



July 12, 2020

Dear Broadcast Partner,

The proud members of the Army National Guard serve as America's first military responders—acting quickly to protect citizens during emergencies and help communities recover from natural disasters. Our highly trained Citizen-Soldiers serve part-time, yet are ready to assist in a moment's notice, whenever and wherever they are needed most.

The Army National Guard's "Live Here—Serve Here" marketing campaign includes television and radio commercials that emphasize the Guard's unique domestic mission. Each spot demonstrates our commitment to community and country, as well as the many opportunities the Guard offers to lead, learn, and gain in-demand job skills—all while serving part-time, close to home.

Without your generous airtime contributions and favorable programming considerations, we could not adequately tell the Guard story and recruit the Citizen-Soldiers necessary for our diverse missions. We thank you for your support as we advance our mission of assisting and serving our communities and nation with pride.

Sincerely,

Ronald D. Hogsten  
Lieutenant Colonel, Army National Guard  
Strength Maintenance Division