

WHY I SEE SAY

TV PSAs



"If You See Something, Say Something"® used with permission of the NY Metropolitan Transportation Authority.

It Takes a Community to Protect a Community

"If You See Something, Say Something®" is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement.

Informed, alert communities play a critical role in keeping our nation safe. The U.S. Department of Homeland Security (DHS) is committed to strengthening hometown security by creating partnerships with state, local, tribal, and territorial (SLTT) governments and the private sector, as well as the communities they serve. These partners help us reach the public across the nation by displaying the campaign's messages and distributing outreach materials, including Public Service Announcements.

We can all help keep our communities safe by paying attention to our surroundings and reporting suspicious activity to local law enforcement.

Campaign History

The "If You See Something, Say Something®" campaign was originally implemented and trademarked by the New York Metropolitan Transportation Authority and is licensed to the U.S. Department of Homeland Security as a nationwide campaign.

In July 2010, DHS launched the campaign in conjunction with the U.S. Department of Justice's Nationwide Suspicious Activity Reporting Initiative (NSI), with the goal of training state and local law enforcement to recognize behaviors and indicators of terrorism and terrorism-related crime. The NSI standardizes how these observations are documented and analyzed and ensures that reports are shared with the Federal Bureau of Investigation-led Joint Terrorism Task Forces for investigation and with state Fusion Centers for analysis. Only those reports documenting behavior that is reasonably indicative of terrorist activity will be shared with federal and SLTT partners.

**Learn more about the
"If You See Something,
Say Something®" campaign**

ABOUT

Homeland security begins with hometown security. Across the country, we all play a critical role in keeping our communities safe.

The "Why I See Say" Public Service Announcement (PSA), part of the "If You See Something, Say Something®" public awareness campaign, seeks to empower individuals to protect their neighbors and the communities they call home. As a trusted connection to these communities, you can help strengthen and spread this message by helping us secure much-needed airtime.

The U.S. Department of Homeland Security's "If You See Something, Say Something®" campaign is a nationwide effort to raise public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement. We invite you to join this important initiative to help keep our cities, towns, and neighborhoods safe. For more information, please visit dhs.gov/see-something-say-something.

Thank you for previewing the enclosed PSAs. We hope you find the messaging compelling and place these spots into your active PSA rotation. If you have any questions, please feel free to contact seesay@hq.dhs.gov or our distribution representative at Connect360 Multimedia, Shaliza Thomas (212-624-9187; stthomas@c360m.com).

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"Why I See Say"

The U.S. Department of Homeland Security's "If You See Something, Say Something®" campaign encourages the general public to report suspicious activity to local authorities. We all have something worth protecting—our family, our friends, our community. This PSA series helps viewers and listeners identify the many reasons why they should "See Say" by showcasing a variety of locations—sporting events, school, concerts—where staying vigilant is vital.

To learn more, please watch our new public service announcement series titled "**Why I See Say.**" **This PSA has an end date of September 29, 2021 for use.** We hope that you will air this campaign as soon, and as often as possible.



"Why I See Say" (:30)	
1. Shot of girl on bus. <u>GRAPHIC:</u> WHY	<u>MUSIC UP AND UNDER</u> <u>GIRL 1 O/C:</u> Why?
2. Shot of girl in school hallway.	<u>GIRL 1 O/C:</u> Why do we ignore the things that give us pause.
3. Shot of girl standing outside of building.	<u>GIRL 1 O/C:</u> That seem out of place.
4. Shot of girl next to ticket window.	<u>GIRL 1 O/C:</u> That don't feel right.
5. Shot of kids on carousel, switch to shot of girls at the mall, switch to shot of woman and girl with flowers.	<u>GIRL 1 V/O:</u> <i>The answer to "Why" defines who we are.</i>
6. Shot of girl at concert. <u>GRAPHIC:</u> WHY DO YOU SAY SOMETHING	<u>GIRL 1 O/C:</u> So, if you see something, why do you say something?
7. Shot of kids in school hallway.	<u>GIRL 1 O/C:</u> I SeeSay for my friends.
8. Shot of woman on bus.	<u>WOMAN 1 O/C:</u> For my community.

"Why I See Say" (:30) Continued	
9. Shot of family.	<u>MAN 1 O/C:</u> For my family.
10. Shot of girls at mall.	<u>GIRL 2 O/C:</u> For each other.
11. Shot of girl at concert.	<u>GIRL 3 O/C:</u> Because all of this matters.
12. Shot of girl at concert.	<u>GIRL 1 O/C:</u> We all have something worth protecting.
13. Shot of band performing.	<u>GIRL 1 V/O:</u> <i>So why do you SeeSay.</i>
14. <u>GRAPHIC:</u> Report suspicious activity to local authorities.	<u>GIRL 1 V/O:</u> <i>Report suspicious activity to local authorities.</i>
15. <u>GRAPHIC:</u> If you see something, say something If you see something, say something logo U.S. Department of Homeland Security logo "If You See Something, Say Something"® used with permission of the NY Metropolitan Transportation Authority	<u>GIRL 1 V/O:</u> <i>If you see something, say something.</i> <u>FADE SOUND AND PICTURE OUT</u>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<http://www.c360m.com/PSAConnect/dhs/>

This PSA has an End Date of September 29, 2021

"Why I See Say" (:60, :30, :15)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at sthamas@c360m.com or by phone at (212) 624-9187.



For more information about the campaign, visit
dhs.gov/see-something-say-something