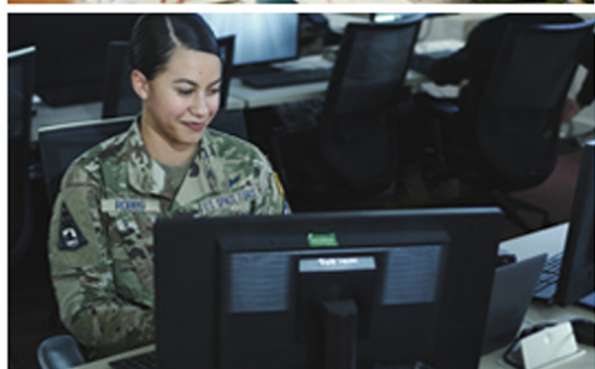


TODAY'S MILITARY™



YOU HAVE A CALLING.
WE HAVE AN ANSWER.



An educational radio public service campaign to
help our nation's youth achieve their goals

This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

About Today's Military

For many young people considering their future, Today's Military can serve as a useful resource for information, help and support. This informative website was built by the Department of Defense to assist our nation's youth, as well as their parents, educators and others who play a role in shaping a young person's future, as they make decisions about how best to pursue what calls to them and find a purposeful path forward toward achieving their goals. Learn more at todaysmilitary.com.



Learn more about Today's Military

TODAY'S MILITARY

ABOUT US

PARENTS AND EDUCATORS

FAQS

Dear Public Service Director,

Many of today's young adults are eager to be part of something bigger than themselves.

Yet many don't realize that the U.S. Military can serve as a resource by offering information and support for the qualities they seek – pursuing their interests, living a fulfilled life and making a difference. Produced by the Department of Defense, the Today's Military website was created to help fill this knowledge gap for young adults, as well as parents and other important adult influences in their life, as they try to design a roadmap for the future and build a successful life.

The "You Have a Calling, We Have an Answer" radio PSA campaign was created to highlight the useful information featured on todaysmilitary.com so youth fully understand the depth and breadth of options before them as they consider their future. For this reason, we hope you will air our campaign spots as soon and as often as possible so no one misses finding what may be the best fit for their goals.

We have provided two :30 PSAs, titled "**Mark**" and "**Choice**," for your use. These both have an end date of May 31, 2024.

In each PSA, a confident young adult voice speaks to our audience as a peer, asking important questions about the listener's passions, dreams and plans for the future.

Each PSA then encourages listeners to visit todaysmilitary.com to obtain additional information.

With this effort, we hope you can spread the word about the importance of helping our nation's youth pursue their calling and the information that is available to assist them in achieving their goals.

Should you have questions or need additional information, please contact our PSA distribution representative, Holly Mulé at Connect360 Multimedia (e-mail: hmule@c360m.com; phone: 212-624- 9196).

Thank you in advance for supporting this important public service campaign from the Department of Defense.

Sincerely,



Jeremy Hall
Director, Joint Advertising, Market Research & Studies

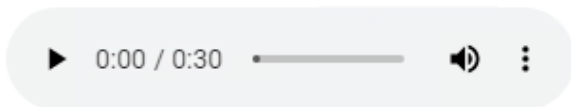
You Have a Calling. We Have an Answer.

A PSA Campaign Aimed At Providing Our Young Adults With Educational Information and Support For Their Goals

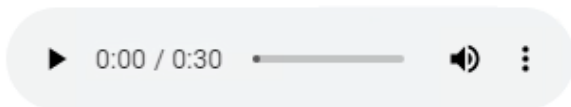
The Department of Defense has created this radio campaign to offer educational insights and support to our young adults as they consider a plan for their future and think about how to find the path towards a meaningful and fulfilling life.

To learn more, please listen to our new :30 PSAs titled "**Mark**" and "**Choice**" below. **These PSAs have an end date of May 31, 2024.** In support of this effort, we ask that you please air these PSAs as soon and as often as possible.

"Mark" (:30)



"Choice" (:30)



RADIO PSA SCRIPTS

"Mark" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: Today young adults face big questions about their future. How will you make your mark? Do you want to be part of something bigger than yourself? Are you ready to learn new skills and make new friendships? Perhaps you have a dream that you're ready to make real. So, how will you make a mark with your future?

As you embark on a journey toward finding these answers, the Military can serve as a resource for providing help, information, and opportunities.

A public service message from the Department of Defense. To learn more, visit TodaysMilitary.com.

FADE SOUND & MUSIC OUT

RADIO PSA SCRIPTS

"Choice" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: As a young adult, at this point in your life, you probably have a lot of questions. Like, what's next? What does my future hold? The thing is, there is no right answer, only your answer. Your friendships experiences and purpose. It's all your choice. So, what will you choose?

As you make choices about the future, the Military can be a resource for information to help bring a fulfilling path into focus.

A public service message from the Department of Defense. To learn more, visit TodaysMilitary.com.

FADE SOUND & MUSIC OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

These PSAs have an end date of May 31, 2024.

"Mark" (:30)

"Choice" (: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=K143213>

Please let us know your preferences on receiving PSAs by contacting: **Holly Mule**: via e-mail at hmule@c360m.com or by phone at (212) 624-9196.

A stylized logo consisting of three vertical bars of varying heights. The leftmost bar is the tallest, the middle bar is the shortest and has a white five-pointed star centered above it, and the rightmost bar is of medium height. The bars have a slight inward curve at the top.

**TODAY'S
MILITARY** SM