

## ISSUES-PROGRAMS

### **A. Narrative describing the issue:**

**The United States Coast Guard** is launching a new radio campaign that talks about the attributes of a member of the Coast Guard. The message is part of an effort to recruit more active duty and reserve members to the Coast Guard.

Source: Name of Individual & Position:

Address & Phone:

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### **B. Narrative describing the program:**

The “Born Ready” campaign for radio consists of four spots. Each are :60 in length. They are titled “Brand,” “Reserve” and “CSPI.” The “Brand” spot is provided in both English and Spanish. The spots feature soldiers talking about how they were “born ready” for the challenges faced each day with the opportunities presented in the United States Coast Guard. They talk about stopping drug smugglers, human traffickers and environmental polluters. The “Reserve” message specifically mentions the Coast Guard Reserve mission. The “CSPI” spot talks about how the Coast Guard will help with college scholarships.

### **C. Program Information: (list date/time/duration or attach affidavits)**

TITLE OF PROGRAM	DATE	TIME	DURATION
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