



## U.S. Department of Homeland Security (DHS) Plea Letter Radio PSA Campaigns

TITLE: The "We All Have Something or Someone to Protect" and "Why I See Say" PSAs Demonstrate How Individuals Can Protect Their Neighbors and the Communities They Call Home

Homeland security begins with hometown security. Each of us plays a vital part in ensuring the safety of our communities nationwide.

The "We All Have Something or Someone to Protect" Public Service Announcement (PSA), part of the "If You See Something, Say Something®" campaign, empowers individuals to protect their communities.

The "Why I See Say" PSA, also part of the campaign, encourages individuals to speak up when they spot something concerning.

Threats can often hide in plain sight, which is why the U.S. Department of Homeland Security's "If You See Something, Say Something®" campaign aims to raise public awareness of the warning signs of terrorism-related suspicious behavior, as well as the importance of reporting suspicious activity to local authorities. Together, these PSAs aim to foster a culture of vigilance and responsibility, urging everyone to play a role in keeping our communities safe.

By placing these spots into your active PSA rotation, you'll be helping the DHS spread awareness, inspire action, and help keep the communities we call home, safe.

To learn more visit, [dhs.gov/SeeSay](https://dhs.gov/SeeSay)

*Please note: If you currently have a previous version of the 30-second PSA featuring Secretary of the U.S. Department of Homeland Security Alejandro Mayorkas in your rotation, we kindly request that you replace it with this updated version. We appreciate your understanding and assistance in ensuring that the most current messaging is shared.*

"We All Have Something or Someone to Protect"

Length:

- :15 radio

"Why I See Say"

Length:

- :60 radio

Language: English

Sponsor: U.S. Department of Homeland Security

Target Audience: General