

The Advertising Co

Eva Kasten
Senior Vice President
Director, Washington Office

February 9, 1993

Mrs. Hillary Rodham Clinton
Office of the First Lady
The White House
Washington, D.C. 20500

Dear Mrs. Clinton:

I am writing with admiration and respect for your personal and professional involvement with our nation's most pressing issues. The Ad Council too is focused on addressing many of the same critical issues, through public service communications. I am writing with the hope that we can help you to meet your objectives on these issues.

As you may know, the Advertising Council is a non-profit organization of volunteer corporate executives and communication industry experts dedicated to applying their expertise to national social concerns. This year we are likely to result in over \$400 million of media time and space being donated to our Federal government. We wish to work with the Administration to prioritize the social issues we address through these donated resources and work with you to maximize the potential social impact, specifically with regard to health issues, immunization and/or other areas of personal interest.

Let me give you some background:

1. **The Advertising Council is the oldest and largest distributor of public service advertising.** The Advertising Council was organized in 1942. If the media donated to the roughly 30 campaigns conducted by the Advertising Council had to be paid for last year, it would have cost well over \$1 billion. That made the Advertising Council the fifth largest advertiser in the United States. Since its inception, we estimate the value of media donations to exceed \$20 billion. That excludes the value for donated marketing and advertising agency services.
2. **The Advertising Council represents the spirit and essence of public service, volunteerism and private sector initiative often upheld by you and your husband.** The Advertising Council is a non-profit organization with no direct Federal funding. We leverage an operating budget of roughly \$3.7

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million to \$1 billion of donated media. The advertising messages are all strictly reviewed and developed to be for the public good.

3. **The Advertising Council's relationship with the government is a old and strong one.** We were originally called the War Advertising Council with office space at the U.S. War Department. We did campaigns such as "Loose Lips Sink Ships," for war bonds and for victory gardens.

The relationship with the Federal government has been maintained. Last year \$457 million of media was donated to Advertising Council campaigns sponsored by Federal agencies (see enclosed list). Presumably, we thus enabled our government to communicate public service messages at very little taxpayer expense. At a time of large budget deficits, it's hard to imagine that this could have happened without the Advertising Council.

4. **We have empowered any number of non-profit groups which you no doubt believe in and/or support.** We have donated time and services to:

- o The Environmental Defense Fund
- o American Foundation for AIDS Research (AMFAR)
- o The United Negro College Fund
- o Covenant House
- o Peace Corps
- o The Independent Sector
- o National Committee for the Prevention of Child Abuse
- o National Council on Alcoholism and Drug Dependency
- o and many others

5. **The Advertising Council is extensively involved in social issues of priority to this Administration and country: our children and health, to name just a few areas.**

Children: The Advertising Council recently made a ten year commitment to aiding children living in poverty. We started with a campaign to raise the awareness of the problem and existing programmatic solutions. (See attached piece on "Good Morning America" interview.) Now, we also have efforts underway to recruit Head Start volunteers and ensure timely immunizations. (A contract with the Center for Disease Control is currently pending on the latter. As with all Ad Council campaigns, a sponsor covers the out-of-pocket expenses on a campaign; primarily production and distribution costs).

Health: We are proud of our early and consistent commitment to anti-drug messages. Roughly \$480 million has been donated to anti-drug campaigns since we initiated the work in the 1970's. Our current work includes anti-drug messages for the National Crime Prevention Council and National Institute on Drug Abuse at Health and Human Services.

The Advertising Council inc

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Page Three

Additionally, we have campaigns to prevent child abuse and teenage alcoholism, to promote pre-natal care, to encourage breast exams among older women, and to discourage drinking and driving.

We have also recruited nurses, encouraged testing for colon cancer, asked people to "eat lean," and encouraged testing homes for radon, to name just a few campaigns.

I have enclosed some tear sheets from last week's New York Times. Perhaps these examples are the best way to demonstrate who we are.

