

The Advertising Council inc

File Advertising

Eva Kasten
Executive Vice President
Ms. Margaret A. Williams
Assistant to the President
and Chief of Staff to the First Lady
The White House, West Wing
Washington, DC 20500

April 24, 1995

request for quote from
HRC re: Commitment
2000 Initiative of
Advertising Council
to be released in
press materials

Dear Maggie:

I am writing to request your assistance in securing a quote from the First Lady endorsing the Advertising Council's new initiative Commitment 2000: Raising a Better Tomorrow. We would be honored if the First Lady would reference this new direction when she addresses the Washington Conference on May 8, 1995.

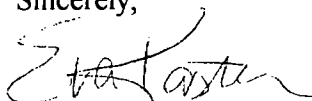
This new initiative will be unveiled on May 15, 1995 with the Ad Council's Board of Directors at a New York press conference. We will announce that, effective immediately, The Advertising Council will grow aggressively to focus more resources to directly benefit the health and well-being of America's youth (0-21). We would like to include the quote in the press materials issued in conjunction with this press event therefore if we could receive a quote by May 4, it would be helpful.

As part of Commitment 2000, the Council will develop multiple, multi-year public service advertising campaigns focused on providing Americans with specific action steps and preventive measures to improve the lives of children and youth living in this country. Commitment campaigns will address many different social issues ranging from healthcare and education to family and community concerns.

I have attached some background information on the Council that may prove useful when the speech-writer drafts the First Lady's remarks for May 8. I have also included a draft of a quote; this is only meant to give you an idea of the type of language we are looking for. Rest assured, I will be happy to address any needs you may have to make this a most enjoyable and successful event for the First Lady.

Maggie, it was nice to see you last week. I understand we are on-hold with the Stop Teen Pregnancy campaign until some decisions are made regarding the brochure. I would be happy to work with you and the team to resolve these issues. Let me know if I can provide any assistance.

Sincerely,


Eva Kasten

cc: Lisa Caputo, Deputy Assistant to the President and Press Secretary

The Advertising Council inc

Suggested Quote

“I commend the Ad Council’s efforts to help our country’s most precious resource: our children. **Commitment 2000: Raising a Better Tomorrow** will amplify the soft cries of our youth and help motivate adults to act on their behalf. The Council’s commitment is about enabling youth to realize their full potential, and that’s something we all care about.”

The Advertising Council inc

The Advertising Council, Inc. Background Information

- The Advertising Council is the largest provider of public service advertising programs in the United States. The Council is credited with creating the category of public service advertising over 53 years ago.
- Last year, the media in this country donated over \$600 million in free time and space to the Council's public service campaigns. These generous contributions make the Council one of the top twenty-five advertisers in the country.
- Next week, (May 15), the Ad Council's Board of Directors will announce a major new initiative that will guide the organization's work well into the next century. The initiative, titled **Commitment 2000: Raising a Better Tomorrow.**, Effectively immediately, all campaigns accepted by the Ad Council's Board of Directors will focus on benefiting the health and well-being of America's youth (ages 0-21). As part of Commitment 2000, the Council will develop multiple, multi-year public service campaigns all focused on providing Americans with specific action steps and preventive measures to improve the lives of children and youth living in this country. Commitment campaigns will address many different social issues ranging from healthcare and education to family and community concerns.
- While many of the Council's messages have become a part of the American vernacular, including *Take a Bite Out of Crime*, *Friends Don't Let Friends Drive Drunk*, *A Mind is a Terrible Thing to Waste* and *Remember....Only You Can Prevent Forest Fires* they have also produced measurable results.

