



National Pest Management Association



A RADIO PUBLIC SERVICE CAMPAIGN
TO PROTECT YOUR HEALTH AND FAMILY



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ABOUT THE NATIONAL PEST MANAGEMENT ASSOCIATION AND THE PEST MANAGEMENT FOUNDATION

The National Pest Management Association (NPMA), a nonprofit organization with more than 7,000 members from around the world, 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 common household pests.

The Pest Management Foundation (PMF) is a 501(c)(3) nonprofit organization whose mission and purpose is to advance the pest management industry through education, research, and training.

For more information, please visit PestWorld.org.



**Learn more about the
National Pest Management
Association's consumer
education resources**

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

[IDENTIFY PEST](#)

[HEALTH HUB](#)



[FACEBOOK](#)



[TWITTER](#)

Dear Public Service Director,

For many of us, a headache, fever, congestion or muscle aches may indicate the onset of a common cold or allergic reaction, but did you know these symptoms can also stem from something more serious? It may be hard to believe, but these symptoms can also be the sign of a potentially serious infectious disease or allergic reaction transmitted or triggered by common insects and parasites.

For example, mosquitoes are known to be the deadliest animal in the world, and can be a serious public health threat here in the U.S., transmitting Zika virus and West Nile virus, which can cause high fevers and severe headaches, among many other symptoms. Ticks are also a major concern as various species are on the rise, which are capable of transmitting diseases like Lyme disease and Rocky Mountain spotted fever in one quick bite, causing initial symptoms of muscle aches or rash. The National Institute of Environmental Health Sciences (NIEHS) reports that one-in-five children in the United States have severe sensitivities to cockroach allergens, which can trigger asthma attacks, leading to respiratory distress. And bed bug bites alone can be traumatic, but secondary infections like MRSA is also possible from scratching bites.


The fact is, many of us don't often think of pests as a health threat or the trigger behind our symptoms, but pests can indeed have harmful and often hidden effects upon our health and our family's health. Preventing contact with these pests is critical to help curb and prevent these illnesses.

Your station can help educate listeners about these hidden health risks by airing the new public service announcement (PSA), titled "**Symptoms**" (:30, :30). This PSA campaign is a joint effort from the National Pest Management Association (NPMA) and the Pest Management Foundation (PMF). The PSA highlights the unexplained symptoms of many pest-related health issues and encourages listeners 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 Pest Management Foundation (PMF) is a nonprofit organization whose mission and purpose is to advance the pest management industry through education, research, and training.

Pests and pest-transmitted diseases are not restricted to a particular region of the country or time of year. For these reasons, the PSA **has no end date for use**. We hope that you will air this public service message as soon and as often as possible.

Respectfully,



Cindy Mannes
Vice President of Public Affairs
National Pest Management Association

Symptoms PSA

Threats to your health can come from the most unexpected places. This PSA highlights the unexplained symptoms that can arise from health complications caused by pests. Additional information is available at PestWorld.org.

To learn more, please listen to our :30 PSA below. We ask that you please air our PSAs as soon and as often as possible. **This PSA has 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 SCRIPTS

"Symptoms" (:30)

MAN V/O: MY MUSCLES ACHED, I WAS TIRED ALL THE TIME.

MOTHER V/O: MY SON HAD A FULL BLOWN ASTHMA ATTACK IT CAME OUT OF NOWHERE.

MAN V/O: THE UNSETTLING THING ABOUT SOME SYMPTOMS IS...

WOMAN V/O: I HAD A FEVER AND THESE TERRIBLE HEADACHES...

NARRATOR V/O: YOU DON'T ALWAYS KNOW WHAT'S CAUSING THEM.

MAN V/O: IT WAS LYME DISEASE FROM A TICK BITE.

WOMAN V/O: I HAD WEST NILE VIRUS FROM A MOSQUITO.

MOTHER V/O: HE HAD A REACTION TO COCKROACH ALLERGENS.

NARRATOR V/O: THREATS TO YOUR HEALTH CAN COME FROM UNEXPECTED PLACES. GET THE FACTS. VISIT PESTWORLD.ORG.

NARRATOR V/O: A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

RADIO PSA SCRIPTS

"Symptoms- Zika Version" (:30)

MAN V/O: MY MUSCLES ACHED, I WAS TIRED ALL THE TIME.

MOTHER V/O: MY SON HAD A FULL BLOWN ASTHMA ATTACK IT CAME OUT OF NOWHERE.

MAN V/O: THE UNSETTLING THING ABOUT SOME SYMPTOMS IS...

WOMAN V/O: I HAD A FEVER AND THESE TERRIBLE HEADACHES...

NARRATOR V/O: YOU DON'T ALWAYS KNOW WHAT'S CAUSING THEM.

MAN V/O: IT WAS LYME DISEASE FROM A TICK BITE.

WOMAN V/O: I HAD ZIKA VIRUS FROM A MOSQUITO.

MOTHER V/O: HE HAD A REACTION TO COCKROACH ALLERGENS.

NARRATOR V/O: THREATS TO YOUR HEALTH CAN COME FROM UNEXPECTED PLACES. GET THE FACTS. VISIT PESTWORLD.ORG.

NARRATOR V/O: A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

NO END DATE FOR USAGE

Symptoms (:30)

Symptoms- Zika Version (: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=K138793>

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

501 (c)(3) certificate

FEB-19-2000 11:25AM PAYROLL AND FINANCIAL 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
DUNN LORING, VA 22027

Employer Identification Number: 54-1885790
EIN: 200341007
Contact Person: ROBERTA VAN MEETER 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