We look forward to working with you and helping to address the Administration's social priorities.

Cordially,

A handwritten signature in blue ink, appearing to read "Eva Foster", written in a cursive style.

Enclosures

THE ADVERTISING COUNCIL'S GOVERNMENT CAMPAIGNS

AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

MEDIA DONATIONS
(Millions)

DEPARTMENT OF AGRICULTURE

1. FOOD AND NUTRITION SERVICE,
FOOD AND CONSUMER SERVICES

FOOD STAMP INFORMATION PROGRAM (1988)

Encourage food stamp recipients to seek
information on nutrition and health at
their local food stamp offices.

1991

-0-

1990

\$ 0.3

1989

\$29.2

2. FOREST SERVICE

PREVENT FOREST FIRES (1942)

Stress that man is responsible for doing
tremendous damage to our forests.

\$41.0

\$50.1

\$13.1

DEPARTMENT OF COMMERCE

3. BUREAU OF THE CENSUS

ANSWER THE CENSUS (1950)

Encourages the U.S. citizens to partici-
pate in the Census.

-0-

\$68.3

-0-

DEPARTMENT OF DEFENSE

4. FEDERAL VOTER ASSISTANCE
PROGRAM

VOTE CAMPAIGN (1973)

-0-

\$ 2.6

-0-

The Advertising Council inc

AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

MEDIA DONATIONS
(Millions)

		<u>1991</u>	<u>1990</u>	<u>1989</u>
5.	NATIONAL COMMITTEE FOR EMPLOYER SUPPORT OF THE GUARD AND RESERVE	\$55.4	\$48.7	\$39.1
	Communicates to employers the importance of giving time off to employees in the National Guard and Reserve.			

DEPARTMENT OF ENERGY

6.	PUBLIC AFFAIRS OFFICE	\$26.7	\$36.5	n/a
	Energy Conservation (1990)			
	Communicates ways for car drivers to use gasoline more efficiently.			

DEPARTMENT OF HEALTH AND
HUMAN SERVICES

7.	NATIONAL INSTITUTE ON DRUG ABUSE, PUBLIC HEALTH SERVICE	\$42.3	\$22.2	n/a
	DRUG ABUSE AND AIDS PREVENTION (1989)			
	Communicates to most effective approaches to prevention the trans- mission of AIDS associated with intra- venous drug use. for help.			
8.	HEALTH RESOURCES AND SERVICES ADMINISTRATION	n/a	n/a	n/a
	HEALTHY START (1992)			
	Will aim to communicate the importance of pre-natal care for healthy birthweight babies.			

AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

MEDIA DONATIONS
(Millions)

1991 1990 1989

9.	SOCIAL SECURITY ADMINISTRATION	UNDERSTANDING YOUR SOCIAL SECURITY (1985) Builds a greater understanding by current and potential beneficiaries of their rights and responsibilities under the program.	-0-	\$39.3	\$ 1.4
10.	ADMINISTRATION FOR CHILDREN AND FAMILIES	HEAD START (1993) Will aimto recruit volunteers to Head Start programs.	n/a	n/a	n/a
11.	CENTER FOR DISEASE CONTROL	IMMUNIZATION (1993) Will promote timely immunization of our children.	n/a	n/a	n/a

DEPARTMENT OF THE INTERIOR

12.	OFFICE OF THE SECRETARY	TAKE PRIDE IN AMERICA (1987) Promotes the stewardship of public lands. Campaign target adults, and, currently children.	-0-	\$ 4.0	\$13.8
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AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

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1991 1990 1989

DEPARTMENT OF TRANSPORTATION

13. NATIONAL HIGHWAY TRAFFIC
 SAFETY ADMINISTRATION

DRUNK DRIVING CAMPAIGN (1984)

Aims to hold a community consensus
against drunk driving.

