



STATE OF OHIO
ADJUTANT GENERAL'S DEPARTMENT
2825 WEST DUBLIN GRANVILLE ROAD
COLUMBUS, OHIO 43235-2789

May 2025

Dear Station Manager:

On behalf of more than 10,000 Citizen-Soldiers in the Ohio Army National Guard, I would like to offer a sincere "Thank You" for airing our recruitment spots through the Ohio Association of Broadcasters' Non-Commercial Sustaining Announcement (NCSA) program. Our transition from a national to a state-level program has been seamless thanks to the professionals at OAB and the contributions of airtime by broadcast stations throughout Ohio.

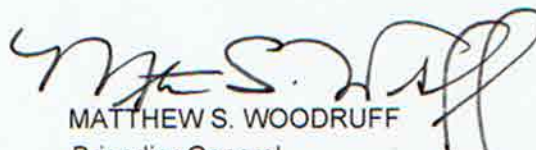
While we launched the 2023-24 campaign with Ohio-specific TV and radio spots, we are pleased to provide additional radio spots midway through the 2024-25 campaign. The "Live Here, Serve Here" creative highlights the various reasons Soldiers join the Army Guard, and the "Skills Trades" spot clarifies that the Ohio National Guard Scholarship Program pays for credentialing and certifications in the trade industries, as well as college degrees. Ideally, we'll begin developing comparable TV spots soon.

Your role in sharing information and engaging interest in our programs and benefits is incredibly important. Keeping our formations full of enthusiastic and qualified Soldiers remains our highest priority, and the part you play in our communication strategy helps accomplish that mission. The Citizen-Soldiers of the Ohio Army National Guard bear the responsibility of defending and protecting our homeland, so we continue to seek support from Ohio broadcast stations now and in the future.

I cannot overstate how much we value this partnership, and the generosity and patriotism of stations donating air-time on our behalf. I've been travelling the state to show my gratitude in person, so if I have not been to your station lately, I hope to see you soon. With your continued support, the Ohio Army National Guard will continue to embody its credo, "Always Ready, Always There."

On behalf of the men and women of the Ohio Army National Guard, thank you.

Respectfully,



MATTHEW S. WOODRUFF
Brigadier General
Assistant Adjutant General for Army