

Appendix D

Waves 1 - 9 – NSPY Anti-Drug Advertisements Shown to Respondents

Wave 1

Table D-1a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Clinic	A father and son are shown walking through a clinic-like setting, but finally arrive at a basketball clinic. The ad offers a telephone number to get a book on parent-child activities.
	Differences – Drugs	Drugs to 6th grader is medicine; drugs to a 7th grader is bag of marijuana. “What a difference a year makes.”
	Differences – Pipe	A pipe to a 6th grader is plumbing; a pipe to a 7th grader is a marijuana pipe. “What a difference a year makes.”
	Differences – Pot	Pot to a 6th grader is a flower pot; pot to a 7th grader is marijuana. “What a difference a year makes.”
	Differences – Roach	A roach to a 6th grader is an insect; a roach to a 7th grader is part of a marijuana joint. “What a difference a year makes.”
	Differences – Weed	A weed to 6th grader is a dandelion; weed to a 7th grader is marijuana. “What a difference a year makes.”
	Email	A father types an email on his computer while his child plays video game in the background. Spending time with your kids is most effective deterrent to drug use. “Could you send one less email?”
	Funeral	Mortuary employees talk about the realities of planning funerals for young people. The ad captions discuss the risk of death from using inhalants.
	Instructions – Involved	A girl is shown walking with books, a boy is fixing his bike, a girl is playing with a soccer ball. All have parenting “instructions” visible on their bodies. Wouldn’t it be great if kids came with instructions? The instructions advise the parent to stay involved with the child.
	Office	A typical office is shown at 5:00 PM. Be aware of at-risk times—5:00 PM is the time kids are most likely to be offered drugs. Be sure to check in with them.
	Phone	A mother talks on the kitchen phone while child sits in background looking bored. Spending time with your kids is the most effective drug deterrent. “Could you make one less call?”
	Symptoms	A mother is shown looking depressed, the father is yelling, a young child is curled up in the corner, looking scared. These are the family “symptoms” of teen drug use.
	TV	A father watches TV show while his daughter skims a magazine on the couch. Kids who are younger than 15 and using marijuana are more likely to use other drugs. Spending time with your kids is the most effective deterrent to drug use. “Why do we watch so much television?”

Wave 1 (continued)

Table D-1a. Television advertisements shown to parents (continued)

Target Audience	Ad Name	Description
	Under Your Nose	Camera pans through house showing everyday items that kids sniff to get high. Parents are unaware of the dangers of sniffing everyday household products.
African American	Office	A typical office is shown at 5:00 PM. Be aware of at-risk times—5:00 PM is the time kids are most likely to be offered drugs. Be sure to check in with them.
	Symptoms	A mother is shown looking depressed, the father is yelling, a young child is curled up in the corner, looking scared. These are the family “symptoms” of teen drug use.
Hispanic	Game Show (Spanish)	A parent-child game show is shown. The mother knows where Mozart was born. But her child knows about marijuana. Parents would be surprised about what their kids know about marijuana.
	Heroes: Dancing (Spanish)	A mother takes her daughter to dance lessons, then watches her daughter’s dance recital when the daughter is older. The mother remains the child’s hero throughout her life. “Get close to her. . Support her. . this will help her stay away from drugs.”
	Heroes: Swimming (Spanish)	A father carries his son as a child, then watches his son’s swim meet when he’s older. The father remains the child’s hero throughout his life. “Get involved in his activities. . This will help him stay away from drugs.”
	Phone (Spanish)	A mother talks on the kitchen phone while child sits in background looking bored. Spending time with your kids is the most effective drug deterrent. “Could you make one less call?”
	Under Your Nose (Spanish)	Camera pans through house showing everyday items that kids sniff to get high. Parents are unaware of the dangers of sniffing everyday household products.

Wave 1 (continued)

Table D-1b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Basketball	Activities are listed that kids would rather do than drugs. The number one deterrent to drugs is parents and the time spent with their kids.
	Cooking Dinner	Boredom is one reason kids get involved with drugs. Stay involved with your kids.
	Differences – Bag	To a 6th grader, a bag is something that holds your lunch; to a 7th grader, it's something that holds your marijuana. "What a difference a year makes."
	Differences – Clip	A clip to a 6th grader is a paper clip; a clip to a 7th grader is a roach clip. "What a difference a year makes."
	Differences – Grass	To a 6th grader, grass is something you cut; to a 7th grader, it's something you smoke. "What a difference a year makes."
	Happy Birthday Steven	A mother describes what she does (feeding, bathing) to take care of her teenaged son who used inhalants and suffered brain damage.
	Keep Trying	A boy describes all the times he was told by his parent to keep trying. He encourages parents to "keep trying" to talk to kids about marijuana.
African American	Tree Fort	Activities are suggested to do with your kids: rollerblade, play chess, go to movie. Be aware of at-risk hours—between 4 pm and 6 pm is when kids are most likely to try drugs.
African American	Keep Trying	A boy describes all the times he was told by his parent to keep trying. He encourages parents to "keep trying" to talk to kids about marijuana.
Hispanic	Happy Birthday Raoul (Spanish)	A mother describes what she does (feeding, bathing) to take care of her teenaged son who used inhalants and suffered brain damage.
	Pepperoni (Spanish)	The best way to keep youth younger than 15 from using drugs is by supervising them and being an effective parent.

Wave 1 (continued)

Table D-1c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Andy McDonald	Skate boarding champion Andy McDonald talks about getting high from skate boarding, not drugs.
	Brothers	A little brother imitates his big brother. The big brother is offered marijuana, but refuses it because he knows he's a role model.
	Dixie Chicks	The band, the Dixie Chicks, talk about the temptations to use drugs and advise against drug use.
	Hockey	A boy plays hockey without protective gear. Smoking marijuana is like playing hockey without the right equipment. You can't get in the game.
	How to Say No	Alternative ways (angry, rap, dramatic) to say no to drugs are shown.
	Mary J. Blige	Singer Mary J. Blige talks about loving and accepting yourself and staying drug free.
	Michael Johnson	Michael Johnson, the world's fastest 200m and 400m runner, is featured. "None of this would be possible if I had used drugs."
	Mother/Daughter	A mother talks about how proud she is of her daughter. The daughter meets her friend in the park to smoke marijuana. "Smoking marijuana won't kill you, but it will kill your mother."
	No Skills	Kids are shown making mistakes and unable to play sports well after using drugs.
	No Thanks	A boy at a party is offered marijuana. Different ways to say no to drugs are shown.
African American	Scatman	Scatman performs in a music video style to convey that "Drugs aren't about nothing."
	Drugs Kill Dreams	Tennis champions Venus and Serena Williams advise against drug use. "Drugs kill dreams."
	How to Say No	Alternative ways (angry, rap, dramatic) to say no to drugs are shown.
Hispanic	Most Teens	Girls are shown jumping rope, boxing, playing basketball, and not using drugs. "I'm too smart to be doing stupid stuff like that."
	Fast Food (Spanish)	A young boy under the influence of drugs can't answer when asked what he wants at a fast food restaurant. He is ridiculed by others in line and embarrasses himself.
	Natural High (Spanish)	Youth are shown skate boarding, climbing, kick boxing, performing in a band. The best kinds of highs come from doing things well, not using drugs.
	Second Trip (Spanish)	Youth are shown skate boarding, climbing, kick boxing, performing in a band. The best kinds of highs come from doing things well, not using drugs.
	You Know How to Say It (Spanish)	A youth is offered vegetables, asked to copy homework, asked to ditch basketball, asked to smoke marijuana. "You know how to say no."
	Test (Spanish)	A young girl under the influence of drugs doodles on a test and can't answer any of the questions. She disappoints the teacher and herself.