\$60.4 \$13.7 \$17.1

14. NATIONAL HIGHWAY TRAFFIC
 SAFETY ADMINISTRATION

BUCKLE YOUR SAFETY BELT (1985)

Aims to raise the percentage of
people who practice regular safety
belt use.

\$87.1 \$39.4 \$65.4

DEPARTMENT OF THE TREASURY

15. INTERNAL REVENUE SERVICE

MAKING YOUR TAXES LESS TAXING (1987)

Encourages early and accurate filing
during tax season or urges people to
volunteer to help the IRS, during other
periods.

\$57.5 \$40.0 \$80.0

AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

MEDIA DONATIONS
(Millions)

1991 1990 1989

INDEPENDENT AGENCIES

PEACE CORPS

16. OFFICE OF THE DIRECTOR

PEACE CORPS (1961)

\$9.9 \$ 9.1 \$18.1

Encourages colleges graduates to consider
two years in the Peace Corps as part of
their career development.

ENVIRONMENT PROTECTION AGENCY

17. OFFICE OF RADIATION

RADON PROTECTION (1989)

\$15.2 \$20.0 \$16.3

Aims to raise public awareness of the
radon problem and motivates to test.

PRESIDENTIAL COMMISSION

18. COMMISSION OF THE
BICENTENNIAL OF THE
U.S. CONSTITUTION

COMMEMORATION OF THE BICENTENNIAL
OF THE U.S. CONSTITUTION (1987)

\$ 1.3 \$ 7.4 \$30.5

Honors the 200th anniversary of the
Constitution and aims to increase public
awareness of the Constitution in a
manner which will have long term
impact.

<u>AGENCY AS CAMPAIGN SPONSOR</u>		<u>CAMPAIGNS OBJECTIVES</u>	<u>MEDIA DONATIONS</u> (Millions)		
			<u>1991</u>	<u>1990</u>	<u>1989</u>
19.	DEPARTMENT OF JUSTICE	CRIME PREVENTION (1980) Motivates individuals to organize to address crime in their neighborhoods	\$60.3	\$50.6	\$17.0
20.	DEPARTMENT OF EDUCATION	EDUCATION REFORM (1993) Raises awareness that all our schools can improve to better prepare our children for the future.	n/a	n/a	n/a
TOTAL:			<u>\$457.1</u>	<u>\$452.2</u>	<u>\$341.0</u>

Author Lisbeth Schorr represented The Advertising Council in a interview on ABC-TV's "Good Morning America" on December 15, 1992. She explained the Council's new public service campaign on "Breaking the Cycle of Disadvantage," to gain understanding and help for children to rise above their roots in poverty.



CHARLES GIBSON:

Some shocking numbers: 13 million children living in poverty, 10,000 of them dying each year from inadequate medical care and malnutrition. And that is not some Third World country I'm talking about. I'm talking about the United States.

And everyone says why, when we seem to have so much, do those kinds of conditions exist. And what can any individual do about it? At this time of year, when thoughts turn to helping others, The Advertising Council is releasing this first public service announcement as part of a ten-year campaign to create awareness of the one in five American children who live below the poverty level.

Lisbeth Schorr is a national authority on improving the future of disadvantaged children. She's working with the Ad Council on this project, and she's joining us this morning from KATV in Little Rock, Arkansas, where she's attending the Clinton Economic Conference. Good to have you with us.

LISBETH SCHORR:

Thank you, Charlie. Nice to be here.

GIBSON:

There is a stereotype I must admit probably in my mind as well as everybody else's that poverty is urban, that most of it is experienced by African-American children, and I gathered in reading last night that is not the case.

SCHORR:

Yes, poverty has become so pervasive in this country, especially among young families, that it knows no racial or geographical boundaries. In fact, the majority of poor children live in working families, and they don't live in the Inner City. What has happened in this country is because of the economic shift, because jobs for manufacturing have left this country, it's now very difficult to earn a living wage that can support a family unless you're a highly skilled worker.





