



"THE OFFICIAL SOURCE FOR ALL THINGS PASSPORT"

RADIO PUBLIC SERVICE CAMPAIGN

START HERE

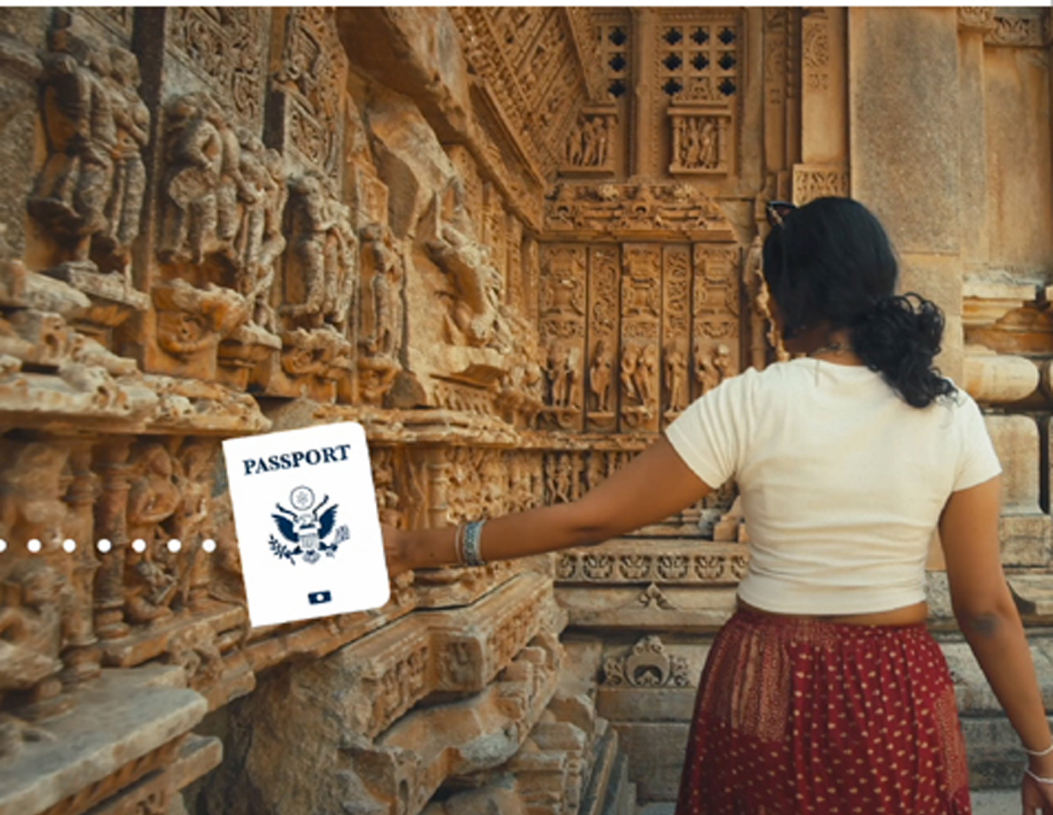
TRAVEL.STATE.GOV



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 the new PSA titled "**Every Trip Abroad Starts Here**" (:30). The PSA ensures citizens understand that travel.state.gov is the official place to begin their travels. We hope that 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 this PSA, 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,

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)

MUSIC UP AND UNDER

NARRATOR V/O: When you start at travel dot state dot gov, you can go where bedtime stories become real adventures.

Where food is the universal language. Where meetings come with passport stamps. Where the perfect blue helps you beat the blues.

Wherever you're headed your passport is the key. And your journey starts at travel dot state dot gov. The official source for all things passport. With no third parties or extra fees travel dot state dot gov.

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

NO END DATE FOR USAGE

Every Trip Abroad Starts Here (:30)

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=R146610>

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



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