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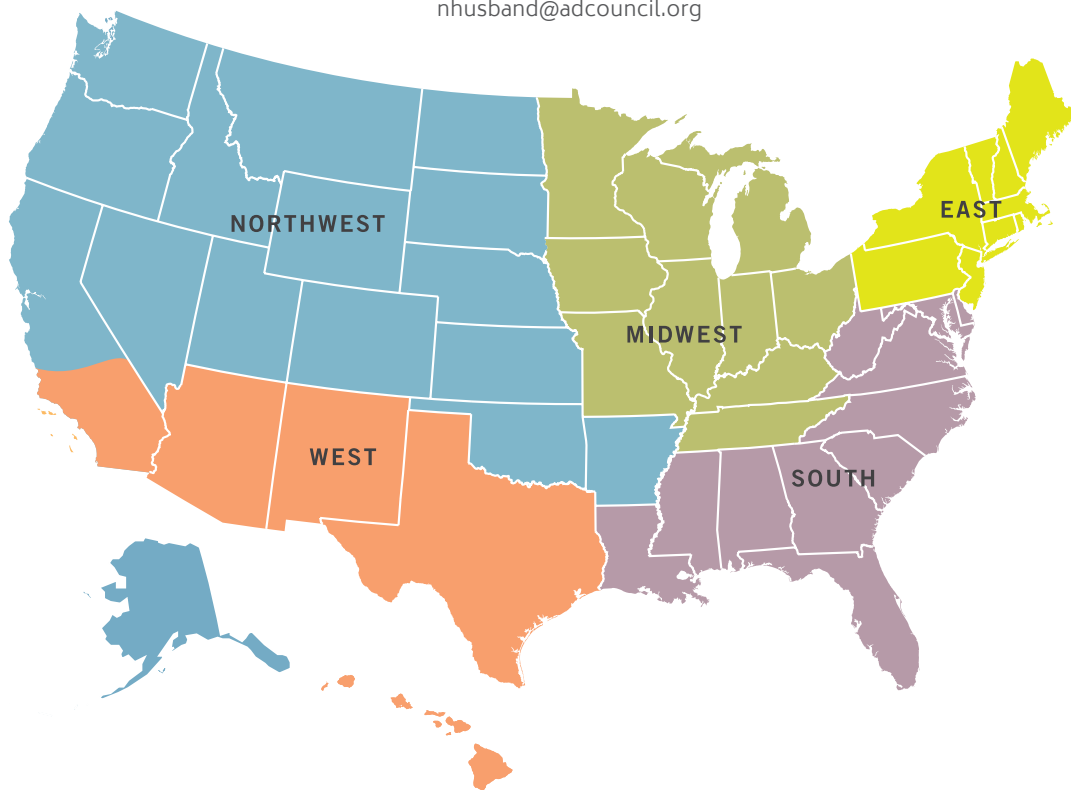
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2017

365 days of social good

PSA Planning Calendar



Ad Council

To order PSAs, call 1-800-933-7727 or visit PSACentral.org.

over **56K**
visitors made a savings plan on our Financial Literacy website



Bullying Prevention videos amassed **215M** impressions in a single day on YouTube's masthead



Our latest Love Has No Labels video, #WeAreAmerica, garnered



32.5M views & **728K** shares in one week

Calls to the AARP Caregiving Resource Center more than **TRIPLED** post launch



Searches for pet adoptions on ShelterPetProject.org **DOUBLED** in 2015



Our College Access resources page received over **5M** more page views than in 2014



Texting and Driving Prevention's "I won't snap and drive" Snapchat filter resulted in over **70M** views in one day



The Job Training & Employment campaign drove more than **363M LBS.** of donated goods to Goodwill® in the past two and a half years



Mission

To identify a select number of significant public issues and stimulate action on those issues through communications programs that make a measurable difference in our society.

