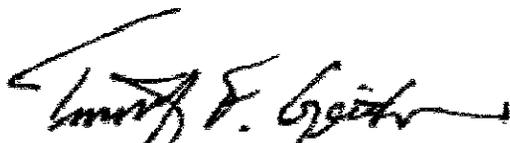
The Advertising Council
Making Home Affordable - Digital

1. "I'm Home"	:60	CNMA91602	8500
2. "I'm Home 1"	:30	CNMA91302	8501
3. "I'm Home 2"	:30	CNMA92302	8502
4. "I'm Home 1"	:10	CNMA91102	8503
5. "I'm Home 2"	:10	CNMA92102	
6. "I'm Home 3"	:10	CNMA93102	
7. "I'm Home - Spanish"	:60	CNMA92602	
8. "I'm Home - Spanish"	:30	CNMA93302	
9. "I'm Home - Spanish"	:10	CNMA94102	

These Spots Expire: 08/12/2012

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.

Sincerely,



Timothy F. Geithner
Secretary
U.S. Department of the Treasury



Shaun Donovan
Secretary
U.S. Department of Housing
and Urban Development



July 28, 2010

Dear Traffic Manager:

The Ad Council has sent you **Making Homes Affordable** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

Over a million Americans at risk of foreclosure have been helped by the Making Home Affordable program. The following is a letter from U.S. Department of the Treasury Secretary Timothy Geithner and U.S. Department of Housing and Urban Development Secretary Shaun Donovan urging you to air these important public service advertisements.

Foreclosures can have devastating impacts on families and local communities. Unfortunately, during these difficult economic times, in the wake of an unprecedented housing crisis, many Americans are still facing the prospect of losing their homes – and having to cope with the fear and uncertainty that comes with that prospect. But free help is available for struggling homeowners through the Federal Government. And you can help make sure that they know their options and receive the assistance they need.

On behalf of the U.S. Department of the Treasury and the U.S. Department of Housing and Urban Development, we are pleased to announce the release of a new national public service advertising (PSA) campaign made possible through a partnership with the Ad Council. This campaign encourages those facing foreclosure to seek free assistance through the Federal Government's Making Home Affordable Program. That program helps struggling homeowners lower their mortgage payments to more affordable levels or to transition to more affordable housing.

Making Home Affordable has already provided assistance to more than one million homeowners and their families. But much more can be done to connect homeowners with information about this program. This PSA campaign features homeowners across the country who have benefited from the program. It directs homeowners to the program's website, MakingHomeAffordable.gov, or to call, toll free, 1-888-995-HOPE (4673), for free assistance to see if they might qualify for various types of help.

Once again, we urge you to air this important message. We want to make sure that the Making Home Affordable program provides relief to as many qualified homeowners as possible, to avert foreclosure. We hope that you will join us in our effort, and thank you for doing your part to assist struggling homeowners in your community.



all expired

Dear Traffic Manager:

The Ad Council has sent Drunk Driving PSAs PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

In 2008, 491 people were killed in traffic crashes during the July 4th holiday period in the United States. Of those, 43 percent involved a driver or motorcycle rider with a BAC of .08 or higher.

Far too many people believe you have to be "falling down drunk" to be too impaired to drive safely. Of them, buzzed drivers don't consider themselves drunk or a hazard on the roadway because they have only consumed "a few" drinks. The campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

To combat this problem, especially during the July 4th holiday period, the Ad Council and the Department of Transportation's National Highway Traffic Safety Administration are redistributing English and Spanish television PSAs. We're also distributing new English radio PSAs to complement the existing English and Spanish radio, which equate buzzed and drunk driving and demonstrate the devastating consequences that can occur from buzzed driving. The problem of Drunk Driving increases significantly during holiday periods, so in order to combat this important issue, we urge you to run these television/radio PSAs ~~starting now and continue running them throughout 2010.~~ **Please support this Campaign and The Ad Council by running these ads in donated ad space. Thank you.**

Save a Life	:30	CNDD99312	
Save a Life	:60	CNDD99612	
Ambulance	:30	CNDD83306	✓
Hospital	:30	CNDD84306	✓
Breathalyzer	:10	CNDD84103	
Mugshot	:10	CNDD82103	
Post Crash	:15	CNDD85153	✓
Stretcher	:15	CNDD82153	✓
House Party	:15	CNDD511513	✓
House Party	:30	CNDD713018	✓
Effect	:30	CNDD86303	✓
Breathalyzer (Spanish)	:10	CNDD92101	
Mugshot (Spanish)	:10	CNDD91101	
Post Crash (Spanish)	:15	CNDD96151	
Stretcher (Spanish)	:15	CNDD95151	

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.

linda revel

From: "DG FastChannel" <DGSystems@dgfastchannel.com>
To: <ti@wpde.com>
Sent: Wednesday, June 30, 2010 12:29 AM
Subject: New Spot(s) Available for The Ad Council/The Ad Council

This notification is being provided to inform you of the availability of spot(s) on your DG Online account.

