



NPMA

National Pest Management Association

**AN EDUCATIONAL PUBLIC SERVICE CAMPAIGN
TO PROTECT YOUR HEALTH AND FAMILY.**



Don't let pests force you to take a sick day



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ABOUT NATIONAL PEST MANAGEMENT ASSOCIATION

The NPMA, a non-profit organization with more than 5,500 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property from the diseases and dangers of pests.

For more information, visit PestWorld.org.



Learn more about National Pest Management Association

[PESTWORLD.ORG](https://www.pestworld.org)

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Dear Public Service Director,

When most of us think about pests, what comes to mind? Many people just consider them to be a nuisance, as in the case of those pesky mosquitoes whose bites cause itchy welts, or the termites that can wreak havoc in our homes. However, what we often don't realize is that common pests found in our homes and communities are vectors of serious diseases such as West Nile virus and Lyme disease, and can trigger asthma and allergy symptoms.

These illnesses can have a devastating toll on our health, daily life and productivity. Pests are often responsible for trips to the emergency room, hospitalizations, missed days at work and time spent away from loved ones. For the thousands who are impacted, these problems can have major financial implications and adversely affect family members, employers and co-workers. Pest-related illnesses can also have a big impact on the health and well-being of our children. According to the Centers for Disease Control and Prevention (CDC), asthma, which is often triggered by rodents and cockroaches, is a leading chronic illness among children and adolescents in the United States. This is also a leading cause of school absenteeism, which can result in kids having problems with their assignments, tests and grades.

Public awareness and education are critically needed to help prevent encounters with these public health pest threats. Your station can help educate your audience about the significant impact pests can have on our health by airing the new public service announcement (PSA), titled "**Sick Day**" (:30, :30). Using a variety of real-life scenarios, this PSA gives audiences important insights into all of the problems and losses that can result from having to take sick days due to a pest-related illness. The campaign is a joint effort from the National Pest Management Association (NPMA) and the CDC. The campaign has **no end date for use** and encourages audiences to learn more by visiting PestWorld.org.

The NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by common household pests. The CDC is the nation's health protection agency, dedicated to protecting health and promoting quality of life through prevention and control of disease, injury, and disability. As always, thank you in advance for your support of our public service campaigns.

Respectfully,



Cindy Mannes
Vice President of Public Affairs
National Pest Management Association



Lyle R. Petersen, MD, MPH
Director, Division of Vector-Borne Diseases
Centers for Disease Control and Prevention

Sick Day

Household pests are a health risk which can have a significant impact on our daily lives and productivity. This public service announcement (PSA) takes a unique look at the many ways in which pests can lead to illness and result in missed days from work, school and important events.

To learn more, please listen to our :30 PSA titled "**Sick Day**" which is also available in an additional :30 length. We ask that you please air our PSAs as soon and as often as possible. **These PSAs have no end date for use.**

Additional PSAs are available for review and download at <http://www.c360m.com/PSAConnect/npma/>

Thank you for your consideration.



RADIO PSA SCRIPT

"Sick Day" (:30)

MUSIC UP AND UNDER

WOMAN V/O: ELAINA HAD ANOTHER ASTHMA ATTACK; SHE'S REALLY SAD TO MISS SCHOOL AGAIN.

NARRATOR VO: ASTHMA CAN BE TRIGGERED BY ALLERGENS FROM COMMON PESTS.

WOMAN V/O: (COUGH) I JUST CAN'T SHAKE THIS FEVER.

NARRATOR V/O: MOSQUITO BITES CAN CAUSE WEST NILE AND ZIKA VIRUS INFECTIONS.

MAN V/O: SORRY BOSS, I'M GOING TO BE OUT OF WORK FOR AWHILE.

NARRATOR V/O: THE CDC ESTIMATES THAT MORE THAN 300,000 LYME DISEASE CASES SPREAD BY TICKS OCCUR IN THE U.S. EACH YEAR. DON'T LET PESTS FORCE YOU TO TAKE A SICK DAY. LEARN HOW TO PROTECT YOUR FAMILY AT PESTWORLD DOT ORG. A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION AND THE CDC.

FADE SOUND OUT

RADIO PSA SCRIPT

"Sick Day - ALT" (:30)

MUSIC UP AND UNDER

WOMAN V/O: (COUGH) SORRY I'M OUT SICK AGAIN. I JUST CAN'T SHAKE THIS FEVER.

NARRATOR VO: SPREAD BY MOSQUITO BITES, WEST NILE VIRUS IS FOUND IN NEARLY EVERY STATE ACROSS THE COUNTRY.

WOMAN V/O: ELAINA HAD ANOTHER ASTHMA ATTACK; SHE'S REALLY SAD TO MISS SCHOOL AGAIN.

NARRATOR V/O: ASTHMA, A LEADING CHRONIC ILLNESS AMONG CHILDREN AND YOUTH IN THE U.S., CAN OFTEN BE TRIGGERED BY ALLERGENS FROM HOUSHOLD PESTS.

NARRATOR V/O: DON'T LET PESTS FORCE YOU TO TAKE A SICK DAY. LEARN HOW TO PROTECT YOUR FAMILY AT PESTWORLD DOT ORG. A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION AND THE CDC.

FADE SOUND OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.c360m.com/PSAConnect/npma/>

No End Date For Use

Sick Day (:30)

Sick Day - ALT (:30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=M138452>

Please let us know your preferences on receiving PSAs by contacting Holly Mulé via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

501 (c)(3) certificate

FEB-19-2002 11:23AM Payroll and Pensions Advertising

NO-3342 P. 2

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: DEC 10 2000

PROFESSIONAL PEST MANAGEMENT
ALLIANCE
8100 OAK ST
DUMFRIES LORING, VA 22027

Employer Identification Number: 54-1885790
EIN: 200341007
Contact Person: ROBERTA VAN METER ID# 52624
Contact Telephone Number: (877) 829-5500
Internal Revenue Code Section 501(c)(6)
Accounting Period Ending: June 30
Form 990 Required: Yes
Addendum Applies: No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth

Pest World.ORG



Your Partner in Pest Prevention