Wave 1 (continued)

Table D-1d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Brother Jeff	The things that older brother Jeff can do are featured. Jeff doesn't get high because he knows his little brother looks up to him.
	Danielle	A young girl describes her ambition to be a doctor. She doesn't want to do drugs because people will depend on her to help them.
	Make You Think	Marijuana makes you think you're interesting and attractive, when you're really not.
	Ray	A youth talks about breaking a family cycle of drug use and becoming an actor when he grows up. He doesn't use drugs because he wants to be in control of his own life.
	Scatman	Scatman performs in a music video style to convey that "Drugs aren't about nothing."
	Skip	A youth describes a normal childhood until he starts using marijuana and then his life sort of skips, he's not going anywhere.
	Stressed	Girls talk about who is stressed out and who has it the worst. But the girl using drugs is really the one who's doing worst.
	What to Say Boy	A friend wants you to smoke "that wacky weed." What do you say? "I get high above the rim."
	What to Say Girl	The guy is great, but he wants you to get high. What do you say? "I'd rather go to math camp."
African American	If Pot Were a Person	Reasons are given why, if pot were a person, you wouldn't like him. He'd make you quit sports, get you in trouble with your parents.
	Kathy and Jackie	Kathy talks about her best friend Jackie and how, if they got high, they wouldn't have fun together.
	Money	Items are listed that you can buy with your money if you don't buy marijuana.
	Steven	An urban youth talks about seeing a drug bust on Thanksgiving, being happy, staying true to himself and drug free.
	What I Don't Do	A rap song is played that conveys the message that I don't do drugs and it will be all right.
	What to Say Boy	A friend wants you to smoke "that wacky weed." What do you say? "I get high above the rim."
	What to Say Girl	The guy is great, but he wants you to get high. What do you say? "I'd rather go to math camp."

Wave 1 (continued)

Table D-1d. Radio advertisements played for youth (continued)

Target Audience	Ad name	Description
Hispanic	Boy Meets Girl (Spanish)	A boy who uses drugs meets girl he's interested in. He thinks he's making a good impression, but she thinks he's a loser.
	Laugh (Spanish)	Boy who is high can't stop laughing long enough to finish the story he's trying to tell.
	She Did It (Spanish)	Girls talk to popular girl who says no to marijuana and is still popular.
	The First Time (Spanish)	Kids talk about saying no to marijuana for the first time.
	Typical Story (Spanish)	A boy's friends tell him to try smoking marijuana. He says he doesn't want to smoke. They insist. He says, "I don't need that."
	Weekend (Spanish)	A young man laughs and rambles incoherently when friends ask him about his "incredible" weekend. He thinks his story is great. But they can't understand anything he says.

Wave 2

Table D-2a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Clinic	A father and son are shown walking through a clinic-like setting, but finally arrive at a basketball clinic. The ad offers a telephone number to get a book on parent-child activities.
	Differences – Drugs	Drugs to 6th grader is medicine; drugs to 7th grader is bag of marijuana. “What a difference a year makes.”
	Differences – Pipe	A pipe to a 6th grader is plumbing; a pipe to a 7th grader is a marijuana pipe. “What a difference a year makes.”
	Differences – Roach	A roach to a 6th grader is an insect; a roach to 7th grader is part of a marijuana joint. “What a difference a year makes.”
	Differences – Weed	A weed to 6th grader is a dandelion; weed to 7th grader is marijuana. “What a difference a year makes.”
	Instructions – Involved GM	A girl is shown walking with books, a boy is fixing his bike, a girl is playing with a soccer ball. All have parenting “instructions” visible on their bodies. Wouldn’t it be great if kids came with instructions? The instructions advise the parent to stay involved with the child.
	Instructions – Reward GM	Kids are shown walking, playing with a dog, running through the hose. All have parenting “instructions” visible on their bodies. Wouldn’t it be great if kids came with instructions? The instructions advise to reward child and provide positive reinforcement.
African American	Clinic	A father and son are shown walking through a clinic-like setting, but finally arrive at a basketball clinic. The ad offers a telephone number to get a book on parent-child activities.
	Instructions – Involved AA	A boy is shown on a dock, a girl plays with a soccer ball, a boy looks in a mirror. All have parenting “instructions” visible on their bodies. Wouldn’t it be great if kids came with instructions? The instructions advise the parent to stay involved with the child.
	Instructions – Reward AA	Kids are shown playing with their father, eating ice cream, walking. All have parenting “instructions” visible on their bodies. Wouldn’t it be great if kids came with instructions? The instructions advise to reward child, provide positive reinforcement.
	Symptoms	A mother is shown looking depressed, the father is yelling, a young child is curled up in the corner, looking scared. These are the family “symptoms” of teen drug use.

Wave 2 (continued)

Table D-2a. Television advertisements shown to parents (continued)

Target Audience	Ad name	Description
Hispanic	Heroes: Dancing (Spanish)	A mother takes her daughter to dance lessons, then watches her daughter's dance recital when the daughter is older. The mother remains the child's hero throughout her life. "Get close to her. . Support her. . this will help her stay away from drugs."
	Heroes: Swimming (Spanish)	A father carries his son as a child, then watches his son's swim meet when he's older. The father remains the child's hero throughout his life. "Get involved in his activities. . . This will help him stay away from drugs."
	Mirrors (Spanish)	A boy wanders through a house of mirrors while his parents search for him. "Your child can be under the illusion that smoking marijuana is harmless." It isn't.

Wave 2 (continued)

Table D-2b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Basketball	Activities are listed that kids would rather do than drugs. The number one deterrent to drugs is parents and the time spent with their kids.
	Keep Trying	A boy describes all the times he was told by his parent to keep trying. He encourages parents to “keep trying” to talk to kids about marijuana.
	Tree Fort	Activities are suggested to do with your kids: rollerblade, play chess, go to movie. Be aware of at-risk hours—between 4 pm and 6 pm is when kids are most likely to try drugs.
African American	Keep Trying	A boy describes all the times he was told by his parent to keep trying. He encourages parents to “keep trying” to talk to kids about marijuana.
Hispanic	Pepperoni (Spanish)	The best way to keep youth younger than 15 from using drugs is by supervising them and being an effective parent.

Wave 2 (continued)

Table D-2c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Brothers	A little brother imitates his big brother. The big brother is offered marijuana, but refuses it because he knows he's a role model.
	DJ	A boy talks about his feelings when he performs as a disk jockey. Asks "what's your anti-drug?"
	Drugs Kill Dreams	Tennis champions Venus and Serena Williams advise against drug use. "Drugs kill dreams."
	Family	A girl talks about her attachment to her mother. Asks "what's your anti-drug?"
	Football	A football player talks about catching a pass. Asks "what's your anti-drug?"
	Friends	A boy talks about doing everything with his friends and sticking together with them. Asks "what's your anti-drug?"
	How to Say No	Alternative ways (angry, rap, dramatic) to say no to drugs are shown.
	Icon	Ad shows a collage of images of various activities. Asks "what's your anti-drug?"
	Love	A girl talks about the love she feels for her cat. Asks "what's your anti-drug?"
	Mother/Daughter	A mother talks about how proud she is of her daughter. The daughter meets her friend in the park to smoke marijuana. "Smoking marijuana won't kill you, but it will kill your mother."
	No Thanks	A boy at a party is offered marijuana. Different ways to say no to drugs are shown.
	Swimming	A girl talks about how much she enjoys swimming. Asks "what's your anti-drug?"
	Tara Lipinski	Important female sports figures in past paved the way for women today to play sports. Figure skating champion Tara Lipinski is featured and counsels against drug use.
	U.S. Women's Soccer Team	The members of the 1999 World Champion U.S. Women's Soccer Team talk about what a great time it is to be a girl. "Don't blow it by getting involved with drugs."
Vision Warrior	Young man talks about how smoking marijuana led him to use harder drugs.	

Wave 2 (continued)

Table D-2c. Television advertisements shown to youth (continued)

Target Audience	Ad name	Description
African American	DJ	A boy talks about his feelings when he performs as a disk jockey. Asks “what’s your anti-drug?”
	Drugs Kill Dreams	Tennis champions Venus and Serena Williams advise against drug use. “Drugs kill dreams.”
	Family	A girl talks about her attachment to her mother. Asks “what’s your anti-drug?”
	Football	A football player talks about catching a pass. Asks “what’s your anti-drug?”
	Friends	A boy talks about doing everything with his friends and sticking together with them. Asks “what’s your anti-drug?”
	How to Say No	Alternative ways (angry, rap, dramatic) to say no to drugs are shown.
	Love	A girl talks about the love she feels for her cat. Asks “what’s your anti-drug?”
	Most Teens	Girls are shown jumping rope, boxing, playing basketball, and not using drugs. “I’m too smart to be doing stupid stuff like that.”
	Mother/Daughter	A mother talks about how proud she is of her daughter. The daughter meets her friend in the park to smoke marijuana. “Smoking marijuana won’t kill you, but it will kill your mother.”
	No Thanks	A boy at a party is offered marijuana. Different ways to say no to drugs are shown.
	Swimming	A girl talks about how much she enjoys swimming. Asks “what’s your anti-drug?”
	Vision Warrior	Young man talks about how smoking marijuana led him to use harder drugs.
	Hispanic	Fast Food (Spanish)
Second Trip (Spanish)		Youth are shown skate boarding, climbing, kick boxing, performing in a band. The best kinds of highs come from doing things well, not using drugs.
Test (Spanish)		A young girl under the influence of drugs doodles on a test and can’t answer any of the questions. She disappoints the teacher and herself.
You Know How to Say It (Spanish)		A youth is offered vegetables, asked to copy homework, asked to ditch basketball, asked to smoke marijuana. “You know how to say no.”

