**“The Power of 1”**

Dear public service director,

One question, one call, one conversation. These are some of the simple acts that can help Veterans and Service members who are in crisis get the support they deserve. You can support those who have served us, and their loved ones, by airing the U.S. Department of Veterans Affairs public service announcement (PSA) “The Power of 1.” That small act can make a big difference in the lives of Veterans in our community.

“The Power of 1” shows that seemingly small, everyday actions can have a significant impact on Veterans who may be going through a difficult time. The PSA will help connect them with the Veterans Crisis Line and Military Crisis Line, which connect all Veterans, Service members, and their families with qualified, caring responders through a toll-free hotline, online chat, and text-messaging service. Help Veterans and Service members reach this confidential support — available 24 hours a day, 7 days a week, 365 days a year — by airing the PSA on your station.

You can view “The Power of 1” at [VeteransCrisisLine.net/Resources/Videos](http://veteranscrisisline.net/Resources/Videos.aspx). This and the other PSAs you’ll see there are powerful tools for raising awareness among Veterans, Service members, and the public:

* Airings of our PSAs have earned an estimated 2.4 billion potential impressions nationwide since March 2011.
* Veterans Crisis Line videos are typically ranked in the top 5 percent of all PSAs tracked by Nielsen.
* In the past year alone, the San Francisco Giants, Cincinnati Reds, Milwaukee Brewers, and other professional sports teams have aired our PSAs during games.
* These videos have also aired during PGA golf coverage, ABC’s “20/20,” NASCAR races, the 2012 NBA Finals, and the 2011 World Series.

I hope you will help us build on this success. To order the PSA in a format appropriate for your station or download it to your computer, please fill out an online request form at [http://tvaccessreports.com/vapo1-orders](http://tvaccessreports.com/vapo1-orders/). You can contact Ken Hempel at [ken@tvaccess.com](mailto:ken@tvaccess.com) or at 1-800-944-9134 if you have any questions.

Please view “The Power of 1” today and join me in supporting our Veterans and Service members by airing it as soon — and as often — as you can.

Sincerely,

[PAO name]

Public Affairs Officer

[VA Medical Center name]