



U.S. AIR FORCE

A special Holiday Radio Program and
Public Service Announcements

Brought to you by 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 first, 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.

To learn more visit www.airforce.com.



Learn more about the U.S. Air Force

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Dear Public Service Director,

The Air Force has enjoyed a close relationship with the music industry for more than three decades. Over the years, entertainers have graciously provided support to give back to their fans and radio stations through our public service announcement (PSA) program.

For this package, we've selected PSAs from Pentatonix and Kelly Clarkson. They are positive and uplifting messages that show there's no challenge too great to overcome in realizing our dreams and goals. The PSAs are titled "**Music Education**" (:30) and "**Pet Adoption**" (:30) by Pentatonix and "**Opportunity**" (:30) and "**Education**" (:30) by Kelly Clarkson. There is **no end date for use** and they can be aired as soon and as often as you want.

Also, our annual "**Red, White and Air Force Blue Christmas**" radio special is available for your station's use. This year we spoke with three time Grammy award winning a cappella group Pentatonix about their music career, the brand new holiday album: "Holidays Around the World", and their support of our nation's military.

We hope you'll add the show to your holiday programming schedule. It's fully produced and includes spot breaks and local avails. It's our gift to you and a way to say "thank you" for supporting the men and women proudly serving around the world.

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

Thank you in advance for sharing these PSAs and holiday show.

Sincerely,

A handwritten signature in black ink that reads "Barry Dickey". The signature is fluid and cursive, with the first name "Barry" and last name "Dickey" clearly legible.

Barry Dickey
Chief, Strategic Marketing Division
United States Air Force

RADIO PSA SCRIPTS

"Music Education" (Pentatonix) (:30)

MUSIC UP AND UNDER

Scott (Pentatonix): Hi there, it's Scott from Pentatonix. So from the beginning of our journey in music, the foundation has been music education. It's so incredibly important that we continue to show kids the importance of music in our schools, in our homes and even in the car. Music is such a powerful expression of emotion and individuality and we are responsible for keeping the love for music alive. This message is courtesy of the United States Air Force.

"Animal Adoption" (Pentatonix) (:30)

MUSIC UP AND UNDER

Kirstin (Pentatonix): Hi I'm Kirstin from Pentatonix. We've all learned how to cope with more time alone. With more time spent isolated or at home, the need for companionship has grown. If you've considered adding a pet to your family, please check with your local shelters and foster organizations. Stray pet numbers have grown immensely over the past several years and the trauma across these animals is devastating. Adopt pets, they need us more than we know. This message is courtesy of the United States Air Force.

RADIO PSA SCRIPTS

"Education" (Kelly Clarkson) (:30)

MUSIC UP AND UNDER

Kelly Clarkson: Hey what's up ya'll. I'm Kelly Clarkson and as the daughter of a school teacher I know just how important education is. No matter how old you are or your situation, continuing to learn will enrich your life and help remove barriers you didn't even know were there. So much opportunity ya'll, whether it's a foreign language, history or a different way to look at things take some time each day to learn something new. This message is courtesy of the United States Air Force.

"Opportunity" (Kelly Clarkson) (:30)

MUSIC UP AND UNDER

Kelly Clarkson: Hey ya'll I'm Kelly Clarkson. Every American dreams of creating a better life for his or her family, but in some communities those dreams face difficult challenges. When we come together to help those in need get the same opportunities as everyone else, we truly are making our country a better place to live for all of us. So look for volunteer opportunities in your community to help others achieve the American dream all right? This message is courtesy of the United States Air Force.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

NO END DATE FOR USAGE

Music Education (Pentatonix) (:30)

Animal Adoption (Pentatonix) (:30)

Education (Kelly Clarkson) (:30)

Opportunity (Kelly Clarkson) (:30)

Red, White and Air Force Blue Christmas (60:00)

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=R142510>

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



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