GIBSON:

And tell me, rather than talking in the abstract, tell me how that child, other than just being poor, is imperiled.

SCHORR:

Well, poverty is the biggest risk factor for all of what I think of as rotten outcomes. Poverty is the biggest risk factor for not finishing school, for becoming pregnant too early, for getting involved in drugs or crime. So, if we could do something about poverty, to reduce the rate of poverty in this country, we would be doing a lot to make ours a much better country, and that is why I'm so excited that the Ad Council has indeed taken on this campaign. One of the things that has to happen for us to be able to take the actions that would reduce the number of kids in poverty is more Americans have to understand these issues. And the Ad Council campaign is aimed at exactly that.

GIBSON:

You're at this Clinton Economic Conference. In your mind, is the help for this problem going to come from the public sector or private?

SCHORR:

It has to come from both. And, of course, what's been so interesting at this Economic Conference is that the issues of children and families and of educating children and providing them with the supports they need to succeed at school has been central to the discussion about economics. And that's exactly where it ought to be.

GIBSON:

I should mention one thing, I gather an 800 number has been set up for people to call to find out where in their local communities they can help if they want to do something on the private level. The number is 1-800-733-5400. 1-800-733-5400 that's been set up by The Advertising Council. And it's interesting in these ads you find out that three-fifths of the people in this country want to help, but don't know how.

SCHORR:

Exactly.

GIBSON:

But in the long run, Lisbeth, the numbers are still going up. Isn't it a drop in the bucket when people try to help?

SCHORR:

Well, the Ad Council campaign is based on the notion that "If you change the world of a child, you change the world." And that is true, as people get involved helping one-on-one, because relationships are very important in helping children to make that climb out of poverty. And as people get involved one-on-one they'll also learn about some of the larger public policy issues that they can get involved in. So the more people get involved, the better chance we have to do something about this really urgent, urgent problem in America.

GIBSON:

Fair point on which to end. Lisbeth Schorr, thank you for being with us.

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ON BEHALF OF
V-MAIL

LITTLE RESTRAINT
TH YOUR KIDS.

SINCE 1941, WHEN IT FIRST STARTED, THE ADVERTISING COUNCIL HAS BEEN THE VOICE OF ADVERTISING.



When
you give blood,
you give
another birth,
another anniversary,
another laugh,
another hug,
another chance.

AMERICAN RED CROSS

THE ADVERTISING COUNCIL, INC.

50TH YEAR ANNIVERSARY

BE A TEACHER. BE A P

ALWAYS

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AN OPEN LETTER TO AMERICA FROM ITS CHILDREN.

"Our names are Andrew, Jane, Carlos, Christopher and Lisa. We know you're very busy and if we didn't think it was important, we wouldn't bother you. But we are frightened.

America has changed a lot since you grew up. But our schools aren't changing fast enough. Education today is not great. We could really be learning more if more people cared about what kind of education kids get today. And really everyone should care about us because the kids of today are the future of tomorrow and the world depends on them.

We know there are some

The Advertising Council

PHOTOCOPY
PRESERVATION

Executive Offices

261 Madison Avenue
New York, NY 10016-2303
(212) 922-1500

1730 Rhode Island Avenue, N.W.
Washington, DC 20036
202-331-9153

740 North Rush Street
Chicago, IL 60611
(312) 751-8055



PHOTOCOPY
PRESERVATION



THE ADVERTISING COUNCIL, INC.