Wave 2 (continued)

Table D-2d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Brother Jeff	The things that older brother Jeff can do are featured. Jeff doesn't get high because he knows his little brother looks up to him.
	Excuses	Excuses you can give for not smoking marijuana are provided.
	Make You Think	Marijuana makes you think you're interesting and attractive, when you're really not.
	Orientation	An orientation to middle school life is presented: pizza, science class, recess, kids who smoke marijuana. Say no to drugs and you won't be treated like a little kid.
	What to Say Boy	A friend wants you to smoke "that wacky weed." What do you say? "I get high above the rim."
	What to Say Girl	The guy is great, but he wants you to get high. What do you say? "I'd rather go to math camp."
	What's Yours	Girl (boy for Black youth) asks "What's your thing? What do you do instead of drugs?" That's your anti-drug. Talks about posting your anti-drug to "whatsyourantidrug.com" or calling 877-979-6300.
African American	If Pot Were a Person	Reasons are given why, if pot were a person, you wouldn't like him. He'd make you quit sports, get you in trouble with your parents.
	Money	Items are listed that you can buy with your money if you don't buy marijuana.
	What to Say Boy	A friend wants you to smoke "that wacky weed." What do you say? "I get high above the rim."
	What to Say Girl	The guy is great, but he wants you to get high. What do you say? "I'd rather go to math camp."
	What's Yours	Girl (boy for Black youth) asks "What's your thing? What do you do instead of drugs?" That's your anti-drug. Talks about posting your anti-drug to "whatsyourantidrug.com" or calling 877-979-6300.

Wave 2 (continued)

Table D-2d. Radio advertisements played for youth (continued)

Target Audience	Ad name	Description
Hispanic	Boy Meets Girl (Spanish)	A boy who uses drugs meets girl he's interested in. He thinks he's making a good impression, but she thinks he's a loser.
	Laugh (Spanish)	Boy who is high can't stop laughing long enough to finish the story he's trying to tell.
	She Did It (Spanish)	Girls talk to popular girl who says no to marijuana and is still popular.
	The First Time (Spanish)	Kids talk about saying no to marijuana for the first time.
	Typical Story (Spanish)	A boy's friends tell him to try smoking marijuana. He says he doesn't want to smoke. They insist. He says, "I don't need that."
	Weekend (Spanish)	A young man laughs and rambles incoherently when friends ask him about his "incredible" weekend. He thinks his story is great. But they can't understand anything he says.

Wave 3

Table D-3a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Clinic	A father and son are shown walking through a clinic-like setting, but finally arrive at a basketball clinic. The ad offers a telephone number to get a book on parent-child activities.
	My Hero	A series of young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Needle/Spray Can	Ad relays message to parents about unsuspecting drugs under the sink in the home. Aerosol can is depicted as a syringe. Inhalants are dangerous and deadly. "Communication" is the anti-drug.
	Smoke	Ad opens with two smoke streams and a verbal message about parental interaction with kids. During message, the camera follows the smoke streams to two roasting marshmallows over a campfire. Parents are the anti-drug.
	Thanks	A series of teens thank their parents for disciplining and being there for them during troublesome times.
African American	Clinic	A father and son are shown walking through a clinic-like setting, but finally arrive at a basketball clinic. The ad offers a telephone number to get a book on parent-child activities.
	Deal	Father is imitating a drug dealer to his son on a playground to see how he reacts. The boy refuses the offer in a stern fashion to his father's delight.
	My Hero	A series of African American young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
Hispanic	Mirrors – (Spanish)	A boy wanders through a house of mirrors while his parents search for him. "Your child can be under the illusion that smoking marijuana is harmless." It isn't.
	Needle/Spray Can (Spanish)	Ad relays message to parents about unsuspecting drugs under the sink in the home. Aerosol can is depicted as a syringe. Inhalants are dangerous and deadly. "Communication" is the anti-drug.
	Shadow – Brochure (Spanish)	A Hispanic boy is "shadowed" by the presence of drugs in society. His concerned parents turn to the brochure they got about drug abuse for advice about talking to the son.

Wave 3 (continued)

Table D-3b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Basketball	Activities are listed that kids would rather do than drugs. The number one deterrent to drugs is parents and the time spent with their kids.
	Desperate	Ad opens with what sounds like a parent lecturing the son about the dangers of drugs. However, the parent is actually playing a video game with the youth and spending time with him. Phone number and web site is given for information about keeping youths off drugs.
	Happy Birthday Steven	A mother describes what she does (feeding, bathing) to take care of her teenaged son who used inhalants and suffered brain damage.
	Kathy Abel	A woman describes how her son died from sniffing fumes with his friends. Youths and adults need to be informed about the lethal dangers with the seemingly “harmless” fun of inhalant use.
	My Hero	A series of young boys and girls address their parents about the necessary actions they take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Needle/Spray Can	Message informs parents about the dangers of inhalants in the home. Phone number and web site is given for more information. Communication is the anti-drug.
	Sooner or Later David	Teen is being lectured by parent about the dangers of taking and sharing Ecstasy with friends, especially when purchased from a stranger. Talk to youth “sooner” rather than “later.”
	Sooner or Later Megan	An angry parent is on the phone with her incoherent daughter after learning that she used Ecstasy. Message is for parents to speak with youth “sooner” rather than “later.”
	Symptoms	Ad talks about the negative ripple effects that occur in the family when a member is using marijuana. Examples include depression, withdrawal, and hostility.
	Tree Fort	Activities are suggested to do with your kids: rollerblade, play chess, go to movie. Be aware of at-risk hours—between 4 pm and 6 pm is when kids are most likely to try drugs.
African American	My Hero	A series of young African American boys and girls address their parents about the necessary actions they take to teach them about the dangers of drugs. Parents need to be the grown-up.

Wave 3 (continued)

Table D-3b. Radio advertisements played for parents (continued)

Target Audience	Ad name	Description
Hispanic	Happy Birthday Raoul (Spanish)	A mother describes what she does (feeding, bathing) to take care of her teenaged son who used inhalants and suffered brain damage.
	Needle/Spray Can (Spanish)	Message informs parents about the dangers of inhalants in the home. Phone number and web site is given for more information. Communication is the anti-drug.
	Pepperoni (Spanish)	The best way to keep youth younger than 15 from using drugs is by supervising them and being an effective parent.
	Shadow - Brochure (Spanish)	A Hispanic boy is "shadowed" by the presence of drugs in society. His concerned parents turn to the brochure they got about drug abuse for advice about talking to their son.

Wave 3 (continued)

Table D-3c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Dance	Animation of a girl dancing to music on her radio. While dancing, she is offered drugs by two boys. She refuses the offer and states that dancing is her anti-drug.
	DJ	A boy talks about his feelings when he performs as a disk jockey. Asks “what’s your anti-drug?”
	Drawing	Sketch work shows an young artist transforming drug users into foolish characters and nonusers into popular winners. Drawing is the youth’s anti-drug.
	Football	A football player talks about catching a pass. Asks “what’s your anti-drug?”
	Friends	A boy talks about doing everything with his friends and sticking together with them. Asks “what’s your anti-drug?”
	Icon	Ad shows a collage of images of various activities. Asks “what’s your anti-drug?”
	It’s Okay to Pass	Group of suburban youths sit in a garage talking and passing a drug to each other. The last youth rejects the drug and passes it on. Her rejection is acceptable to her peers indicating that it’s okay to pass.
	Music/Mix Tapes	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.
	Swimming	A girl talks about how much she enjoys swimming. Asks “what’s your anti-drug?”
African American	DJ	A boy talks about his feelings when he performs as a disk jockey. Asks “what’s your anti-drug?”
	Football	A football player talks about catching a pass. Asks “what’s your anti-drug?”
	Friends	A boy talks about doing everything with his friends and sticking together with them. Asks “what’s your anti-drug?”
	Music/Mix Tapes	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.
	Swimming	A girl talks about how much she enjoys swimming. Asks “what’s your anti-drug?”
	What I Need	A youth is confronted by an older teen selling drugs about “what he needs.” The youth rattles off a series of positives that he needs in his life. The last positive need is for the dealer to leave him alone.
Hispanic	Music/Mix Tapes (Spanish)	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.
	Second Trip (Spanish)	Youth are shown skate boarding, climbing, kick boxing, performing in a band. The best kinds of highs come from doing things well, not using drugs.
	You Know How to Say It (Spanish)	A youth is offered vegetables, asked to copy homework, asked to ditch basketball, asked to smoke marijuana. “You know how to say no.”

