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The Advertising Council Inc

261 Madison Avenue, New York, NY 10016-2303

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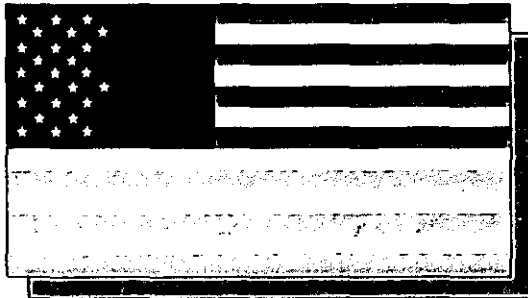
**PAID**

New York, N.Y.  
Permit No. 658

Address Correction Requested

*With more than 50% of the public not voting,  
just what kind of flag are we waving? \**

Peel off label & affix to BRC.



Mr. Rich Capus  
IFUS  
1101 15th St., NW, 3rd floor  
Washington, DC 20005

***VOTE***

Please Run These  
Public Service Messages

\*Non-Presidential Election Year.

**RADIO KIT**

*"Bad officials are the ones elected by good  
citizens who do not vote."*

George Jean Nathan (1882-1958)  
American drama critic, author, editor

**VOTE**



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CAN YOU IMAGINE  
WHAT A  
DIFFERENCE  
IT WOULD  
MAKE  
IF THE  
YOUNG  
PEOPLE  
IN THIS  
COUNTRY  
SHOWED  
THE SAME  
ENTHUSIASM  
FOR THE  
VOTING BOOTH?

These PSAs have state specific 1-800 numbers (where applicable) that will refer callers to where they can register and vote. Please do your part and run them as often as possible prior to your primary and election.

800 TOLL-FREE NUMBERS FOR VOTER ASSISTANCE

ARIZONA	800 458-5842
ARKANSAS	800 482-1127
CALIFORNIA	800 345-8683
CONNECTICUT	800 424-9530
DELAWARE	800 323-7523
HAWAII	800 442-8683
INDIANA	800 622-4941
KANSAS	800 262-8683
MARYLAND	800 222-8683
MASSACHUSETTS	800 462-8683
MISSISSIPPI	800 829-6786
MISSOURI	800 669-8683
NEW JERSEY	800 292-0039
NEW MEXICO	800 477-3632 (EXT. 3621)
NEW YORK	800 367-8683
TEXAS	800 252-8683
VERMONT	800 439-8683
VIRGINIA	800 552-9745
WASHINGTON	800 448-4881

*Please run these PSAs prior to and during your primary and election.*

261 Madison Avenue, New York, NY 10016



**VOTE '94**



**NATIONAL VERSIONS**

- 1. "Would Anybody Listen?" :60
  - 2. "Issues" :30
  - 3. "Flag" :30
- Tracks 4, 5 & 6 are Localizable Versions;  
Followed by 19 State-Localized Sets.  
See Enclosed for Details.  
VO-294

CD Production  
Digital House Ltd.

**OPTIMUM DOCUMENT SERVICES**

**UNABLE TO IMAGE**

**DATA CD**



# ADVERTISING UPDATE

## '94 REGISTER AND VOTE CAMPAIGN

**VOLUNTEER ADVERTISING AGENCY:** Backer Spielvogel Bates

### KEY DATES

- State Specific Primary Dates (on reverse side)

### BACKGROUND

- In 1992 almost half of all Americans gave up one of their most basic rights. The right to vote. Democracy can't be of the people and for the people if it's not by the people.

### CAMPAIGN OBJECTIVE

- The campaign encourages eligible voters to register and vote. The PSAs focus on the real power behind a democracy and how influential just one ballot can be. State specific 1-800 Numbers are available for local promotion and information on voter registration and participation.

### TARGET AUDIENCE

- The target audience is defined as adults 18+ who are eligible to vote. Special emphasis is placed on encouraging the unregistered to register.

### PRIOR CAMPAIGN RESULTS

- Past voting campaigns have helped to stem a twenty-year erosion in the percentage of the public who vote. In fact, in the last Federal Election, a total of 55.3% of the eligible public voted.

See reverse side to order veloxes.

