



A public service message to protect your health, family and home.



“Abstract” | TV Public Service Campaign



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

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Dear Public Service Director,

This winter has brought some unusual weather to different parts of the country. For example, the typically sunny Southern California has been hit with massive snowstorms while some areas of the Northeast, which usually face harsh winter weather, are enjoying record warmth and minimal snow. These types of changes can impact how pests affect our environment and surroundings. Colder temperatures will cause rodents to seek shelter indoors which can lead to pest problems in our homes. A warmer-than-normal winter can cause pests like ticks, mosquitoes and cockroaches to get an early start to their peak season. All of this makes it important for us to remain vigilant about protecting our health and safety from disease-carrying pests, especially as spring approaches and we begin to spend more time outdoors. A number of pests are capable of transmitting diseases to humans and pose significant threats to our health and well-being.

Ticks found in tall grass around the home can spread Lyme disease and other illnesses which can lead to chronic health issues. The Centers for Disease Control and Prevention (CDC) estimates that nearly half a million people across the country are diagnosed with Lyme disease each year. Allergens left behind by dust mites, roaches and rodents are a major driver of asthma attacks, especially in children. Mosquitoes spread West Nile virus and many other diseases. Additionally, they can breed in standing water around the home.

Awareness and education are critical for safeguarding our communities from pest-related health threats. Your station can help by airing the public service announcement (PSA), titled "**Abstract**" (:60, :30). This timely PSA uses animated visual metaphors to help educate audiences about the symptoms and harmful effects caused by pest-related health conditions. The PSA also includes an informational website, PestWorld.org, which offers further details and educational resources. **We ask that you please air this PSA as soon and as often as possible. There is 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. The association conducts public education and awareness programs to promote increased vigilance around the home.

If you have any questions, please contact our distribution representative, Holly Mulé (212-624-9196; hmule@c360m.com). As always, thank you in advance for your support of our public service campaigns.

Respectfully,



Jim Fredericks, Ph.D
Senior Vice President of Public Affairs
National Pest Management Association

Abstract

It's important not to underestimate the health risks posed by pests. Pests can carry a number of dangerous diseases that can cause serious health issues and threaten our well-being. This PSA highlights the importance of protecting our loved ones from pest-related illnesses. Additional information is available at PestWorld.org.

To learn more, please watch the:60 PSA titled "**Abstract**" which is also available in a :30 length. 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/PSACConnect/npma/>

Thank you for your consideration.



"Abstract" (:60)	
<p>1. Animated visual environment, switch to a shot of a rash with a red bulls-eye ring around it. Switch to a shot of a medical diagnosis screen, switch to a shot of a clock graphic.</p>	<p>MUSIC UP AND UNDER</p> <p>MAN V/O: I thought it was just a rash but it had a bulls- eye ring around it, my doctor said it was a tick bite. Luckily, we caught it early.</p>
<p>2. Animated shot of tall grass with a tick crawling.</p> <p>GRAPHIC: LYME DISEASE ROCKY MOUNTAIN SPOTTED FEVER AND OTHER SERIOUS DISEASES</p>	<p>NARRATOR V/O: Ticks found in tall grass around your home can spread Lyme disease and other illnesses which can lead to chronic health issues.</p>
<p>3. Animated map of the United States.</p> <p>GRAPHIC: CDC ESTIMATES NEARLY 500,000 CASES OF LYME DISEASE PER YEAR NATIONWIDE</p>	<p>NARRATOR V/O: The CDC estimates nearly half a million people across the country are diagnosed with Lyme disease each year.</p>
<p>4. Animated shot of an asthma inhaler, switch to a shot of lungs with arms hugging. Shot of house and animated roaches.</p>	<p>CHILD V/O: I didn't understand why my brother was having so many asthma flare-ups. Sometimes he couldn't breathe. Turns out a roach problem at home was triggering it.</p>

TV PSA SCRIPTS

"Abstract" (:60 continued)

5. Animated shot of house transitions to dusk colors. Shot of blinking eyes in shadow next to the home.

GRAPHIC:
PEST ALLERGENS CAN
TRIGGER ASTHMA ATTACKS
WITH GREATER INCIDENCES IN
CHILDREN

NARRATOR V/O: Allergens left behind by dust mites, roaches and rodents are a major driver of asthma attacks, especially in children.

6. Animated shot of a thermometer, an icon of a person and sleeping "Zzzz..." graphic. Switch to a shot of a mosquito surrounded by flowers.

GRAPHIC:
WEST NILE VIRUS

WOMAN V/O: When I had a fever, body aches, and fatigue I never thought it would have been West Nile virus. All it took was a mosquito bite while gardening.

7. Animated shot of diseases on screen. Switch to a shot of a bird drinking from a bird bath.

GRAPHIC:
WEST NILE VIRUS
MALARIA
CHIKUNGUNYA
EASTERN EQUINE ENCEPHALITIS
(EEE)
DENGUE FEVER
AND MORE

NARRATOR V/O: Mosquitoes spread West Nile virus and many other diseases. And they can breed in standing water around your home.

8. **GRAPHIC:**
PestWorld.org

A public service announcement brought to you by the National Pest Management Association.

NARRATOR V/O: Protect your family from pests, get the facts at Pestworld.org.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/npma/

No End Date For Use

Abstract (:60, :30)

501(c) certificate is available below:

Professional Pest Management

Alliance: [www.c360m.com/EPK/36566 NPMA TV/ppma letter.pdf](http://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) certificate

FEB-19-2003 11:25AM

PAYROLL AND FINANCIAL ADVERTISING

NO-3343 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
DIN: 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