Call Letters: _____ Date: _____

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ISSUES-PROGRAMS

A. Narrative describing the issue:

The United States Coast Guard is launching a new radio campaign which continues the theme “Born Ready”. The message is part of an effort to recruit more active duty and reserve members to the Coast Guard.

Source: Name of Individual & Position:
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B. Narrative describing the program:

The new “Born Ready” campaign for radio consists of three spots in different lengths: “The Ride” in :30 and :60; “The Workout” in :30 and :60 and a :60 Spanish version; and, “Reserve” in :30 and :60. All voices in each spot are actual US Coast Guard members.

“The Ride” talks about the CGs’ environmental mission on coastlines and inter-coastal waterways. “The Workout” features a female voice talking about the physical challenges and rewarding opportunities in the Coast Guard. “Reserve” is a male voice talking about the fact that he is an electric company lineman and how the country needs him just as much in his role in the CG Reserve.

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

TITLE OF PROGRAM	DATE	TIME	DURATION

TOTAL