



January 13, 2010
www.NAQuitline.org

PROMOTION *Communiqué*

Identifying and providing information to NAQC members about upcoming promotion activities that may impact quitline operations & services.



NBC's *The More You Know* Campaign to Include 1-800-QUIT-NOW

First PSA Will Air on Saturday, January 15, 2010

NAQC has just learned that NBC Universal's *The More You Know* anti-smoking messages (3 total) will be incorporated into their public service rotation to air during primetime and late night starting the week of January 15. All three of the PSA's include 1-800-QUIT-NOW on screen during the 15-second spots.

NBC will premiere a Josh Gomez (from *Chuck*) ad on Friday, Jan 15, during the show *Wine Country*, a late night slot. A Chris Malonie PSA will premiere on Saturday, Jan 16, during *Law and Order: SVU* and a Brian Williams spot will also run, but that date has not been set. Once the ads premiere, the spots will be put into rotation.

You may view the three anti-smoking spots on [The More You Know](http://TheMoreYouKnow.com) Web site.

MESSAGES

- Christopher Meloni's script is as follows:
"Imagine living longer. Imagine feeling better. Imagine saving money. Now stop imagining, set a quit date and stop smoking."
- Joshua Gomez's message states that smoking is deadly, no butts about it.
- Brian Williams focuses on chemicals and toxins and making a smart choice.

Our thanks to CDC for providing this information. NAQC will continue to share information about this and other campaigns as we learn about them. Please contact us at naqc@naquitline.org with any questions.

Visit the [Promotion Communiqué Archive](#).

For more information about NAQC's work in coordinating national promotions of quitlines contact naqc@naquitline.org.

About the North American Quitline Consortium:

NAQC is a Phoenix, Arizona-based 501(3)(c) organization that seeks to promote evidence based quitline services across diverse communities in North America.

© North American Quitline Consortium, 2009

Email Marketing by