Station: WPDE-TV
 Agency: The Ad Council
 Advertiser: The Ad Council

Entered all 6/30

ISCI	Title	Length
8157 CNDD83306 ✓	AMBULANCE NEW TVB	:30
CNDD84103	BREATHALYZER NEW	:10
CNDD84306 ✓	HOSPITAL NEW TVB	:30
CNDD99312	SAVE A LIFE	:30
CNDD99612 ✓	SAVE A LIFE	:01:00

Tracking Number: 6P27622

Please go to <https://dgonline.dgfastchannel.com/dgonline/logon.do?&trackingNo=6P27622&qdOrgId=2028211&forwardTo=queryDelivery> to view the spots(s) indicated above. You can also go to <https://dgonline.dgfastchannel.com> and access the SEARCH>DELIVERIES page to view all incoming deliveries.

If you have any problems or questions, please contact DG FastChannel Customer Support at: 800-324-5672.

Note: This is an auto-generated message; do not respond. For online help, go to: <https://dgonline.dgfastchannel.com>.

6/30/2010

linda revel

From: "DG FastChannel" <DGSystems@dgfastchannel.com>
To: <ti@wpde.com>
Sent: Wednesday, June 30, 2010 12:41 AM
Subject: New Spot(s) Available for The Ad Council/The Ad Council

This notification is being provided to inform you of the availability of spot(s) on your DG Online account.

Station: WPDE-TV
Agency: The Ad Council
Advertiser: The Ad Council

ISCI	Title	Length
CNDD511513 ✓	HOUSE PARTY	:15
CNDD713018 ✓	HOUSE PARTY	:30
CNDD82103	MUGSHOT NEW	:10
CNDD82153	STRETCHER NEW	:15
CNDD85153	POST CRASH NEW	:15

Tracking Number: 6P27660

Please go to <https://dgonline.dgfastchannel.com/dgonline/logon.do?&trackingNo=6P27660&qdOrgId=2028211&forwardTo=queryDelivery> to view the spots(s) indicated above. You can also go to <https://dgonline.dgfastchannel.com> and access the SEARCH>DELIVERIES page to view all incoming deliveries.

If you have any problems or questions, please contact DG FastChannel Customer Support at: 800-324-5672.

Note: This is an auto-generated message; do not respond. For online help, go to: <https://dgonline.dgfastchannel.com>.

6/30/2010



Dear Traffic Manager:

The Ad Council has sent Drunk Driving PSAs PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

In 2008, 491 people were killed in traffic crashes during the July 4th holiday period in the United States. Of those, 43 percent involved a driver or motorcycle rider with a BAC of .08 or higher.

Far too many people believe you have to be "falling down drunk" to be too impaired to drive safely. Of them, buzzed drivers don't consider themselves drunk or a hazard on the roadway because they have only consumed "a few" drinks. The campaign hopes to educate people that consuming even a few drinks can impair driving and that Buzzed Driving is Drunk Driving.

To combat this problem, especially during the July 4th holiday period, the Ad Council and the Department of Transportation's National Highway Traffic Safety Administration are redistributing English and Spanish television PSAs. We're also distributing new English radio PSAs to complement the existing English and Spanish radio, which equate buzzed and drunk driving and demonstrate the devastating consequences that can occur from buzzed driving. The problem of Drunk Driving increases significantly during holiday periods, so in order to combat this important issue, we urge you to run these television/radio PSAs starting now and continue running them throughout 2010. **Please support this Campaign and The Ad Council by running these ads in donated ad space. Thank you.**

Save a Life	:30	CNDD99312
Save a Life	:60	CNDD99612
Ambulance	:30	CNDD83306
Hospital	:30	CNDD84306
Breathalyzer	:10	CNDD84103
Mugshot	:10	CNDD82103
Post Crash	:15	CNDD85153
Stretcher	:15	CNDD82153
House Party	:15	CNDD511513
House Party	:30	CNDD713018
Effect	:30	CNDD86303
Breathalyzer (Spanish)	:10	CNDD92101
Mugshot (Spanish)	:10	CNDD91101
Post Crash (Spanish)	:15	CNDD96151
Stretcher (Spanish)	:15	CNDD95151

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.