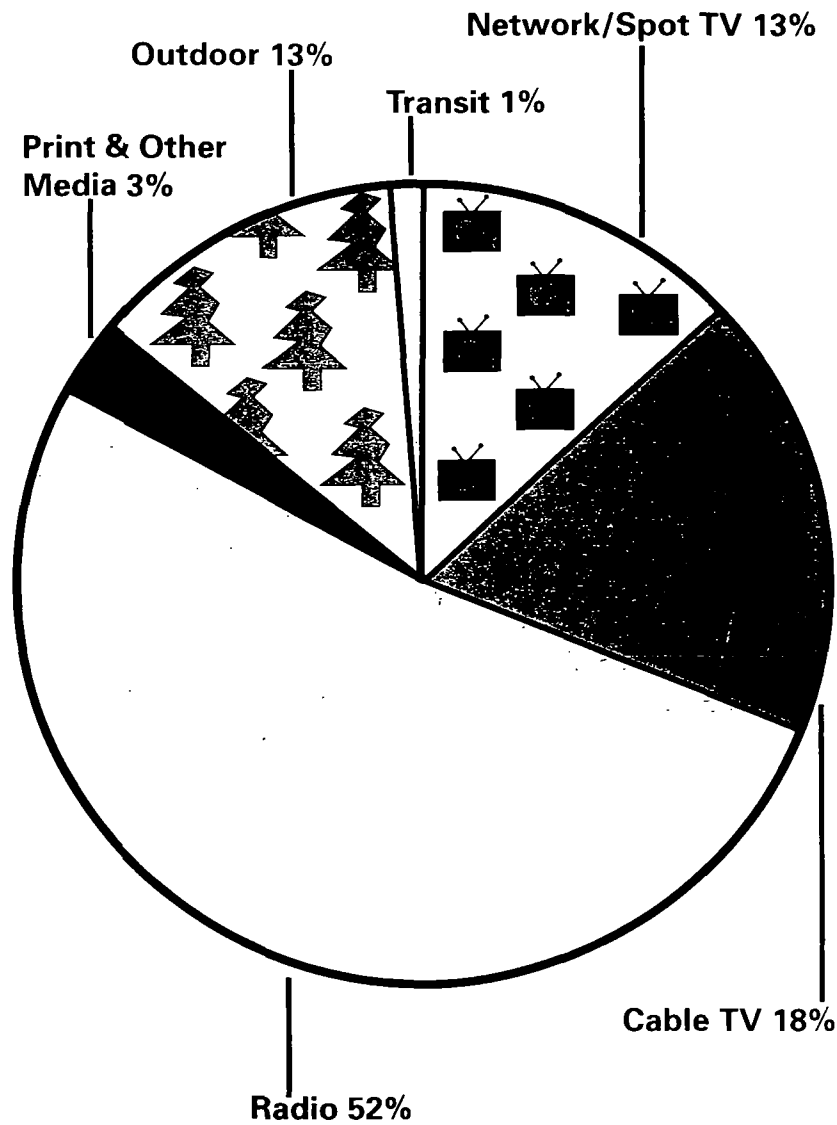
This year's *crime prevention* PSA featuring President Clinton received a record number of responses with 67,000 calls to the toll-free hotline 1-800-WE-PREVENT.

Our *safety belt education* campaign, featuring crashdummies Vince and Larry, has helped bring motor vehicle crash deaths to the lowest level in 30 years. Safety Belt usage is credited with saving over 40,000 lives since it began in 1983.

Smokey Bear, an American icon, celebrated his 50th birthday last year. Since the start of this campaign, the acreage of public lands lost to wildfires has decreased by over 80 percent despite the fact 14 times as many people visit our national forests now than in the 1940's.

In the 22 years since our campaign for the *United Negro College Fund* was launched, close to 1 billion dollars has been raised and provided to UNCF colleges. Close to 150,000 students have graduated thanks to UNCF funding.

January - December 1993



Total Donated Media Value \$49,904,000

For more information, write Public Service Ads, National Crime Prevention Council, 1700 K Street, NW, Second Floor, Washington DC 20006-3817.



The Advertising Council, Inc., is the nation's premier public service communications group, marshaling the talents of top-flight advertising firms on a volunteer basis to encourage local action across the nation on important social issues. For the National Citizens' Crime Prevention Campaign, Saatchi & Saatchi provides help with general market advertising; Vidal, Reynardus & Moya produces Spanish-language advertising.



Publication Funded by
Bureau of Justice Assistance
Office of Justice Programs ■ U.S. Department of Justice

The Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice is the core funder for the National Citizens' Crime Prevention Campaign and a major partner in the campaign.



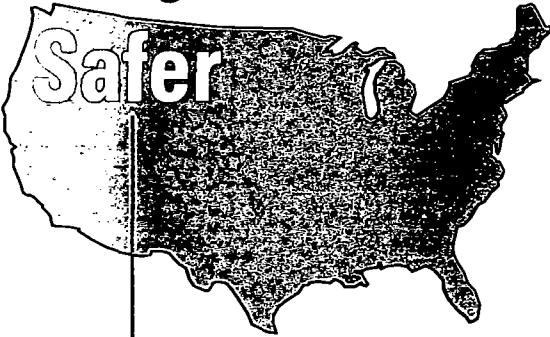
The National Crime Prevention Council, a private nonprofit organization, manages the day-to-day work of the Crime Prevention Coalition and the National Citizens' Crime Prevention Campaign, including McGruff the Crime Dog® and the Take A Bite Out Of Crime slogan.

This publication was funded under Cooperative Agreement 92-DD-CX-K022 between the National Crime Prevention Council and the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. 12/94.



