

TEACH

The Future Depends on Teachers

A TV Public Service Campaign for
K-12 schools, students, and families in your area



ABOUT TEACH

TEACH, a non-profit organization founded by the U.S. Department of Education, partners with State Departments of Education, school districts, and universities to rebrand the teaching profession and modernize recruitment to attract the next generation of talented, diverse educators. As we succeed in our mission, we will reverse the current teacher shortage. Additionally, the teaching profession will increasingly be seen as selective, stimulating, leadership-oriented, and entrepreneurial. When this happens, every child - regardless of race, creed, income, or zip code - will have access to great teachers and the quality education they deserve.



Learn more about TEACH



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Dear Public Service Director,

Every student deserves a great education. Today, more than ever, we need great teachers to help reinvent our education system and inspire students, who will lead us to a better future. But, after years of declining interest in the teaching profession, the nation is facing its worst-ever shortage of teachers, which has been compounded by the pandemic and accompanying fiscal crisis. This year, all 50 states reported that they are facing a teacher shortage. This issue affects K-12 schools, students, and families in your DMA. And recent public opinion surveys demonstrate that the public wants to see greater respect, compensation, and celebration of teachers. We believe that this PSA will resonate with your audiences.

To address the critical need for teachers across the country, the U.S. Department of Education launched "TEACH" in 2015 to partner with the K-12 public school system on PSAs and other innovative recruitment methods.

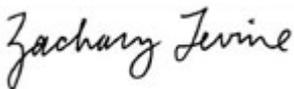
This year, in partnership with State Departments of Education, TEACH is releasing a new series of PSAs, entitled "**The Future Depends on Teachers**" (:60, :30, :15, :30), that highlight the critical role teachers play in shaping our future - from tackling the challenges of educating children in our new reality to developing the minds of future leaders who will change the course of history. The PSAs, which can be used until January 2023, conclude with an invitation to learn more about teaching at Teach.org, a one-stop-shop online portal, where audiences can explore whether teaching is a good fit for them, access one-on-one advising, compare teacher training programs, find financial aid opportunities, and take advantage of other valuable resources to help them become teachers - all for free.

Please consider airing these PSAs to benefit the K-12 public schools in your area by celebrating teachers and inspiring more talented people to enter this critical field.

For any questions or additional information, please contact our PSA distribution representative, Shaliza Thomas at Connect360 Multimedia, at 212.624.9187 or via email at stthomas@c360m.com.

Thank you in advance for your support and consideration.

Sincerely,



Zachary Levine
Executive Director
TEACH

The Future Depends on Teachers

Today, more than ever, we need great teachers to help reinvent our education system and inspire students, who will lead us to a better future. Unfortunately, after years of declining interest in the teaching profession, the nation is facing its worst-ever shortage of teachers, which has been compounded by the pandemic and accompanying fiscal crisis.

To learn more, please watch our new public service announcement (PSA), entitled "**The Future Depends on Teachers**" (:60), which is also available in :30, :15, and an additional :30 spots. The PSA highlights the critical role teachers play in shaping our future - from tackling the challenges of educating children in our new reality to developing the minds of future leaders, who will change the course of history.

This PSA **can be used until January 2023**. We ask that you please air our PSAs as soon and as often as possible.



"The Future Depends on Teachers" (:60)	
1. Shot of teacher in a classroom with students.	<p><u>MUSIC UP AND UNDER</u></p> <p><u>NARRATOR 1 V/O:</u> <i>The future depends on teachers.</i></p>
2. Shot of teacher in classroom teaching students.	<p><u>NARRATOR 1 V/O:</u> <i>Every day, teachers are shaping our tomorrows, starting their students on journeys that will change the course of history.</i></p>
3. Shot of teacher in classroom teaching students, switch to close-up shot of student looking through microscope, switch to shot of scientists working, switch to close up shot of scientist dropping sample on slide.	<p><u>NARRATOR 2 V/O:</u> <i>Right now, in a classroom somewhere in the United States, there's a teacher inspiring a future scientist who'll make preventing pandemics their life's work,</i></p>
4. Shot of teacher in classroom teaching, switch to shot of teacher and student outside, switch to close-up shot of young woman.	<p><u>NARRATOR 2 V/O:</u> <i>sharpening the mind of an aspiring environmentalist who'll help combat climate change,</i></p>
5. Close-up shot of young man, switch to shot of young man in graduation cap and gown, switch to shot of graduate hugging family member.	<p><u>NARRATOR 3 V/O:</u> <i>and generating possibilities for a student who'll become the first in their family to graduate college.</i></p>

"The Future Depends on Teachers" (:60 continued)	
<p>6. Shots of teachers teaching students, switch to shot of students in classroom, switch to shot of teacher and students at a museum, switch to shot of teacher helping students in classroom.</p>	<p><u>NARRATOR 4 V/O:</u> <i>It all starts with teachers who meet challenges with creativity, who reinvent education for the future, who work towards a school system that lifts up every child, regardless of race, income, or zip code,</i></p>
<p>7. Shot of teacher helping students in classroom, switch to shot of doctors, switch to shot of people at polling place, switch to shot of man in field with wind turbines.</p>	<p><u>NARRATOR 5 V/O:</u> <i>and who enable the full potential of our students and communities, and our country.</i></p>
<p>8. Shots of various teachers.</p>	<p><u>NARRATOR 1 V/O:</u> <i>Explore a career that leaves a legacy you can be proud of.</i></p>
<p>9. Shot of teacher smiling.</p> <p><u>GRAPHIC:</u> LEARN MORE AND RECEIVE FREE SUPPORT AT TEACH.ORG</p>	<p><u>NARRATOR 1 V/O:</u> <i>Shape the future. Teach.</i></p> <p><u>FADE SOUND AND PICTURE OUT</u></p>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/teach/

These PSAs can be used until January 2023

The Future Depends on Teachers (:60, :30, :15, :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

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 05 2016

TEACH ORG INC
C/O DAVID A LAWSON
1201 THIRD AVE STE 2200
SEATTLE, WA 98101

Employer Identification Number:
47-3878444
DLM:
17053334308015
Contact Person:
MS. LEE ID# 31208
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
June 30
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 13, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

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