



**National  
Park Foundation**™



**“The Backseat”** | **Radio Public Service Campaign**



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## ABOUT THE NATIONAL PARK FOUNDATION

As the official nonprofit partner of the National Park Service, the National Park Foundation directly impacts what matters most: our treasured national parks. We focus on promoting programs and projects that protect precious landscapes and wilderness, historical sites, and places of cultural significance. We work to keep trails clear through our Active Trails program, partner with collaborators like the White House to get kids outdoors through Open OutDoors for Kids, and most importantly, raise and allocate critical funds to keep our national parks safe. And with the ongoing support of fellow park lovers, we'll continue for years to come.

To learn more visit [nationalparks.org](http://nationalparks.org).



## Learn more about the National Park Foundation

WEBSITE



FACEBOOK



INSTAGRAM



LINKEDIN



YOUTUBE

Dear Public Service Director,

I am reaching out to you today to ask your help in encouraging people everywhere to consider elevating the awareness of the National Park Foundation, the national nonprofit that supports America's more than 430+ national park sites.

National parks show us that life can be both beautiful and complex. They are spaces where all can go to escape the stresses of our everyday lives. They give us hope. They also embody the essence of a place forged by the powerful forces of nature, the chronicles of conflict, and a spirit of innovation. They are our story. Seeing them, experiencing them in person, is awe inspiring. Yes, we support the parks, but what we're really supporting are first impressions, unforgettable moments, and lasting memories.

*Working together with a growing community of passionate park champions, the National Park Foundation strives to ensure that all people are able to discover their own personal connections to national parks, because they don't just stand for where America has been – they inspire where we go next.*

On behalf of the National Park Foundation, I would like to ask for your help in securing placement for this important and powerful message across your platforms. To share this crucial message and engage with people everywhere, we are reliant on donated media. We would greatly appreciate your help in ensuring our message gets the maximum reach so that we can keep working to preserve and support these national treasures.

Thank you for taking the time to listen to our new PSA titled "**The Backseat**" (:30, :30, :15, :15). This PSA highlights the importance of supporting and protecting our most treasured places—the national parks. We hope that you will consider incorporating these important, timely, and relevant messages into your regular rotation. **These PSAs do not have an end date.**

If you have any questions regarding the PSAs, please contact our distribution representative at Connect360 Multimedia, Holly Mulé (212-624-9196; hmule@c360m.com).

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

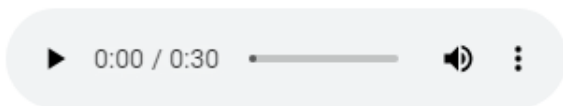
Best regards,

Dawn Rodney  
Chief, External Affairs  
National Park Foundation

## The Backseat

National Park Foundation protects and preserves national park lands, history, and culture, and connects people to them.

To learn more, please listen to our new :30 PSA below titled "**The Backseat**" which is also available in a :15 version. We ask that you please air our PSAs as soon and as often as possible. **These PSAs have no end date for use.**



**"The Backseat" :30**

## RADIO PSA SCRIPTS

### "The Backseat - Learn More" (:30)

#### **MUSIC UP AND UNDER**

**NARRATOR V/O:** Maybe it was a family vacation or a school field trip, but there you were standing in awe at a national park. We are the National Park Foundation and together with you we're creating a future where every person, every generation gets their chance at an unforgettable moment. Today, tomorrow, forever.

Learn more at [National Parks dot org slash foundation](http://NationalParks.org/slash/foundation).

#### **FADE SOUND AND PICTURE OUT**

### "The Backseat - Learn More" (:15)

#### **MUSIC UP AND UNDER**

**NARRATOR V/O:** We are the National Park Foundation and together with you we're creating a future where every person, every generation gets their chance at an unforgettable moment. Learn more at [National Parks dot org slash foundation](http://NationalParks.org/slash/foundation).

#### **FADE SOUND AND PICTURE OUT**

## "The Backseat - Donate" (:30)

### **MUSIC UP AND UNDER**

**NARRATOR V/O:** Maybe it was a family vacation or a school field trip, but there you were standing in awe at a national park. We are the National Park Foundation and together with you we're creating a future where every person, every generation gets their chance at an unforgettable moment. Today, tomorrow, forever.

Donate at National Parks dot org slash foundation.

### **FADE SOUND AND PICTURE OUT**

## "The Backseat - Donate" (:15)

### **MUSIC UP AND UNDER**

**NARRATOR V/O:** We are the National Park Foundation and together with you we're creating a future where every person, every generation gets their chance at an unforgettable moment. Donate at National Parks dot org slash foundation.

### **FADE SOUND AND PICTURE OUT**

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

The Backseat - Learn More (:30, :15)

The Backseat - Donate (:30, :15)

### **No end date for use**

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=C144728>

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



# 501 (c)(3) certificate

Internal Revenue Service

Department of the Treasury

P. O. Box 2508  
Cincinnati, OH 45201

Date: March 7, 2000

Person to Contact:  
Bob Edwards 31-04014  
Customer Service Representative

National Park Foundation  
1101 17th St NW Ste 1102  
Washington, DC 20036-4704

Toll Free Telephone Number:  
8:00 A.M. to 9:30 P.M. ET  
877-829-5500

Fax Number:  
513-263-3756

Federal Identification Number:  
52-1086761

Dear Sir or Madam:

This letter is in response to your request for a copy of your organization's determination letter. This letter will take the place of the copy you requested.

Our records indicate that a determination letter issued in June 1981, granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is not required to file Form 990, Return of Organization Exempt from Income Tax.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more paid to each employee during a calendar year. Your organization is not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its 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.

