



## 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 325 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](http://Oceana.org) to learn more.



## Learn more about Oceana

[OCEANA.ORG](https://www.oceana.org)

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[!\[\]\(cbe2492b119e39e02a1dab2af4a4b296\_img.jpg\) BLUESKY](#)

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Dear Public Service Director,

The oceans connect us all. They cover two-thirds of our blue planet and are home to most of the life on Earth. Abundant oceans are as essential as they are vast. But today, our oceans are under threat like never before — from overfishing and habitat destruction to oil spills, plastic pollution, and the loss of threatened species such as turtles, whales, and sharks. Protecting the oceans is vital to the health of our 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 325 policy victories that help protect and restore our oceans. Within the last year, Oceana's campaigning was instrumental in protecting whales and turtles from fishing gear entanglements on the Pacific coast, passing new laws to curb plastic pollution in the Pacific Northwest, and safeguarding important ocean habitat off the coasts of Spain, Scotland, and the Philippines.

However, there is still more to do. Marine animals like sea otters, who play a critical role in keeping kelp forest ecosystems healthy, are vulnerable to human-made threats like oil spills, habitat loss, and climate change. Meanwhile, plastic pollution continues to choke our oceans and harm marine life. Every year, an estimated 33 billion pounds of plastic enters the marine environment. That is roughly the equivalent of dumping two garbage trucks full of plastic into the ocean every minute!

Please join us in our mission to protect the world's oceans by airing the new PSAs titled, "**Help Keep Sea Otters Safe – Adopt Today**" (:30, :15), "**Our Oceans Are Under Threat – Give Today**" (:30), and "**Turn the Tide – Join Oceana**" (:30). These PSAs help to inform audiences about the importance of protecting our oceans and keeping sea otters safe from pollution and habitat loss. The PSAs, which have **no end date for use**, encourage viewers to learn more by visiting [oceana.org](https://oceana.org).

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

For the Oceans,



Gillian Spolarich  
Deputy Director of International Communications  
Oceana

## TV PSA SCRIPTS

### "Help Keep Sea Otters Safe – Adopt Today" (:30)

**ALEXA O/C:** What fluffy ocean animal loves snacking on sea urchins?

**KID O/C:** A sea otter!

**ALEXA O/C:** That's right. What else can you tell me about sea otters?

**KID O/C:** They use rocks to open shellfish.

**ALEXA O/C:** Did you also know that they can help keep kelp forests healthy, so that other ocean animals can live there, too?

**KID O/C:** I didn't know that.

**ALEXA V/O:** Help keep sea otters safe from pollution and habitat loss. Visit [Oceana.org](https://oceana.org) today to adopt a sea otter and protect their ocean home.

### "Help Keep Sea Otters Safe – Adopt Today" (:15)

**ALEXA V/O:** What's your favorite thing about sea otters?

**KID O/C:** They stick together.

**ALEXA O/C:** That's right. They hold paws so that they don't drift away from each other when they sleep.

**ALEXA O/C:** But right now, they need our help to stay safe.

**ALEXA V/O:** Visit [Oceana.org](https://oceana.org) to adopt an otter today.

## TV PSA SCRIPTS

### "Our Oceans Are Under Threat – Give Today" (:30)

**ALEXA O/C:** I'm Alexa with Oceana. I've loved the ocean for as long as I can remember. The waves, the wildlife, the sense of calm that comes from being near the water. But today, our oceans are under threat like never before. From offshore drilling, plastic pollution, and climate change. Oceana is working every day to protect the incredible ocean life that we love. But we can't do it alone. Your donation powers our campaigns and victories for the oceans. If you love the oceans as much as I do, please give today at [Oceana.org](http://Oceana.org).

### "Turn the Tide – Join Oceana" (:30)

**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.

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

Help Keep Sea Otters Safe – Adopt Today (:30, :15)

Our Oceans Are Under Threat – Give Today (:30)

Turn the Tide – Join Oceana (:30)

**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](mailto: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](http://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,

A handwritten signature in cursive that reads "Stephen A. Martin".  
Stephen A. Martin  
Director, Exempt Organizations  
Rulings and Agreements

 OCEANA