



# ALLIANCE *for the* GREAT LAKES



## RADIO PUBLIC SERVICE CAMPAIGN

## ABOUT THE ALLIANCE FOR THE GREAT LAKES

The Alliance for the Great Lakes is a nonpartisan nonprofit working across the region to protect our most precious resource: the fresh, clean, and natural waters of the Great Lakes. For more than 30 years, volunteers with the Alliance for the Great Lakes' Adopt-a-Beach program have worked to keep Great Lakes shorelines healthy, safe, and beautiful.

Thousands of volunteers each year join cleanups on all five Great Lakes and in each of the eight Great Lake states. In addition to keeping Great Lakes beaches and shorelines clean, Adopt-a-Beach volunteers keep about 30,000 pounds of plastic and other litter out of the Great Lakes each year. At Adopt-a-Beach cleanups, locally organized teams of volunteers, led by volunteer Team Leaders, clean local beaches and collect data on the litter they find.

To learn more visit [greatlakes.org/adopt](https://greatlakes.org/adopt)



## Learn more about the Alliance for the Great Lakes

[GREATLAKES.ORG/ADOPT](https://GREATLAKES.ORG/ADOPT)



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Dear Public Service Director,

There is nothing like our Great Lakes for year-round outdoor fun. But we need to do everything we can to protect them. Countless pounds of litter end up on our shorelines each year. About 85% of that is plastic.

The Alliance for the Great Lakes is a nonpartisan nonprofit working across the region to protect our most precious resource: the fresh, clean, and natural waters of the Great Lakes. For more than 30 years, volunteers with the Alliance for the Great Lakes' Adopt-a-Beach program have worked to keep Great Lakes shorelines healthy, safe, and beautiful.

Thousands of volunteers each year join cleanups on all five Great Lakes and in each of the eight Great Lake states. In addition to keeping Great Lakes beaches and shorelines clean, Adopt-a-Beach volunteers keep about 30,000 pounds of plastic and other litter out of the Great Lakes each year. At Adopt-a-Beach cleanups, locally organized teams of volunteers, led by volunteer Team Leaders, clean local beaches and collect data on the litter they find. After the cleanups end, the Team Leaders enter litter data into the Alliance for the Great Lakes' database, helping form a picture of coastal litter across the entire Great Lakes region. Volunteers have collected 20 years of cleanup data. Scientists use Adopt-a-Beach data to study the sources of plastic pollution, and this information helps decision makers make the case for policies that protect the lakes. Volunteers of all ages and abilities are welcome.

Please help us spread the word about the Adopt-a-Beach program by sharing the new PSA titled "**Adopt-a-Beach**" (:60, :30, :15, :30, :30) with your audience. The PSA highlights how Adopt-a-Beach volunteers help keep our shorelines healthier, safer, and beautiful. The PSA, which has no end date for use, also encourages listeners to learn more by visiting [greatlakes.org/adopt](https://greatlakes.org/adopt). We hope you will share this important message with your audience by airing this PSA soon and as often as possible.

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

Respectfully,

A handwritten signature in black ink, appearing to read "Jennifer Caddick". The signature is fluid and cursive, with a large initial "J" and "C".

Jennifer Caddick  
Vice President, Communications & Engagement  
Alliance for the Great Lakes

## Adopt-a-Beach

At Adopt-a-Beach cleanups, locally organized teams of volunteers, led by volunteer Team Leaders, clean local beaches and collect data on the litter they find. After the cleanups end, the Team Leaders enter litter data into the Alliance for the Great Lakes' database, helping form a picture of coastal litter across the entire Great Lakes region.

To learn more, please listen to our new :60 PSA titled "**Adopt-a-Beach – Great Lakes**" below. We ask that you please air our PSA as soon and as often as possible. **This PSA has no end date for use.**



--- - Adopt-a-Beach

## RADIO PSA SCRIPTS

### "Adopt-a-Beach – Great Lakes" (:60)

**VOLUNTEER 1 V/O:** It's really fun.

**VOLUNTEER 2 V/O:** It's easy.

**VOLUNTEER 2 V/O:** I'm really glad I helped.

**NARRATOR V/O:** There's nothing like our Great Lakes beaches for year-round outdoor fun. But we do need to protect them. Thanks to Adopt a Beach clean-ups, more of our shorelines are being kept healthier, safer, and beautiful. The Alliance for the Great Lakes wants you to join this movement with thousands of volunteers. Learn how at [Greatlakes dot org slash adopt](http://Greatlakes.org/adopt).

