

HOW TO SUPPORT OUR PSAS



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OUR IMPACT

Discovering Nature

In 2017 alone, there were over **196,500 searches** for local forests and parks on DiscovertheForest.org.

Ending Hunger

Passion for the issue of ending hunger grew from 35% in 2015 to **50% in 2017**.

Diversity & Inclusion

Since launch, our original Emmy award winning "Love Has No Labels" PSA has been **viewed over 169 million times**.

We settle for nothing less than a **lasting impact** on American life.

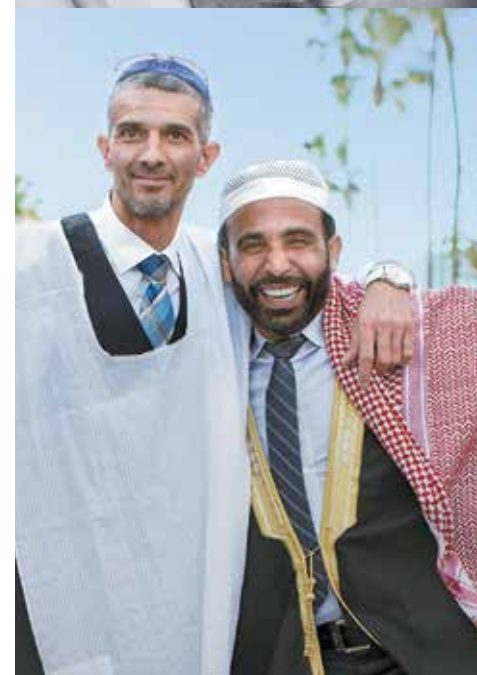
Reducing Food Waste

Since launching in May 2017, **over 560,000 unique customers** used the innovative Save The Food Amazon Alexa skill.

Where substance meets scale.
 Where creativity meets cause.



ad
 COUNCIL



We are the Ad Council and together we make progress.



PSA Planning Calendar | 2019

MISSION

The causes that change America. The creative that changes minds. The Ad Council originates, vets, produces, and activates campaigns that move this country forward.

SPONSORS

Campaign	Sponsor Organization	Campaign	Sponsor Organization
Adoption from Foster Care	U.S. Department of Health and Human Services' Children's Bureau, AdoptUSKids	High Blood Pressure Control	American Heart Association, American Stroke Association, and American Medical Association
Alzheimer's Awareness	Alzheimer's Association	High School Equivalency	Dollar General Literacy Foundation
Autism Awareness	Autism Speaks	Job Training & Employment	Goodwill Industries International
Breast Cancer Risk Education	Susan G. Komen	Learning & Attention Issues	Understood
Bullying Prevention	Ad Council	LGBT Acceptance	The Gill Foundation
Buzzed Driving Prevention	National Highway Traffic Safety Administration	Lung Cancer Screening	American Lung Association
Caregiver Assistance	AARP	Reducing Food Waste	Natural Resources Defense Council
Child Car Safety	National Highway Traffic Safety Administration	Saving for Retirement	AARP
Discovering Nature	U.S. Forest Service	Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund®
Diversity & Inclusion	Ad Council	Suicide Prevention	American Foundation for Suicide Prevention and The Jed Foundation (JED)
Drug-Impaired Driving Prevention	National Highway Traffic Safety Administration	Texting and Driving Prevention	National Highway Traffic Safety Administration
Emergency Preparedness	Federal Emergency Management Agency	The Truth About Opioids	Office of National Drug Control Policy
Emergency Preparedness—NYC	New York City Emergency Management Department	Type 2 Diabetes Prevention	American Medical Association and Centers for Disease Control and Prevention
Empowering Girls in STEM	Ad Council	Underage Drinking and Driving Prevention	National Highway Traffic Safety Administration
Ending Hunger	Feeding America	Wildfire Prevention	U.S. Forest Service, National Association of State Foresters
Fatherhood Involvement	U.S. Department of Health and Human Services Administration for Children and Families, National Responsible Fatherhood Clearinghouse		
Gun Safety	Brady Campaign and Center to Prevent Gun Violence		

Q1 | 2019

January

Financial Wellness Month
Saving for Retirement
New Year's Resolution
Bullying Prevention
Emergency Preparedness ⓘ
High Blood Pressure Control ⓘ
High School Equivalency ⓘ
Job Training & Employment ⓘ
Saving for Retirement
Type 2 Diabetes Prevention ⓘ
Winter Weather Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Martin Luther King Jr. Day 21
Diversity & Inclusion
No Name-Calling Week 21-25
Bullying Prevention

