



NPMA

National Pest Management Association

"Closer Than You Think" | Radio Public Service Campaign

The pests you can't see can still impact your health.



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ABOUT NATIONAL PEST MANAGEMENT ASSOCIATION

The National Pest Management Association (NPMA), a nonprofit organization with more than 4,000 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 pests.

For more information, please visit PestWorld.org.

pestworld.ORG

A PUBLIC SERVICE MESSAGE FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION.

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

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

[IDENTIFY PEST](#)

[HEALTH HUB](#)

 [FACEBOOK](#)

[X](#)

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NEW RADIO PSA TITLED "CLOSER THAN YOU THINK" FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION CAUTIONS AGAINST HIDDEN HEALTH RISKS

The pests you don't see can be the ones that matter most. They move quietly through gaps in your walls, along the edges of your kitchen and bathroom, just out of sight. By the time you notice them, they've often been there for a while, growing their populations and infesting your property. These pests are more than a nuisance; they can carry pathogenic bacteria, trigger allergic reactions and spread serious diseases that negatively impact real people in real homes every day.

That's the reality at the heart of the National Pest Management Association (NPMA)'s new public service announcement. The PSA follows common pests as they navigate the everyday spaces we live, work and gather in. Rodents invade an estimated 21 million U.S. homes every year and serve as vectors for more than 35 diseases. Cockroaches thrive in warm, humid environments such as kitchens or bathrooms and can leave behind allergens that may worsen asthma symptoms, especially in children. Outdoor pests like mosquitoes and ticks are capable of transmitting dangerous diseases, including West Nile virus and Lyme disease – a growing health threat across the country. This new campaign is a call to pay attention, because the pests you can't see can still impact your health.

Awareness is the most powerful tool. Your station can help educate listeners about these pest-related health and safety threats by airing the new PSA titled "Closer Than You Think" (:30). The PSA spotlights a simple truth: even though pests can go unnoticed, their risks are lingering. When you understand where pests hide, what they carry and how they move through your home, you're better equipped to protect yourself, your family and your property from the risks they pose. The PSA encourages audiences to learn more by visiting PestWorld.org, an informational website that offers further details and educational resources. **The PSA has no end date for use.** We ask that you please air this PSA as soon and as often as possible.

NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by pests. The association conducts public education and awareness programs to promote increased vigilance around the home.

RADIO PSA SCRIPTS

"Closer Than You Think" (:30)

NARRATOR V/O: Most pests hide in the shadows. Just out of sight. But even as they go unnoticed, they can still put our health at risk.

Often drawn to food, moisture, and clutter – pests can spread dangerous bacteria, trigger allergies, and also transmit diseases. In our homes, our workplaces, and even outdoors – pests are a serious health and safety threat.

Knowing what to look for can help protect your health.

Learn more 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

Closer Thank You Think (: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=B146411>

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



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

THE PEST MANAGEMENT FOUNDATION INC
10460 NORTH STREET
FAIRFAX, VA 22030-2555

Date: 07/03/2024
Employer ID number: 22-6070835
Form 990-PF: Yes
Person to contact: Name: Ms. Perry
ID number: 12054
Telephone: (877)629-5500

Dear Applicant:

In your letter dated 01/10/2024, you requested a reclassification of foundation status as a public charity.

Our records indicate you are tax exempt under IRC Section 501(c)(3). You're currently classified as a public charity described in IRC Sections 509(a)(3).

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in IRC Sections (509)(a)(1) and 170(b)(1)(A)(vi) and updated our records.

Because your tax-exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under IRC Section 501(c)(3).

This letter could help resolve questions on your foundation status. Keep it for your records.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

pestworld.ORG

