



RADIO PUBLIC SERVICE CAMPAIGN

**STOP
WEIGHT BIAS**

A graphic with the words 'STOP' and 'WEIGHT BIAS' in bold, blue, sans-serif capital letters. The text is overlaid on a large, green, textured 'X' shape that resembles a hand-painted mark.

ABOUT THE OBESITY ACTION COALITION (OAC)

The Obesity Action Coalition (OAC) is a National non-profit organization dedicated to giving a voice to individuals affected by obesity and helping them along their journey toward better health. Our core focuses are to elevate and empower people affected by obesity through awareness, education, advocacy and support. The Stop Weight Bias Campaign is a national campaign produced and presented by the Obesity Action Coalition (OAC) with the commitment to raise awareness, put a stop to weight bias and push equality forward. The Stop Weight Bias Campaign wants to raise public awareness of weight bias from childhood to adulthood and change the public perception of obesity and weight bias by broadening understanding of why we must stop weight bias.

To learn more about this campaign and the OAC, please visit StopWeightBias.com.



**Learn more about
Obesity Action Coalition**

YOURWEIGHTMATTERS.ORG



FACEBOOK



TWITTER



INSTAGRAM

Dear Public Service Director,

Our words and actions matter. While weight shouldn't dictate the way people are treated, for those affected by obesity, weight bias can impact their life from childhood to adulthood. Weight bias exists in all aspects of life, including education, healthcare, the workplace and media. Often times people internalize weight bias and blame themselves for their weight which can be incredibly damaging to their mental and physical health. Obesity is a serious disease deserving of safe and effective science-based treatment options. It's crucial that we move away from the "shame and blame" of this disease and treat people living with obesity with the respect that they deserve.

The Obesity Action Coalition (OAC) is a more than 70,000 member-strong 501(c)(3) National non-profit organization dedicated to giving a voice to the individual affected by the disease of obesity and helping individuals along their journey toward better health through education, advocacy and support. The *Stop Weight Bias Campaign* is committed to raising awareness, putting a stop to weight bias and pushing equality forward.

Please help inform your audience about the issue of weight bias by airing the new PSAs "**Stop Weight Bias**" (:60, :30, :15). These PSAs demonstrate how weight bias affects those living with the disease of obesity and the importance of treating people with obesity with dignity and respect. The PSA also encourages viewers to visit StopWeightBias.com to learn more about weight bias and how they can help end it. We hope that you will air these PSAs, **which have no end date for use**, as soon and as often as possible.

For any questions regarding the PSA, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: stthomas@c360m.com; ph: 212-624-9187).

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

A handwritten signature in black ink, appearing to read 'Joe Nadglowski', written in a cursive style.

Joe Nadglowski
OAC President and CEO

Stop Weight Bias

Weight bias can exist in every aspect of life including employment, health care, education, media and someone's personal life. It affects everyone differently and it can have a harmful impact on our mental and physical health. That is why, the Obesity Action Coalition created the Stop Weight Bias Campaign.

To learn more, please listen to the Obesity Action Coalition's new public service announcement (PSA) titled "**Stop Weight Bias**" (:60) which is also available in a :30 and :15 length. **These PSAs have no end date for use.** We ask that you please air these PSAs as soon and as often as possible.



The image shows a screenshot of a SoundCloud player interface. On the left, there is a placeholder for an image with the Obesity Action Coalition (OAC) logo, which consists of the letters 'OAC' in blue and green, with 'Obesity Action Coalition' written below it. To the right of the placeholder is a red play button icon. The title of the audio track is 'Stop W...'. In the top right corner, there is a 'SOUNDCLOUD' logo and a 'Share' button. Below the title, there is a waveform visualization of the audio track, with a progress bar at the bottom right showing '1:00'. At the bottom left of the player, there is a 'Cookie policy' link.

— - Stop Weight Bias

"Stop Weight Bias" (:60)

MUSIC UP AND UNDER

GIRL 1 V/O: We don't want you on our team. You're too slow and fat.

NARRATOR V/O: This is weight bias.

MAN 1 V/O: I'm worried about your weight.

WOMAN 1 V/O: Don't you care what other people think?

NARRATOR V/O: Millions who live and are affected by obesity face weight bias every day.

MAN 2 V/O: You're not the right fit for this job.

NARRATOR V/O: Unfair judgement by others.

WOMAN 2 V/O: Just stop eating so much and exercise some. You'd lose all this weight.

NARRATOR V/O: These people often blame themselves.

BOY 1 V/O: It's just me. Nobody likes me.

MAN 3 V/O: I do exercise and eat right. And I talk to my doctor.

NARRATOR V/O: Weight bias hurts.

BOY 2 V/O: Everyone deserves to be treated with dignity and respect.

MAN 4 V/O: Your words and actions matter.