February

American Heart Month
High Blood Pressure Control ⓘ

Type 2 Diabetes Prevention ⓘ
Black History Month
Breast Cancer Risk Education
Diversity & Inclusion
Spay/Neuter Awareness Month
Shelter Pet Adoption
Super Bowl Sunday 3
Buzzed Driving Prevention ⓘ
Reducing Food Waste
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention
Spring Cleaning
Job Training & Employment ⓘ
Women's History Month
Breast Cancer Risk Education
Diversity & Inclusion
Empowering Girls in STEM
St. Patrick's Day 17
Buzzed Driving Prevention ⓘ
Underage Drinking
and Driving Prevention

March

Fire Season in the South & Southwest
Emergency Preparedness ⓘ
Wildfire Prevention



01 | JANUARY

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02 | FEBRUARY

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03 | MARCH

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April

Autism Awareness Month
Autism Awareness ⓘ
Celebrate Diversity Month
Diversity & Inclusion
LGBT Acceptance
Distraction Awareness Month
Texting and Driving Prevention ⓘ
Financial Literacy Month
Saving for Retirement
National Minority Health Month
Autism Awareness ⓘ
Breast Cancer Risk Education
High Blood Pressure Control ⓘ
Lung Cancer Screening
Type 2 Diabetes Prevention ⓘ
Youth Violence Prevention Week 8-12
Bullying Prevention
Suicide Prevention
Earth Day 22
Discovering Nature ⓘ
Job Training & Employment ⓘ

Reducing Food Waste
Wildfire Prevention
Arbor Day 26
Discovering Nature ⓘ
Wildfire Prevention

May

American Stroke Month
High Blood Pressure Control ⓘ
Type 2 Diabetes Prevention ⓘ
Clean Air Month
Discovering Nature ⓘ
High Blood Pressure Awareness Month
High Blood Pressure Control ⓘ
Mental Health Awareness Month
Suicide Prevention
National Foster Care Month
Adoption from Foster Care ⓘ
National Pet Month
Shelter Pet Adoption
National Teen Self-Esteem Month
Bullying Prevention
Suicide Prevention

National Youth Traffic Safety Month
Child Car Safety ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention
Older Americans Month
Alzheimer's Awareness
Caregiver Assistance ⓘ
Diversity & Inclusion
Prom Season
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention
Goodwill Industries Week 5-11
Job Training & Employment ⓘ
National Small Business Week 5-11
Emergency Preparedness ⓘ
Hurricane Preparedness Week 7-13
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
National Prevention Week 12-18
The Truth About Opioids

National Women's Health Week 12-18
Breast Cancer Risk Education
High Blood Pressure Control ⓘ
Lung Cancer Screening
Type 2 Diabetes Prevention ⓘ
Mother's Day 12
Adoption from Foster Care ⓘ
Alzheimer's Awareness
Breast Cancer Risk Education
Caregiver Assistance ⓘ
LGBT Acceptance
Memorial Day 27
Buzzed Driving Prevention ⓘ
Child Car Safety ⓘ
LGBT Acceptance
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention

June

Adopt a Cat Month
Shelter Pet Adoption

Alzheimer's and Brain Awareness Month
Alzheimer's Awareness
Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention
Start of Hurricane Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
LGBT Pride Month
Bullying Prevention
Diversity & Inclusion
LGBT Acceptance
National Homeownership Month
Emergency Preparedness ⓘ
National Safety Month
Bullying Prevention
Buzzed Driving Prevention ⓘ
Child Car Safety ⓘ
Drug-Impaired Driving Prevention
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Gun Safety
Texting and Driving Prevention ⓘ

The Truth About Opioids
Underage Drinking
and Driving Prevention
Wildfire Prevention
Summer Hot Topics
Buzzed Driving Prevention ⓘ
Discovering Nature ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
Ending Hunger ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention
Father's Day 16
Adoption from Foster Care ⓘ
Alzheimer's Awareness
Caregiver Assistance ⓘ
Fatherhood Involvement ⓘ
LGBT Acceptance

04 | APRIL

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05 | MAY

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06 | JUNE

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Q3 | 2019



July

Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention
Hurricane Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Summer Hot Topics
Buzzed Driving Prevention ⓘ
Discovering Nature ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
Ending Hunger ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention
Independence Day 4
Buzzed Driving Prevention ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
LGBT Acceptance
Reducing Food Waste
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention

August

Back to School
Bullying Prevention
Diversity & Inclusion
Empowering Girls in STEM
High School Equivalency ⓘ
Job Training & Employment ⓘ
Learning & Attention Issues ⓘ
Suicide Prevention
Underage Drinking
and Driving Prevention
Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention
Hurricane Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Summer Hot Topics
Buzzed Driving Prevention ⓘ
Discovering Nature ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
Ending Hunger ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking
and Driving Prevention

September

Atrial Fibrillation Awareness Month
High Blood Pressure Control ⓘ
Back to School
Bullying Prevention
Diversity & Inclusion
Empowering Girls in STEM
High School Equivalency ⓘ
Job Training & Employment ⓘ
Learning & Attention Issues ⓘ
LGBT Acceptance
Suicide Prevention
Underage Drinking
and Driving Prevention
Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention
Hunger Action Month*
Ending Hunger ⓘ
Hurricane Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
National Healthy Cat Month
Shelter Pet Adoption

National Preparedness Month
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Responsible Dog Ownership Month
Shelter Pet Adoption
National Suicide Prevention Month
Suicide Prevention
Labor Day 2
Buzzed Driving Prevention ⓘ
Child Car Safety ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
LGBT Acceptance
Underage Drinking
and Driving Prevention
National Hispanic Heritage Month Sep 15-Oct 15
Caregiver Assistance ⓘ
Diversity & Inclusion
Child Passenger Safety Week 15-21
Child Car Safety ⓘ
Ally Week Sep 24-26
Bullying Prevention

07 | JULY

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08 | AUGUST

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09 | SEPTEMBER

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October

Adopt a Dog Month
Shelter Pet Adoption
Crime Prevention Month
Gun Safety
Hurricane Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Learning Disabilities Awareness Month
Learning & Attention Issues ⓘ
LGBT History Month
Diversity & Inclusion
LGBT Acceptance
National Breast Cancer Awareness Month
Breast Cancer Risk Education
National Bullying Prevention Month
Bullying Prevention
LGBT Acceptance
National Disability Employment Awareness Month
Diversity & Inclusion

National Financial Planning Month
Saving for Retirement
National Hispanic Heritage Month Sep 15-Oct 15
Caregiver Assistance ⓘ
Diversity & Inclusion
Fire Prevention Week 6-12
Emergency Preparedness ⓘ
Wildfire Prevention
National Teen Driver Safety Week 20-26
Texting and Driving Prevention ⓘ
Halloween 31
Buzzed Driving Prevention ⓘ
Drug-Impaired Driving Prevention
Job Training & Employment ⓘ
Texting and Driving Prevention ⓘ

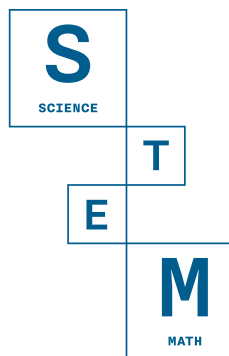
Buzzed Driving Prevention ⓘ
Caregiver Assistance ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
Fatherhood Involvement ⓘ
Ending Hunger ⓘ
Job Training & Employment ⓘ
LGBT Acceptance
Reducing Food Waste
Type 2 Diabetes Prevention ⓘ
End of Hurricane Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Lung Cancer Awareness Month
Lung Cancer Screening
National Adoption Month
Adoption from Foster Care ⓘ
National Alzheimer's Disease Awareness Month
Alzheimer's Awareness
National Family Caregivers Month
Alzheimer's Awareness
Caregiver Assistance ⓘ
National Animal Shelter Appreciation Week 3-9
Shelter Pet Adoption

Veterans Day 11
Alzheimer's Awareness
LGBT Acceptance
Thanksgiving 28
Diversity & Inclusion
Ending Hunger ⓘ
Reducing Food Waste
Type 2 Diabetes Prevention ⓘ

December

Holiday Season
Adoption from Foster Care ⓘ
Alzheimer's Awareness
Buzzed Driving Prevention ⓘ
Caregiver Assistance ⓘ
Diversity & Inclusion
Drug-Impaired Driving Prevention
Fatherhood Involvement ⓘ
Ending Hunger ⓘ
Job Training & Employment ⓘ
LGBT Acceptance
Reducing Food Waste
Type 2 Diabetes Prevention ⓘ

New Year's Eve 31
Buzzed Driving Prevention ⓘ
Drug-Impaired Driving Prevention



10 | OCTOBER

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11 | NOVEMBER

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12 | DECEMBER

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ⓘ Materials available in Spanish in some media.