URGENT - PLEASE DELIVER TO TRAFFIC DEPT. IMMEDIATELY!

ATTENTION: EWMB-TV Traffic/Continuity Department
 DATE: 06/29/10
 TOTAL PAGES: 3
 CLIENT: The Ad Council
 AGENCY: The Ad Council
TRACKING #: 6P27517
QUESTIONS? 1-800-324-5672

CART #	ISCI/COPY #	TITLE	FLIGHT DATES	MEDIA FILE LENGTH*	%
	CNDD96151	POST CRASH SPANISH		15 sec	
	CNDD99312	SAVE A LIFE		30 sec	
	CNDD85153	POST CRASH NEW		15 sec	
	CNDD99612	SAVE A LIFE		60 sec	
	CNDD86303	EFFECT NEW SPANISH		30 sec	
	CNDD92101	BREATHALYZER SPANISH		10 sec	
	CNDD82153	STRETCHER NEW		15 sec	
	CNDD511513	HOUSE PARTY		15 sec	
	CNDD713018	HOUSE PARTY		30 sec	
	CNDD82103	MUGSHOT NEW		10 sec	
	CNDD83306	AMBULANCE NEW TVB		30 sec	
	CNDD95151	STRETCHER SPANISH		15 sec	
	CNDD84306	HOSPITAL NEW TVB		30 sec	
	CNDD84103	BREATHALYZER NEW		10 sec	
	CNDD91101	MUGSHOT SPANISH		10 sec	

MEDIA DELIVERY EXPECTED BY: 06/30/10

If a problem occurs in media delivery, a dub shipment will be issued. If a length is shown as 0 sec on this fax, be advised that we have not yet received the corresponding media; consider this an alert to you that we have been instructed to send the media when it arrives at DG FastChannel.

FOR STATION PRODUCTION USE:

() New () Revised () Addition
 Straight Read _____ Cart _____ Cassette _____ Digital _____
 Contract # _____ Sales Person _____ Date Due _____
 Voice Talent _____ Completed By _____
 Special Instructions _____

* Media File Length includes the audible slate for radio spots and additional seconds of black to ensure frame accuracy of television spots.



July 16, 2010

Dear Traffic Manager:

entered 7/19

The Ad Council has sent you **GED Achievement** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

Dollar General Literacy Foundation and The Advertising Council have launched a multimedia PSA campaign that aims to help high school dropouts get started on the road to their GED Diploma.

According to the US Census Bureau's 2007 American Community Survey (ACS), more than 35.7 million adults ages 18-64 do not have a high school diploma. Students who drop out of high school tend to earn less, perform less well in society, and have a lower quality of life. While they know they need to get their GED Diploma, they need encouragement and simple directions on how to get started.

The campaign shows viewers that getting a GED Diploma gives you access to more possibilities in life – further education, better positions, and more confidence in yourself – and directs them to a toll-free number and URL where they can find free referrals to local GED programs, along with information on the GED Diploma process. Please help us support the campaign and show viewers "You *can* take the first step" towards getting your GED Diploma.

Please help support The Ad Council and this Campaign by running the below spots in donated media space. Thank you.

The Advertising Council
GED Achievement

on DG 7/16

<i>8495</i>	1. "Barriers"	:60	CNGD91602
<i>8496</i>	2. "Barriers"	:30	CNGD91302
<i>8497</i>	3. "Barriers"	:15	CNGD91152
	4. "Barriers - Spanish":	:30	CNGD92302

These Spots Expire on 02/13/2011

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.



June 16, 2010

Entered 6/30

Dear Traffic Manager:

The Ad Council has sent you Men's Preventative Health PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

The U.S. Department of Health and Human Services' Agency for Healthcare Research and Quality (AHRQ) and The Advertising Council recently launched a new phase of Men's Preventive Health, a national public service advertising campaign designed to encourage middle-age men to learn which preventive medical tests they need to get and when to get them.

Men are 24 percent less likely than women to have visited the doctor within the past year, according to the latest data from AHRQ. In addition, men are 22 percent more likely than women to neglect their cholesterol tests. Data indicates that the problem is getting worse instead of better.

AHRQ and the Ad Council need your help to increase men's awareness of which preventive medical tests men need and when they need to get them. Incorporating family as a key motivator, the new PSAs are designed to motivate men to get the tests they need now so they can be there for their families in the future

The campaign directs men to visit a comprehensive Web site, www.ahrq.gov/healthymen, which provides recommended ages for preventive medical tests, tips for talking with doctors and links to online resources for medical information.

Please support this Campaign and The Ad Council by running these ads in donated ad space.

