

## ISSUES-PROGRAMS

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

**The United States Coast Guard** is launching a new TV spot 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 TV consists of three spots. Each are :30 in length. There is a female version in both English and Spanish and there is a male version in English. The spot features soldiers talking about how they were “born ready” for the challenges faced each day with the opportunities presented in the United States Coast Guard. The spots talk about stopping drug smugglers, human traffickers and environmental polluters.

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

TITLE OF PROGRAM	DATE	TIME	DURATION
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**TOTAL**

TV Sept 09 – Jan 10