Wave 3 (continued)

Table D-3d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Alberto	Young male talks about why drugs don't go with making music. Music is the anti-drug for this youth.
	Excuses	Excuses you can give for not smoking marijuana are provided.
	Margot	Female youth has a younger friend with a disability and wants to be her role model. Teaching her about life is more important than taking drugs. Her younger friend is her anti-drug.
	Orientation	An orientation to middle school life is presented: pizza, science class, recess, kids who smoke marijuana. Say no to drugs and you won't be treated like a little kid.
	The Rant	Ad talks about the lies associated with ecstasy when viewed by nonusers.
	What to Say Boy	A friend wants you to smoke "that wacky weed." What do you say? "I get high above the rim."
	What to Say Girl	The guy is great, but he wants you to get high. What do you say? "I'd rather go to math camp."
	What's Yours	Girl (boy for Black youth) asks "What's your thing? What do you do instead of drugs?" That's your anti-drug. Talks about posting your anti-drug to "whatsyourantidrug.com" or calling 877-979-6300.
African American	Alberto	Young male talks about why drugs don't go with making music. Music is the anti-drug for this youth.
	What to Say Boy	A friend wants you to smoke "that wacky weed." What do you say? "I get high above the rim."
	What to Say Girl	The guy is great, but he wants you to get high. What do you say? "I'd rather go to math camp."
	What's Yours	Girl (boy for Black youth) asks "What's your thing? What do you do instead of drugs?" That's your anti-drug. Talks about posting your anti-drug to "whatsyourantidrug.com" or calling 877-979-6300.
Hispanic	Jose (Spanish)	Jose is a teen whose anti-drug is music. He sings part of a song called "La Rosa" in the ad.
	She Did It (Spanish)	Girls talk to popular girl who says no to marijuana and is still popular.
	The First Time (Spanish)	Kids talk about saying no to marijuana for the first time.

Wave 4

Table D-4a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Derrick Brooks	NFL player Derrick Brooks talks about how parents can keep kids drug free by making time and monitoring them.
	Eddie George	NFL player Eddie George talks about how his mother kept him from using drugs.
	My Hero GM	A series of young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Thanks	A series of teens thank their parents for monitoring, disciplining and being there for them during troublesome times.
African American	Derrick Brooks	NFL player Derrick Brooks talks about how parents can keep kids drug free by making time and monitoring them.
	Eddie George	NFL player Eddie George talks about how his mother kept him from using drugs.
	My Hero AA	A series of African American young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Thanks	A series of teens thank their parents for monitoring, disciplining and being there for them during troublesome times.
Hispanic	Alert (Spanish)	Ad warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Shadow – Brochure (Spanish)	A Hispanic boy is “shadowed” by the presence of drugs in society. His concerned parents turn to the brochure they got about drug abuse for advice about talking to the son.
	Shadow – Monitoring (Spanish)	A Hispanic girl is “shadowed” by the presence of drugs in society. Her concerned father realizes the importance of monitoring his daughter’s activities and friends.

Wave 4 (continued)

Table D-4b. Radio advertisements played for parents

Target Audience	Ad name	Description
General market	My Hero GM	A series of young boys and girls address their parents about the necessary actions they take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Sooner or Later David	Teen is being lectured by parent about the dangers of taking and sharing Ecstasy with friends, especially when purchased from a stranger. Talk to youth “sooner” rather than “later.”
	Sooner or Later Megan	An angry parent is on the phone with her incoherent daughter after learning that she used Ecstasy. Message is for parents to speak with youth “sooner” rather than “later.”
	Thanks	A series of teens thank their parents for disciplining and being there for them during troublesome times.
African American	My Hero AA	A series of young African American boys and girls address their parents about the necessary actions they take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Thanks	A series of teens thank their parents for disciplining and being there for them during troublesome times.
Hispanic	Alert –Dad (Spanish)	Hispanic male warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Alert-Mom (Spanish)	Hispanic female warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Shadow – Brochure (Spanish)	A Hispanic boy is “shadowed” by the presence of drugs in society. His concerned parents turn to the brochure they got about drug abuse for advice about talking to their son.
	Shadow – Monitoring (Spanish)	A Hispanic girl is “shadowed” by the presence of drugs in society. Her concerned father realizes the importance of monitoring his daughter’s activities and friends.

Wave 4 (continued)

Table D-4c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Being Myself	Animation of young girl in various activities: cheerleading, playing basketball, studying. When offered drugs, she blows them off. Her future is her anti-drug.
	Brothers	Younger brother is shown shadowing his older brother, wanting to emulate him. Older brother is offered a joint, younger brother watches to see what he'll do.
	Derrick Brooks	NFL player Derrick Brooks talks about having self-respect and not using drugs.
	Drawing	Sketch work shows a young artist transforming drug users into foolish characters and nonusers into popular winners. Drawing is the youth's anti-drug.
	Music/Mix Tapes	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.
	Tiki Barber	NFL player Tiki Barber talks about how drugs can keep you from achieving your goals. Football is his anti-drug.
	Vision Warrior	Young man talks about how smoking marijuana led him to use harder drugs.
African American	Derrick Brooks	NFL player Derrick Brooks talks about having self-respect and not using drugs.
	Music/Mix Tapes	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.
	Tiki Barber	Tiki Barber of the NY Giants talks about how drugs can keep you from achieving your goals. Football is his anti-drug.
Hispanic	Drowning (Spanish)	Young girl is shown as drowning in her own room, unable to escape. This is the way your brain feels when you use inhalants.
	La Musica (Spanish)	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.

Wave 4 (continued)

Table D-4d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Basketball	Young male explains why basketball is his anti-drug.
	(Two) Brothers	Younger brother brags about his older brother's accomplishments. When the older brother is offered drugs, he realizes he sets the example for his younger brother.
	Cross Country	Young male explains why cross-country running is his anti-drug.
	Limericks	Young male recites limerick about dangers of drug use - writing limericks is his anti-drug.
	The Rant	Ad talks about the lies associated with Ecstasy when viewed by nonusers.
African American	Basketball	Young male explains why basketball is his anti-drug.
Hispanic	Jose (Spanish)	Jose is a teen whose anti-drug is music. He sings part of a song called "La Rosa" in the ad.
	She Did It (Spanish)	Girls talk to popular girl who says no to marijuana and is still popular.

Wave 5

Table D-5a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	AK-47	Ad shows many of the items that terrorists employ, such as guns, safe houses, and fake passports and informs viewers that, by buying drugs, they may be financing terrorist acts.
	Ananda	A mother describes her teenage daughter, her strengths and her faults, but she knows she doesn't do drugs because she asks her, all the time.
	Gene	A father describes his teenage son, his strengths and his faults, but he knows he doesn't do drugs because he asks him, all the time.
	I Helped (Excuses)	A series of teens admit the violent and criminal activities that they may have helped fund by buying drugs.
	Kid	A teenage boy is dressed to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	Loss	A father reflects on how he used to be his son's best friend, but now his son considers him a snoop and a spy. The son is shown in his room alone and the father confirms his love for his son.
	My Hero (AA)	A series of African American young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Party	A teenage girl takes a break from dancing to check in with her mother and ask permission to stay longer. Her mother monitors her daughter's activities to keep her away from drugs.
	Sophie	A teenage girl admits the violent and criminal activities that she may have helped fund by buying drugs.
	Thanks	A series of teens thank their parents for monitoring, disciplining, and being there for them during troublesome times.
	Timmy	A teenage boy admits the violent and criminal activities that he may have helped fund by buying drugs.
African American	AK-47	Ad shows many of the items that terrorists employ, such as guns, safe houses, and fake passports and informs viewers that, by buying drugs, they may be financing terrorist acts.
	Gene	A father describes his teenage son, his strengths and his faults, but he knows he doesn't do drugs because he asks him, all the time.
	I Helped (Excuses)	A series of teens admit the violent and criminal activities that they may have helped fund by buying drugs.

Wave 5 (continued)

Table D-5a. Television advertisements shown to parents (continued)

Target Audience	Ad name	Description
African American	My Hero AA	A series of African American young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
Hispanic	Alert (Spanish)	Ad warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Party (Spanish)	An Hispanic teenage girl takes a break from dancing to check in with her mother and ask permission to stay longer. Her mother monitors her daughter's activities to keep her away from drugs.
	Shadow - Brochure (Spanish)	A Hispanic boy is "shadowed" by the presence of drugs in society. His concerned parents turn to the brochure they got about drug abuse for advice about talking to the son.

