

RADIO PUBLIC SERVICE CAMPAIGN

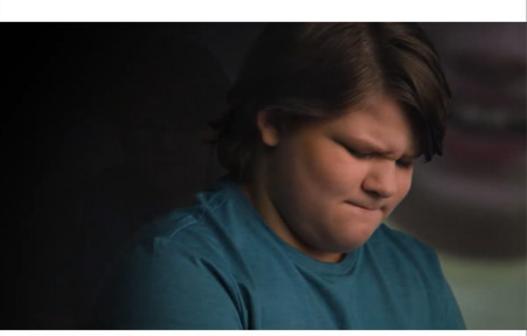


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ABOUT THE OBESITY ACTION COALITION (OAC)

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







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: sthomas@c360m.com; ph: 212-624-9187).

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

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.



--- Stop Weight Bias

RADIO PSA SCRIPTS

"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.

<u>WOMAN 2 V/O</u>: 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.

RADIO PSA SCRIPTS

"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

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General Instructions

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