News Release
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15 Governors Appear in PSAs Promoting Afterschool Programs

Lawmakers Boost "Something Way Better to Do" Campaign

WASHINGTON, DC - An Afterschool Alliance/Advertising Council campaign that encourages youth to check out afterschool programs received a boost this month when 14 state governors and the Governor of Guam taped closings for the 30-second public service announcements (PSAs). The "taglines" say, "In an afterschool program, you can find great things to do. Check out what's going on at your school." They will begin airing around the country in coming weeks.

At the National Governors Association annual meeting in February, the following governors taped new closings for the spots: Arkansas Governor Mike Huckabee; Delaware Governor Ruth Ann Minner; Guam Governor Felix Camacho; Idaho Governor Dirk Kempthorne; Indiana Governor Mitch Daniels; Iowa Governor Thomas Vilsack; Kentucky Governor Ernie Fletcher; Montana Governor Brian Schweitzer; Nebraska Governor Dave Heineman; Oregon Governor Ted Kulongoski; Pennsylvania Governor Edward Rendell; Tennessee Governor Phil Bredesen; Vermont Governor James H. Douglas; Washington Governor Christine Gregoire; and West Virginia Governor Joe Manchin III. Alaska First Lady Nancy Murkowski also taped a tagline.

The humorous spots note that bored kids can engage in weird behavior – talking to their socks, dancing with their cats, and squishing their faces against windowpanes. But, they note, children who attend afterschool programs have more constructive, educational and fun things to do. The PSAs target youth in their "tween" years.

The Afterschool Alliance joined with The Advertising Council and the Charles Stewart Mott Foundation to produce the youth campaign, which targets kids ages nine to 14. The PSAs are funded by grants totaling $3 million from the Mott Foundation. They are the newest phase in the Afterschool Alliance's highly successful public service campaign, which was launched in November of 2000 to promote public support for afterschool programs.

Created by volunteer ad agency DDB Chicago, the PSAs encourage kids to explore the Alliance's youth-oriented web site, afterschoolscene.com, which showcases afterschool activities and innovations. "These PSAs encourage youth to check out afterschool programs," said Afterschool Alliance Executive Director Jodi Grant. "We thank these governors for helping us remind kids that afterschool programs offer fun and educational activities to help them learn and grow. We need many more afterschool programs, so that every child can enjoy the benefits these programs offer. "

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"On behalf of the Ad Council and all the children who will benefit from these important messages, I am very grateful to all participating governors for their leadership in promoting these critical messages," said Peggy Conlon, President and CEO of The Advertising Council. "By providing a local context, I am confident that TV stations will donate significant airtime to these PSAs. In turn, the public will be motivated to take steps to maximize our children's education."

"NGA is pleased to announce the availability of these PSAs, which so keenly express the messages necessary to achieve high quality education," said NGA Executive Director Raymond C. Scheppach. "The nation's governors thank the Ad Council for its continued public service and attention to these critical issues."

Research conducted for the Afterschool Alliance has found that more than 14 million kindergarten through 12th-graders take care of themselves after school, including almost four million middle school students in grades six to eight. Studies show that this is precisely the time of day when juvenile crime and drug and alcohol abuse by youth increase.

The Afterschool Alliance is a nonprofit public awareness and advocacy organization supported by a group of public, private, and nonprofit entities working to ensure that all children and youth have access to afterschool programs by the year 2010. More information is available at www.afterschoolalliance.org.

The Advertising Council is a private, non-profit organization with a rich history of marshalling volunteer talent from the advertising and media industries to deliver critical messages to the American public. Having produced literally thousands of PSA campaigns addressing the most pressing social issues of the day, the Ad Council has effected, and continues to effect, tremendous positive change by raising awareness, inspiring action and saving lives. To learn more about the Ad Council and its campaigns, visit www.adcouncil.org.

The Charles Stewart Mott Foundation, established in 1926 in Flint, Michigan, by an automotive pioneer, is a private philanthropy committed to supporting projects that promote a just, equitable and sustainable society. More information is available at www.mott.org.

DDB Chicago is the largest of the DDB agencies worldwide, with more than 750 employees and 2001 billings of $1.5 billion and is one of the world's most awarded agencies, in terms of creativity and effectiveness.

NGA, founded in 1908, is the instrument through which the nation's governors collectively influence the development and implementation of national policy and apply creative leadership to state issues. Its members are the governors of the 50 states, three territories and two commonwealths. To learn more about NGA, visit www.nga.org.

The new PSAs are posted at http://www.afterschoolscene.com

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