Wave 5 (continued)

Table D-5b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	I Know My Kid	A series of parents describe their teenagers, their strengths and faults, but they know their teens don't do drugs because they ask them, all the time.
	My Hero AA	A series of young boys and girls address their parents about the necessary actions they take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Sooner or Later David	Teen is being lectured by parent about the dangers of taking and sharing Ecstasy with friends, especially when purchased from a stranger. Talk to youth "sooner" rather than "later."
	Sooner or Later Megan	An angry parent is on the phone with her incoherent daughter after learning that she used Ecstasy. Message is for parents to speak with youth "sooner" rather than "later."
	Thanks	A series of teens thank their parents for disciplining and being there for them during troublesome times.
African American	My Hero AA	A series of young African American boys and girls address their parents about the necessary actions they take to teach them about the dangers of drugs. Parents need to be the grown-up.
Hispanic	Alert - Dad (Spanish)	Hispanic male warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Alert-Mom (Spanish)	Hispanic female warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Shadow - Brochure (Spanish)	A Hispanic boy is "shadowed" by the presence of drugs in society. His concerned parents turn to the brochure they got about drug abuse for advice about talking to the son.

Wave 5 (continued)

Table D-5c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	AK-47	Ad shows many of the items that terrorists employ, such as guns, safe houses, and fake passports and informs viewers that, by buying drugs, they may be financing terrorist acts.
	Apolo	Olympic speed skater Apolo Anton Ono talks about what it takes to become an Olympic champion and how drugs cannot be part of the process.
	Boxing	African American female boxer discusses feeling free since stopping her past drug use and starting boxing.
	Brothers	Younger brother is shown shadowing his older brother, wanting to emulate him. Older brother is offered a joint, younger brother watches to see what he'll do.
	Chad	Olympic US downhill skier Chad Fleischer is shown skiing. He talks about his healthy lifestyle and how he would not get involved with drugs.
	Hello	Some friends are out having fun at a movie. They get a phone call from a girl who was caught smoking marijuana and is now grounded at home.
	I Helped (Excuses)	A series of teens admit the violent and criminal activities that they may have helped fund by buying drugs.
	Rosey	Olympic giant slalom snowboarder Rosey Fletcher is shown snowboarding. She talks about training, avoiding parties, and drugs so she can enjoy her sport. Snowboarding is her anti-drug.
	Sophie	A teenage girl admits the violent and criminal activities that she may have helped fund by buying drugs.
	Tiki Barber	NFL player Tiki Barber talks about how drugs can keep you from achieving your goals. Football is his anti-drug.
	Timmy	A teenage boy admits the violent and criminal activities that he may have helped fund by buying drugs.
	Vision Warrior	Young man talks about how smoking marijuana led him to use harder drugs.
	African American	Water
AK-47		Ad shows many of the items that terrorists employ, such as guns, safe houses, and fake passports and informs viewers that, by buying drugs, they may be financing terrorist acts.
Boxing		African American female boxer discusses feeling free since stopping her past drug use and starting boxing.
I Helped (Excuses)		A series of teens admit the violent and criminal activities that they may have helped fund by buying drugs.
Tiki Barber		NFL player Tiki Barber talks about how drugs can keep you from achieving your goals. Football is his anti-drug.
Vision Warrior		Young man talks about how smoking marijuana led him to use harder drugs.
	Water	A multiethnic group of teens is shown having a fun water fight. An African American boy who was caught smoking marijuana sits at home alone and bored.

Wave 5 (continued)

Table D-5c. Television advertisements shown to youth (continued)

Target Audience	Ad name	Description
Hispanic	La Musica (Spanish)	Animation of youth walking around city streets, listening to music. Youth encounters negative drug influences but continues listening to the music. Youth states that music is his anti-drug.
	Mi Mundo (Spanish)	In a dream sequence, a teen boy's friends, brother, and grandmother question what happened to him, why he smoked marijuana. Marijuana not only affects you, it affects the way others see you.

Wave 5 (continued)

Table D-5d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Apolo	Olympic speed skater Apolo Anton Ono talks about what it takes to become an Olympic champion and how drugs cannot be part of the process.
	(Two) Brothers	Younger brother brags about his older brother’s accomplishments. When the older brother is offered drugs, he realizes he sets the example for his younger brother.
	Chad	Olympic US downhill skier Chad Fleischer talks about his healthy lifestyle and how he would not get involved with drugs. Commitment is his anti-drug.
	Hello	Some friends out having fun at a movie get a phone call from a girl. She was caught smoking marijuana and is now grounded at home. Trust is the anti-drug.
	Limericks	Young male recites limerick about dangers of drug use—writing limericks is his anti-drug.
	Rosey	Olympic giant slalom snowboarder Rosey Fletcher talks about training, avoiding parties, and drugs. Snowboarding is her anti-drug.
	The Rant	Ad talks about the lies associated with ecstasy when viewed by nonusers.
	Tiki Barber	NFL player Tiki Barber talks about how drugs can keep you from achieving your goals. Football is his anti-drug.
African American	Train	Some friends are out on a train having fun and you’re at home grounded. Trust is the anti-drug.
	(Two) Brothers	Younger brother brags about his older brother’s accomplishments. When the older brother is offered drugs, he realizes he sets the example for his younger brother.
	Tiki Barber	NFL player Tiki Barber talks about how drugs can keep you from achieving your goals. Football is his anti-drug.
Hispanic	Train	Some friends are shown out on a train having fun and you’re at home grounded. Trust is the anti-drug.
	Alberto	Young male talks about why drugs don’t go with making music. Music is the anti-drug for this youth.
	Good Advice (Spanish)	Ad depicts a phone call between a teen girl and boy. She has called to see why he didn’t meet her to study. She surmises that his drug use is the problem; he has let her down and she will find another friend with whom to study.
	Jose (Spanish)	Jose is a teen whose anti-drug is music. He sings part of a song called “La Rosa” in the ad.
	Mi Mundo (Spanish)	A teen boy’s friends, brother, and grandmother question what happened to him, why he smoked marijuana. Marijuana not only affects you, it affects the way others see you.

Wave 6

Table D-6a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Baby	An African American baby in high chair wonders if mom will pay as much attention to him as to his older brother. Mother asks teenager where he's going and if parents will be there. Talk, Know, Ask. Parents: The Anti-Drug.
	Dan	Ad tells story of how the marijuana that Dan bought led to the death of a family who got into the drug cartel's way. Drug money supports terrible things. If you buy them, you might too.
	Don't Get Off My Case	A teenage girl acts annoyed with parent's questioning, yet admits she is much more likely to try marijuana if they aren't involved and wants her parents to be involved as parents, not friends. Talk, Know, Ask. Parents: The Anti-Drug.
	Gene	A father describes his teenage son, his strengths and his faults, but he knows he doesn't do drugs because he asks him, all the time.
	I Helped (Excuses)	A series of teens admit the violent and criminal activities that they may have helped fund by buying drugs.
	Kid	A teenage boy is dressed to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	Party	A teenage girl takes a break from dancing to check in with her mother and ask permission to stay longer. The mother agrees. Let your kids be who they are, but know what they're doing. Parents: The Anti-Drug.
	Sophie	A teenage girl admits the violent and criminal activities that she may have helped fund by buying drugs.
	Stacey	Ad tells the story of how the marijuana that Stacey bought led to a stray bullet from her supplier hitting a child and paralyzing her for life. Drug money supports terrible things. If you buy them, you might too.
	Timmy	A teenage boy admits the violent and criminal activities that he may have helped fund by buying drugs.
African American	Baby	An African American baby in high chair wonders if mom will pay as much attention to him as to his older brother. Mother asks teenager where he's going and if parents will be there. Talk, Know, Ask. Parents: The Anti-Drug.
Hispanic	Alert (Spanish)	Ad warns parents about the dangers of everyday products that can be used to get high by teens. Parents are encouraged to be curious about what their children are doing, even when there is no reason to suspect drug use.
	Kid (Spanish)	A teenage boy is dressed to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	Party (Spanish)	A Spanish speaking teenage girl takes a break from dancing to check in with her mother and ask permission to stay longer. The mother agrees. Let your kids be who they are, but know what they're doing. Parents: The Anti-Drug.

