



**U.S. AIR FORCE**



**“Together”**

**TV PUBLIC SERVICE CAMPAIGN**



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## ABOUT THE U.S. AIR FORCE

The men and women of the U.S. Air Force represent a number of important core values such as integrity, service before self and excellence in all they do. In addition to looking to the U.S. Air Force for protection and leadership, there are many valuable lessons we can learn from their guiding principles and traits in order to achieve success.



# Learn more about the U.S. Air Force

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Dear Public Service Director,

In March of 2020, the COVID-19 pandemic forced us to adopt a "new normal," adding stress and anxiety to all of our lives. But, with the help of our friends, families, and communities, we we're able to come together and get in sight of the finish line

In our latest public service announcement titled "**Together**" (:30, :15) everyone from a hospital nurse, to a grocery delivery person, to our friends both close by, and in faraway places come together to get through the COVID-19 pandemic.

As airtime permits, we hope you'll air "**Together**" (:30, :15) as soon and as often as possible. This PSA **is available for use until June 1, 2022.**

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 consideration and for sharing these important messages.

Sincerely yours,

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

Barry Dickey  
Chief, Strategic Marketing Division  
U.S. Air Force

# Together

The values exemplified by the men and women of the U.S. Air Force are ones that can benefit all of us. In the U.S. Air Force's latest public service announcement (PSA), everyone from a hospital nurse, to a grocery delivery person, to our friends both close by, and in faraway places come together to get through the COVID-19 pandemic.

To learn more, please watch the new PSA titled **“Together” (:30)** which is also available in a :15 length. **This PSA is available for use until June 1, 2022.** We ask that you please air our PSA as soon and as often as possible.



<b>“Together” (:30)</b>	
<p>1. Shots of a nurse standing outside a hospital.</p>	<p><b>MUSIC UP AND UNDER</b></p> <p><b>NARRATOR V/O:</b> <i>It's been a year. One that - despite our best efforts - we'll always remember.</i></p>
<p>2. Shot of a boy, switch to a shot of a man coming out of a car, switch to a close-up shot of the man walking to a house with bags in his hand. Shot of a family on a couch. Shot of a girl on a computer, switch to a shot of a girl speaking on a computer screen.</p>	<p><b>NARRATOR V/O:</b> <i>We made it this far - together - with some help from our neighbors, our families, and our friends.</i></p>
<p>3. Shot of two nurses speaking to each other outside a hospital. Switch to a shot of a group of people sitting on a couch.</p>	<p><b>NARRATOR V/O:</b> <i>And that's exactly how we'll be when we cross the finish line. Together.</i></p>
<p>4. Shot of a nurse looking into the camera.</p>	<p><b>NARRATOR V/O:</b> <i>So to every one who helped us get this far,</i></p>
<p>5. Shot of a woman smiling outside.</p> <p><b>GRAPHIC:</b> AIRFORCE.com logo</p> <p>A PUBLIC SERVICE ANNOUNCEMENT FROM THE UNITED STATES AIR FORCE</p>	<p><b>NARRATOR V/O:</b> <i>Thank you.</i></p> <p><b>FADE SOUND AND PICTURE OUT.</b></p>

<b>“Together” (:15)</b>	
<p>1. Shots of a nurse standing outside a hospital.</p>	<p><b>MUSIC UP AND UNDER</b></p> <p><b>NARRATOR V/O:</b> <i>It's been a year.</i></p>
<p>2. Shot of a boy, switch to a shot of a family on a couch.</p>	<p><b>NARRATOR V/O:</b> <i>We made it this far – together.</i></p>
<p>3. Shot of two nurses speaking to each other outside a hospital. Switch to a shot of a group of people sitting on a couch.</p>	<p><b>NARRATOR V/O:</b> <i>And that's exactly how we'll be when we cross the finish line. So to every one who helped us get this far,</i></p>
<p>4. Shot of a man smiling outside.</p> <p><b>GRAPHIC:</b> AIRFORCE.com logo</p> <p>A PUBLIC SERVICE ANNOUNCEMENT FROM THE UNITED STATES AIR FORCE</p>	<p><b>NARRATOR V/O:</b> <i>Thank you.</i></p> <p><b>FADE SOUND AND PICTURE OUT.</b></p>

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

[www.c360m.com/PSAConnect/usaf/](http://www.c360m.com/PSAConnect/usaf/)

**Available for use through: June 1, 2022**

**“Together” (:30, :15)**

Please let us know your preferences on  
receiving PSAs by contacting:

Shaliza Thomas via email at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9187.





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