NARRATOR V/O: Let's stop weight bias.

BOY 2 V/O: Let's work together.

"Stop Weight Bias" (:60 continued)

NARRATOR V/O: Be part of the solution. Go to StopWeightBias.com and learn more. A public service message from the Obesity Action Coalition.

"Stop Weight Bias" (:30)

MUSIC UP AND UNDER

GIRL 1 V/O: We don't want you on our team. You're too slow and fat.

NARRATOR V/O: This is weight bias.

WOMAN 1 V/O: Don't you care how you look?

NARRATOR V/O: Those with the serious disease called obesity face weight bias every day.

MAN 1 V/O: You're not the right fit for this job.

NARRATOR V/O: And blame themselves.

BOY 1 V/O: I wish I was different.

NARRATOR V/O: Weight bias hurts.

WOMAN 2 V/O: Let's stop weight bias.

BOY 2 V/O: Be part of the solution.

NARRATOR V/O: Go to StopWeightBias.com. A public service message from the Obesity Action Coalition.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/oac/

NO END DATE FOR USAGE

Stop Weight Bias. (:60, :30, :15)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=C140748>

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

501 (c)(3) certificate

W-9

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

Print name (do not use initials) or name if it is not for a sole proprietorship

Business name (do not use initials) or name if it is not for a sole proprietorship
Unity Action Coalition

Check appropriate box(es) for federal tax classification

Individual sole proprietor C Corp S Corp partner Partnership Trust or estate

Limited liability company (LLC) treated as a partnership LLC disregarded as an entity separate from its owner(s)

Sole proprietor

Address (include apt., suite, or care) (street)
4511 N James Ave, Jt. 253

City, state, and ZIP code
Tampa, FL 33604

Do not include ZIP code if outside the United States

Part I Taxpayer Identification Number (TIN)

Print your TIN in the appropriate box. The TIN provided must match the name given in Form W-9. If you do not have a TIN, you must obtain one. For individuals, this is your social security number (SSN). However, for a partner, sole proprietor, or disregarded entity, see the first instructions on page 2. For a trust, either, it is your employer identification number (EIN) if you are not a sole proprietor, see Note 1 on page 2.

Note: If the business is a partnership and none, see the chart on page 4 for legal use of which number to report.

Employer identification number

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Employer identification number

2	6	-	7	9	8	3	5	0	8
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Part II Certification

Under the penalty of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or, if you are reporting a number that is not yours, you are reporting it on behalf of the taxpayer and you are authorized to do so).
- I am not a partner, sole proprietor, or disregarded entity in any business with the requester. If you have been notified by the IRS that you are a partner, sole proprietor, or disregarded entity in any business with the requester, you are required to report all interest and dividends on your business. For more details, see the instructions for Form 990-B. If you are a partner, sole proprietor, or disregarded entity in any business with the requester, you are required to report all interest and dividends on your business. For more details, see the instructions for Form 990-B.
- I am a U.S. citizen or other U.S. person as defined below.

Certification instructions. You must check only Part I if checked. If you have been notified by the IRS that you are a partner, sole proprietor, or disregarded entity in any business with the requester, you are required to report all interest and dividends on your business. For more details, see the instructions for Form 990-B. If you are a partner, sole proprietor, or disregarded entity in any business with the requester, you are required to report all interest and dividends on your business. For more details, see the instructions for Form 990-B.

Signature of taxpayer (do not print name)
[Handwritten Signature]

Date 1/8/15

General Instructions

For more information on the requirements for this form, see the instructions on page 2.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report the correct amount of interest, dividends, or other income to you. See the instructions on page 2 for more information on the requirements for this form.

Use Form W-9 only if you are a U.S. person (including resident alien) to provide your correct TIN to the person requesting the information, and, when applicable, to:

- Get a TIN to file your gift tax return, if you are willing for us to report it to the IRS.
- Get a TIN to file your estate tax return, if you are willing for us to report it to the IRS.
- Get a TIN to file your estate tax return, if you are a U.S. citizen, partner, sole proprietor, or disregarded entity in any business with the requester.

Note. If a requester asks you to file Form W-9 to request your TIN, you must file the requester's Form W-9 in a confidential manner to the IRS.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien.
- A partnership, corporation, company, or association organized or organized in the United States or under the laws of the United States.
- A trust to which a foreign trust or estate is treated as a resident.
- An estate of a decedent who is a U.S. person.

Special rules for partnerships. Partnerships that are treated as trusts for federal tax purposes are generally required to file Form W-9 with each partner, sole proprietor, or disregarded entity in any business with the requester. In such cases, all use Form W-9 with each partner, sole proprietor, or disregarded entity in any business with the requester. If you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, you do not need to file Form W-9 with the partnership to establish your U.S. status and avoid withholding or your share of partnership income.



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WEIGHT BIAS**

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