EVA N. KASTEN

SENIOR VICE PRESIDENT

1730 RHODE ISLAND AVENUE, N.W.
SUITE 414
WASHINGTON, D.C. 20036

TELEPHONE
202-331-9153
FAX 202-331-9790

The Advertising Council's Campaigns

Campaign	Status	Volunteer Agency	Message
American Red Cross - Corporate	current	J. Walter Thompson	Encourages Americans to support ARC and their disaster programs.
American Red Cross - Blood Donor	current	D'Arcy Masius Benton and Bowles	Encourages blood donations. "Give blood again. It will be felt for a lifetime."
American Red Cross - Health & Safety	developing	Carmichael Lynch, Inc.	Helps people recognize life threatening situations and when to call for help
Anti-Discrimination	current	The Mingo Group	Encourages Americans to "Stop the Hate"
Appreciating the Arts and Humanities	developing	Scali, McCabe, Sloves Inc	Explains there is something for everyone in Arts and Humanities.
Breaking the Cycle of Disadvantage	current	Grey Advertising	Promotes early intervention programs for children in poverty & encourages community involvement.
Breast Cancer Detection	developing	Frank Corbett Inc.	Encourages doctors to promote benefits of mammographs to patients
	developing	BBDO Worldwide	Raises awareness and persuades older women to get mammographs
Child Abuse Prevention	current	Bayer, Bess, Vanderwacker	Asks caretakers to take "Time-out" before taking it out on the child
Child Immunization	pending	Burrell Advertising Inc.	Encourages timely immunization of children.
Crime Prevention	current	Saatchi & Saatchi	
		Vidal Reynardus & Moya	Provides information to help caretakers protect a child from violence
Drug Abuse and AIDS Prevention	current	Della Femina, McNamee	Illustrates how substance abuse can impair your judgement and put you at risk of contracting the HIV/AIDS virus. {Freshening the teen campaign}
	developing	Partners & Shevack	
Drunk Driving Prevention	current	Wells Rich and Greene	Shows how a friend can intervene to keep someone from driving drunk.
Earth Share	current	DDB Needham Worldwide	Urges Americans to take simple steps towards saving environment
Education Reform	current	Young and Rubicam	Focuses on the need to reform our nation's education system and motivates citizens to action.
ESG & R	current	Ross Roy Group	Urges employers to support employees in the National Guard & Reserves
Forest Fire Prevention	current	Foote, Cone & Belding	
		Muse, Cordero, Chen	Uses Smokey Bear to prevent careless forest fires

The Advertising Council's Campaigns

Head Start	developing	Lord Dentsu & Partners	Promotes Head Start and volunteerism at Head Start programs.
Healthy Start	current	Grey Advertising	Aims to decrease infant mortality-encourages prenatal care & offers help
Individual Giving/Volunteer	current	Earle Palmer Brown CO	Urges Americans to "Give Five" - 5% of income/5 hrs volunteering
Junior Achievement	developing	Bozell	Raises awareness of JA programs available for children in grades K-6
NeighborWorks	current	Griffin Bascal Inc.	Targets business sector and urges commitment to strengthening cities.
Nineline Runaway Hotline	current	Young & Rubicam	Offers immediate help to teen runaways.
Organ Donation	developing	Ketchum Communications	Encourages organ and tissue donation
Points of Light Foundation	current	Saatchi & Saatchi Anderson & Lembke	Encourages volunteerism to help solve America's social problems
Recruiting New Teachers	current	Bloom/FCA	Encourages potential teachers to call for info. on how to become a teacher
Recycling	developing current	McCann-Erickson/NY	Encourages consumer to purchase products made from recycled materials Recycling is an easy everyday way to help combat environmental crisis
Safety Belts Education	current	Leo Burnett, USA	Reminds drivers and passengers to buckle-up for safety
Teen Alcoholism Prevention	developing	Ayer, Inc.	Attempts to delay teen's first drink
Understanding Mental Illness	current	Warick Baker & Fiore	Helps the public recognize early warning signs of mental illness
United Negro College Fund	current	Young & Rubicam	Encourages support of UNCF - "A Mind is A Terrible Thing to Waste."
United Way	developing	Lowe & Partners	Promotes support of local United Way fundraising efforts.
The Value of Math and Science	current	Tracy Locke	Challenges children to continue to study math and science

The Advertising Council inc

THE ADVERTISING COUNCIL INC.

