



Choose Success: **Communities In Schools National Public Awareness Campaign**

Choose Success, launched in March 2005, was a three-year advertising campaign designed to draw attention to the issue of high school dropouts and to raise the visibility of Communities In Schools nationwide.

Creative Materials

Created pro bono by New York advertising agency Shepardson Stern Kaminsky (SS+K), *Choose Success* included television, radio, print, outdoor and Internet advertising. The message was crafted to demonstrate that the support CIS provides students results in a difference in the decisions they make in life. By showing how an individual with talent and potential could be led down two completely different paths, the ads clearly showed the role of CIS in a child's life.

Each television spot opened with a two-person dramatic situation that has the potential for disaster: an emergency room doctor working on an emergency-room gunshot-wound victim...a drug-addicted panhandler approaching a woman on her way to work...a police officer chasing a criminal down the street. At the end of the spot, the viewer discovered that each pair – doctor and victim, addict and businesswoman, criminal and cop – was the same person, with the same name. Thus, the ads underscored the fact that a child could well become a gang member, addict or drug dealer -- but with CIS' involvement, that child's future can be very different.

Print and radio spots also featured startling scenarios and were intended to grab the attention of viewers and listeners.

Media Partners

Throughout the course of the campaign, donated television media spots from Cox Communications equaled an estimated \$4.1 in value. In addition, Bloomberg provided pro bono advertising spots during the Bloomberg Market Minute, and on Bloomberg Television in markets throughout the country. Clear Channel radio stations also donated nearly \$500,000 worth of airtime in several U.S. markets.

Building Awareness for CIS

As the nation's leading dropout prevention organization helping young people stay in school and prepare for life, CIS will continue to raise awareness about the critical issue of dropping out of school. The number of dropouts continues to escalate. More than ever, parents, educators, community leaders, public officials, the corporate sector and students themselves need to know about the support that CIS offers in nearly 3,300 schools and education sites around the nation.