### FOR MORE INFORMATION ON VOTER REGISTRATION AND VOTING:

Federal Voting Assistance Program  
The Pentagon  
Washington, DC 20301  
Contact: Phyllis Taylor  
(703) 695-0663

or

The Advertising Council  
261 Madison Avenue  
New York, NY 10016  
Contact: Jeffery Boal  
Campaign Supervisor  
(212) 922-1500

### TO ORDER MORE MATERIALS, PLEASE CONTACT:

Advertising Council  
Fulfillment Center  
c/o Controlled Distribution  
570 Barnum Avenue  
Bridgeport, CT 06608  
Attn: Bill

Phone: 1-800-933-PSAS (7727)

**TO ORDER A VELOX FOR NEWSPAPERS, PLEASE CONTACT:**

Verilen  
350 West 31st Street  
New York, NY 10001  
Phone#: (212) 971-4000  
Fax#: (212) 594-4843

**VOTE**

please send us these: **NEWSPAPER AD NUMBERS AND SIZES**

<b>VTE-592-ND0115A</b>	<b>2 col. x 3 1/2"</b>	<b>Flag</b>	<b>VTE-N-10303B</b>	<b>3 col. x 10 1/2"</b>	<b>Flag</b>
<b>VTE-N-10303A</b>	<b>2 col. x 7"</b>	<b>Flag</b>	<b>VTE-592-ND0115D</b>	<b>1 col. x 2"</b>	<b>VOTE</b>

**Please ship velox to:**

**Name and Title** \_\_\_\_\_

**Publication** \_\_\_\_\_

**Address** \_\_\_\_\_ **Phone Number** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**STATE PRIMARIES**

**MARCH**

8 Texas  
15 Illinois

**APRIL**

None

**MAY**

3 Indiana  
3 North Carolina  
3 Ohio  
10 Nebraska  
10 Pennsylvania  
10 W. Virginia  
17 Oregon  
24 Idaho  
24 Kentucky  
31 Arkansas

**JUNE**

7 Alabama  
7 California  
7 Iowa  
7 Mississippi  
7 Montana  
7 New Jersey  
7 New Mexico  
7 South Dakota  
14 Maine  
14 North Dakota  
14 S. Carolina  
14 Virginia  
28 Utah

**JULY**

19 Georgia

**AUG.**

2 Kansas  
2 Michigan  
2 Missouri  
4 Tennessee  
9 Colorado  
16 Wyoming  
23 Alaska  
23 Oklahoma

**SEPT.**

3 Guam  
6 Florida  
6 Nevada  
10 Delaware  
13 Arizona  
13 Connecticut  
13 Dist. of Columbia  
13 Maryland  
13 Minnesota  
13 New Hampshire  
13 New York  
13 Rhode Island  
13 Vermont  
13 Virgin Islands  
13 Wisconsin  
17 Hawaii  
20 Massachusetts  
20 Washington

**OCT.**

1 Louisiana

**NOV.**

8 Election day

**800 TOLL-FREE NUMBERS FOR VOTER ASSISTANCE**

Arizona	800-458-5842	Indiana	800-622-4941	New Jersey	800-292-0039
Arkansas	800-482-1127	Kansas	800-262-8683	New Mexico	800-477-3632 x3621
California	800-345-8683	Maryland	800-222-8683	New York	800-367-8683
Connecticut	800-424-9530	Massachusetts	800-462-8683	Texas	800-252-8683
Delaware	800-323-7523	Mississippi	800-829-6786	Vermont	800-439-8683
Hawaii	800-442-8683	Missouri	800-669-8683	Virginia	800-552-9745
				Washington	800-448-4881





The Advertising Council inc

261 Madison Avenue  
New York, N.Y. 10016-2303  
212-922-1500

New York/Washington/Chicago

Public Service

# Announcement

## *Vote '94 Campaign*

On behalf of International Association of Clerks, Recorders, Election Officials and Treasurers.

### 20-SECOND LIVE COPY – “Issues”

#### LIVE ANNOUNCER

**ANNCR:** How many police should we hire? How many schools should we fund? How many farms should we save? How many kids should we care for? How many prisons should we build? What's it going to be? Vote. For information on registration in \_\_\_\_\_, call \_\_\_\_\_.  
(your state) (your state's 1-800 number)

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## *Vote '94 Campaign*

On behalf of International Association of Clerks, Recorders, Election Officials and Treasurers.

### 20-SECOND LIVE COPY – “Flag”

#### LIVE ANNOUNCER

**ANNCR:** If you took the American flag and removed the stars and the stripes and the patch of blue for the millions of people who didn't care to vote... exactly what kind of flag are we waving? A white flag of surrender. For information on registration in \_\_\_\_\_, call \_\_\_\_\_.  
(your state) (your state's 1-800 number)

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## *Vote '94 Campaign*

On behalf of International Association of Clerks, Recorders, Election Officials and Treasurers.

### 10-SECOND LIVE COPY – “Flag”

#### LIVE ANNOUNCER

**ANNCR:** Exactly what color of flag is America waving if we don't vote? A white flag of surrender. For information on registration in \_\_\_\_\_, call \_\_\_\_\_.  
(your state) (your state's 1-800 number)

# The Advertising Council inc

Please discontinue use: 11/9/94

## PSA'S LOCALIZED OR LOCALIZABLE FOR YOUR STATE

### *Vote '94 Campaign*

#### RADIO - AS RECORDED TEXT - "Would Anybody Listen?" :60

**:51** MUSIC: (GROWS IN INTENSITY AS VOICE DOES):

**VOICE:** If one of us voted in this election, would anybody listen? If one thousand of us voted in this election, would anybody listen? If one hundred thousand of us voted in this election, would anybody listen? If one million of us voted in this election, would anybody listen? They would listen! To the sound of your voice, to the sound of your despair. They would listen. So, get out and vote. They would listen.

