

Lifespan Respite PSA

- Aired 3 months
 - September 2020
 - November 2020
 - May 2021
- Aired 11,401 times
 - TV 2419 times on 19 networks
 - Radio 8982 times on 63 stations
- Cost \$5000 per month
 - Value = \$186,161

30-second PSA

- https://youtu.be/B-a_Gov-jfA

2.5-minute video

- <https://youtu.be/uAECe4ZUbb4>