Call Letters: _____ Date: _____

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ISSUES-PROGRAMS

A. Narrative describing the issue:

The United States Coast Guard is launching a new TV 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 TV consists of two spots in different lengths: "The Ride" in :15 and :30; "The Workout" in :15 and :30 and a :30 Spanish version. 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.

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

TITLE OF PROGRAM	DATE	TIME	DURATION

TOTAL