



"THE OFFICIAL SOURCE FOR ALL THINGS PASSPORT"

TV PUBLIC SERVICE CAMPAIGN

START HERE

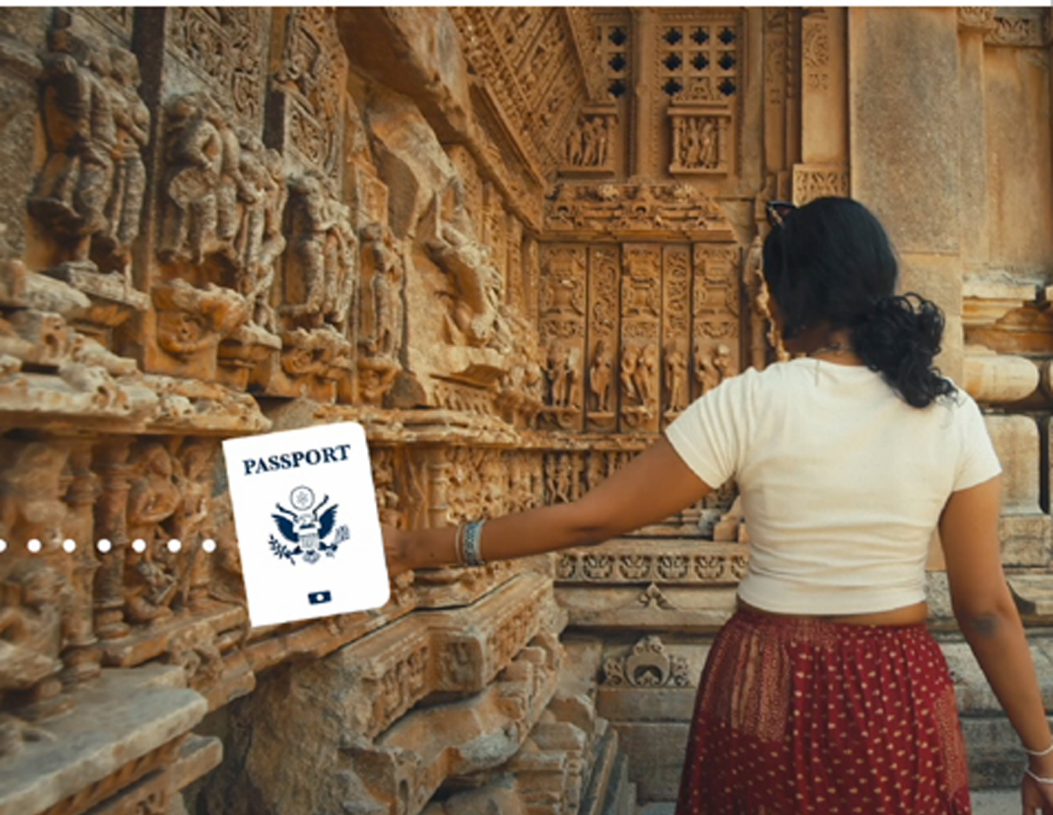
TRAVEL.STATE.GOV



About the U.S. Department of State — Bureau of Consular Affairs

The highest priority of the Bureau of Consular Affairs is to protect the lives and serve the interests of American citizens. Across the globe, we serve our fellow citizens during some of their most important moments and trying times – births, adoptions, medical emergencies, deaths, arrests, and disasters. We also help Americans connect with the world by issuing millions of U.S. passports each year.

To learn more, visit travel.state.gov.



Learn more about the Department of State

[TRAVEL.STATE.GOV](https://travel.state.gov)



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Dear Public Service Director,

The U.S. Department of State's Bureau of Consular Affairs is proud to share our campaign designed to emphasize the importance of going through the official source (travel.state.gov) when applying for or renewing a U.S. passport. Only the U.S. Department of State can issue U.S. passports, but we have seen an increase in the number of third-party entities trying to pose as passport providers. This campaign aims to protect U.S. citizens from being scammed into paying more by these third-party websites or sharing their personal data with unofficial, non-governmental entities.

We hope that you will help inform your audience about this important message by airing one of our PSAs titled:

- **Every Trip Abroad Starts Here (:30)**
- **Family Trips Abroad Start Here (:30)**
- **Adventures Abroad Start Here (:30)**
- **Business Travel Abroad Starts Here (:30)**

Each PSA evokes a different sense of wanderlust (for leisure, family, and business travel respectively) and ensures citizens understand that travel.state.gov is the official place to begin their travels. We hope that you will air these PSAs, which have **no end date for use**, as soon and as often as possible.

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

Best regards,

A handwritten signature in blue ink, appearing to read 'AW', with a stylized flourish at the end.

Allison Wagner
Outreach Chief | Office of Public and Congressional Affairs
Bureau of Consular Affairs
U.S. Department of State

"Every Trip Abroad Starts Here" (:30)

NARRATOR V/O: Start here. Go where bedtime stories come to life. Go where the perfect blue helps you beat the blues. Go where it's anything but business as usual. Go where history inspires your future.

A passport is the key. Your journey starts at travel dot state dot gov. The official source for all things passport.

GRAPHICS:

The official source for all things passport

Skip the third-party sites and extra fees.

travel.state.gov

Putting American Travelers First

U.S. Department of State logo

"Family Trips Abroad Start Here" (:30)

NARRATOR V/O: Start here. Go where bedtime stories come to life. Go where picky eaters become foodies. Go where little footsteps lead to big adventures. Where busy days end in quiet nights.

A passport is the key. Your journey starts at travel dot state dot gov. The official source for all things passport.

GRAPHICS:

The official source for all things passport

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travel.state.gov

Putting American Travelers First

U.S. Department of State logo

"Adventures Abroad Start Here" (:30)

NARRATOR V/O: Start here. Go where the sky paints itself every night. Go where food is the universal language. Go where the perfect blue helps you beat the blues. Go where history inspires your future.

A passport is the key. Your journey starts at travel dot state dot gov. The official source for all things passport.

GRAPHICS:

The official source for all things passport

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travel.state.gov

Putting American Travelers First

U.S. Department of State logo

"Business Travel Abroad Starts Here" (:30)

NARRATOR V/O: Start here. Go where meetings come with passport stamps. Go where it's anything but business as usual. Go where jet-lag doesn't stop you from jet-setting. And try the continental breakfast on a new continent.

A passport is the key. Your journey starts at travel dot state dot gov. The official source for all things passport.

GRAPHICS:

The official source for all things passport

Skip the third-party sites and extra fees.

travel.state.gov

Putting American Travelers First

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AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

These PSAs have no end date for use

Every Trip Abroad Starts Here (:30)

Family Trips Abroad Start Here (:30)

Adventures Abroad Start Here (:30)

Business Travel Abroad Starts Here (:30)

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.



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