The Advertising Council
Men's Preventive Health - Digital

- | | | | |
|---------------|-----|-------------|-------------|
| 1. "New Home" | :30 | CNMH-9130-2 | <i>8490</i> |
| 2. "New Home" | :15 | CNMH-9115-2 | <i>8491</i> |
| 3. "Warranty" | :30 | CNMH-9230-2 | <i>8492</i> |
| 4. "Warranty" | :15 | CNMH-9215-2 | <i>8493</i> |

Spots Expirc: 05/05/2011

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. No cropping, editing or modifications are permissible.



May 14, 2010

Dear Traffic Manager:

The Ad Council has sent you **Foreclosure Prevention** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

Foreclosures are a very serious problem in our country. This year, an estimated 4 million homes are at imminent risk of foreclosure. 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.

In the past, many homeowners in danger of losing their homes to foreclosure would avoid the problem so they wouldn't have to deal with the embarrassment or stigma of foreclosure. However, with the economic downturn, embarrassment is no longer the biggest barrier that homeowners face—clear direction on what they should do is. The marketplace is cluttered with conflicting messages about what to do and where to go for help; causing homeowners to become frustrated, confused and vulnerable.

In response, NeighborWorks and the Ad Council are launching a new round of public service announcements designed to ensure that those facing foreclosure are getting guidance from the "right people." The PSAs encourage homeowners to call 888-995-HOPE, a trusted hotline operated by the Homeownership Preservation Foundation, to receive free, reliable advice from HUD approved housing counselors. We encourage you to run these PSAs because with your support, we can help guide distressed homeowners toward the first step in eventually saving their homes.

Please support this Campaign and The Ad Council by running these ads in **donated** ad space.

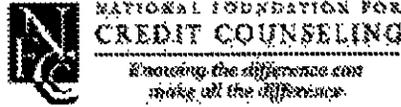
The Advertising Council
Foreclosure Prevention

1.	"Clown"	8488	:30	CNFR-9330-2
2.	"Villian"	8489	:30	CNFR-9230-2
3.	"Clown" (Spanish)		:30	CNFR-9430-2
4.	"Clown"		:60	CNFR-9260-2
5.	"Villian"		:60	CNFR-9160-2
6.	"Villian" (Spanish)		:60	CNFR-9360-2

Spots Expire: 02/01/2011

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contract, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may result in claims for talent fees by the union's members.

Distributed by: West Glen Communications - Contact: Austin Taczli, Ph: 800-325-8677
 ext. 257 with any questions or to be removed from this list. You can also fax us at 212-214-0379.



**ATTENTION PSA DIRECTOR:
 PLEASE HELP EDUCATE YOUR LISTENERS ABOUT
 THE CRITICAL FINANCIAL ISSUES THAT IMPACT US TODAY**

Unemployment levels currently stand at 9.7 percent, a 15-year high according to the Bureau of Labor Statistics. As job losses continue, many Americans are finding themselves at risk of foreclosure and/or drowning in debt. According to current housing statistics, one in every 366 U.S. households received a foreclosure notice at the end of 2009. Beyond the challenges of homeownership, other individuals and families are struggling with how to properly save money and manage their finances responsibly.

The National Foundation for Credit Counseling (NFCC) is continuing its goal of educating the public about the critical financial issues that impact us today. The NFCC is a 501(c)(3) nonprofit founded in 1951 and is the nation's largest and longest serving national nonprofit financial counseling network. The organization's mission is to promote the national agenda for financially responsible behavior and build capacity for its 100 Member Agencies to deliver the highest quality financial education and counseling services.

We hope you will let your viewers know that help is available **by airing these timely and evergreen PSAs**. The PSA titled "Should Not Be Shopping" (:60, :30, :15) communicates the importance of preventative measures when it comes to the possibility of foreclosure, and emphasizes that people in this situation are not alone. The PSA titled "Times are Tough" (:60, :30, :15) helps viewers understand how not to fall prey to seemingly easy solutions when it comes to debt management. Viewers are alerted about the importance of working with certified counselors and how a personalized plan can help them take control and make sound financial decisions.

If you have any questions about these PSAs, please contact Lauren Bachner at 800-325-8677 ext. 265, or by e-mail at lbachner@westglen.com. Thanks in advance for your consideration and support of these important public service messages.

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

Please indicate station usage below, including all stations you program for that are airing the PSA. Although our PSAs are monitored electronically by Nielsen's SIGMA encoding, your response will help with our follow-up and tracking efforts.