10 BARQ

Making Our Nation



the

Impact

of
Public
Service
Advertising

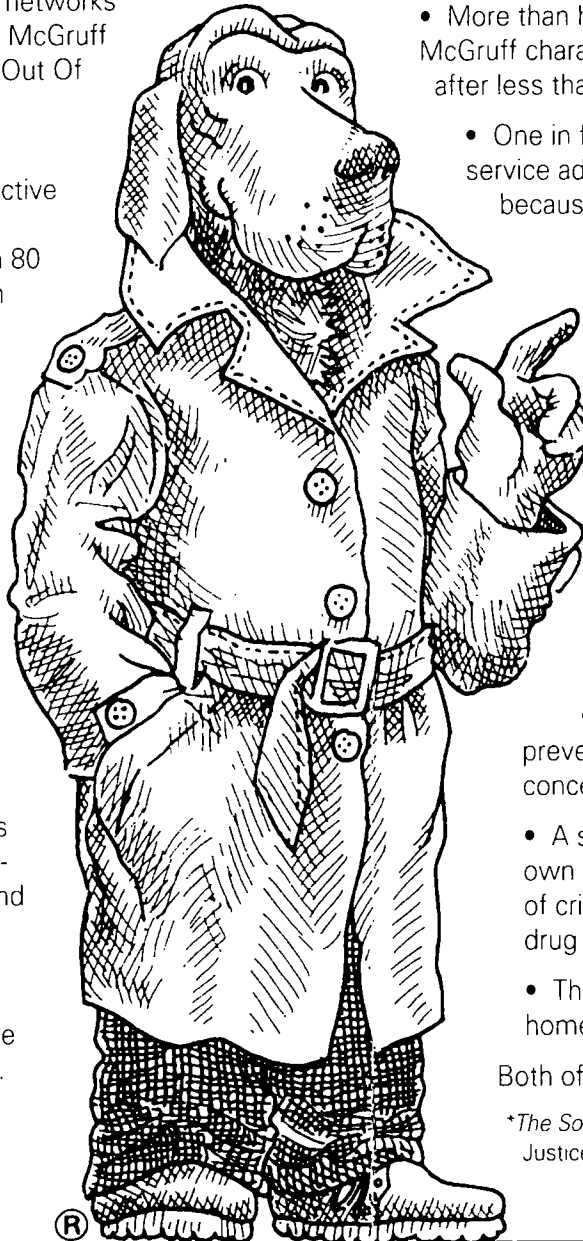
The National Citizens' Crime Prevention Campaign

Public Service Advertising Changes Attitudes, Generates Preventive Action

In 1980, the National Citizens' Crime Prevention Campaign was launched to motivate individuals to take personal and community actions to prevent crime. Public service advertising was coupled with educational materials and training to help local communities and statewide networks as well as individuals in these efforts. McGruff the Crime Dog® and the "Take A Bite Out Of Crime" slogan were created as the campaign's trademarks.

Today, this campaign is a thriving, effective blend of communications and action initiatives that has reached better than 80 percent of Americans. Key partners in the campaign include the Crime Prevention Coalition (more than 120 national, federal, and state organizations), the Advertising Council, Inc., the U.S. Department of Justice (Office of Justice Programs, Bureau of Justice Assistance), and the National Crime Prevention Council.

Public service advertising depends on the nation's mass communications media to donate valuable print space and air time to convey messages about issues of vital importance. The National Citizens' Crime Prevention Campaign generates nearly \$100 worth of donated advertising for every \$1 spent in developing and distributing its ads (in addition to the value of the donated services of the partner advertising agencies). Since 1980, the campaign has garnered more than \$500 million worth of advertising.



*The **first national independent evaluation** (1980-1982) by University of Denver of the initial public service advertising documented among other findings that*

- More than half of adults recognized the McGruff character and his action messages after less than two years.
- One in four of those who saw the public service ads had taken some preventive action because of the messages.

*The **second national independent evaluation*** (1990-1992) conducted by the University of Wisconsin showed that*

- Better than four out of five adults recalled having seen the McGruff public service messages (PSAs). Half of adults recalled the current anti-violence messages.
- One third who had seen the PSAs had learned from them; one fifth who had seen them had taken preventive actions. This translates to a benefit/cost ratio of 2.2 cents for each person who learned from the PSAs and 2.9 cents for each person who took action.
- Almost half reported feeling more personally responsible for preventing crime; slightly more than half said they had become more concerned about the crime problem.
- A substantial majority said the PSAs were effective in increasing their own crime prevention awareness (70 percent) and children's awareness of crime prevention (90 percent). Children's and adults' awareness of drug abuse prevention had also increased (88 and 90 percent respectively).
- The PSAs were particularly effective in reaching parents with children at home; less-educated, lower-income citizens; women; and African Americans.

Both of these evaluations were funded by the U.S. Department of Justice.

