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Dear Public Service Director,

Every student deserves a great education. A great teacher is one of the most significant drivers of student achievement. But today, the nation is facing its worst-ever shortage of teachers, which has been compounded by the lasting effects of the pandemic. It's more important than ever that our students have great teachers who can prepare them to lead us to a better future in our fast-changing world. Unfortunately, even though teaching is the profession that impacts all others, it is not as respected as other professions today. This holds talented individuals back from entering the field. The teacher shortage is an issue that affects K-12 schools, students, and families in your DMA.

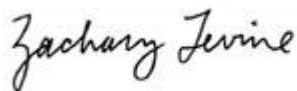
What if we could change the way people think about teaching, and encourage everyone to respect teachers for the skills, creativity, leadership, and innovation that they bring to their work every day? More people would consider entering the field, and our current teachers would feel celebrated for doing the stimulating and fulfilling work of shaping kids' lives. That's what TEACH.org aims to do.

This year, in partnership with the U.S. Department of Education and One Million Teachers of Color, TEACH.org is releasing a new series of PSAs, entitled "**Teachers: Leaders Shaping Lives**" (:60, :30, :15), that highlights the impressive skills, expertise, and leadership ability teachers use to prepare students for success in our fast-changing world. The PSA will elevate the teaching profession, celebrate our teachers, and inspire more talented people - especially Black and Latine individuals - to become teachers. The PSAs, **which can be used until November 30, 2025**, conclude with an invitation to explore 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 and personalized support, 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 and supporting the K-12 public schools in your area by celebrating teachers and inspiring more talented people to enter this critical field.

Thank you in advance for your support and consideration.

Sincerely,

A handwritten signature in cursive script that reads "Zachary Levine". The signature is written in black ink and is positioned above the typed name and title.

Zachary Levine
Executive Director
TEACH.org

"Teachers: Leaders Shaping Lives" (:60)

NARRATOR V/O: Teachers are dynamic leaders, shaping a new generation, innovating how they teach to prepare students for our fast-changing world. Achieving this takes skill and expertise.

They're tireless explorers, creatively discovering a universe of solutions: Telling stories, experimenting, inspiring, mentoring, connecting cultures and connecting with each other, leading by example.

Experience the unique joy of helping students thrive.

Teaching is a journey that shapes lives. Are YOU ready?

Explore teaching at [TEACH dot org](#).

"Teachers: Leaders Shaping Lives" (:30)

NARRATOR V/O: Teachers are dynamic leaders, shaping a new generation, innovating to prepare students for our fast-changing world.

They're skilled experts, discovering a universe of solutions: Telling stories, inspiring, mentoring, connecting cultures, leading by example.

Teaching is a journey that shapes lives. Are YOU ready to begin?

Explore teaching at [TEACH dot org](#).

TV PSA SCRIPTS

"Teachers: Leaders Shaping Lives" (:15)

NARRATOR V/O: Teachers are skilled leaders, innovating to prepare students for our fast-changing world: Expertly discovering solutions, inspiring, connecting cultures, leading by example.

Teaching is a journey that shapes lives. Are YOU ready?

Explore teaching at TEACH dot org.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

Available for use through November 30, 2025

Teachers: Leaders Shaping Lives (:60, :30, :15)

Please let us know your preferences on receiving
PSAs by contacting:

Shaliza Thomas: via e-mail at sthomas@c360m.com
or by phone at (212) 624-9187.



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