

Please share Johnny's warning:  
"Marijuana ruined  
my mind and my life."



**JOHNNY'S**  
AMBASSADORS

"Stay THC Smart, Don't Start"

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Radio Public Service Announcement

**Saving Our Youth from the Harms of THC**

## About Johnny's Ambassadors

Johnny's Ambassadors is a nonprofit working to educate teens, parents, and communities about the dangers of today's high-potency THC products (marijuana, dabs, vapes, edibles) on addiction, adolescent brain development, and mental illness. We focus on universal primary THC prevention education for youth.

Our goal is to reduce the likelihood teens will use marijuana and stop progression to more problematic use. We share our evidence-based program with data-driven facts with teens in middle and high school assemblies (and their parents) and prevention conferences.

To learn more, please visit [JohnnysAmbassadors.org](http://JohnnysAmbassadors.org).



## Learn more about Johnny's Ambassadors

[JOHNNYSAMBASSADORS.ORG](http://JOHNNYSAMBASSADORS.ORG)



FACEBOOK



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INSTAGRAM



YOUTUBE

Dear Public Service Director,

My name is Laura Stack, and I'm the Founder & CEO of Johnny's Ambassadors, a youth marijuana abuse prevention nonprofit in Denver, CO. I formed Johnny's Ambassadors after my 19-year-old son, Johnny, died by suicide in 2019 after becoming psychotic from using high potency THC vapes and wax. He started vaping at 14 years old when marijuana was first legalized in Colorado, brought to a party by an 18-year-old with a "medical marijuana card."

While there are FDA-approved versions of cannabis-derived medications used to treat debilitating illnesses such as rare seizure disorders in children (Epidiolex), eating disorders, and nausea from chemotherapy, there are zero FDA approved marijuana or THC products sold in a dispensary.

Half of the United States have legalized recreational marijuana, even though it's still illegal federally. As a result, we've seen a huge increase in the use of high potency THC products (vapes, dab pens, edibles, and smokes) by teens. Even if you're in a state where marijuana isn't legal, teens can buy intoxicating Delta-8-THC products made from hemp, so it's everywhere.

Today's marijuana isn't the same as the weed smoked in the 70s, 80s, and 90s. Concentrated, lab-made vapes, dabs, and edibles can contain 80% to 90% or more THC (tetrahydrocannabinol—the active ingredient in marijuana that gives the high feeling), compared to 5% THC in the average weed in the year 2000.

With increased potency comes increased addiction in a dose-dependent fashion. Unfortunately, most teens are woefully ignorant about the potency of today's THC products. Many young people mistakenly believe cannabis is natural and harmless and "better for them" than other substances. According to government data, millions of teens now use THC each year, and nearly half have become addicted. THC use under the age of 30 can be extremely harmful since the brain is still growing. THC changes brain formation; reduces IQ, motivation, and graduation rates; and increases truancy, fighting, and mental illness.

Adolescent THC use can lead to the onset of mental illnesses such as depression, bipolar disorder, anxiety, and schizophrenia. Youth use of high potency THC can also trigger Cannabis-Induced Psychosis (CIP). CIP triggers a loss of contact with reality. Symptoms include hallucinations, intense paranoia, and delusions. Even when the THC is withdrawn, the psychosis might not go away. This is what happened to Johnny Stack, and Johnny's Ambassadors was formed.

**Our Mission:** Johnny's Ambassadors is a nonprofit working to educate teens, parents, and communities about the dangers of today's high-potency THC products (marijuana, dabs, vapes, edibles) on addiction, adolescent brain development, and mental illness. We focus on universal primary THC prevention education for youth.

**Our Goal:** Reduce the likelihood that teens will use marijuana and stop progression to more problematic use. We share our evidence-based program with data-driven facts with teens in middle and high school assemblies, community events, and prevention conferences.

**Our Vision:** To dramatically increase the perception of harm from using THC products and decrease the intention to use, so teens can live productive, happy adult lives.

As parents, grandparents, friends, and anyone working with youth, it's vital that we educate ourselves about the dangers of high potency THC before they begin to experiment with these dangerous products.

Please help us inform your audience about the dangers of youth THC use by airing the new PSA "**Stay THC Smart, Don't Start**" (available in :60, :30, and :15 versions). This PSA is a radio jingle that reinforces reasons why teens should not start using THC products. We hope you will air this PSA, which has **no end date for use**, as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (sthomas@c360m.com; 212-624-9187).

Thank you in advance for your support of this campaign.

Sincerely,

*Laura Stack*

Laura Stack, MBA, CSP, CPAE  
Founder & CEO, Johnny's Ambassadors Youth THC Prevention

## RADIO PSA SCRIPTS

### "Stay THC Smart, Don't Start" (:60)

Marijuana, pot, weed, and Mary Jane

Waste your potential

Don't trade your time for fun because

It may injure your brain

Be smart, don't start

Waste your potential

Stay in the race

Keep out of the haze

Stay THC smart

Don't start

Be smart, don't start

Waste your potential

Waste your potential

Short term gain, long-time pain

Waste your potential

Waste your potential

Marijuana can destroy your mind

The anxiety and low mood try to fight

Waste your potential

Waste your potential

Be smart, don't start

Stay THC smart and don't start

Brought to you by [JohnnysAmbassadors.org](http://JohnnysAmbassadors.org)

## RADIO PSA SCRIPTS

### "Stay THC Smart, Don't Start" (:30)

Marijuana, pot, weed, and Mary Jane  
Waste your potential  
Don't trade your time for fun because  
It may injure your brain  
Be smart, don't start  
Waste your potential  
Stay in the race  
Keep out of the haze  
Stay THC smart  
Don't start  
Stay THC smart and don't start

Brought to you by [JohnnysAmbassadors.org](http://JohnnysAmbassadors.org)

### "Stay THC Smart, Don't Start" (:15)

Marijuana, pot, weed, and Mary Jane  
Waste your potential  
Don't trade your time for fun because  
It may injure your brain  
Stay THC smart and don't start

Brought to you by [JohnnysAmbassadors.org](http://JohnnysAmbassadors.org)

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

Stay THC Smart, Don't Start (:60, :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=K146363>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [sthomas@c360m.com](mailto:sthomas@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: **MAY 12 2020**

JOHNNYS AMBASSADORS INC  
9948 COTTONCREEK DRIVE  
HIGHLANDS RANCH, CO 80130

Employer Identification Number:  
85-0593925  
DLN:  
26053500002940  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990/990-EZ/990-N Required:  
Yes  
Effective Date of Exemption:  
April 2, 2020  
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.

Letter 947



[Laura@JohnnysAmbassadors.org](mailto:Laura@JohnnysAmbassadors.org)

<https://JohnnysAmbassadors.org>

303-471-7401