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PROMISES WERE MADE TO AMERICA'S VETERANS. HELP DAV FULFILL THEM.

As missions go, ours could not be more vital. Because we are called to serve a group that could not be more deserving.

DAV is one of America's largest, most effective veterans service organizations. We have more than 1,300 chapters in communities nationwide and one vital mission: empowering all veterans and their families to lead healthy, successful lives.

DAV serves in many ways. We educate the public about veterans' sacrifices and needs. We act as strong advocates to help veterans obtain the government benefits and services they earned and deserve. We help veterans overcome barriers to their physical and emotional health and their financial well-being.

Every year DAV helps hundreds of thousands of veterans from all generations. But with greater awareness we could be even more effective and assist even more veterans.

That's how you can help. By airing our PSA you can help increase public understanding of veterans' needs and how DAV is helping deliver on the promises made to the men and women who served us all so selflessly when their country called:

- ▶ Giving free claims-filing assistance to more than 300,000 veterans every year, helping them collect their VA benefits
- ▶ Helping returning veterans transition to civilian life by connecting them with services that address their physical, emotional and financial needs
- ▶ Providing support services to veterans who suffer from PTSD and traumatic brain injuries
- ▶ Transporting veterans to and from medical appointments
- ▶ Linking veterans to job training and job assistance programs
- ▶ Funding rehabilitation programs for veterans with severe disabilities
- ▶ Providing emergency grants to veterans impacted by natural disasters
- ▶ Providing food and shelter to homeless veterans

The need to support all of America's veterans grows every day. For the aging veterans of World War II, Korea and Vietnam, and for the men and women returning from Iraq and Afghanistan, DAV is here to provide free, professional support.

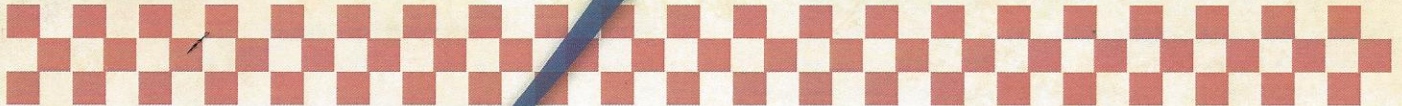
Thank you in advance for running our PSA. And for helping us fulfill the promises made by a grateful nation to its finest, most deserving heroes.

**Please air "Whatever It Takes" to help all veterans
get the benefits they've earned.**

BROADCASTERS

Cafe

A NEWSLETTER ON CURRENT
BROADCASTING TOPICS
PRODUCED BY GOODWILL
COMMUNICATIONS



SIMPLE STEPS SAVE LIVES: TEACH ALL CHILDREN HOW TO SWIM AND PUT A FENCE AROUND ALL POOLS

CPSC data shows most child drownings occur in backyard pools; no entrapment deaths since 2008

A report from the U.S. Consumer Product Safety Commission (CPSC) reveals that children younger than age 5 represent more than 75 percent of all pool and spa submersion deaths. Nearly 80 percent of pool and spa submersion injuries in the United States involve children younger than 15 years of age. Government data also show that African-American and Hispanic children between the ages of 5 and 14 are at a higher risk of drowning.

“Drowning is the leading cause of unintentional death for children between the ages of 1 and 4 and minority children drown in pools at an alarming rate,” said CPSC Acting Chairman Robert Adler. “The lives of countless children can be saved this summer. Take simple safety steps today—teach all children to swim, put a fence around all pools, and always watch children in and around the water.”

CPSC’s *Pool Safely* campaign is focusing its attention on populations most at risk of drowning:

NEW DAV TV PSA PROMOTES SERVICE TO VETERANS

THEME: “WHATEVER IT TAKES” TO HELP VETERANS SUCCEED



Far too many American veterans are being left to fend for themselves. A new PSA by DAV (Disabled American Veterans) features veterans urging us to do “Whatever it Takes” to make sure America’s 22 million veterans get the benefits they have earned. America made a promise to every one of these veterans; a promise that they would have the opportunity to succeed in civilian life when their tour of duty ended. They were promised a range of benefits, including healthcare, disability benefits and educational and vocational benefits. Yet far too many of them have to fight for, or don’t even know how to go about accessing, these benefits.

DAV, one of America’s largest, most effective veterans service organizations, has more than 1,300 local chapters and a cadre of nearly 300 trained professionals who work every day to help veterans get the support they need and deserve, and DAV does it at no cost to the veteran or their family:

- DAV represented more than 330,000 claims for veterans and families last year, helping them collect their VA benefits earned through service
- Nearly 1 million veterans and their families have designated DAV as their legal representative to fight for their benefits before the Department of Veterans Affairs

"DAV" continued from front page

- Helping returning veterans transition to civilian life by connecting them with services that address their physical, emotional, and financial needs
- Providing support services to veterans who suffer from PTSD and traumatic brain injuries
- Transporting veterans to and from medical appointments
- Linking veterans to job training and job assistance programs
- Funding rehabilitation programs for veterans with severe disabilities
- Providing emergency grants to veterans impacted by natural disaster
- Providing food and shelter to homeless veterans

VETERANS SERVING VETERANS

The men and women who are DAV—from the highly-trained professional staff members who work directly with veterans to the 1.2 million members—are veterans. They continue to care deeply for the men and women who served by their side. That is the heart of the message of this PSA—we will not forget the men and women who served, we all must do "Whatever it Takes" to fulfill the promises this country made to our veterans.

Whether it is driving a veteran of the Korean War to the VA hospital to get treated for a chronic health condition, making sure a Vietnam veteran gets a hearing aid, or providing representation to help a veteran of Operation Iraqi Freedom get the VA disability

benefits he or she deserves, DAV is working every day for veterans of all service eras. DAV even sends mobile units out to small towns and communities to reach veterans who live too far from a DAV office. And all of these services are free to any veteran who needs them.

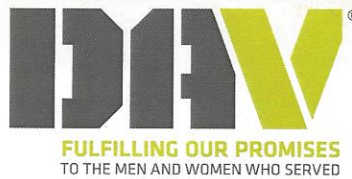
"Whatever it Takes" features veterans—some with clear, physical disabilities, all changed by serving during time of war—stating their commitment to their brothers and sisters who also served, urging all of us to fulfill America's promise to veterans by joining with DAV.

SERVING AT ALL LEVELS

DAV provides free services to veterans through a nationwide network of:

- More than 100 National Service Offices
- 275 National Service Officers
- 34 Transition Service Officers
- 52 state-level Departments
- More than 1,300 local DAV Chapters
- Assists with more than 330,000 claims each year.

For more information about DAV, visit www.DAV.org.



"Pool Safely" continued from front page

- Children between the ages of 1 and 3 represented 67 percent of reported fatalities and 64 percent of injuries.



- African American children between the ages of 5 and 19 are six times more likely to drown in pools than white and Hispanic children that age, according to the CDC.
- Data from USA Swimming indicates that 70 percent of African American children and 62 percent of Hispanic children cannot swim, making them more likely to drown.

Pool Safely, a national public education campaign supporting the Virginia Graeme Baker Pool and Spa Safety Act, works with partners around the country to reduce child drownings, near-drowning submersions and

entrapment incidents in swimming pools and spas. Parents, caregivers, and the media are encouraged to visit PoolSafely.gov or @PoolSafely on Twitter for vital safety information regarding the prevention of child submersions in and around pools and spas. Public service advertising materials will be distributed in English and Spanish to 1,000 TV stations and networks, 3,500 radio stations and to shopping malls, airports and transit systems.