Sponsors

CAMPAIGN	SPONSOR ORGANIZATION	CAMPAIGN	SPONSOR ORGANIZATION
Adoption from Foster Care	U.S. Department of Health and Human Services Administration for Children and Families, AdoptUSKids	High School Equivalency	Dollar General Literacy Foundation
Autism Awareness	Autism Speaks	Hunger Prevention	Feeding America
Breast Cancer Risk Awareness	Susan G. Komen	IT'S ON US: Sexual Assault Prevention	Civic Nation
Bullying Prevention	Ad Council	Job Training & Employment	Goodwill Industries International™
Buzzed Driving Prevention	National Highway Traffic Safety Administration	Learning & Attention Issues	Understood
Caregiver Assistance	AARP	Lung Cancer Screening	American Lung Association
Child Passenger Safety	National Highway Traffic Safety Administration	Meals on Wheels Volunteer Recruitment	Meals on Wheels America
Childhood Exposure to Violence	Futures Without Violence	Pathways to Employment	Year Up
College Access	Get Schooled	Recycling	Keep America Beautiful
Discovering Nature	U.S. Forest Service	Reducing Food Waste	Natural Resources Defense Safety Administration
Diversity & Inclusion	Anti-Defamation League, Southern Poverty Law Center, Human Rights Campaign, American Association of People with Disabilities (AAPD), AARP, Perception Institute, The Coca-Cola Company, PepsiCo, P&G, Unilever and State Farm®, Google, Johnson & Johnson, Bank of America, Wells Fargo	Saving for Retirement	AARP
Emergency Preparedness	Federal Emergency Management Agency	Seat Belt Safety	National Highway Traffic Safety Administration
Emergency Preparedness—NYC	New York City Emergency Management Department	Shelter Pet Adoption	The Humane Society of the United States, Maddie's Fund®
Fatherhood Involvement	U.S. Department of Health and Human Services Administration for Children and Families, National Responsible Fatherhood Clearinghouse	Stroke Awareness	American Heart Association, American Stroke Association
Financial Literacy	American Institute of CPAs	Supporting Minority Education	United Negro College Fund
High Blood Pressure	American Heart Association, American Stroke Association	Teacher Recruitment	TEACH.org
		Texting and Driving Prevention	National Highway Traffic Safety Administration
		Type 2 Diabetes Prevention	American Diabetes Association, American Medical Association, and Centers for Disease Control and Prevention
		Underage Drinking and Driving Prevention	National Highway Traffic Safety Administration
		Wildfire Prevention	U.S. Forest Service, National Association of State Foresters

PSA Planning Calendar

Q1 2017

January

College Application Season
College Access
Supporting Minority Education
Teacher Recruitment
Financial Wellness Month
Financial Literacy
National Mentoring Month
Pathways to Employment
New Year's Resolution
College Access
Emergency Preparedness ⓘ
Financial Literacy
High School Equivalency ⓘ
Type 2 Diabetes Prevention ⓘ
Winter Weather Season
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Martin Luther King Jr. Day 16
Diversity & Inclusion
Pathways to Employment
Supporting Minority Education
No Name-Calling Week 16-20
Bullying Prevention

February

American Heart Month
High Blood Pressure
Stroke Awareness
Type 2 Diabetes Prevention ⓘ
Black History Month
Diversity & Inclusion
Pathways to Employment
Supporting Minority Education
Financial Aid Awareness Month
College Access
Financial Literacy
Spay/Neuter Awareness Month
Shelter Pet Adoption
Super Bowl Sunday 5
Buzzed Driving Prevention ⓘ
Texting and Driving Prevention ⓘ
Valentine's Day 14
Diversity & Inclusion
World Spay Day 28
Shelter Pet Adoption

March

Fire Season in the South & Southwest
Emergency Preparedness ⓘ
Wildfire Prevention ⓘ
National Developmental Disabilities Awareness Month
Diversity & Inclusion
Spring Break
Buzzed Driving Prevention ⓘ
Seat Belt Safety ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention
Spring Cleaning
Job Training & Employment ⓘ
International Women's Day 8
Diversity & Inclusion
St. Patrick's Day 17
Buzzed Driving Prevention ⓘ
Diabetes Alert Day 28
Type 2 Diabetes Prevention ⓘ

January

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February

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March

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Q2 2017

April

Autism Awareness Month
Autism Awareness ⓘ
Celebrate Diversity Month
Diversity & Inclusion
Distracted Driving Month
Texting and Driving Prevention ⓘ
Financial Literacy Month
Financial Literacy
Saving for Retirement
National Minority Health Month
Autism Awareness ⓘ
High Blood Pressure
Stroke Awareness
World Autism Awareness Day 2
Autism Awareness ⓘ
Youth Violence Prevention Week 3-7
Bullying Prevention
National Day of Silence 21
Bullying Prevention
Earth Day 22
Discovering Nature ⓘ
Recycling ⓘ