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

NAME _____ PHONE _____

FAX _____ E-MAIL _____

18041	Weeks on Air	Airings Per Week	Reason for Non-use
A. Should Not Be Shopping (:60)			
B. Should Not Be Shopping (:30)			
C. Should Not Be Shopping (:15)			
98041			
A. Times are Tough (:60)			
B. Times are Tough (:30)			
C. Times are Tough (:15)			

PLEASE RE-SEND TO THIS ADDRESS: _____

TAPE FORMAT: _____ BETA SP _____ 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. 257. **PLEASE INDICATE CALL LETTERS TO BE REMOVED** AND ANY OTHER UPDATES FOR OUR RECORDS. THANK YOU.



May 12, 2010

Dear Traffic Manager:

The Ad Council has sent you **Childhood Asthma** PSAs digitally via DG-Fastchannel and these spots are ready to air immediately.

Help fight childhood asthma.

Seven million children in the United States have asthma and nearly two-thirds of them will experience an asthma attack this year.

Asthma is a leading cause of school absenteeism in the United States, responsible for nearly 13 million missed school days, 7 million health care visits, and 750,000 emergency room visits for children. Although there is no known cure for this disease, experts agree that there are effective ways to prevent asthma attacks.

The U.S. Environmental Protection Agency (EPA) and the Ad Council joined to produce these new public service announcements (PSAs) to help prevent asthma attacks before they start. The PSAs highlight unexpected things at home that can trigger attacks and offer simple steps parents can take to help their child breathe easier.

May is Asthma Awareness Month, a nationwide effort to increase awareness of the asthma epidemic and to take action to get asthma under control. Please help spread the word about this important issue by running these PSAs in May and throughout the year.

Please visit www.noattacks.org or call 1-866-NO-ATTACKS to learn more about the Childhood Asthma campaign. Please support this Campaign and The Ad Council by running these ads in donated ad space.

The Advertising Council
Childhood Asthma

1. "Monster"	:30	CNAS-9130-2
2. "Monster" (Spanish)	:30	CNAS-9230-2
3. "Monster"	:25/05	CNAS-9125-2
4. "Monster" (Spanish)	:25/05	CNAS-9225-2
5. "Bed"	:15	CNAS-9115-2
6. "Bed" (Spanish)	:15	CNAS-9415-2
7. "Couch"	:15	CNAS-9215-2
8. "Kitchen"	:15	CNAS-9315-2

Spots Expire 06/04/2011



May 28, 2010

Dear Traffic Manager:

The Ad Council has sent you **Mental Health** PSAs digitally via Ad DG-Fastchannel and these spots are ready to air immediately.

What a Difference a Friend Makes for Young People Living with Mental Health Problems

Mental health problems (depression, anxiety, bipolar disorder, schizophrenia, etc.) are widespread and often misunderstood. According to SAMHSA, in 2008 there were an estimated 9.8 million adults aged 18 or older who experienced serious mental illness. Among 18-25 year olds, the prevalence of serious mental illness is high, yet this age group shows the lowest rate of help-seeking behaviors.

And while almost three-quarters (72 percent) of young adults between the ages of 18-24 believe a person with mental illness would improve if given treatment and support, only one in five (22 percent) believes that people are generally caring and sympathetic to people with mental illness.

The opportunity for recovery is more likely in a society of acceptance. That's why SAMHSA and the Ad Council are teaming up to launch new PSAs that encourage young adults to step up and support their friends who are living with mental health problems by demonstrating the roles they can play in their friend's recovery.

The "What a Difference a Friend Makes" campaign looks to men and women 18-25 years old to serve as the mental health vanguard, motivating a societal change towards social acceptance and decreasing the negative attitudes that surround mental illness. PSAs include television ads, web videos, and online banners, as well as a new online community that young adults can join to share their stories and experiences with recovery and support.

Also included are new African American targeted PSAs that encourage, educate and inspire young adults to step up and talk openly about mental health problems.

Visit whatadifference.samhsa.gov, storiesthatheal.samhsa.gov and adcouncil.org for more information on the Campaign for Mental Health Recovery.

Please support this Campaign and The Ad Council by running these ads in **donated** ad space.

Mental Health Recovery

1.	"Dude Got Back"	:30	CNMR-9330-2
2.	"Tic Tac"	:30	CNMR-9430-2
3.	"Anthem"	:60	CNMR-9160-2
4.	"Anthem"	:30	CNMR-9130-2
5.	"Lydia"	:60	CNMR-9260-2
6.	"Lydia"	:30	CNMR-9230-2
7.	"Susan"	:60	CNMR-9360-2

all in system

Spots Expire: 05/24/2011