**VOLUNTEER 2 V/O:** It's just something that's so important

**NARRATOR V/O:** Beach cleanups are fun and make a huge difference to our Great Lakes and all they offer. Countless pounds of litter end up on our beaches each year. About 85% of that is plastic. With your help we're cleaning it up. Bring yourself or come with a friend. Community groups, schools, businesses; everyone is welcome. You can make a difference and have a lot of fun doing it! Go to [Greatlakes dot org slash adopt](http://Greatlakes.org/adopt) and join us on the beach.

**ALL VOLUNTEER V/O:** The Great Lakes!

### "Adopt-a-Beach – Great Lakes" (:30)

**NARRATOR V/O:** There's nothing like our Great Lakes. And thanks to Adopt-a-beach volunteers more of our shorelines are healthier, safer, and beautiful. Alliance for the Great Lakes wants you to join this movement with thousands of others that get out each year, for beach clean-ups, that really make a difference. About 85% of beach litter is plastic and with your help, we're cleaning it up. It's fun, easy, and means so much. Learn more at [Greatlakes dot org slash adopt](http://Greatlakes.org/adopt). Join us on the beach.

## RADIO PSA SCRIPTS

### "Adopt-a-Beach – Great Lakes" (:15)

**NARRATOR V/O:** Our Great Lakes. Each year, Adopt-a-Beach clean-up volunteers remove thousands of pounds of litter from their shores. About 85% of it is plastic. Tackling the problem together we're making a difference. Join us at [Greatlakes dot org slash adopt](http://Greatlakes.org/adopt).

### "Adopt-a-Beach – Lake Erie" (:30)

**NARRATOR V/O:** Lake Erie. Dozens of beaches dot the shoreline. And thanks to Adopt-a-beach clean-up volunteers more of these precious spots are healthier, safer, and beautiful. Alliance for the Great Lakes wants you to join this movement with thousands of others that get out each year and make a real difference. About 85% of beach litter is plastic but with your help we're cleaning it up. It's fun, easy, and means so much. Go to [Greatlakes dot org slash adopt](http://Greatlakes.org/adopt) and join us on the beach.

### "Adopt-a-Beach – Lake Michigan" (:30)

**NARRATOR V/O:** Lake Michigan. Our beautiful beaches stretch for miles. And thanks to Adopt-a-Beach clean-up volunteers more of these shorelines are healthier, safer, and beautiful. Alliance for the Great Lakes wants you to join this movement with thousands of others that get out each year and make a real difference. About 85% of beach litter is plastic but with your help we're cleaning it up. It's fun, easy, and means so much. Go to [Greatlakes dot org slash adopt](http://Greatlakes.org/adopt) and join us on the beach.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.c360m.com/PSAConnect/GLA/>

### **No End Date For Use**

Adopt-a-Beach – Great Lakes (:60, :30, :15)

Adopt-a-Beach - Lake Erie (:30)

Adopt-a-Beach - Lake Michigan (:30)

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=W142727>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [sthomas@c360m.com](mailto:sthomas@c360m.com) or by phone at (212) 624-9187.



# 501 (c)(3) certificate



CINCINNATI OH 45999-0038

In reply refer to: 0248206070  
Aug. 25, 2015 LTR 4168C 0  
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ALLIANCE FOR THE GREAT LAKES  
LAKE MICHIGAN FEDERATION  
150 N MICHIGAN AVE STE 700  
CHICAGO IL 60601



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Employer Identification Number: 23-7104524  
Person to Contact: Mrs. Turner  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Aug. 14, 2015, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 1971.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Please refer to our website [www.irs.gov/eo](http://www.irs.gov/eo) for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

A handwritten signature in cursive script that reads "Doris P. Kenwright".

Doris Kenwright, Operation Mgr.  
Accounts Management Operations 1



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