**:09** ANNCR. TAG: For registration information in \_\_\_\_\_,  
(Your State)  
call \_\_\_\_\_. A message brought to you by the Ad Council.  
(Your State's 1-800 Number)

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#### RADIO - AS RECORDED TEXT WITH ANNOUNCER TAG - "Issues" :30

**:22** SFX: FOOTSTEPS

**POLICE:** Your hands behind your back. On the floor, all-a-ya. On the floor.  
**VOICE:** How many police should we hire? (SFX) How many farms should we save?  
(SFX) How many schools should we fund? (SFX) How many prisons should we build?  
(SFX) What's it going to be? Vote.

**:08** ANNCR. TAG: For registration information in \_\_\_\_\_,  
(Your State)  
call \_\_\_\_\_. A message brought to you by the Ad Council.  
(Your State's 1-800 Number)

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#### RADIO - AS RECORDED TEXT WITH ANNOUNCER TAG - "Flag" :30

**:23** MUSIC: UP & UNDER:

**VOICE:** If you took away a star on the American flag for every one million people who didn't vote. . . a red stripe for every five million non-voters. . . and a patch of blue for the ten million people who didn't care -- exactly what color flag are we waving? A white flag of surrender. Vote.

**:07** ANNCR. TAG: For registration information in \_\_\_\_\_, call  
(Your State)  
\_\_\_\_\_. A message brought to you by the Ad Council.  
(Your State's 1-800 Number)

###

**VOTE '94**

**Radio Track Listing**

1. **National** - *Would Anybody Listen?* :60
2. **National** - *Issues* :30
3. **National** - *Flag* :30
  
4. **Localizable** - *Would Anybody Listen?* :51/:09
5. **Localizable** - *Issues* :22/:08
6. **Localizable** - *Flag* :23/:07
  
7. **Arizona** - *Would Anybody Listen?* :60
8. **Arizona** - *Issues* :30
9. **Arizona** - *Flag* :30
  
10. **Arkansas** - *Would Anybody Listen?* :60
11. **Arkansas** - *Issues* :30
12. **Arkansas** - *Flag* :30
  
13. **California** - *Would Anybody Listen?* :60
14. **California** - *Issues* :30
15. **California** - *Flag* :30
  
16. **Connecticut** - *Would Anybody Listen?* :60
17. **Connecticut** - *Issues* :30
18. **Connecticut** - *Flag* :30
  
19. **Delaware** - *Would Anybody Listen?* :60
20. **Delaware** - *Issues* :30
21. **Delaware** - *Flag* :30
  
22. **Hawaii** - *Would Anybody Listen?* :60
23. **Hawaii** - *Issues* :30
24. **Hawaii** - *Flag* :30
  
25. **Indiana** - *Would Anybody Listen?* :60
26. **Indiana** - *Issues* :30
27. **Indiana** - *Flag* :30
  
28. **Kansas** - *Would Anybody Listen?* :60
29. **Kansas** - *Issues* :30
30. **Kansas** - *Flag* :30
  
31. **Maryland** - *Would Anybody Listen?* :60
32. **Maryland** - *Issues* :30
33. **Maryland** - *Flag* :30
  
34. **Massachusetts** - *Would Anybody Listen?* :60
35. **Massachusetts** - *Issues* :30
36. **Massachusetts** - *Flag* :30

**Continued On Reverse Side**

37. Mississippi - *Would Anybody Listen?* :60
38. Mississippi - *Issues* :30
39. Mississippi - *Flag* :30
  
40. Missouri - *Would Anybody Listen?* :60
41. Missouri - *Issues* :30
42. Missouri - *Flag* :30
  
43. New Jersey - *Would Anybody Listen?* :60
44. New Jersey - *Issues* :30
45. New Jersey - *Flag* :30
  
46. New Mexico - *Would Anybody Listen?* :60
47. New Mexico - *Issues* :30
48. New Mexico - *Flag* :30
  
49. New York - *Would Anybody Listen?* :60
50. New York - *Issues* :30
51. New York - *Flag* :30
  
52. Texas - *Would Anybody Listen?* :60
53. Texas - *Issues* :30
54. Texas - *Flag* :30
  
55. Vermont - *Would Anybody Listen?* :60
56. Vermont - *Issues* :30
57. Vermont - *Flag* :30
  
58. Virginia - *Would Anybody Listen?* :60
59. Virginia - *Issues* :30
60. Virginia - *Flag* :30
  
61. Washington - *Would Anybody Listen?* :60
62. Washington - *Issues* :30
63. Washington - *Flag* :30