



TV PUBLIC SERVICE CAMPAIGN



ABOUT OCEANA

Oceana is the largest international advocacy organization dedicated solely to ocean conservation. Oceana is rebuilding abundant and biodiverse oceans by winning science-based policies in countries that control one-quarter of the world's wild fish catch. With more than 300 victories that stop overfishing, habitat destruction, oil and plastic pollution, and the killing of threatened species like turtles, whales, and sharks, Oceana's campaigns are delivering results. A restored ocean means that 1 billion people can enjoy a healthy seafood meal every day, forever. Together, we can save the oceans and help feed the world.

Visit Oceana.org to learn more.



Learn more about Oceana


OCEANA.ORG

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 LINKEDIN

 YOUTUBE

Dear Public Service Director,

The oceans, covering more than 70% of our planet, play a critical role in regulating the climate, producing oxygen, and supporting life. Yet they face dire threats, from overfishing and habitat destruction to pollution and the killing of threatened species like turtles, whales, and sharks. These issues affect us all, no matter where we live, and protecting the oceans is vital for the health of the planet and the well-being of countless species, including our own.

Oceana, a 501(c)(3) nonprofit organization, is the largest international advocacy organization dedicated solely to ocean conservation. Oceana has been instrumental in protecting our planet's most valuable resource. By winning science-based policies in important coastal countries around the world, Oceana has achieved over 300 victories that help protect and restore the world's oceans. Within the last year, Oceana's campaigning helped create the largest marine protected area in the Gulf of Mexico, permanently protect U.S. coastlines from new offshore drilling, and safeguard whales and turtles from entanglements on the Pacific coast.

However, there is still more to do. North Atlantic right whales are in danger of extinction. Only about 370 North Atlantic right whales remain, and collisions with ships and entanglement in fishing gear are killing these magnificent animals every year. Meanwhile, plastic pollution is choking our oceans and harming marine life. Two garbage trucks worth of plastic enter the oceans every single minute.

We hope you will join us in our mission to protect the world's oceans by airing the PSAs titled "**Turn the Tide – Join Oceana**" (:30), "**Save North Atlantic Right Whales – Join Oceana**" (:30), "**Stop Ocean Plastic Pollution – Give Today**" (:60), and "**End Plastic Pollution at the Source – Learn more**" (:15). These PSAs help to inform audiences about the importance of protecting our oceans, saving right whales, and reducing single-use plastics. The PSAs, which have **no end date for use**, encourage viewers to learn more by visiting oceana.org.

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

For the Oceans,



Gillian Spolarich
Deputy Director of Global Communications

TV PSA SCRIPTS

"Turn the Tide – Join Oceana" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: The Tide isn't just a gentle ebb and flow. It's a mighty force of change. Just like the tide shapes our shorelines, we can shape our planet's future and protect the world's oceans from its biggest threats. Help us turn the tide. Join Oceana's wave of ocean advocates who are making a difference in the world.

FADE SOUND AND PICTURE OUT

"Save North Atlantic Right Whales – Join Oceana" (:30)

MUSIC UP AND UNDER

NARRATOR V/O: Thousands of North Atlantic right whales used to swim along the East Coast of the United States and Canada. Collisions with ships and entanglement in fishing gear are killing these magnificent animals every year. They could go extinct in your lifetime. But there's hope if we act now before it's too late. Join Oceana to save North Atlantic right whales from extinction.

FADE SOUND AND PICTURE OUT

"Stop Ocean Plastic Pollution – Give Today" (:60)

MUSIC UP AND UNDER

NARRATOR V/O: This dolphin once swam in our oceans, but no longer. Plastic pollution is killing our oceans. The results are devastating. Seabirds are dying after mistakenly eating it. Whales are washing up on beaches, their stomachs full of plastic. Oceana campaigns to end plastic pollution in our oceans at the source. From the United States to Chile to the European Union, together, we can stop plastic pollution from destroying our oceans. Please, go to [Oceana.org/give](https://oceana.org/give) and make a donation today. Even five dollars a month helps protect our oceans. Thank you.

FADE SOUND AND PICTURE OUT

"End Plastic Pollution at the Source – Learn More" (:15)

MUSIC UP AND UNDER

NARRATOR V/O: I'm actor Sam Waterson and I don't want to pollute our oceans every time I buy my groceries. Do you? Oceana campaigns to end plastic pollution at the source. Go to [Oceana.org/plastics](https://oceana.org/plastics).

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

Turn the Tide – Join Oceana (:30)

Save North Atlantic Right Whales – Join Oceana (:30)

Stop Ocean Plastic Pollution – Give Today (:60)

End Plastic Pollution at the Source – Learn More (:15)

These PSAs have no end date for use

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

Holly Mulé: via e-mail at hmule@c360m.com
or by phone at (212) 624-9196.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
PO Box 2508
Cincinnati, OH 45201

OCEANA INC
1025 CT AVENUE NW 200
WASHINGTON, DC 20036

Date: September 15, 2022
Employer ID number:
51-0401308
Form 990 required:

Person to contact:
Name: Natasha Harbin
ID number: 0777240

Dear Sir or Madam:

We're responding to your request dated July 05, 2022, about your tax-exempt status.

We issued you a determination letter in January 2000, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC

In the heading, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period.

- Form 990, Return of Organization Exempt From Income Tax
- Form 990-EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

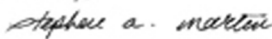
According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

Sincerely,


Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

 OCEANA