



WVUH-CA

10/8/2020

ISSUES & PROGRAMS

SPECIAL COVERAGE

October 8, 2020

Dear Traffic Manager:

The Ad Council has sent you **High Blood Pressure Control** PSAs digitally via **Extreme Reach**.

Manage Your BP

Knowing your blood pressure numbers could change your life. Air PSAs that feature survivors of heart attacks and strokes to encourage people with high blood pressure to talk to their doctor about starting—or restarting—a treatment plan that works for them.

[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 High Blood Pressure Control

Spot Name	Length	AD-ID (Extreme Reach)	Expiration Date	Language
High Blood Pressure Control_Manage Your Numbers	:60	CNHB0224000H	8/22/2021	English
High Blood Pressure Control_Manage Your Numbers	:30	CNHB0225000H	8/22/2021	English
High Blood Pressure Control_Manage Your Numbers-Stroke	:30	CNHB0231000H	8/22/2021	English
High Blood Pressure Control_Manage Your Numbers	:15	CNHB0226000H	8/22/2021	English
High Blood Pressure Control_Manage Your Numbers	:10	CNHB0227000H	8/22/2021	English
High Blood Pressure Control_New Numbers-Spanish	:30	CNHB0200000H	10/18/2021	Spanish
High Blood Pressure Control_New Numbers-Spanish	:15	CNHB0201000H	10/18/2021	Spanish
High Blood Pressure Control_New Numbers-Spanish	:10	CNHB0202000H	10/18/2021	Spanish

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 media, and may 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.

10/16/2020



Dear Public Service Director,

We all continue to feel the impact of COVID-19. Social distancing pushes us apart, and every day's difficult news weighs us down.

But through it all, ChildFund continues to help children in the world's poorest places as they face the gravest risks of all – not just from COVID-19, but also its ripple effects, especially hunger. When parents can't work, children can't eat.

We've never seen a crisis like this.

That's why ChildFund is supporting millions of children and their families in 24 countries across Africa, Asia and the Americas to stay connected to what they need to grow up healthy, educated and safe.

In the biggest emergency response of ChildFund's 80-year history, we and caring people everywhere are pulling together.

By airing this timely new PSA campaign, you help millions of children around the world not only survive the pandemic but thrive beyond it.

This ChildFund TV PSA (in :60, :30 and :15 lengths) is ready to air immediately and has no expiration date. We hope you can place these in your active rotation and air them as often as possible.

Additional campaign information can be found here:

www.causewaypsa.com/EPK/66040 ChildFund TV

www.causewaypsa.com/CF/

Thank you in advance for your support. It means a lot.

Sincerely,

A handwritten signature in black ink that reads "Christine Ennulat".

Christine Ennulat
Senior Manager, Brand and Communications
ChildFund International



THE DIRECTOR OF SELECTIVE SERVICE
Arlington, Virginia 22209-2425

October 21, 2020

Dear Station Manager,

We hope this email finds you and your media team healthy during this COVID-19 pandemic. No doubt your station has provided important information to countless community members. Trying times, such as these, demonstrate the importance of the service you provide.

We are asking for your help to get the word out about another important matter – registration with the U.S. Selective Service System. Federal law requires virtually every male U.S. citizen and immigrant 18 through 25 years of age to register with the Selective Service. Once a man reaches age 26, it is too late to register. Failure to register with the Selective Service is not only a violation of the law, but also results in:

- Denial of Federal student aid;
- Denial of job training under the Workforce Investment Act;
- Denial of Federal and U.S. Postal employment; and
- Delayed citizenship process for up to five years.

Additionally, many states have passed laws making state and local government employment contingent upon registration with the Selective Service, as have many private employers. There is also a significant loss of Federal dollars that would have otherwise gone to the state and community but for the failure of individuals to register.

Our agency works with national organizations, high schools, and community outreach groups to spread the word about the importance of registration. Despite our efforts, many young men “slip through the cracks” and fail to register because they remain unaware of the requirement, forget or procrastinate.


We have just produced three new Public Service Announcements (PSAs) to increase awareness about registration. They have tested well in various focus groups and we are certain they will resonate with the intended audiences – young men and their adult influencers. As a local station manager, program director, or media personality, you can play a key role in getting the word out by routinely dropping one of our PSAs into your play list.

