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Communications
Advertising
Ad Council PSA Central Files, 2020-

The PSA Central Files contains samples of born-digital campaign material including television, online video, radio, outside of home, live announcer copy and online banner advertisements concerning bullying, driving under the influence, adoption and child care, emergency preparedness, and other Ad Council campaigns . This finding aid lists all files retrieved by the Advertising Council Archives since 2020 by campaign, and indicates type of material, date, and size of material. Files are sorted alphabetically by campaign name.

List of Campaigns

211 Benefits Awareness
Adoption from Foster Care
Alzheimer's Awareness
Autism Awareness
Belonging Begins With Us
Bullying Prevention
Buzzed Driving Prevention
Caregiver Assistance
Census 2020
Child Car Safety
Climate Change Education
Coronavirus Response
Covid-19 Vaccine Education
Disaster Relief
Discovering Nature
Diversity & Inclusion
Drug-Impaired Driving Prevention
Emergency Preparedness
Emergency Preparedness - NYC
Empowering Girls in STEM
Ending Hunger

ER Working Folder
Fatherhood Involvement
Flu Vaccination
Gun Safety
High Blood Pressure Control
High School Equivalency
LGBTQ+ Acceptance
Lung Cancer Screening
Middle School Mental Health
Project Roadblock
Racial Justice
Recycling
Saving for Retirement
Shelter Pet Adoption
Suicide Prevention
Texting and Driving Prevention
Transforming Hiring & Diversifying Talent
Type 2 Diabetes Prevention
Veterans Crisis Prevention
Wildfire Prevention
Workforce Readiness
Youth Vaping Prevention