



# NATIONAL SHERIFFS' ASSOCIATION

Dear Public Service Director,

Each year, millions of Americans fall victim to scams that cost families billions of dollars. Criminal networks are becoming more sophisticated, using social media, phone calls, emails, and text messages to pose as trusted sources and pressure people into sending money or sharing personal information. These scams can happen to anyone and often leave lasting financial and emotional harm.

To help combat this growing threat, the National Sheriffs' Association has launched a new public service campaign focused on stopping scams before more people become victims. Featuring sheriffs from communities across the country, this localized campaign delivers a clear and urgent message: slow down, verify, and never send money or personal information to unknown or unverified sources.

Representing thousands of sheriffs, deputies, and public safety professionals nationwide, the National Sheriffs' Association is committed to protecting communities and raising awareness about emerging public safety threats, including fraud and financial scams.

We hope you will help inform your audience about how to recognize and avoid scams by airing the new "Stop Scams" 30-second PSA. This PSA campaign features sheriffs from a variety of [states](#), and there is also a national version featuring NSA Executive Director and CEO Justin Smith available for use for outlets across the country. The PSA encourages everyone to hang up on suspicious calls, avoid clicking unknown links, never send money to unsolicited contacts, and report suspected scams to law enforcement. The PSA directs audiences to visit [sheriffs.org/stopscams](http://sheriffs.org/stopscams) for additional resources and information.

**Additional campaign information is available here:**

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

This PSA has no end date and is available for use immediately. We respectfully request that you air it as soon and as often as possible to help protect your community from financial fraud.

Thank you in advance for your support and consideration.

Sincerely,

A handwritten signature in black ink that reads "Justin Smith". The signature is written in a cursive style.

Sheriff (ret.) Justin Smith  
Executive Director and CEO  
National Sheriffs' Association