



April 1, 2021

Dear Traffic Manager:

The Ad Council has sent you **Fatherhood Involvement** PSAs digitally via **Extreme Reach**.

Never stop being a dad.

There's no wrong way to be a father, as long as you show up for your kids. New radio PSAs feature spoken-word poetry encouraging dads to show their Dadication. PSAs highlight the everyday struggles and victories of fatherhood to give all dads the confidence to keep going.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. **Thank you.**

The Ad Council
Fatherhood Involvement

Spot Name	Length	AD-ID	Expiration Date	Language
Harold	:30	CNFI0706000	3/31/2022	English
Harold	:15	CNFI0705000	3/31/2022	English

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated medimedia and not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.