

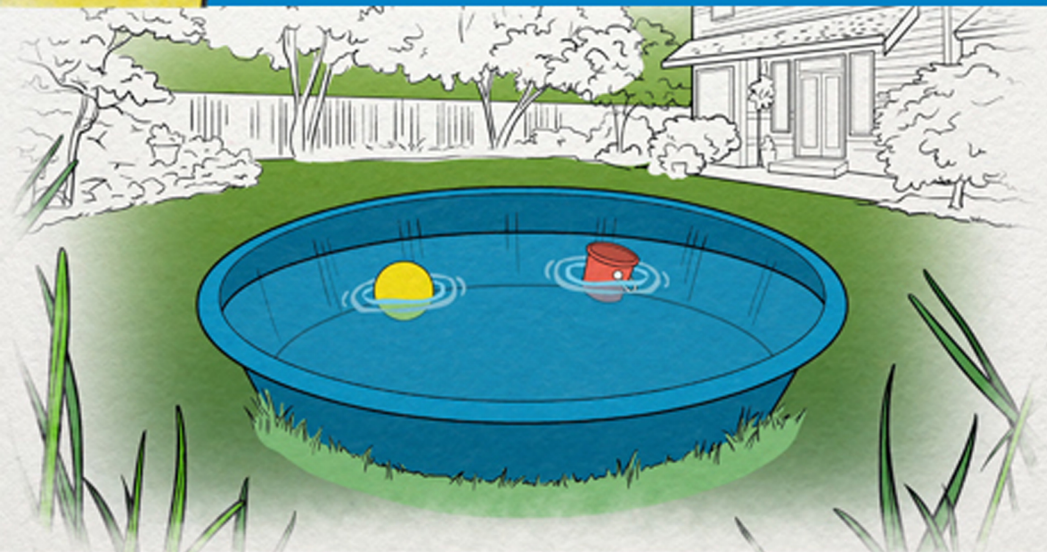


# NPMA

National Pest Management Association



**A PUBLIC SERVICE CAMPAIGN TO  
PROTECT YOUR HEALTH AND FAMILY**



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## ABOUT THE 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](http://PestWorld.org).



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

[PESTWORLD.ORG](http://PESTWORLD.ORG)

[IDENTIFY PEST](#)

[HEALTH HUB](#)



[FACEBOOK](#)



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Dear Public Service Director,

Summer is synonymous with spending time outdoors and soaking in the sunshine with family and friends. Whether it's weekend hikes, backyard barbecues, hotel stays and beach rentals for summer vacation or relaxing by the pool, there are also pests in abundance and all around us. Ticks, mosquitoes, ants, bed bugs, stinging insects, rats and mice and cockroaches are just a few of the pests that can put a damper on the season with bites, stings and even property damage and disease transmission depending on the pests encountered.

Cockroaches and rodents can exacerbate allergy symptoms and trigger asthma attacks, especially in smaller children. Stinging insects can be aggressive when foraging for food or defending nests and send more than half a million people to emergency rooms each year. Ticks, depending on the species, can transmit Lyme disease and Rocky Mountain spotted fever – diseases that are on the rise. And did you know mosquitoes are the deadliest animal in the world? While we don't have Malaria concerns here in the U.S., they do spread West Nile virus, Dengue fever and more. Rodents and cockroaches are also disgusting, spreading germs and bacteria resulting in foodborne illness and other sickness. Ants can contaminate food and bed bugs feed on human hosts and can be one of the most difficult pests to control once they infest a home or property. They love to hitchhike on people during travel.

All these threats underscore the need for public awareness and education to safeguard our health and protect against pests. Your station can help by airing the new public service announcement (PSA), titled "**Storytime**" (:30). The PSA is narrated by a young child whose family took action once they started seeing pests around the house. Using creative storytelling, the PSA provides key facts about the health problems and diseases caused by pests and provides important information regarding where pests are most commonly found within our homes and our surroundings. The PSA also encourages listeners to learn more by visiting the informational site [PestWorld.org](http://PestWorld.org). **This PSA has no end date for use.**

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.

Respectfully,



Cindy Mannes  
Senior Vice President of Public Affairs  
National Pest Management Association



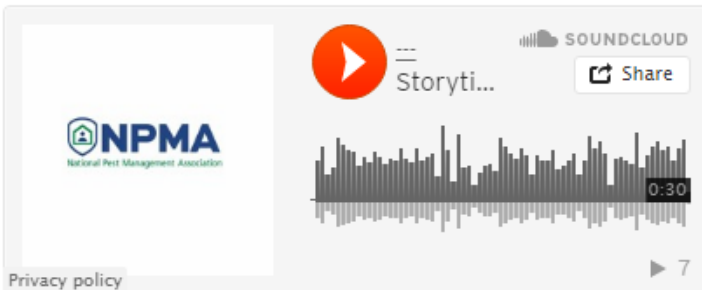
## Storytime

Household pests are a health risk which can have a significant impact on our daily lives and surroundings. Using creative storytelling and animated imagery, this new public service announcement (PSA) takes a unique look at the many ways in which pests can lead to serious health concerns and illnesses.

To learn more, please listen to our :30 PSA titled "**Storytime**". 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 <https://psaconnect.c360m.com/npma>

Thank you for your consideration.



--- - Storytime (:30)

## RADIO PSA SCRIPTS

### "Storytime" (:30)

**GIRL V/O:** ONCE UPON A TIME... OUR FAMILY HAD TROUBLE WITH PESTS AROUND OUR HOME

DID YOU KNOW THAT STINGING INSECTS SEND TONS OF PEOPLE TO THE HOSPITAL? AND TEENY TICKS AND MOSQUITOES CAN BE ALL AROUND THE YARD. THEIR BITES CAN MAKE PEOPLE AND THEIR PETS SICK. MICE, RATS AND ROACHES NEED FOOD AND WATER –JUST LIKE US! YOU DO NOT WANT THEM TO VISIT. THEY CAN SPREAD DISEASE AND MAKE IT HARD TO BREATHE.

I AM SURE GLAD THIS STORY HAS A HAPPY ENDING.

**NARRATOR V/O:** LEARN HOW TO PROTECT YOUR FAMILY AT PESTWORLD.ORG. A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<https://psaconnect.c360m.com/npma/>

### **NO END DATE FOR USAGE**

Storytime (: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=P142259>

Please let us know your preferences on receiving PSAs by contacting Ivette Achong via email at [iachong@c360m.com](mailto:iachong@c360m.com) or by phone at: (212) 624-9186.

# 501 (c)(3) certificate

FEB-19-2000 11:25AM PAYROLL AND FINANCING 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