Please accept my thanks for your help delivering this vital message so that young men do not lose their benefits. With your assistance, we will be ensuring a brighter future for more than 6,000 young men who turn 18 every day.

Station Manager
Page 2

I am happy to interview with your news team and talk about the importance of registration. Please feel free to contact my public affairs office at (703) 605-4100 to arrange this, if you need further information, or would like additional materials.

Sincerely,

A handwritten signature in black ink that reads "Donald M. Benton". The signature is written in a cursive style with a large, stylized initial "D".

Donald M. Benton
Director



TV PSAs Traffic Instructions

TO: Traffic Directors

FROM: Social Security Administration

DATE: October 2020

SUBJECT: New TV PSAs – Save Time with my Social Security

The Social Security Administration’s new TV PSAs highlight *my Social Security* – an online account that provides account holders secure access to personalized information and interactive tools tailored to their needs - all from the comfort of home or on the go.

You can find the “Save Time with *my Social Security*” PSA files listed below on the Extreme Reach download site, www.ExtremeReach.com. Once on the site, enter your login credentials, click on the search tool, and search the titles below. After downloading these files, please send files or download instructions to your public service or community affairs director.

To preview and download broadcast quality PSAs, you can also go to: GoodwillPSADigital.com

Code	Ad Title	Language	Length	Advertiser
1SSA0027000H	Save Time with my Social Security	English	:15	Social Security Administration
1SSA0026000H	Save Time with my Social Security	English	:30	Social Security Administration
1SSA0025000H	Save Time with my Social Security	English	:60	Social Security Administration

Expiration Date: N/A (these PSAs are evergreen)



November 17, 2020

Dear Traffic Manager:

The Ad Council has sent you new **Project Roadblock PSAs** digitally via Extreme Reach.

Join the Project Roadblock movement!

[Project Roadblock](#) continues to be one of the nation’s largest drinking and driving prevention efforts thanks to the support from stations like yours! We’re thrilled to see many stations have already pledged to support this year’s Project Roadblock. For those who have not, it’s not too late! **You can help by airing new PSAs December 26-31.**

Here’s what you can do today:

- 1) [Pledge to air PSAs](#) and monetize that support through sponsorship by using our revamped and streamlined [sponsorship application form](#).
- 2) Get ahead of the curve by [downloading new PSAs](#) and slotting them into the **December 26-31** roadblock period.

Project Roadblock PSAs

Spot Name	Length	Extreme Reach AD-ID	Expiration Date	Language
TVB The Legend	:30	CNRB0197000H	10/28/22	English
TVB Bathroom Boy	:15	CNRB0213000H	3/26/25	English
TVB That Won't Work	:15	CNRB0209000H	10/16/23	English
TVB Warning Sign: Over the Top	:15	CNRB0195000H	11/5/22	English
TVB Trying to Sober Up - Spanish	:30	CNRB0207000H	3/26/25	Spanish
TVB Bathroom Boy - Spanish	:15	CNRB0215000H	3/26/25	Spanish
TVB That Won't Work - Spanish	:15	CNRB0211000H	10/16/23	Spanish
TVB Warning Sign: Over the Top - Spanish	:15	CNRB0196000H	11/5/22	Spanish

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 media, and may 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.



Dear Public Service Director,

The last year saw the number of people struggling with hunger increase — the result of a global pandemic that severely stressed economies and families. We're asking you to please help us make a lasting and meaningful difference in the lives of families in need by supporting our new public service campaign.

Heifer International is a global 501(c)(3) nonprofit community development organization working to end hunger and poverty while caring for the Earth. For more than 75 years, we have helped more than 36 million families lift themselves out of hunger and poverty by providing livestock, agricultural training, tools and education. Our goal is to help families achieve living incomes, which will allow them to feed their families daily; educate all their children; and have proper housing, water, hygiene and other essential resources. When many families gain this new sustainable income, it brings new opportunities for building schools, creating agricultural cooperatives, forming community savings and funding small businesses.

The new public service announcements (PSA) titled "**The End**" highlights alternative gift giving and the impact it can have on the global community. The PSA is available in :07, :15, :30, and :60 lengths and encourages your audience to give a gift that really matters to a family in need. The PSA also invites viewers to visit Heifer.org where they can learn more about the benefits of alternative gift giving and view a complete catalog of available gifts. **These PSAs have no end date for use.**

Additional campaign information is available here:

www.c360m.com/EPK/37089_Heifer

www.c360m.com/PSAConnect/heifer/

If you have any questions regarding these PSAs, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212-624-9196; hmule@c360m.com).

