

Title:

Giving Teens A Boost to Stay In School

Word Count:

252

Summary:

One student drops out of high school every nine seconds in America. In response to the widespread

Keywords:

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Article Body:

The high school dropout rates in this country are staggering. One student drops out of high school

Add to this the fact that aside from increased unemployment, dropouts are often at a greater risk

In response to the widespread national dropout rate, the Ad Council and the U.S. Army are conducting

Advertising for "Boost" includes TV, radio, in-school posters, outdoor and Internet advertising.

The decision to drop out of school does not happen overnight; it comes after years of frustration.

The TV and radio spots feature at-risk high school seniors, the "Class of 06," who are recording

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