



# TEACH .ORG

**1MTOC**  
**ONE MILLION**  
**TEACHERS OF COLOR**

## Teachers: Leaders Shaping Lives

A Radio Public Service Campaign for K-12 schools, students, and families in your area



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

## **ABOUT TEACH.org**

TEACH.org is a 501(c)(3) nonprofit organization, founded by the U.S. Department of Education with a mission to reduce the teacher shortage, improve the quality and diversity of new teacher supply, and raise the image of the teaching profession. TEACH.org is the recruiting arm of the teaching profession, partnering with State Education Agencies, Local Education Agencies, and Educator Preparation Programs to achieve its mission. We have become the largest pipeline of teachers in the country with the lowest cost-per-recruit. Learn more at [www.teach.org](http://www.teach.org).

## **ABOUT U.S. DEPARTMENT OF EDUCATION**

ED's mission is to promote student achievement and preparation for global competitiveness by fostering educational excellence and ensuring equal access.

ED was created in 1980 by combining offices from several federal agencies. ED's 4,400 employees and \$68 billion budget are dedicated to:

- Establishing policies on federal financial aid for education, and distributing as well as monitoring those funds.
- Collecting data on America's schools and disseminating research.
- Focusing national attention on key educational issues.
- Prohibiting discrimination and ensuring equal access to education.

## **ABOUT ONE MILLION TEACHERS OF COLOR:**

The One Million Teachers of Color (1MToC) campaign is a national call to action with the bold goal of rallying the nation to add one million teachers of color and thirty-thousand leaders of color to the education workforce over the next decade. The campaign is led by a Steering Committee, which includes leading experts with the Center for Black Educator Development, The Education Trust, The Hunt Institute, Latinos for Education, Men of Color in Educational Leadership, Teach Plus, and TNTP. Learn more at <https://1mtoc.org> and contact us at [info@1mtoc.org](mailto:info@1mtoc.org).

## Learn more about TEACH.org



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INSTAGRAM



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YOUTUBE



LINKEDIN

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.

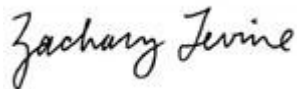
What if we could change the way people think about teaching, and encourage everyone to respect teachers for the skills, creativity, leadership, and innovation that they bring to their work every day? More people would consider entering the field, and our current teachers would feel celebrated for doing 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 ink is dark and the signature is fluid and legible.

Zachary Levine  
Executive Director  
TEACH.org



### "Teachers: Leaders Shaping Lives" (:60)

**NARRATOR V/O:** Teachers are dynamic leaders, shaping a new generation. They bring a variety of perspectives, from diverse backgrounds, 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, inspiring, mentoring, connecting cultures and connecting with each other, leading by example.

Teaching is a journey that shapes lives. Are you ready? Explore teaching at [TEACH dot org](#).

A campaign supported by the U.S. Department of Education, [TEACH.org](#), and 1 Million Teachers of Color.

## RADIO PSA SCRIPTS

### "Teachers: Leaders Shaping Lives" (:30)

**NARRATOR V/O:** Teachers are dynamic leaders, shaping a new generation. They bring a variety of perspectives, from diverse backgrounds, innovating how they teach to prepare students for our fast-changing world.

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

Teaching is a journey that shapes lives. Are you ready? Explore teaching at TEACH dot org

Supported by the U.S. Department of Education and 1 Million Teachers of Color.

### "Teachers: Leaders Shaping Lives" (:15)

**NARRATOR V/O:** Teachers are diverse, skilled leaders, innovating to prepare students for our fast-changing world.

Teaching shapes lives. Are you ready? Explore teaching at TEACH dot org

Supported by the U.S. Department of Education and 1 Million Teachers of Color.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

**Available for use through November 30, 2025**

Teachers: Leaders Shaping Lives (:60, :30, :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=M143812>

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

# 501 (c)(3) certificate

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 05 2016

TEACH ORG INC  
C/O DAVID A LAWSON  
1201 THIRD AVE STE 2200  
SEATTLE, WA 98101

Employer Identification Number:  
47-3878444  
DIN:  
17053334308015  
Contact Person:  
MS. LEE ID# 31208  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
June 30  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
February 13, 2015  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to [www.irs.gov/charities](http://www.irs.gov/charities). Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.



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