



U.S. AIR FORCE



Radio Public Service Announcements
from the U.S. Air Force

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

[MISSION](#)

[BARRIER BREAKERS](#)

[HUMANITARIAN EFFORTS](#)



[FACEBOOK](#)

Dear Public Service Director,

The men and women of the U.S. Air Force represent a number of important core values such as hard work, service before self and excellence in all they do. Country super group Rascal Flatts has teamed up with the U.S. Air Force to provide four positive, timeless messages that impact our daily lives.

Our latest public service announcements (PSAs) are titled “**Dreams**” (:30), “**Stress**” (:30), “**Thanks**” (:30) and “**Time**” (:30). They focus on achieving your dreams, helping those who are feeling the effects of stress, giving back to our nation’s heroes, and making time for friends and family. These PSAs, which have **no end date for use**, can be aired as soon and as often as possible.

For any questions regarding the PSAs, 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 cursive script, appearing to read "Barry Dickey".

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

Please help share these important public service announcements from the U.S. Air Force featuring country supergroup Rascal Flatts. We encourage you to learn more by listening to the first of the PSAs titled “Dreams” (:30) featured below.

These PSAs are available for review at: <https://psaconnect.c360m.com/usaf/>.



The image shows a screenshot of a SoundCloud player interface. On the left side, there is the U.S. Air Force logo, which consists of a stylized eagle with wings spread, and the text "U.S. AIR FORCE" below it. Below the logo is a small link for "Cookie policy". The right side of the player shows the track title "Dreams" next to a red play button icon. Above the title is the SoundCloud logo and a "Share" button. Below the title is a waveform visualization of the audio. At the bottom right of the waveform, there is a time indicator "0:32" and a play button icon with the number "12" next to it.

RADIO PSA SCRIPTS

“Dreams – A” (:30)

Rascal Flatts: Hi I'm Gary LeVox from Rascal Flatts. You know music has always been a huge part of my life. It's something that I started pursuing as a kid and, and never gave up on. It took a lot of hard work and dedication, but it paid off. Music has allowed me to travel around the world and to meet a lot of interesting people. So don't let anybody tell you that your dreams aren't possible. Because they are. This message is brought to you by the U.S. Air Force.

“Dreams - B” (:30)

Rascal Flatts: Hey I'm Jay DeMarcus, I'm Gary LeVox and I'm Joe Don Rooney and we're Rascal Flatts. Music has always been a huge part of our lives, it's something we started pursuing as kids and never gave up on. It took a lot of hard work and dedication, but it's paid off. Music has allowed us to travel around the world and share some very unique experiences. So don't let anyone tell you your dreams aren't possible, because you know what? They are. This message is brought to you by the U.S. Air Force.

“Stress” (:30)

Rascal Flatts: I'm Joe Don Rooney from Rascal Flatts and I absolutely love being a part of this band. It's an honor and really a lot of fun. Sometimes though, you can feel the pressure to perform night after night, it can get stressful. Thankfully, I know my bandmates will look out for me and I'll look out for them. When you see a friend feeling the affects of stress, let them know you're there for them. Sometimes that's all they need. This message is brought to you by the U.S. Air Force.

“Thanks” (:30)

Rascall Flatts: Hi I'm Jay DeMarcus of Rascal Flatts. I've had the honor of playing for our troops overseas. I'll tell you, the joy I've felt getting the chance to give back to our nations' heroes is something that's stuck with me ever since. If you're currently serving or have served, I just want to say, thank you. Without your sacrifice, I wouldn't get to enjoy the freedoms that we do every day. It's a debt that cannot be repaid. Thank you from the bottom of our hearts. This message is brought to you by the U.S. Air Force.

“Time” (:30)

Rascall Flatts: Gary LeVox here from Rascal Flatts. Seems like there's never enough time to get done what you have to. It's easy to get wrapped up in work and the busyness of life. But sometimes, the people you care about most get the least of your time. As you chase your dreams, don't forget the people that mean the most to you, your friends, family, kids or spouse, they need you. It's a good reminder for me, and I hope for you too. This message is brought to you by the U.S. Air Force.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/usaf/>

NO END DATE FOR USAGE

Dreams - A (:30)

Dreams - B (:30)

Stress (:30)

Thanks (:30)

Time (: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=B141351>

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.



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