



DUCKS
UNLIMITED

**A TV Public Service Campaign
from Ducks Unlimited**

ABOUT DUCKS UNLIMITED

Ducks Unlimited Inc. is the world's largest 501 (c)(3) nonprofit organization dedicated to conserving North America's continually disappearing waterfowl habitats. Established in 1937, Ducks Unlimited has conserved more than 14 million acres thanks to contributions from more than a million supporters across the continent. Guided by science and dedicated to program efficiency, DU works toward the vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.

For more information on our work, visit www.ducks.org.



Learn more about Ducks Unlimited

ABOUT

RESCUE OUR WETLANDS



YOUTUBE



FACEBOOK



TWITTER



INSTAGRAM

Dear Public Service Director,

Our environment is constantly changing. Natural disasters, variations in weather and climate, pollution, unchecked development and more threaten North America's waterfowl and other wildlife species each day. Wetlands are one of the most important ecosystems on the planet. These complex habitats benefit many wildlife species and provide recreational opportunities, flood control, clean water and other ecological benefits for people and the communities in which they live.

Your station can help Ducks Unlimited, the world's leader in wetlands and waterfowl conservation, raise awareness and make a difference by helping DU conserve our nation's wetlands, which provide infinite value to our lives today, as well as to future generations.

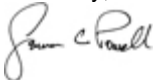
Awareness of this issue is critical. Wetlands are facing important challenges as habitats are being degraded and destroyed across the continent – even as you read this letter. We hope you will help educate your audience about the importance of rescuing our nation's wetlands and waterfowl by airing these public service announcements (PSAs) titled "**The Places You Play**" (:60 and 30), "**Wonder of the Wetlands**" (:60) and "**Wetlands and Wildlife**" (:30).

These PSAs have no end date for use. The campaign educates viewers about the conservation work that Ducks Unlimited and our partners and supporters do every day to rescue our wetlands and preserve our nation's natural resources for future generations. Viewers are encouraged to visit www.ducks.org to learn more about conservation and how to get involved.

If you have any questions or need additional information, please contact our Connect360 Multimedia PSA distribution representative, Shaliza Thomas, at 212-624-9187 or via e-mail at stthomas@c360m.com.

Thank you in advance for your consideration and support!

Sincerely,



James Powell
Director of Communications, Ducks Unlimited

The Places You Play

Continued loss of wetlands is putting the environment and communities at risk. With your support, Ducks Unlimited can make a difference. Help us band together to rescue our wetlands.

To learn more, please watch our latest public service announcement titled "**The Places You Play**." This PSA has no end date for use. We hope that you will air this campaign as soon and as often as possible.

More PSAs are also available for review and download at: <http://www.c360m.com/PSACConnect/ducks/>



"The Places You Play" (:60)	
<p>1. Shot of boat on water, switch to shot of birds flying,</p>	<p><u>MUSIC UP AND UNDER</u> <u>NARRATOR V/O:</u> <i>This is a nursery. A home. A soft place to land.</i></p>
<p>2. Various shots of wetlands.</p>	<p><u>NARRATOR V/O:</u> <i>This is a super highway. A Sunday morning. This is quality time.</i></p>
<p>3. Shot of girl looking at frog, switch to various shots of wetlands.</p>	<p><u>NARRATOR V/O:</u> <i>And a family tradition.</i></p>
<p>4. Shot of rain on water, switch to shot of boy drinking water, switch to various shots of birds.</p>	<p><u>NARRATOR V/O:</u> <i>Wetlands keep flood waters at bay, improve water quality and serve as rest stops for the continental journey migrating birds make each year.</i></p>

"The Places You Play" (:60) Continued	
<p>5. Various shots of wetlands, people and animals.</p>	<p><u>NARRATOR V/O:</u> <i>This is where you play.</i></p>
<p>6. Shot of ducks flying, switch to various shots of wetlands.</p>	<p><u>NARRATOR V/O:</u> <i>So this is where we work.</i></p>
<p>7. Shot of wetlands.</p> <p><u>GRAPHIC:</u> a public service announcement from DUCKS UNLIMITED ducks.org</p>	<p><u>FADE SOUND AND PICTURE OUT</u></p>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use


"The Places You Play" (:60, :30)

"Wonder of the Wetlands" (:60)

"Wetlands and Wildlife" (:30)

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

501(c)(3) Certificate:

 **IRS** Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248360116
Sep. 13, 2011 LTR 4168C E0
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00013581
BODC: TE


