



U.S. AIR FORCE

"Serving Others" TV PUBLIC SERVICE CAMPAIGN



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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.



Learn more about the U.S. Air Force

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Dear Public Service Director,

Service comes in all shapes and sizes, whether we're serving our families, our communities, or our country. No act of service is too small to make a difference in the life of the people we care for.

In our latest public service announcement titled "**Serving Others**" (:60, :30, :15) we watch three young women, who all serve in different ways, from deploying in support of their nation, to simply spending some time with a grandparent.

As airtime permits, we hope you'll air "**Serving Others**" (:60, :30, :15) as soon and as often as possible. **These PSAs are available for use until December 30th, 2022.**

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

Thank you in advance for your consideration and for sharing these important messages.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Barry Dickey". The signature is fluid and cursive, with a small dot above the 'i' in "Dickey".

Barry Dickey
Chief, Strategic Marketing Division
U.S. Air Force

Serving Others

The values exemplified by the men and women of the U.S. Air Force are ones that can benefit all of us. In the U.S. Air Force's latest public service announcement (PSA), we watch three young women, who all serve in different ways, from deploying in support of their nation, to simply spending some time with a grandparent.

To learn more, please watch the new PSA titled **“Serving Others” (:60)** which is also available in :30 and :15 lengths. **These PSAs are available for use until December 30th, 2022.** We ask that you please air our PSAs as soon and as often as possible.



“Serving Others” (:60)	
<p>1. Shot of a female soldier packing a bag, switch to shots of a woman packing lunch. Shot of a girl opening a door to a house as a man inside greets her.</p>	<p><u>MUSIC UP AND UNDER</u></p> <p><u>GIRL O/C:</u> Hello?</p> <p><u>MAN O/C:</u> Hey Mya, come on in!</p>
<p>2. Shot of a female soldier and man embracing, switch to a shot of a person walking with bags, switch to a shot of a girl filling a glass with water. Shot of woman placing bags into the backseat of a car, switch to a shot of a girl joining a man on a couch as she places down two glasses of water.</p> <p><u>GRAPHIC:</u> TO THOSE WHO SERVE FAMILY</p>	<p><u>GIRL O/C:</u> Sixteen.</p> <p><u>MAN O/C:</u> Sixteen, that's a pretty cool number.</p> <p><u>GIRL O/C:</u> It is.</p>
<p>3. Shot of a woman in a car pulling out of a driveway.</p> <p><u>GRAPHIC:</u> TO THOSE WHO SERVE COMMUNITY</p>	<p>.</p>
<p>4. Shot of a female soldier walking out of a house, switch to a shot of a man watching the soldier from the window.</p> <p><u>GRAPHIC:</u> TO THOSE WHO SERVE COUNTRY THANK YOU</p>	

“Serving Others” (:60 continued)

5. Shot of a female soldier opening the trunk of a car, switch to a shot of a man looking out the window waving to the soldier, switch back to the female soldier as she waves and closes the trunk, switch back to man watching the soldier from the window.

GRAPHIC:

AIRFORCE.com logo

A PUBLIC SERVICE MESSAGE FROM
THE U.S. AIR FORCE

**FADE SOUND AND PICTURE
OUT.**

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

Available for use through: December 30th, 2022

“Serving Others (:60, :30, :15)

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

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



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