Thank you in advance for your support of this public service campaign.

Sincerely,

A handwritten signature in black ink that reads "Christy Moore". The signature is written in a cursive, flowing style.

Christy Moore
Senior Vice President of Marketing
Heifer International

November 23, 2020

Dear PSA Director:

The holidays normally are a time to get together in person with friends and family. However, the pandemic may mean virtual celebrations this year. Regardless of how you celebrate, it's important to protect yourself from possible dangers associated with holiday trees, candles, and cooking fires, as well as unsafe toys.

To keep the season safe, you need to know about all the potential dangers you and your family face. That includes awareness of any potential hazards from toys and product recalls due to safety issues. Cooking fires also pose a threat, considering they are the No. 1 cause of residential fires with an average of 1,700 cooking fires occurring on Thanksgiving Day each year. Decorating injuries are another issue that you will want to be mindful of as well.

As part of this campaign, the Consumer Product Safety Commission is providing tips to make sure the season remains a festive one. These include some simple steps to avoid that could place you and your loved ones in danger, so that your holiday celebration is a memorable one for all the right reasons.

To help consumers avoid potential threat or harm during the holidays, CPSC is releasing a new Public Service Announcement (PSA) to ensure this holiday season is a safe one.

We hope you will broadcast this :60 second spot whenever commercial time is available throughout the holiday season to safeguard against any potential dangers during the celebration.

Thank you.

Joseph Martyak
Director of Communications
Consumer Product Safety Commission

Media Contacts:

Joseph Martyak, Director of Communications - jmartyak@cpsc.gov; 301-504-7599
Patty Davis, Deputy Director of Communications and Press Secretary - pdavis@cpsc.gov; 301-504-7601

PSA Details:

Title: Tis the Season to Be Safe - Public Service Announcement 2020
Length: 60 seconds
Format: HD video with closed captioning
Language: English and Spanish
End Date: None

THE NATIONAL POLICE ASSOCIATION TO BROADCAST NEW TELEVISION PSA URGING AMERICANS TO IMMEDIATELY ASSIST POLICE OFFICERS IN DANGER

“Assist the Officer” Video Asks Citizens to Assist Police Officers in Danger by Immediately Calling 9-1-1 Rather than Simply Filming for Social Media

Indianapolis, Indiana – November XX, 2020 - The National Police Association (NPA) announced today their latest public service announcement, which is the first educational campaign to inform on the dangers of filming, instead of helping, struggling police officers. The “Assist the Officer” PSA campaign urges listeners and viewers to help law enforcement that appear to be struggling while completing an arrest by calling 9-1-1, rather than merely film an officer in danger for social media.

On October 9, 2020, a Baltimore MTA police officer was found unconscious at the Upton Metro Subway station, with no citizens rendering aid. Instead, an individual chose to film the incapacitated officer with a cell phone to post on social media. October 17, 2020, a North Carolina police officer was airlifted to a hospital after brutally being beaten, and once again, instead of helping this officer a bystander stood by and filmed the incident. Citizens across the country have taken to filming and posting officers in danger to their social media channels rather than calling 9-1-1. Through the “Assist the Officer” PSA, the NPA aims to create awareness around the dangers posed to both officers and citizens when passersby choose to merely film officers in danger with their phones instead of calling 9-1-1 for assistance.

“Many times, incidents where struggling police officers are captured via cell phones go widely unnoticed, except on social media, with local and national news rarely reporting on the issue,” said National Police Association Spokesperson Sgt. Betsy Brantner Smith (Ret.) “This PSA will inform citizens on how filming, instead of aiding, a police officer in danger is an incredible risk for law enforcement professionals, and the communities they serve. The NPA strives to end this behavior, and ensure the dangers this poses to police officers gains more news coverage on a local and national level.”

“Assist the Officer” will be distributed through [TV Access](#) to over 1,800 U.S. television cable networks and major market stations. A radio version is also being distributed to 1,000 radio stations across America for airplay nationally. The 60 sec TV PSA can be viewed [here](#).

