

ACA Wins an Emmy

AWARD FOR PUBLIC SERVICE MESSAGE ON STEROIDS

Editorial Staff

Steroids -- Not Worth the Risk, a spot aired on over 500 television stations and cable outlets, and more than 1,200 radio stations, received an Emmy Award from the National Academy of Television Arts and Sciences (NATAS) during a public service awards banquet at the Marriott Marquis Hotel on August 26, 1992 in New York.

The message on steroids was written and produced by Irvin Davis, president of Clayton-Davis & Associates, Inc., the public relations consultant of the American Chiropractic Association.

Vying for a Emmy in the public service category were several hundred entries, judged by a multidisciplinary panel for creativity, execution, quality, and effectiveness in informing the community.

The ACA spot brought attention to the dangers of steroid use and the healthier alternative of natural bodybuilding and health care.

The coveted winged-lady statuette was present by NATAS Chairman Michael Collyer and President John Cannon to ACA Chairman Kerwin Winkler, D.C., John Pammer, D.C., president of the ACA, and Irv Davis.

In accepting the Emmy, Irv Davis gave credit to the chiropractic profession's dedication to the public's welfare, and pointed to chiropractic as a conscientious, and cost-effective profession. Mr. Davis cited the ACA for its leadership and thanked broadcasters across the country for cooperating in the ACA's public relations campaigns.

The national recognition for chiropractic's largest association has an ironic twist: The ACA, before learning they'd be the recipients of chiropractic's first Emmy, decided to drop the public service announcements.

There's a saying among stand-up comedians and professional tennis players: "timing is everything." Chiropractic was out of sync on this one. It will be interesting to see if the ACA reverses their decision.

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