Fact Sheet

WHO WE ARE

You may not know us by name but you know who we are. We "take a bite out of crime." We are the "toughest job you'll ever love." We are the Advertising Council, a private, non-profit organization of volunteers who conduct advertising campaigns in the public good.

Since 1942, we have run campaigns on subjects as diverse as crime prevention and child abuse prevention, drunk driving prevention, and drug abuse and AIDS prevention.

HOW WE OPERATE

The Advertising Council receives over 400 requests for campaign support annually. We review each request to determine if it is: non-commercial, non-denominational, non-political; national in scope yet of concern to all communities; applicable to all Americans; proposed by an accredited organization (if the purpose is to raise funds); conducive to effective advertising; and of significant importance.

Once a campaign is accepted by our Board of Directors and major committees, a volunteer advertising agency and a volunteer campaign coordinator (a corporate advertising, communications, or public affairs executive) oversee its development. The client organization and the Council campaign manager are also involved in this phase of the campaign to see that the thrust of advertising is geared to the solution of the problem being addressed. We then prepare and distribute the ads to all major media, which contribute their time and space to our messages.

WHAT WE ACCOMPLISH

The Advertising Council generates more than \$1.1 billion worth of media time and space for public service advertising each year from 22,000 different media outlets who print, broadcast, or display our messages. We reap the creative talent and expertise of 30 leading advertising agencies.

This performance has generated strong, measurable results for the causes we serve. Our campaigns have helped save lives and resources, to educate the American public about issues and concerns of the day and to make America a smarter and healthier country to live in. As our reach extends, our ability to help more causes and more people is enhanced.

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13 Million American Children Can't Get
Across the Poverty Line - Help One Take the
First Step

This public service advertising
campaign was made possible by grants
from these and other supporters:

AT&T Foundation
Mary Reynolds Babcock Foundation
Annie E. Casey Foundation
Coca-Cola Foundation
Commonwealth Fund
Foundation for Child Development
General Mills Foundation
Gerber Companies Foundation
Knight Foundation
Procter & Gamble Fund
Prudential Foundation
Sara Lee Corporation
Smith Richardson Foundation, Inc.
Tiger Foundation

Support for this brochure was provided by a grant
from the New York Life Foundation.

Campaign Sponsors

The Academy for State and Local Government

Trustees include:

Council of State Governments
International City/County Management Association
National Association of Counties
National Conference of State Legislatures
National Governors' Association
National League of Cities
The U.S. Conference of Mayors

13 MILLION
AMERICAN
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CAN'T
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LINE

HELP ONE
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THE ADVERTISING COUNCIL'S GOVERNMENT CAMPAIGNS

AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

MEDIA DONATIONS
(Millions)

DEPARTMENT OF AGRICULTURE

1991 1990 1989

1. FOOD AND NUTRITION SERVICE,
 FOOD AND CONSUMER SERVICES

FOOD STAMP INFORMATION PROGRAM (1988)

-0- \$ 0.3 \$29.2

Encourage food stamp recipients to seek
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2. FOREST SERVICE

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ANSWER THE CENSUS (1950)

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Encourages the U.S. citizens to partici-
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	Will promote timely immunization of our children.			

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PEACE CORPS

16.	OFFICE OF THE DIRECTOR	PEACE CORPS (1961)	\$9.9	\$ 9.1	\$18.1
		Encourages colleges graduates to consider two years in the Peace Corps as part of their career development.			

ENVIRONMENT PROTECTION AGENCY

17.	OFFICE OF RADIATION	RADON PROTECTION (1989)	\$15.2	\$20.0	\$16.3
		Aims to raise public awareness of the radon problem and motivates to test.			

PRESIDENTIAL COMMISSION

18.	COMMISSION OF THE BICENTENNIAL OF THE U.S. CONSTITUTION	COMMEMORATION OF THE BICENTENNIAL OF THE U.S. CONSTITUTION (1987)	\$ 1.3	\$ 7.4	\$30.5
		Honors the 200th anniversary of the Constitution and aims to increase public awareness of the Constitution in a manner which will have long term impact.			

