



**DEPARTMENT OF THE AIR FORCE  
AIR FORCE RECRUITING SERVICE (AETC)**

Dear Public Service Director,

The Air Force has enjoyed a close relationship with the music industry for more than three decades. Over the years, entertainers have graciously provided support to give back to their fans and radio stations through our public service announcement (PSA) program.

For this package, we've selected PSAs from Eli Winders, Pentatonix and Kelly Clarkson. They are positive and uplifting messages that show there's no challenge too great to overcome in realizing our dreams and goals. The PSAs are titled "**Music Education**" (:30) By Pentatonix, "**Mental Health**" (:30), "**Pet Adoption**" (:30) and "**Wildlife Conservation**" (:60) By Eli Winders and "**Opportunity**" (:30) and "**Education**" (:30) by **Kelly Clarkson**. There is **no end date for use** and they can be aired as soon and as often as you want.

Also, our annual "**Red, White and Air Force Blue Christmas**" radio special is available for your station's use. This year we spoke with rising country music star and Tik Tok influencer Eli Winders about his recent EP, his music journey, and his support of our nation's military.

We hope you'll add the show to your holiday programming schedule. It's fully produced and includes spot breaks and local avails. It's our gift to you and a way to say "thank you" for supporting the men and women proudly serving around the world.

**Additional campaign information as well as the holiday special are available here:**

**<https://psaconnect.c360m.com/usaf/>**

For any questions regarding the PSAs or holiday special, please contact our distribution representative, Holly Mulé, at Connect360 Multimedia (e-mail: [hmule@c360m.com](mailto:hmule@c360m.com); ph: 212-624-9196).

Thank you in advance for sharing these PSAs and holiday show.

Sincerely,

A handwritten signature in black ink, reading "Barry Dickey", is positioned above a vertical line.

Barry Dickey  
Chief, Strategic Marketing Division  
United States Air Force