Wave 6 (continued)

Table D-6b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Don't Get Off My Case	A teenage girl acts annoyed with parent's questioning, yet admits she is much more likely to try marijuana if they aren't involved and wants her parents to be involved as parents, not friends. Talk, Know, Ask. Parents: The Anti-Drug.
	I Know My Kid	A series of parents describe their teenagers, their strengths and faults, but they know their teens don't do drugs because they ask them, all the time.
	Kid	A discussion is heard between a youth and mom about logistics of going to a concert. Voiceover says let your kids be who they are, but know what they're doing. Keeping an eye on your kid is not taking away their freedom. Parents: The Anti-Drug.
	Party	A girl asks friends for cell phone to call mom and ask if she can stay out later. Parents say no and she agrees to come home on time. Voiceover says let your kids be who they are, but know what they're doing. Keeping an eye on your kid is not taking away their freedom. Parents: The Anti-Drug.
Hispanic	Party (Spanish)	A Spanish-speaking girl asks friends for cell phone to call mom and ask if she can stay out later. Parents say no and she agrees to come home on time. Spanish speaking voiceover says let your kids be who they are, but know what they're doing. Keeping an eye on your kid is not taking away their freedom. Parents: The Anti-Drug.

Wave 6 (continued)

Table D-6c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Concert	Some boys discuss awesome concert going on while smoking pot in the restroom. Undercover cop busts in and says “You think you’re so smart”. Marijuana can get you busted. Marijuana, harmless? Facts: The Anti-Drug.
	Coroner	A coroner’s detailed autopsy report of teenage girl is described. She died from acute drug intoxication, with the only drug in her system being ecstasy.
	Couple	A teenage couple at party is shown. The girl flops on the couch and the boy with her begins to unbutton her blouse. The girl struggles to say no and the boy hushes her to shut up. Harmless? Facts: The Anti-Drug.
	Dan	Ad tells story of how the marijuana that Dan bought led to the death of a family who got into the drug cartel’s way. Drug money supports terrible things. If you buy them, you might too.
	Den	Two boys smoking marijuana in den come across a gun. One asks if it’s loaded and the other aims it at him while saying no. The gun fires. Marijuana can distort your sense of reality. Harmless? Facts, The Anti-Drug.
	Drive-Thru	A group of boys smoking marijuana in a car are ordering at drive-thru restaurant. They realize they don’t have any money, take off and hit a child on a bike. Marijuana slows your reaction time. Harmless? Facts: The Anti-Drug.
	Flash Forward	Ad flashes between scenes of girl dancing and being taken away in an ambulance. Ecstasy, where’s the love? Reality: The Anti-Drug.
	Hello	Some friends are out having fun at a movie. They get a phone call from a girl who was caught smoking marijuana and is now grounded at home.
	I Helped (Excuses)	A series of teens admit the violent and criminal activities that they may have helped fund by buying drugs.
	Sophie	A teenage girl admits the violent and criminal activities that she may have helped fund by buying drugs.
	Stacey	Ad tells the story of how the marijuana that Stacey bought led to a stray bullet from her supplier hitting a child and paralyzing her for life. Drug money supports terrible things. If you buy them, you might too.
	Timmy	A teenage boy admits the violent and criminal activities that he may have helped fund by buying drugs.
Water	A multiethnic group of teens is shown having a fun water fight. Meanwhile, an African American boy who was caught smoking marijuana sits at home, alone and bored.	

Wave 6 (continued)

Table D-6c. Television advertisements shown to youth

Target Audience	Ad name	Description
African American	Drive-Thru	A group of boys smoking marijuana in a car are ordering at drive-thru restaurant. They realize they don't have any money, take off and hit a child on a bike. Marijuana slows your reaction time. Harmless? Facts: The Anti-Drug.
	Water	A multiethnic group of teens is shown having a fun water fight. Meanwhile, an African American boy who was caught smoking marijuana sits at home, alone and bored.
Hispanic	Mi Mundo (Spanish)	In a dream sequence, a teen boy's friends, brother, and grandmother question what happened to him, why he smoked marijuana. Marijuana not only affects you, it affects the way others see you.

Wave 6 (continued)

Table D-6d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Babysitter	A girl and boy smoking marijuana discuss when she'll be done babysitting while baby cries in the background, then they get up and leave the baby. Marijuana can impair your judgment. Marijuana, harmless? Facts, The Anti-Drug.
	Concert	Some boys discuss awesome concert going on while smoking pot in the restroom. Police bust in and say "Not so funny now, huh?" Marijuana can get you busted. Marijuana, harmless? Facts, The Anti-Drug.
	Drive	Some boys driving in car while smoking a joint wreck the car. Marijuana can slow your reaction time. Marijuana, harmless? Facts, The Anti-Drug.
	Hello	Some friends out having fun at a movie get a phone call from a girl. She was caught smoking marijuana and is now grounded at home. Trust is the anti-drug.
	Train	Some friends are out on a train having fun and you're at home grounded. Trust is the anti-drug.
African-American	Train	Some friends are out on a train having fun and you're at home grounded. Trust is the anti-drug.
Hispanic	Good Advice (Spanish)	Ad depicts a phone call between a teen girl and boy. She has called to see why he didn't meet her to study. She surmises that his drug use is the problem; he has let her down and she will find another friend with whom to study.
	Mi Mundo (Spanish)	A teen boy's friends, brother, and grandmother question what happened to him, why he smoked marijuana. Marijuana not only affects you, it affects the way others see you.

Wave 7

Table D-7a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Baby	An African American baby in high chair wonders if mom will pay as much attention to him as to his older brother. Mother asks teenager where he's going and if parents will be there. Talk, Know, Ask. Parents: The Anti-Drug.
	Dan	Ad tells story of how the marijuana that Dan bought led to the death of a family who got into the drug cartel's way. Drug money supports terrible things. If you buy them, you might too.
	Don't Get Off My Case	A teenage girl acts annoyed with parent's questioning, yet admits she is much more likely to try marijuana if they aren't involved and wants her parents to be involved as parents, not friends. Talk, Know, Ask. Parents: The Anti-Drug.
	Ghosts-Office	The ghost of a young girl visits a woman in her office while she's working, and says that the woman killed her by buying drugs and thus giving the dealers, who were terrorists, the money they needed to set off a bomb while she was going to school.
	Ghosts-Subway	The ghosts of a group of people visit a man riding a subway train, and say that the man killed them by buying drugs from dealers who killed them while fighting over the man's drug money.
	Legalize It	Nick tries unsuccessfully to tell Norm that the legalization of drugs would eliminate drug-related problems such as terrorism and corruption.
	Loss	A father reflects on how he used to be his son's best friend, but now his son considers him a snoop and a spy. The son is shown in his room alone and the father confirms his love for his son.
	Moral Loophole	During dinner at a restaurant, Nick tries unsuccessfully to tell Norm that "might" is the moral loophole in the possibility that, by buying drugs, he might be supporting terrible acts committed by drug dealers, drug cartels, and terrorists.
	Not So Complicated	Nick tries unsuccessfully to tell Norm that buying drugs and terrorism is a complicated issue. In turn, Norm outlines the simple rationale that no drug buyers means no drug money, which means no drug dealers, which means no terrible acts such as shooting and corruption.
	Okay	During dinner at a restaurant, Nick tries unsuccessfully to say to Norm that, although drug money supports terrorism, it is okay that he buys dope because not all of his money is used for terrorism.
	Ploy	During dinner at a restaurant, Nick tries unsuccessfully to tell Norm that the connection between drugs and terrorism is a ploy, not a fact.
	Stacey	Ad tells the story of how the marijuana that Stacey bought led to a stray bullet from her supplier hitting a child and paralyzing her for life. Drug money supports terrible things. If you buy them, you might too.
Thanks	A series of teens thank their parents for monitoring, disciplining, and being there for them during troublesome times.	

Wave 7 (continued)

Table D-7a. Television advertisements shown to parents

Target Audience	Ad name	Description
African American	Baby	An African American baby in high chair wonders if mom will pay as much attention to him as to his older brother. Mother asks teenager where he's going and if parents will be there. Talk, Know, Ask. Parents: The Anti-Drug.
Hispanic	Kid (Spanish)	A teenage boy is dressed to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	Party (Spanish)	A Hispanic teenage girl takes a break from dancing to check in with her mother and ask permission to stay longer. The mother agrees. Let your kids be who they are, but know what they're doing. Parents: The Anti-Drug.