**The Social Impact of the National Citizens' Crime Prevention Campaign published by the Bureau of Justice Assistance, Office of Justice Programs, U.S. Department of Justice, November 1993.*

*Spanish Language
1-800-727-UNETE*



Total Requests 228,346

*General Market
1-800-WE-PREVENT*



*Children's Market
Scruff and McGruff*



5,622

69,098

153,626

The public service ads generated these requests in just one year (Fiscal Year 1994).

The Advertising Council, Inc.

FACT SHEET

WHO WE ARE

Since 1942, the Ad Council has been the leading producer of public service advertising. You may not know us by name, but you do know our messages. We "Take a Bite Out of Crime." We tell you to "Buckle Your Safety Belt" and that "Friends Don't Let Friends Drive Drunk." We are The Advertising Council, a private, non-profit organization of volunteers who conduct advertising campaigns for the public good.

HOW WE OPERATE

Over 400 requests for campaign support are received annually. For a campaign to be selected it must be non-commercial, non-denominational, non-political; national in scope, yet of concern to all communities; proposed by an accredited organization (if the purpose is to raise funds); conducive to effective advertising; applicable to all Americans; and of significant importance.

When 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 an Ad Council campaign manager are also involved to ensure that the thrust of the advertising is geared toward the solution of the problem being addressed. The ads are then prepared and distributed by the Ad Council to all major media, which contribute their time and space to our messages.

WHAT WE ACCOMPLISH

The Advertising Council generates more than \$600 million 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.

This performance has generated strong, measurable results for the causes we serve. Our campaigns have helped to 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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The Public Service Advertising Bulletin

MAY - JUNE 1995

NO. 151



Ad Council Reports on the Most Popular Print Campaigns of 1994

In 1994, the following Ad Council campaigns were most heavily supported by donated newspaper and magazine space across the country.

Newspaper

1. **Buy Recycled.** Newspapers across the country are helping to trumpet the "Buy Recycled and Save" message.
2. **Forest Fire Prevention.** After more than 50 years, Smokey Bear remains a favorite of newspapers.
3. **Earth Share.** Newspapers have responded to readers' increasing environmental concerns by running these PSAs that tell people what they can do to help.



4. **Infant Immunization.** Newspapers are helping to educate their readers on the importance of immunizing their children.

Crime Prevention. McGruff and his crime prevention tips are well known to newspaper readers.

5. **Domestic Violence.** Newspapers have been reminding people that "there's no excuse for domestic violence" for almost a year.

Consumer Magazines

1. **Buy Recycled.** Magazines are also doing their part to convince Americans to buy products made from recycled materials.

(Continued on page 3)

Thanks to You...

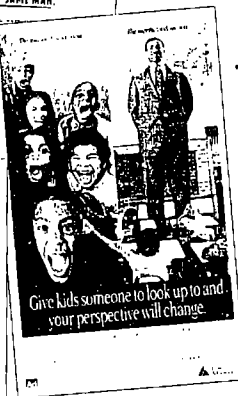
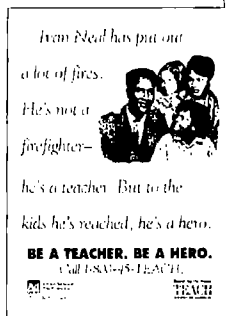
The media's support of the Ad Council really makes a difference. Thanks to the generous donation of media time and space, the Ad Council can report the following results:

Appreciating the Arts & Humanities.

Since this campaign began in 1993, more than 108,000 people have received information on exploring the arts and humanities in their own communities.

Crime Prevention. More than 100,000 Scruff Activity Books have been requested through the use of the advertising in 1994. Additionally, in the first six months that the PSA with President Clinton aired, 45,000 people called the crime prevention hotline requesting more information on how to stop crime and violence in their communities.

Domestic Violence Prevention. Since this campaign was launched in July 1994, more than 27,000 people have requested



action kits that explain how they can help prevent domestic violence.

Head Start. More than 12,000 callers to the Head Start hotline have been put in touch with local Head Start sites where they can volunteer.

Infant Immunization. About 2,500 people per month call the hotline to get more information about immunization.

Junior Achievement. This campaign generated 16,000 calls to its toll-free hotline and recruited 1,600 new elementary school volunteers in less than a year.

Organ & Tissue Donation. Since this campaign was launched in July 1994, almost 20,000 people have requested information on organ and tissue donation.

Recruiting New Teachers. More than 941,000 people have called the campaign's hotline since 1988. More importantly, more than 60,000 of those callers have become teachers.

Clinton Presidential Records Digital Records Marker

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This marker identifies the place of a publication.

Publications have not been scanned in their entirety for the purpose of digitization. To see the full publication please search online or visit the Clinton Presidential Library's Research Room.



Opening the
eyes
ears
hearts
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minds
of millions

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