

**In 1998, CARE made outstanding progress in reaching the American public with its message of hope. Through public service announcements its website and in national and international television and newspaper coverage, CARE reached more people in 1998 than ever before.**

### Award-Winning PSAs

CARE's public service announcement (PSA) campaign achieved a record year in 1998, with airings nearly doubling to 36,000 on national and local television stations for an estimated \$9 million in station-donated time.

This year, CARE's PSA campaign was produced entirely in-house with outstanding quality and exposure. Many of the spots were shot on location at CARE projects in Indonesia. A total of 15 new PSAs in varying lengths focused on the positive ways in which CARE's work is helping to shape the collective global future. From removing land mines to ensuring clean drinking water, CARE's life-changing work came alive on tape. The campaign received three international awards for excellence: a Telly Award for the land mine spot "On Dangerous Ground" and Gold and Silver Awards at the Houston International Film Festival for "Beneath the Earth" and "A Part of Something." CARE also worked with International Humanitarian Award-winner Elton John and the Elton John AIDS Foundation to create an AIDS-awareness PSA.

### [www.care.org](http://www.care.org)

Hits to CARE's website increased more than 400 percent in FY98 as people logged on for emergency updates from around the world, including the famine in Sudan, the volcano eruption in Guatemala and the effects of fighting on refugees in Sierra Leone. The website carried in-depth special reports featuring El Niño, the Berlin Airlift 50th anniversary, the environment and the AIDS crisis. CARE's PSAs also appear on-line. In addition, CARE negotiated an agreement with Barnes and Noble Booksellers for an on-line bookstore link. A percentage of each book sold online through [www.care.org](http://www.care.org) will support CARE's programming in the developing world.

### The Media Covers CARE

The mainstream media devoted extensive coverage to reporting CARE's work in FY98, reaching more than 170 million people worldwide. Major stories appeared in *The New York Times*, *The Los Angeles Times*, Reuters, the Associated Press, *Newsweek*, *Forbes*, *The Economist*, and on CNN, ABC and MSNBC, among others. CARE was a trusted source for com-

mentary on development and relief issues, and helped focus international attention on humanitarian concerns, including the flooding in Somalia, the civil conflict in Afghanistan, an epidemic of sleeping sickness in Sudan, the ongoing problem of land mines and the devastating effects of El Niño.

CARE's staff continued to advocate issues of concern by writing op-ed pieces on the legitimacy of food aid and the need to fund de-mining activities. In addition, CARE's role in the Berlin Airlift received considerable press attention during the 50th anniversary celebration of that historic event. In May, newspapers around the world ran an Associated Press photo prominently featuring CARE Packages® behind President Clinton and German Chancellor Helmut Kohl as they addressed crowds gathered at Templehof Airport in Berlin.



*In the CARE PSA "Child on Water," a young girl named Cassie and her family in Indonesia enjoy a water system built with help from CARE.*