Wave 7 (continued)

Table D-7b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Don't Get Off My Case	A teenage girl acts annoyed with parent's questioning, yet admits she is much more likely to try marijuana if they aren't involved and wants her parents to be involved as parents, not friends. Talk, Know, Ask. Parents: The Anti-Drug.
	Kid	A teenage boy is ready to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	My Hero	A series of young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
	Party	A girl asks friends for cell phone to call mom and ask if she can stay out later. Parents say no and she agrees to come home on time. Voiceover says let your kids be who they are, but know what they're doing. Keeping an eye on your kid is not taking away their freedom. Parents: The Anti-Drug.
Hispanic	Party (Spanish)	A Spanish-speaking girl asks friends for cell phone to call mom and ask if she can stay out later. Parents say no and she agrees to come home on time. Spanish speaking voiceover says let your kids be who they are, but know what they're doing. Keeping an eye on your kid is not taking away their freedom. Parents: The Anti-Drug.

Wave 7 (continued)

Table D-7c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Concert	Some boys discuss awesome concert going on while smoking pot in the restroom. Undercover cop busts in and says “You think you’re so smart”. Marijuana can get you busted. Marijuana, harmless? Facts: The Anti-Drug.
	Couple	A teenage couple at party is shown. The girl flops on the couch and the boy with her begins to unbutton her blouse. The girl struggles to say no and the boy hushes her to shut up. Harmless? Facts: The Anti-Drug.
	Dan	Ad tells story of how the marijuana that Dan bought led to the death of a family who got into the drug cartel’s way. Drug money supports terrible things. If you buy them, you might too.
	Den	Two boys smoking marijuana in den come across a gun. One asks if it’s loaded and the other aims it at him while saying no. The gun fires. Marijuana can distort your sense of reality. Harmless? Facts, The Anti-Drug.
	Drive-Thru	A group of boys smoking marijuana in a car are ordering at drive-thru restaurant. They realize they don’t have any money, take off and hit a child on a bike. Marijuana slows your reaction time. Harmless? Facts: The Anti-Drug.
	Dummies	A car crash with dummy passengers is seen in reverse. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
	Four Cigarettes	While a boy empties the tobacco out of four cigarettes and fills one with marijuana, a female voiceover says that one joint contains as much tar as four cigarettes.
	Memorial	An African American man visits the roadside grave of his brother, whom he killed while driving under the influence of marijuana. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
	Pregnancy Test	A mother and father, who will be the youngest grandparents in town, inform their teenaged daughter of her pregnancy, which resulted from poor judgment caused by smoking marijuana.
	Stacey	Ad tells the story of how the marijuana that Stacey bought led to a stray bullet from her supplier hitting a child and paralyzing her for life. Drug money supports terrible things. If you buy them, you might too.
African American	Drive-Thru	A group of boys smoking marijuana in a car are ordering at drive-thru restaurant. They realize they don’t have any money, take off and hit a child on a bike. Marijuana slows your reaction time. Harmless? Facts: The Anti-Drug.
	Memorial	An African American man visits the roadside grave of his brother, whom he killed while driving under the influence of marijuana. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.

Wave 7 (continued)

Table D-7c. Television advertisements shown to youth

Target Audience	Ad name	Description
Hispanic	Dummies (Spanish)	A car crash with dummy passengers is seen in reverse. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
	Mi Mundo (Spanish)	In a dream sequence, a teen boy's friends, brother, and grandmother question what happened to him, why he smoked marijuana. Marijuana not only affects you, it affects the way others see you.

Wave 7 (continued)

Table D-7d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Babysitter	A girl and boy smoking marijuana discuss when she'll be done babysitting while baby cries in the background, then they get up and leave the baby. Marijuana can impair your judgment. Marijuana, harmless? Facts, The Anti-Drug.
	Chemicals	A female voiceover reviews the chemicals (tar, benzopyrene, carbon monoxide) inhaled by a person who smokes a joint, and discusses the negative consequences that these chemicals bring upon the user and other people.
	Concert	Some boys discuss awesome concert going on while smoking marijuana in the restroom. Police bust in and say "Not so funny now, huh?" Marijuana can get you busted. Marijuana, harmless? Facts, The Anti-Drug.
	Drive	Some boys driving in car while smoking marijuana wreck the car. Marijuana can slow your reaction time. Marijuana, harmless? Facts, The Anti-Drug.
	Panic	A girl tells a boy that she thinks she might have become pregnant after they smoked marijuana and slept together. Poor judgment. One way your life can be changed by marijuana.

Wave 8

Table D-8a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Baby	An African American baby in high chair wonders if mom will pay as much attention to him as to his older brother. Mother asks teenager where he's going and if parents will be there. Talk, Know, Ask. Parents: The Anti-Drug.
	Enforcer	A mother is shown asking questions and enforcing the rules with her son about marijuana. She's "the Enforcer." Parents: the Anti-Drug.
	Environment	Nick tries unsuccessfully to tell Norm that issues such as the environment are more important than the link between drugs and terrorism. In turn, Norm explains that drug production generates toxic waste that harms the environment.
	Kid	A teenage boy is dressed to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	Legalize It	Nick tries unsuccessfully to tell Norm that the legalization of drugs would eliminate drug-related problems such as terrorism and corruption.
	Loss	A father reflects on how he used to be his son's best friend, but now his son considers him a snoop and a spy. The son is shown in his room alone and the father confirms his love for his son.
	Thanks	A series of teens thank their parents for monitoring, disciplining, and being there for them during troublesome times.
African American	Baby	An African American baby in high chair wonders if mom will pay as much attention to him as to his older brother. Mother asks teenager where he's going and if parents will be there. Talk, Know, Ask. Parents: The Anti-Drug.
	Enforcer	A mother is shown asking questions and enforcing the rules with her son about marijuana. She's "the Enforcer." Parents: the Anti-Drug.
Hispanic	El Pregunton (Spanish)	The father is "Mr. Questions," because he asks the tough ones. Whose party is it? When will you be back? Will there be drugs there? That way, his children will be ready when even tougher questions are asked by their friends, such as if they want to use marijuana. Parents are counseled to get involved to keep their children away from drugs.
	La Jefa (Spanish)	A mother asks questions and enforces the rules with her son about marijuana. She's "the Boss." Parents: the Anti-Drug.
	La Resistencia (Spanish)	People in the community are shown keeping watch over a teenage girl and keeping her away from trouble. They're "the Resistance." Community: the Anti-Drug.
	Party (Spanish)	A Hispanic teenage girl takes a break from dancing to check in with her mother and ask permission to stay longer. The mother agrees. Let your kids be who they are, but know what they're doing. Parents: The Anti-Drug.

Wave 8 (continued)

Table D-8b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Enforcer	A mother enforces the rules with her son about marijuana. She's "the Enforcer." Parents: the Anti-Drug.
	Kid	A teenage boy is ready to go out with friends. His mother stops him to ask him the monitoring questions: who, what, when, where.
	My Hero	A series of young boys and girls address their parents about the necessary actions they need to take to teach them about the dangers of drugs. Parents need to be the grown-up.
Hispanic	El Pregunton (Spanish)	The father is "Mr. Questions," because he asks the tough ones. Whose party is it? When will you be back? Will there be drugs there? That way, his children will be ready when even tougher questions are asked by their friends, such as if they want to use marijuana. Parents are counseled to get involved to keep their children away from drugs.
	La Jefa (Spanish)	A mother asks questions and enforces the rules with her son about marijuana. She's "the Boss." Parents: the Anti-Drug.
	Party (Spanish)	A Spanish-speaking girl asks friends for cell phone to call mom and ask if she can stay out later. Parents say no and she agrees to come home on time. Spanish speaking voiceover says let your kids be who they are, but know what they're doing. Keeping an eye on your kid is not taking away their freedom. Parents: The Anti-Drug.

Wave 8 (continued)

Table D-8c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Drive-Thru	A group of boys smoking marijuana in a car are ordering at drive-thru restaurant. They realize they don't have any money, take off and hit a child on a bike. Marijuana slows your reaction time. Harmless? Facts: The Anti-Drug.
	Dummies	A car crash with dummy passengers is seen in reverse. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
	Memorial	An African American man visits the roadside grave of his brother, whom he killed while driving under the influence of marijuana. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
	Pregnancy Test	A mother and father, who will be the youngest grandparents in town, inform their teenaged daughter of her pregnancy, which resulted from poor judgment caused by smoking marijuana.
	Wallet	A teenage boy finds his older brother's wallet in the laundry and returns it to him. The older brother now lives in the family's basement and has wasted his life by using drugs.
African American	Dummies	A car crash with dummy passengers is seen in reverse. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
	Memorial	An African American man visits the roadside grave of his brother, whom he killed while driving under the influence of marijuana. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.
Hispanic	Dummies (Spanish)	A car crash with dummy passengers is seen in reverse. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.