Reducing Food Waste
Wildfire Prevention ⓘ
Arbor Day 28
Discovering Nature ⓘ
Wildfire Prevention ⓘ
National PrepareAthon! Day 30
Emergency Preparedness ⓘ
National Small Business Week Apr 30-May 6
Emergency Preparedness ⓘ
Financial Literacy
Pathways to Employment

May

American Stroke Month
High Blood Pressure
Stroke Awareness
Type 2 Diabetes Prevention ⓘ
Clean Air Month
Discovering Nature ⓘ
Recycling ⓘ

High Blood Pressure Awareness Month
High Blood Pressure
Mental Health Month
Childhood Exposure to Violence
National Foster Care Month
Adoption from Foster Care ⓘ
National Pet Month
Shelter Pet Adoption
National Teen Self-Esteem Month
Bullying Prevention
National Youth Traffic Safety Month
Child Passenger Safety ⓘ
Seat Belt Safety ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention
Older Americans Month
Diversity & Inclusion
Meals on Wheels Volunteer Recruitment
Prom Season
IT'S ON US: Sexual Assault Prevention
Texting and Driving Prevention ⓘ

Underage Drinking and Driving Prevention
Goodwill Industries Week 1-5
Job Training & Employment ⓘ
Teacher Appreciation Week 1-5
Teacher Recruitment
Children's Mental Health Awareness Week 7-13
Childhood Exposure to Violence
Mother's Day 14
Adoption from Foster Care ⓘ
Caregiver Assistance ⓘ
National Women's Health Week 14-20
Stroke Awareness
Hurricane Preparedness Week 21-27
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Memorial Day 29
Buzzed Driving Prevention ⓘ
Seat Belt Safety ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention

June

Adopt a Cat Month
Shelter Pet Adoption
Children's Awareness Month
Childhood Exposure to Violence
Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention ⓘ
LGBT Pride Month
Bullying Prevention
Diversity & Inclusion
National Home Ownership Month
Emergency Preparedness ⓘ
National Safety Month
Bullying Prevention
Buzzed Driving Prevention ⓘ
Childhood Exposure to Violence
Child Passenger Safety ⓘ
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
IT'S ON US: Sexual Assault Prevention
Seat Belt Safety ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention

Wildfire Prevention ⓘ
Summer Hot Topics
Buzzed Driving Prevention ⓘ
Discovering Nature ⓘ
Diversity & Inclusion
Hunger Prevention ⓘ
Pathways to Employment
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention
National Get Outdoors Day 10
Discovering Nature ⓘ
Wildfire Prevention ⓘ
Father's Day 18
Adoption from Foster Care ⓘ
Caregiver Assistance ⓘ
Fatherhood Involvement ⓘ
National PTSD Awareness Day 27
Childhood Exposure to Violence

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June

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Q3 2017

July

Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention ⓘ
Summer Hot Topics
Buzzed Driving Prevention ⓘ
Discovering Nature ⓘ
Diversity & Inclusion
Hunger Prevention ⓘ
Pathways to Employment
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention
Independence Day 4
Buzzed Driving Prevention ⓘ
Diversity & Inclusion
Recycling ⓘ
Reducing Food Waste
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention

August

Back to School
Bullying Prevention
Childhood Exposure to Violence
College Access
Diversity & Inclusion
High School Equivalency ⓘ
IT'S ON US: Sexual Assault Prevention
Learning & Attention Issues ⓘ
Pathways to Employment
Supporting Minority Education
Teacher Recruitment
Underage Drinking and Driving Prevention
Financial Savings and Planning Month
Financial Literacy
Saving for Retirement
Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention ⓘ
Summer Hot Topics
Buzzed Driving Prevention ⓘ

Discovering Nature ⓘ
Diversity & Inclusion
Hunger Prevention ⓘ
Pathways to Employment
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention
National Senior Citizens Day 21
Meals on Wheels Volunteer Recruitment

September

Atrial Fibrillation Awareness Month
High Blood Pressure
Stroke Awareness
Back to School
Bullying Prevention
Childhood Exposure to Violence
College Access
Diversity & Inclusion
High School Equivalency ⓘ

