



Hindsight

A TV PUBLIC SERVICE CAMPAIGN TO
PROTECT YOUR HEALTH AND FAMILY.



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ABOUT NATIONAL PEST MANAGEMENT ASSOCIATION

The National Pest Management Association (NPMA), a nonprofit organization with more than 5,500 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 pests.

For more information, please visit PestWorld.org.



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

PESTWORLD.ORG

IDENTIFY PEST

HEALTH HUB



FACEBOOK



TWITTER

Dear Public Service Director,

As we go about our daily lives, for most of us, the thought of developing a pest-related illness rarely comes to mind. While we may think of pests as being dirty, unsightly or sometimes downright creepy, what we often don't know is that many common pests found both inside and outside our homes can be far more dangerous than they seem. Pests such as mosquitoes and ticks can transmit potentially serious diseases such as West Nile virus and Lyme disease, while rodents and cockroaches spread foodborne illnesses and can even trigger asthma and exacerbate allergy symptoms.

Pest-related illnesses can have a devastating impact on our health and well-being. The flu-like symptoms of West Nile virus, which can be caused by a bite from an infected mosquito, can last for weeks or even months. In fact, mosquitoes spread more diseases than any other animal. Allergens from cockroaches, mice and other household pests can trigger asthma attacks, a leading cause of hospitalization for children. Ticks are known to carry pathogens that cause human disease and tick-borne illnesses such as Lyme disease are on the rise. According to the Centers for Disease Control and Prevention (CDC), the incidence of Lyme disease has doubled since the 1990s, with an estimated 300,000 cases diagnosed each year.

Awareness and education are critical for safeguarding our communities from these public health pest threats. Your station can help by airing the new public service announcement (PSA), titled "**Hindsight**" (:60, :30) which has **no end date for use**. Using a variety of relatable, everyday life situations, this PSA helps inform audiences about the harmful effects of pests and the importance of protecting ourselves from pest-related illnesses before it's too late. The PSA also includes an informational website, PestWorld.org, which offers additional details and educational resources.

This PSA campaign is a joint effort from the National Pest Management Association (NPMA) and the CDC. 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,

The image shows two handwritten signatures in blue ink. The signature on the left is 'Cindy Mannes' and the signature on the right is 'Lyle R. Petersen'.

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

Hindsight PSA

Common pests found both inside and outside our homes can be far more dangerous than they seem. This PSA educates audiences about the harmful effects of pests and the importance of protecting ourselves from pest-related illnesses before it's too late. Additional information is available at PestWorld.org.

To learn more, please watch our new :60 PSA titled "**Hindsight**" which is also available in a :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.



"Hindsight" (:60)

1. Shot of a senior couple getting ready to ride bikes outside. The woman pauses and addresses viewers.

GRAPHIC:

Mosquitoes can spread Zika, Chikungunya, & West Nile virus.

MUSIC UP AND UNDER

SENIOR O/C: This time next week, I'll be sick in bed with West Nile virus thanks to a mosquito bite, right in front of my house.

NARRATOR V/O: Mosquitoes spread more diseases than any other animal. The flu-like symptoms of West Nile virus can last weeks –or months.

2. Shot of a young mother working at a desk from home. She addresses viewers while her young daughter plays with toys in the background.

GRAPHIC:

Asthma is a leading source of hospitalization for children.

MOM O/C: In eight minutes, my daughter will be in an ambulance having an asthma attack, triggered by cockroaches.

DAUGHTER O/C: (coughs)

NARRATOR V/O: Allergens from cockroaches, mice and other household pests can trigger asthma attacks –a leading cause of hospitalization for children.

3. Shot of a father who has bent down to pick up a ball while playing with his son in the yard. The father addresses viewers before running back towards his son in the background.

GRAPHIC:

Nearly 300,000 cases per year nationwide
*Source: CDC

DAD O/C: I'm going to be bitten by a tick today and won't even know it, until Lyme disease turns my life upside down.

NARRATOR V/O: Incidence of Lyme disease has doubled since the 1990's, with an estimated 300,000 cases diagnosed each year.

"Hindsight" (:60 continued)	
4. Shot of mother addressing viewers.	<u>MOM O/C:</u> Household pests are a real health threat.
5. Shot of father addressing viewers.	<u>DAD O/C:</u> Tick borne illnesses like Lyme disease are on the rise.
6. Shot of senior addressing viewers.	<u>SENIOR O/C:</u> And anyone can get West Nile virus –anywhere.
7. Background shot of the inside of a house. <u>GRAPHIC:</u> Pestworld.org logo A public service message brought to you by the National Pest Management Association and the Centers for Disease Control and Prevention.	<u>NARRATOR V/O:</u> Take steps to protect your family. Learn how at pest world dot org.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/npma/

No End Date For Use

Hindsight (:60, :30)

501(c) certificate is available below:

Professional Pest Management

Alliance: www.c360m.com/EPK/36566_NPMA_TV/ppma_letter.pdf

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

PROFESSOR AND FLEETING ADVERTISING

NO. 0042 - 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 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