

Governor's "Explore Adoption" Initiative Earns Emmy Nod

- Five TV Spots for statewide ad campaign are nominated -

TALLAHASSEE – Governor Charlie Crist's **Explore Adoption** campaign, launched to raise the public's awareness of foster children in need of loving homes, has been nominated for an Emmy Award. The Suncoast Chapter of the National Academy of Television Arts and Sciences nominated five ads created for the **Explore Adoption** Initiative. The **Explore Adoption** campaign features children who wait the longest for adoptive families – older children and teens, sibling groups, and children with disabilities.

"Explore Adoption is a wonderful way for Floridians to find out more about our children, right here in the Sunshine State, who are seeking loving homes," said Governor Charlie Crist. "Through this first-of-its-kind campaign, we are educating the public and successfully matching children in state care with loving and permanent families."

Receiving the Emmy nomination was the **Explore Adoption** series of ads that show the point of view of adoptive parents who talk about how adopting a child or children from the public adoption system enriches their lives. There are five ads, including three produced in Spanish. The ads were developed and produced by Ron Sachs Communications in collaboration with CoreMessage and Evolution Media. Ads can be viewed on the "News" page of www.adoptflorida.org.

The **Explore Adoption** campaign emphasizes public education to correct misperceptions about the state adoption process. Partnerships with non-profit organizations and businesses help increase awareness and distribute materials, including Web-based outreach and mass media messages.

Since "Explore Adoption" launched in May 2008, the state's adoption hotline, **1-800-96-ADOPT**, has received a record number of calls. The new, interactive Web site, www.adoptflorida.org, receives an average of 8,000 hits per month. The campaign includes television and radio spots that are airing statewide in English and Spanish and a 30-minute television special featuring the stories of three Florida families who have successfully adopted children from state care. The program is airing statewide on network affiliate and cable television stations, including a Video On Demand option.

"On any given day in Florida, about 1,000 children are in need of a safe and loving home," said Jim Kallinger, Florida's Chief Child Advocate, "Governor Crist has made Florida's kids in care a priority of his administration. We are committed to an ongoing, sustained, broad-based effort to find them a forever family."

The Suncoast Chapter of the National Academy of Television Arts and Sciences is a nonprofit organization dedicated to excellence in television. The Suncoast Regional Emmy Awards recognize programs aired in Florida, Louisiana, Alabama, Georgia and Puerto Rico. The 2008 Suncoast Regional Emmy Awards will be presented December 6, 2008, in Orlando.

To learn more about the Governor's adoption initiative, please visit www.adoptflorida.org. For more information on the Suncoast Emmy Awards®, please visit <http://suncoast.emmyonline.org/default.aspx> > .