Wave 8 (continued)

Table D-8d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Chemicals	A female voiceover reviews the chemicals (tar, benzopyrene, carbon monoxide) inhaled by a person who smokes marijuana, and discusses the negative consequences that these chemicals bring upon the user and other people.
	Drive	Some boys driving in car while smoking marijuana wreck the car. Marijuana can slow your reaction time. Marijuana, harmless? Facts, The Anti-Drug.
	Look Up	A teenage boy describes how his older brother has wasted his life by using drugs. Your future: the Anti-Drug.
	Panic	A girl tells a boy that she thinks she might have become pregnant after they smoked marijuana and slept together. Poor judgment. One way your life can be changed by marijuana.

Wave 9

Table D-9a. Television advertisements shown to parents

Target Audience	Ad name	Description
General Market	Enforcer	A mother is shown asking questions and enforcing the rules with her son about marijuana. She's "the Enforcer." Parents: the Anti-Drug.
	Investigator	A father is shown asking his teenage daughter a series of questions about where she is going and what will be happening there. He also reminds her about the rules about drugs. He's "the Investigator." Parents: the Anti-Drug.
	Rewind	Ad counsels parents that you can't rewind life once your child has ruined his/hers by using drugs. Parents need to get over whatever qualms they have about talking to their children about using marijuana now. Action: the Anti-Drug.
	Rolling Papers	A group of teenage boys are playing games and hanging out in the family rec. room. One of them asks that the marijuana be brought out. When the boy opens the wooden box where he has hidden it, he finds a note from his mother—"We need to talk." Parents are counseled to talk to their children about their problems with drugs or alcohol.
	Rough Night	A teenage boy arrives home late from a night out with friends. He staggers up the hall and falls into bed. The next morning, he looks in the mirror and sees a message from his father written on his forehead - "We need to talk." Parents are counseled to talk to their children about their problems with drugs or alcohol.
	Slam	Parents practice slamming doors and shouting angrily so they can get past their child's likely reaction when they confront them about their drug use. Parents are counseled to talk to their children about using marijuana and not to be afraid of their negative reactions.
African American	Enforcer	A mother is shown asking questions and enforcing the rules with her son about marijuana. She's "the Enforcer." Parents: the Anti-Drug.
	Rolling Papers	A group of teenage boys are playing games and hanging out in the family rec. room. One of them asks that the marijuana be brought out. When the boy opens the wooden box where he has hidden it, he finds a note from his mother - "We need to talk." Parents are counseled to talk to their children about their problems with drugs or alcohol.

Wave 9 (continued)

Table D-9a. Television advertisements played for parents

Target Audience	Ad name	Description
Hispanic	Boy Reflection (Spanish)	A boy asks a series of questions that every parent should be able to answer. Where he will be studying? Who are his best friends? Who are their parents and where do they live? Parents are counseled to get involved to keep their children away from drugs.
	El Pregunton (SP) (Spanish)	The father is “Mr. Questions,” because he asks the tough ones. Whose party is it? When will you be back? Will there be drugs there? That way, his children will be ready when even tougher questions are asked by their friends, such as if they want to use marijuana. Parents are counseled to get involved to keep their children away from drugs.
	Girl Reflection (Spanish)	A girl asks a series of questions that every parent should be able to answer. Where she will be studying? Who are her best friends? Who are their parents and where do they live? Parents are counseled to get involved to keep their children away from drugs.
	La Jefa (Spanish)	A mother is shown asking questions and enforcing the rules with her son about marijuana. She’s “the Boss.” Parents: the Anti-Drug.
	La Resistencia (Spanish)	People in the community are shown keeping watch over a teenage girl and keeping her away from trouble. They’re “the Resistance.” Community: the Anti-Drug.

Wave 9 (continued)

Table D-9b. Radio advertisements played for parents

Target Audience	Ad name	Description
General Market	Enforcer	A mother enforces the rules with her son about marijuana. She's "the Enforcer." Parents: the Anti-Drug.
	Gag	Ad counsels parents to get over whatever qualms they have about talking to their children about using marijuana. Action: the Anti-Drug.
	Hypocrite	Ad counsels parents to get over feeling like a hypocrite because they smoked marijuana but they don't want their children to do so. Action: the Anti-Drug.
	I Hate You	A series of teens shout angrily about the actions their parents took. Parents are counseled to talk to their children about using marijuana and not to be afraid of their negative reactions.
	Rewind	Ad counsels parents that you can't rewind life once your child has ruined his or hers by using drugs. Parents need to get over whatever qualms they have about talking to their children about using marijuana now. Action: the Anti-Drug.
Hispanic	Contest (Spanish)	A mock contest is held. The winner will be the parent who can answer a series of questions about their child. Who are his best friends? Who are their parents? Where do they live? When was he first offered marijuana? Parents are counseled to get involved to keep their children away from drugs.
	El Pregunton (Spanish)	The father is "Mr. Questions," because he asks the tough ones. Whose party is it? When will you be back? Will there be drugs there? That way, his children will be ready when even tougher questions are asked by their friends, such as if they want to use marijuana. Parents are counseled to get involved to keep their children away from drugs.
	La Jefa (Spanish)	A mother asks questions and enforces the rules with her son about marijuana. She's "the Boss." Parents: the Anti-Drug.

Wave 9 (continued)

Table D-9c. Television advertisements shown to youth

Target Audience	Ad name	Description
General Market	Car	Two teenage girls are riding in a car. The driver pulls the car over and broaches the subject of her friend's drug use. Youth are counseled to talk to their friends about their problems with drugs or alcohol.
	Drug Test (Championship)	A boy's basketball team is practicing in the gym. One of them is called over by the coach and handed a piece of paper. He leaves the gym. He's failed his drug test and won't be able to help his team win the championship. Responsibility: the Anti-Drug.
	Lake	A teenage girl stands on a dock while her friend in the water is drowning. She walks away without helping. An analogy is drawn between it and not talking to your friend about his/her drug use. Youth are counseled to talk to their friends about their problems with drugs or alcohol.
	Letter	A girl writes a letter to her boyfriend about his drug use and how she can't stand by and let him continue without saying something. She gives it to him and he reads it on camera. Youth are counseled to talk to their friends about their problems with drugs or alcohol.
	Pick Up	A young boy waits by the playground for his older brother to pick him up, but he never comes because he smoked marijuana instead. Responsibility: the Anti-Drug.
	Pool	A toddler is shown walking toward a pool, unattended, with a float. The child's babysitter was smoking marijuana instead of watching her. Responsibility: the Anti-Drug.
	Supermarket	A teenage boy waits for his friend to get off from his job at the supermarket so he can talk to him about his drug use. Youth are counseled to talk to their friends about their problems with drugs or alcohol.
	Swim Team	A girl's swim team is shown at a swim meet. Their lead-off swimmer isn't there, so they can't race. The girl was smoking marijuana instead. Responsibility: the Anti-Drug.
African American	Car	Two teenage girls are riding in a car. The driver pulls the car over and broaches the subject of her friend's drug use. Youth are counseled to talk to their friends about their problems with drugs or alcohol.
	Pick Up	A young boy waits by the playground for his older brother to pick him up, but he never comes because he smoked marijuana instead. Responsibility: the Anti-Drug.
Hispanic	Dummies (Spanish)	A car crash with dummy passengers is seen in reverse. A female voiceover says that, in a roadside study, 1 in 3 reckless drivers who tested for drugs tested positive for marijuana.

Wave 9 (continued)

Table D-9d. Radio advertisements played for youth

Target Audience	Ad name	Description
General Market	Firestarter	A father calls home and his young child answers. To the father's horror, the boy is playing with matches. He's not being supervised because the babysitter smoked marijuana and fell asleep. Responsibility: the Anti-Drug.
	Kill Me	A teenage boy talks about his friend's reaction when he spoke to him about the friend's use of marijuana. Youth are counseled to talk to their friends about using marijuana and not to be afraid of their negative reactions. Courage: the Anti-Drug.
	Million Reasons	A teenage girl talks about her friend's reaction when she spoke to her about the friend's use of marijuana. Youth are counseled to talk to their friends about using marijuana and not to be afraid of their negative reactions. Courage: the Anti-Drug.
	Prom	A teenage girl calls and leaves a message for her boyfriend. She's angry because he's late to pick her up for the prom. He's late because he smoked marijuana and fell asleep. Responsibility: the Anti-Drug.
	Terrified	A teenage boy talks about his friend's negative reaction when he spoke to him about his use of marijuana. But later the friend came to appreciate what he said. Youth are counseled to talk to their friends about using marijuana and not to be afraid of their negative reactions. Courage: the Anti-Drug.