IT'S ON US: Sexual Assault Prevention
Learning & Attention Issues ⓘ
Pathways to Employment
Supporting Minority Education
Teacher Recruitment
Underage Drinking and Driving Prevention
Fire Season in the West
Emergency Preparedness ⓘ
Wildfire Prevention ⓘ
Hunger Action Month™
Hunger Prevention ⓘ
National Healthy Cat Month
Shelter Pet Adoption
National Preparedness Month
Emergency Preparedness ⓘ
Emergency Preparedness-NYC ⓘ
Responsible Dog Ownership Month
Shelter Pet Adoption
Labor Day 4
Buzzed Driving Prevention ⓘ
Diversity & Inclusion
Pathways to Employment
Seat Belt Safety ⓘ

Underage Drinking and Driving Prevention
National Grandparents Day 10
Meals on Wheels Volunteer Recruitment
National Hispanic Heritage Month Sep 15-Oct 15
Caregiver Assistance ⓘ
College Access
Diversity & Inclusion
Pathways to Employment
Child Passenger Safety Week 17-23
Child Passenger Safety ⓘ
Seat Belt Safety ⓘ
National Public Lands Day 30
Discovering Nature ⓘ
Recycling ⓘ

July

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August

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September

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October

Adopt a Dog Month
Shelter Pet Adoption
Crime Prevention Month
IT'S ON US: Sexual Assault Prevention
Learning Disabilities Awareness Month
Learning & Attention Issues ⓘ
National Breast Cancer Awareness Month
Breast Cancer Risk Awareness
National Bullying Prevention Month
Bullying Prevention
National Disability Employment Awareness Month
Diversity & Inclusion
National Domestic Violence Awareness Month
IT'S ON US: Sexual Assault Prevention
National Youth Justice Awareness Month
Pathways to Employment
National Hispanic Heritage Month Sep 15-Oct 15
Caregiver Assistance ⓘ

College Access
Diversity & Inclusion
Pathways to Employment
Fire Prevention Week 8-14
Emergency Preparedness ⓘ
Wildfire Prevention ⓘ
World Mental Health Day 10
Childhood Exposure to Violence
National Coming Out Day 11
Diversity & Inclusion
National Teen Driver Safety Week 15-21
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention
World Food Day 16
Reducing Food Waste
World Stroke Day 29
High Blood Pressure
Stroke Awareness
Type 2 Diabetes Prevention ⓘ
Halloween 31
Buzzed Driving Prevention ⓘ
Texting and Driving Prevention ⓘ
Underage Drinking and Driving Prevention

November

American Diabetes Month
Type 2 Diabetes Prevention ⓘ
College Application Season
College Access
Supporting Minority Education
Teacher Recruitment
Holiday Season
Adoption from Foster Care ⓘ
Buzzed Driving Prevention ⓘ
Caregiver Assistance ⓘ
Diversity & Inclusion
Financial Literacy
Hunger Prevention ⓘ
Meals on Wheels Volunteer Recruitment
Reducing Food Waste
Type 2 Diabetes Prevention ⓘ
Underage Drinking and Driving Prevention
Lung Cancer Awareness Month
Lung Cancer Screening
National Adoption Month
Adoption from Foster Care ⓘ

National Family Caregivers Month
Caregiver Assistance ⓘ
National Animal Shelter Appreciation Week 5-11
Shelter Pet Adoption
America Recycles Day 15
Recycling ⓘ
Transgender Day of Remembrance 20
Diversity & Inclusion
Thanksgiving 23
Diversity & Inclusion
Hunger Prevention ⓘ
Meals on Wheels Volunteer Recruitment
Reducing Food Waste
Type 2 Diabetes Prevention ⓘ
International Day for the Elimination of Violence Against Women 25
IT'S ON US: Sexual Assault Prevention

December

College Application Season
College Access
Supporting Minority Education
Teacher Recruitment
Holiday Season
Adoption from Foster Care ⓘ
Buzzed Driving Prevention ⓘ
Caregiver Assistance ⓘ
Diversity & Inclusion
Financial Literacy
Hunger Prevention ⓘ
Meals on Wheels Volunteer Recruitment
Reducing Food Waste
Type 2 Diabetes Prevention ⓘ
Underage Drinking and Driving Prevention
New Year's Eve 31
Buzzed Driving Prevention ⓘ
Underage Drinking and Driving Prevention

October

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November

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December

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ⓘ Materials available in Spanish in some media.

How to Support Our PSAs

TV ▶ PSACentral.org or ExtremeReach.com
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Preview & Contact Us: Flex materials can be ordered through your regional contact

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Preview & Request: Web Banners, Mobile Banners, and Streaming; email Banners@AdCouncil.org for specific sizes