AGENCY AS CAMPAIGN SPONSOR

CAMPAIGNS OBJECTIVES

MEDIA DONATIONS
(Millions)

		<u>1991</u>	<u>1990</u>	<u>1989</u>
19.	DEPARTMENT OF JUSTICE			
	CRIME PREVENTION (1980)	\$60.3	\$50.6	\$17.0
	Motivates individuals to organize to address crime in their neighborhoods			
20.	DEPARTMENT OF EDUCATION			
	EDUCATION REFORM (1993)	n/a	n/a	n/a
	Raises awareness that all our schools can improve to better prepare our children for the future.			
	TOTAL:	<u>\$457.1</u>	<u>\$452.2</u>	<u>\$341.0</u>

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ANNUAL REPORT TO THE AMERICAN PEOPLE 1991-1992



THE ADVERTISING COUNCIL, INC.

50TH YEAR ANNIVERSARY

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PUBLIC SERVICE ADVERTISING BULLETIN

MAY-JUNE 1993

Number 140

Poll Demonstrates Campaign Success

THANKS TO YOU

A new survey conducted by Louis Harris shows that more and more Americans are answering the call to national service as expressed in President Clinton's inaugural address. The survey, on behalf of Recruiting New Teachers, Inc. (RNT), reports that of the more than 720,000 individuals who have called the RNT hotline in the past four years, more than 20 percent have entered the teaching field. The vast majority had no teaching background before calling RNT.

One of the Ad Council's most successful direct response campaigns, RNT's current "Be a Teacher. Be a Hero." public service campaign elicits an average of 3,500 inquiries every week. Callers receive printed information on how to become a teacher. Approximately 30 percent of callers subsequently decide to enter RNT's national database of teacher candidates.

"The individuals who are calling RNT have very realistic expectations regarding the teaching profession," said poll taker Harris. "They know they will not get rich. But they are driven by a sense of public responsibility that augurs well for the planners of President Clinton's proposed national service programs." "Three-quarters of all respondents reported that the Ad Council ad "got them excited about teaching."

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New Radio PSAs to Help Prevent Carjacking

Carjacking is a threat that has surged in many communities in the past year or so. It occurs when a motorist is forcibly robbed of a vehicle. Estimates range as high as 20,000 carjackings per year nationwide.

To promote public awareness of how to protect against carjacking, the National Crime Prevention Council (NCPC) is working with the Ad Council to develop a new radio campaign to advise people who drive cars on the simple steps they can take to reduce the

risk of being carjacked. Tips, which expand on the basic advice to "Lock up, roll up, look around" — include making sure doors are locked and windows are rolled up and that motorists remain alert to their surroundings at all times. The NCPC also suggests traveling with others when possible, keeping valuables out of view, and parking in well-traveled and well-lighted areas.

The campaign was developed rapidly by Saatchi & Saatchi Advertising

See Page 2 Carjacking

Mental Health Bell Rings Out Hope

May is National Mental Health Month and volunteers and staff of Mental Health Associations throughout the U.S. are celebrating the 40th anniversary of their symbol of hope, vision, and liberty — the Mental Health Bell. The 300 pound bell, on display in the headquarters of the National Mental Health Association in Alexandria, VA, was cast in 1953 from shackles and chains that once restrained people in mental institutions. Inscribed with the message, "This bell shall ring out hope," it represents vision and lib-

erty for all people suffering from mental illness.

Treatment for mental illness has come a long way since the barbaric use of steel handcuffs and leg irons as treatment. In fact, two out of three people who get help for a mental or emotional illness get better. In its work with the National Mental Health Association, the Ad Council has helped raise public awareness of mental illness with PSAs, created by volunteer agency Warwick Baker & Fiore, Inc., that help people recognize the warning signs, so more people who need help can get it.