About The National Police Association

The National Police Association (NPA) is a 501(C)3 non-profit organization, EIN 82-0647764, founded to educate supporters of law enforcement in how to help police departments accomplish their goals. The NPA works to bring national and local attention to the anti-police efforts challenging effective law enforcement, building public support for needed actions through public service announcements, legal filings, articles authored for the NPA by law enforcement experts and the NPA Report. For additional information, please visit www.nationalpolice.org.

Media Contact:
National Police Association
npa@5wpr.com

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Dear Public Affairs Director,

EIF Cares.

Founded in 1943, the Entertainment Industry Foundation (EIF) is a multifaceted organization that occupies a unique place in the world of philanthropy. By mobilizing and leveraging the powerful voice and creative talents of the entertainment industry, as well as cultivating the support of organizations (public and private) and philanthropists committed to social responsibility, EIF builds awareness and raises funds, developing and enhancing programs on the local, national and global level that facilitate positive social change.

Here are a few of the initiatives EIF is amplifying:

[Delivering Jobs](#)

Creating pathways to employment and leadership opportunities for people with intellectual and/or developmental differences.

[Defy:Disaster](#)

Providing aid to survivors and communities affected by natural disasters to help them recover and rebuild.

[Stand Up To Cancer](#)

Working relentlessly to offer the newest, most effective and most promising cancer treatments to patients quickly by bringing together the best minds to collaborate, innovate and share cancer research.

We invite you to engage your viewers and become part of the EIF family. Please air these spots as soon and as often as possible – because together we make greater impact. To request an alternate format or delivery method, please contact our team at psa@boombroadcast.com or at (609) 748-7411.

Please visit EIFcares.org for more information on this campaign.

Thank you for your consideration,
Nicole Sexton

A handwritten signature in black ink that reads "Nicole Sexton".

President and CEO
Entertainment Industry Foundation

EIF is a 501(c)(3) tax-exempt organization and meets all 20 BBB Charity Standards.



Dear Public Service Director,

The human toll of the COVID-19 pandemic has been felt throughout the nation and most acutely by the nation's largest group of health care professionals - nurses. Nurses have always answered the call to serve their country and communities during times of crisis. Now it's time to share our gratitude for the American nurse heroes who serve our nation each and every day.

The Coronavirus Response Fund for Nurses enables the public to support and thank nurses. American nurses spend the most time on the frontlines, providing direct care for COVID-19 patients. As a result, they are deeply impacted by the pandemic in terms of risks to their physical health, livelihood, mental well-being, and family's safety and security. The national fund, created by the American Nurses Association's charitable arm, the American Nurses Foundation, will address the immediate and emerging needs of nurses and focuses on:

- ✓ Providing direct financial assistance to nurses who have faced financial hardships
- ✓ Supporting the mental health of nurses – today and in the future
- ✓ Ensuring nurses everywhere have access to the latest science-based information to protect themselves, prevent infection, and care for those in need
- ✓ Driving the national advocacy focused on nurses and patients

As we continue to face the most catastrophic health crisis in modern history, nurses need our support as much as we need theirs. We hope you can join us in supporting our nurses by airing the new public service announcement titled **"American Nurse Heroes" (:60, :30)**. The PSA highlights the urgent need for funding to address nurses' needs, now and in the future, as they continue to confront the pandemic while risking their own health and safety. By airing this PSA, your station not only honors our nurse heroes but also helps strengthen the communities they serve. The PSA, which has **no end date for use**, encourages viewers to visit www.thanksnurses.org to learn more about the Coronavirus Response Fund for Nurses.

The American Nurses Association (ANA) is the premier organization representing the interests of the nation's 4.2 million registered nurses. ANA is at the forefront of improving the quality of health care for all. The American Nurses Foundation is the philanthropic arm of ANA, with the mission to transform the nation's health through the power of nursing. The Foundation supports research, education, and scholarships, which improve health, wellness, and patient care.

Additional campaign information is available here:

https://www.c360m.com/EPK/37070_ANA/

<https://www.c360m.com/PSAConnect/ANA/>

If you have any questions regarding this PSA, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212-624-9196; hmule@c360m.com).

Thank you in advance for your support of this public service campaign.

