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**PUBLIC SERVICE ANNOUNCEMENT**  
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The Advertising Council

Urban America - Crisis In Our Cities Campaign

ONE-MINUTE RADIO SPOT #1

ANNOUNCER

The most obvious symbols of today's affluent society are the outdoor barbecue and the sports car. The most incongruous is the rat. According to the 1960 census, more than 4 million urban dwellings were completely dilapidated, 3 million more were badly deteriorated, and another 2 million had serious code violations or were overcrowded. If building codes were enforced, most ghetto buildings would be boarded up. During the nineteen-thirties, we saved the farms from starvation. Now the cities need help. Before they die of neglect. If you think there's nothing you can do to help, think harder. For more information, write Urban America, Box 6087, Washington, D.C. 20005.

**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

ONE-MINUTE RADIO SPOT #2

ANNOUNCER

The year 2000 is little more than a generation away. For our cities, the question is precisely this: Will the New Millenium mark a celebration or a wake? If you think you can sit snug in a suburban split-level while the cities slide downhill, you're only kidding yourself. Slums won't stop at the city line any more than commuters do. What happens to our cities happens to our suburbs. Together we can remake our cities. We will. We must. If you think there's nothing you can do to help, think harder. For more information write Urban America, Box 6087, Washington, D.C. 20005.

**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

30-SECOND RADIO SPOT #1

ANNOUNCER

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**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

30-SECOND RADIO SPOT #2

ANNOUNCER

The most obvious symbols of today's affluent society are the outdoor barbecue and the sports car. The most incongruous is the rat. Most kids live in cities. So do most rats. Our cities need help. Your help. If you think there's nothing you can do to help, think harder. For information, write Urban America, Box 6087, Washington, D.C. 20005.

**THE ADVERTISING COUNCIL, INC.**

Urban America - Crisis In Our Cities Campaign

20-SECOND RADIO SPOT #1

ANNOUNCER

Most kids live in cities. So do most rats. Our cities need help. Your help. If you think there's nothing you can do to help, think harder. For more information, write Urban America, Box 6087, Washington, D. C. 20005.

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Urban America - Crisis In Our Cities Campaign

20-SECOND RADIO SPOT #2

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