DUCKS UNLIMITED INC
% BETSY BOLFING
1 WATERFOWL WAY
MEMPHIS TN 38120-2350

621460

Employer Identification Number: 13-5643799
Person to Contact: MS. HARPER
Toll Free Telephone Number: 1-877-829-5500

Dear TAXPAYER:

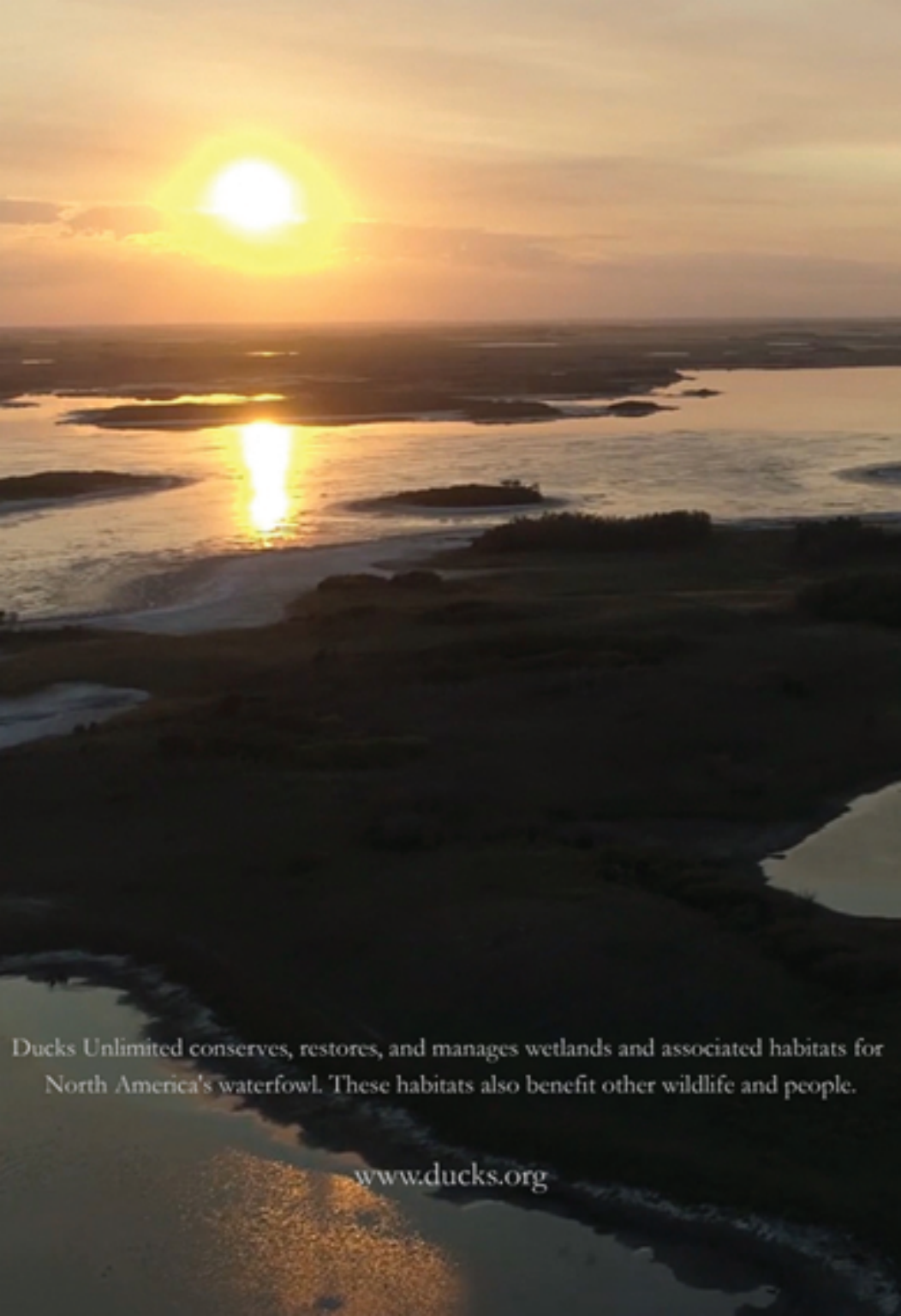
This is in response to your Sep. 01, 2011, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in JUNE 1956.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.



Ducks Unlimited conserves, restores, and manages wetlands and associated habitats for North America's waterfowl. These habitats also benefit other wildlife and people.

www.ducks.org