Sincerely,



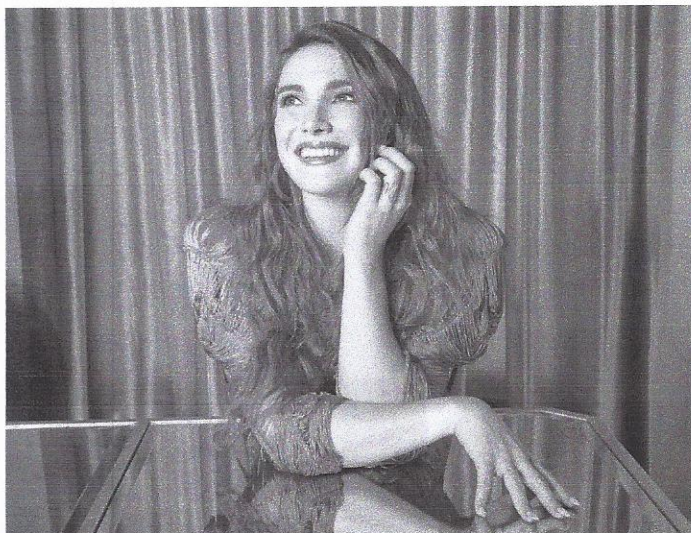
Ernest J. Grant, PhD, RN, FAAN
President
American Nurses Association



CLICK HERE TO PREVIEW OR DOWNLOAD THE PSAs

We hope that you can support this very important First Responders Children's Foundation campaign. Questions? Contact our EVP, Account Management at tom.derreaux@plowsharegroup.com.

Light Up Your Holiday with Nashville's Caylee Hammack



Country music's newest sensation, Caylee Hammack and First Responders Children's Foundation warmly welcome you to the holiday season and ask you to remember the first responders in your community who always come to the rescue when you dial 9-1-1. Even on holidays, they never take a day off.

Also accessible on your Extreme Reach PSA Deliveries page:

- Light Up Your Holiday :15 SD ISCI: ZPLFRFCF5515
- Light Up Your Holiday :15 HD ISCI: ZPLFRFCF5515H
- Light Up Your Holiday :30 SD ISCI: ZPLFRFCF3530
- Light Up Your Holiday :30 HD ISCI: ZPLFRFCF3530H
- Light Up Your Holiday :60 SD ISCI: ZPLFRFCF6660
- Light Up Your Holiday :60 HD ISCI: ZPLFRFCF6660H

Kids Thank First Responders

Children know how crucial it is to look for people who can help them, and First Responders Children's Foundation knows how crucial it is to look out for those helpers, so they can keep coming to our rescue, day and night. Firefighters, police and medical personnel spring to life from the sweet drawings of children all over the USA who join together to cheer on our brave and courageous heroes. We still live in a world where kids have heroes they can look up to - America's first responders!

Also accessible on your Extreme Reach PSA Deliveries page:

- Kids Thank First Responders :15 SD ISCI: ZPLFRFCF5415
- Kids Thank First Responders :15 HD ISCI: ZPLFRFCF5415H
- Kids Thank First Responders :30 SD ISCI: ZPLFRFCF3430
- Kids Thank First Responders :30 HD ISCI: ZPLFRFCF3430H
- Kids Thank First Responders :60 SD ISCI: ZPLFRFCF6460
- Kids Thank First Responders :60 HD ISCI: ZPLFRFCF6460H
- Kids Thank First Responders :90 SD ISCI: ZPLFRFCF0190
- Kids Thank First Responders :90 HD ISCI: ZPLFRFCF0190H



Dear PSA Director,

Urgent Lifesaving PSAs

from the
Veterans Administration.



VA | U.S. Department
of Veterans Affairs



Stay home for the holidays to keep our veterans safe!

Millions of Veterans answered the call to keep us all safe.
Now it's our turn to keep them safe by running these lifesaving PSAs.

Please begin running these ads ASAP

English: VASAHENGTV30H

Safe at Home_English :30 TV

Spanish: VASAHSPTV30H

Safe at Home_Spanish :30 TV

**On 1/2/21 Please replace the holiday spots above
with the Safe at Home spots below:**

2021

New year. New hope. In 2021 help protect the
veterans in your life by staying home, wearing
a mask and rolling up your sleeve to get vaccinated.

Please kill the holiday spot and begin running these on 1/02/21

English: VA1121ENGTV30H

2021_Safe at Home_English:30 TV

Spanish: VA1121SPATV30H

2021_Safe at Home_Spanish :30 TV

**For additional information
please contact:**

•info@psaadvertising.com

•954-922-2928



VA | U.S. Department
of Veterans Affairs