

## **Nominees for the 2002 Public and Community Service Award**

### **5 Local PSA Nominations**

Title: Corner

Sponsoring Organization: AL/ANON/ Banyan Communications

Station/City: Various

Synopsis: an outreach campaign to help enhance public awareness of alcoholism within the family.

Title: One Houston United

Sponsoring Organizations: United Way of the Texas Gulf Coast

Stations/City: KHOU – TV 11, KTRK – TV 13, KPRC – TV 2, KHWB – TV 39 and KTMD – TV, Houston Texas

Synopsis: a campaign organized by the United Way of the Texas Gulf Coast to raise money to assist private citizens who suffered losses due to the devastating flood.

Title: Love Builds Happy Families: Protect Your Children

Sponsoring Organization: Watch Tower Bible and Tract Society

Stations/City: Various

Synopsis: Enriches and enlightens the community by raising parents' level of awareness about the potential dangers of on-line chat rooms.

Title: 9Cares Colorado Shares Music Drive: Maestro

Sponsoring Organization: KUSA – TV

Stations/City: KUSA – TV/Denver, CO

Synopsis: a campaign organized by KUSA and assisted by music teachers from the Denver area to collect used musical instruments in a one-day drive at KUSA – TV.

Title: Spotlight on National Breast Cancer Awareness Month

Sponsoring Organizations: AstraZeneca Healthcare Foundation / NBCAM Board of Sponsors

Stations/City: Various

Synopsis: Puts a real face on breast cancer survivors using four multi-cultural women/survivors communicating their message through rap.

## **5 National PSA Nominations**

Title: Get Up, Get Out, Get Moving: Sedentary

Sponsoring Organization: American Academy of Orthopaedic Surgeons

Synopsis: Osteoarthritis, osteoporosis, and other musculoskeletal conditions can be worsened by a sedentary lifestyle, this PSA promotes healthy habits to avoid health problems in one's future.

Title: Rap-It-Up: Couples, Heartbeat, Warped Security

Sponsoring Organizations: BET & Kaiser Family Foundation

Synopsis: These spots featuring Ja Rule and Jill Scott are all designed to convey the message that no one is immune to the threat of HIV/AIDS.

Title: MTV Fight For Your Rights: Protect Yourself – Excuses, Roller Coaster, Shark

Sponsoring Organizations: Public Interest Productions & MTV

Synopsis: Spots using smart comedy as a way to get the safe – sex message to a youth culture who have been exposed to the message their whole lives.

Title: This is the American Cancer Society: Hope. Progress. Answers.

Sponsoring Organizations: American Cancer Society

Synopsis: a nationwide image campaign that supports the American Cancer Society's mission of eliminating cancer as a major health problem by preventing cancer, saving lives, and diminishing suffering from cancer.

Title: The White Bedroom: Why?, Respect, Worry

Sponsoring Organizations: MAC Aids Fund / Elton John Aids Foundation / Public Interest Productions

Synopsis: Featuring Elton John, Mary J. Blige and Shirley Manson framing questions that one hundred young people from across the country answered, while also providing info about HIV, AIDS and other STD's in a "white bedroom" set.

## **10 Community Service Nominations**

Title: interact Atlanta: Crossroads

Station/City: WTBS – Atlanta, GA

Synopsis: Profiles three generations of African – American men, exploring the trials and triumphs that have made them men of inspiring character.

Title: Beating The Odds

Station/City: KRON – San Francisco, CA

Synopsis: An on-going project using news stories, specials and public service announcements to tell the stories of low income students overcoming tremendous obstacles.

Title: Eye on Education: A Day In The Life

Station/City: WGBH – Boston, MA

Synopsis: Shot in a single day, this show presents personal and revealing moments from students and teachers to depict the true impact of school reform in the classroom.

Title: No Greater Love

Station/City: PBS

Synopsis: Designed to bring together dramatic human stories with a powerful call to action in the hope of broadening the public’s understanding and acceptance of organ donation and transplant.

Title: 34 a Su Lado ( 34 by Your Side)

Station/City: KMEX - Los Angeles, CA

Synopsis: One Wednesday a month, this program acts as a “tech – support for your Life” for the Hispanic community giving advice and direction in dealing with issues ranging from government to family.

Title: Hometown Heroes

Station/City: WETA – Arlington, VA

Synopsis: Promotes the efforts and achievements of remarkable individuals in the Greater Washington area, while inspiring people to nominate candidates and encourage volunteerism.

Title: Degraasi: The Next Generation

Station/City: Noggin

Synopsis: Featuring “real life” spots this episode focuses on one of the most dangerous challenges of adolescence: illegal drugs, specifically MDMA, or “Ecstasy.”

Title: Super 17

Station/City: WTBS – Atlanta, GA

Synopsis: Strengthens the community by celebrating volunteers and motivating viewers to get involved with causes close to their hearts.

Title: WBZ's Children's Hospital Telethon

Station/City: WBZ - Boston, MA

Synopsis: Educates the viewers about the services provided at Children's Hospital Boston while also raising over 18 million dollars through an annual holiday telethon.

Title: Great American Toy Test

Station/City: KTVU – Oakland, CA

Synopsis: Provides parents and other consumers with well researched child toy preferences in time with the holiday shopping season.