



High School Equivalency Campaign Frequently Asked Questions

What is the campaign?

As an extension of the existing Finish Your Diploma campaign, the Ad Council and Dollar General Literacy Foundation (DGLF) are introducing new PSAs (“When You Graduate, They Graduate”) to motivate and empower adults without a high school diploma to pursue their high school equivalency. Not just for themselves, but for their loved ones. Featuring parents, caregivers and their children, the new “When You Graduate, They Graduate” creative aims to inspire adults with real-life stories and show that achieving a high school diploma can open doorways to opportunities for both the adult who graduates AND their family.

Who is the target audience?

Adults ages 25 to 45 without a high school diploma, with a particular focus on parents, caregivers, or role models to children.

- More than 34 million adults in America do not have a high school diploma.
- Nearly 30% of adults with household incomes at or below the federal poverty line do not have a high school credential.
- There is no single set of circumstances that causes non-graduates to leave high school or to consider an HSE.
- While most understand they need their high school equivalency, what they would genuinely benefit from is information on how to get started.

What are the media components of the campaign?

The campaign includes the following assets, each available in English and Spanish and in multiple sizes where applicable:

- TV (:60, :30, :15, :06)
- Radio (:60, :30)
- Magazine and Newspaper
- Outdoor
- Web Banners

How do I get copies and access the public service announcements?

PSAs are available on the PSAs tab of this toolkit, which also contains a link to adCouncil.org, which is the one stop place for all media outlets to access broadcast/print-quality materials.

- Go to adCouncil.org/campaign/high-school-equivalency
- Media can register for a free PSA Central account.
- Locate the campaign by selecting “High School Equivalency” under the “Campaign” drop down menu.
- Please adhere to talent expiration dates as noted on PSA Central. Ad Council will update dates as needed over time.
- Please note that PSAs on PSA Central cannot be altered in any way, including addition of logos or local statistics.

What is the Ad Council?

The Ad Council brings together the most creative minds in advertising and media to address the most worthy causes. Its innovative, pro bono social good campaigns raise awareness. They inspire action. They save lives. To learn more, visit [adcouncil.org](https://www.adcouncil.org), follow the Ad Council's communities on [Facebook](#), [Instagram](#), [Twitter](#) [LinkedIn](#) and view the creative on [YouTube](#).

What are the campaign objectives?

The campaign seeks to reduce the national prevalence of adults without a high school diploma or HSE status by connecting non-graduates to information and free resources to begin their journey toward attaining their GED.

What is the main message?

When you graduate, they graduate. Attaining your GED can have a positive effect – not only for the adult graduate, but for their families as well, setting their children up for even greater success in life.

How and when was the campaign distributed?

The Ad Council originally launched the High School Equivalency campaign in 2010, with the latest distributed PSAs and campaign materials coming in May 2022.

How will the campaign be evaluated?

Program evaluation is a critical component of every Ad Council campaign. In order to assess a campaign's effectiveness and impact, the Ad Council adheres to a rigorous framework of evaluation for each campaign. This framework establishes metrics early in the campaign process to ultimately measure each campaign's exposure, recognition, engagement and impact among identified target audiences.

Specific methodologies used to measure each of these evaluative components include: donated media support, press coverage, consumer response, consumer tracking studies and national trend studies. These methods continue to evolve based on the new media landscape and consumer behavior. Interactive metrics have become an important element in campaign evaluation including web analytics, website usability testing and social media tracking.

How can I get involved with the campaign?

There are many ways to get involved. The [High School Equivalency Toolkit](#) includes helpful information and thought-starters on how to engage your community or organization in helping HSE seekers obtain their diplomas. Additionally, sharing messages and social media content about high school equivalency degrees on your channels is an easy and quick way to lend your support. For ideas on what to post, view the Social Media page of the Toolkit.

Who do I email with questions?

For questions related to specific media requests, you may also contact the Ad Council media team at <https://www.adcouncil.org/contact-us>

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About Dollar General Literacy Foundation

The Dollar General Literacy Foundation is proud to support initiatives that help others improve their lives through literacy and education. Since 1993, the foundation has awarded more than \$216 million in grants to nonprofit organizations, helping more than 15.4 million individuals take their first steps toward literacy, a general education diploma or English proficiency. To learn more about the Dollar General Literacy Foundation, visit www.DGLiteracy.org.

The National Literacy Directory is an initiative that launched in 2010 with funding from the Dollar General Literacy Foundation. It is designed to help individuals find local literacy and education programs and GED and high school equivalency testing centers in their areas. The National Literacy Directory contains thousands of educational agencies located across the United States and provides a toll-free number that individuals can call to get a local program referral. Visit www.nld.org to add a program today.