

## PSA (Public Service Announcement) Information/How To

PSAs (2019-2020) are available: 15/30/60 seconds

Here's the Link:

<https://al-anon.org/media-kit/public-service-announcements/>

### Who to Share These PSAs with?

- Show to our members
- Outreach Ideas
  - Put PSAs on websites (Area and District))
  - Share at an Open Al-Anon Meeting for Public/Professionals
  - Radio stations
  - TV stations
  - Movie theaters
  - Pandora, Spotify
  - Other ideas???

### TV/RADIO Stations:

The following stations are playing, or have played, the PSAs:

station	station name	channel	network	city	state	market	Market rank	airings	audience
EHSV	Ehsv-Tv	3	ABC	Harrisonburg	VA	Harrisonburg	180	23	55,430
ESVF	Esvf Dt	42	CBS	Harrisonburg	VA	Harrisonburg	180	21	4,620
GWCW	Gwcw-Dt	21	CBW	Roanoke	VA	Roanoke - Lynchburg	68	207	-
HHSV	Hhsv-Tv	3	ABC	Harrisonburg	VA	Harrisonburg	180	33	43,560
WFXR	Wfxr-Tv	27	FOX	Roanoke	VA	Roanoke - Lynchburg	68	207	207,000
WHSV	Whsv-Tv	3	ABC	Harrisonburg	VA	Harrisonburg	180	16	272,000
WSVF	Wsvf Ca	42	CBS	Harrisonburg	VA	Harrisonburg	180	189	945,000
WWCW	Wwcr-Tv	21	CBW	Roanoke	VA	Roanoke - Lynchburg	68	300	2,700,000

### RADIO STATIONS in Virginia

station	band	city	state	market rank	market	airings	audience
WHANAF	1430	Ashland	VA	61	RICHMOND-PETERSBURG	12	0

### How to get PSAs on your local TV or Radio Stations

1. Search online for radio and TV stations in your locality.
2. Get station's name, address and phone number.
3. Call station/ask for contact information of person responsible for playing PSAs.
4. Set up a short meeting with them to introduce them to Al-Anon and play the PSAs for them.
5. Ask if they would be willing to play the PSAs.
6. If yes, then get the best email address and complete the PSA request form found on the PSA link page: <https://al-anon.org/media-kit/public-service-announcements/>

7. The simplest way for stations to receive a broadcast quality PSA is for members to complete the PSA Request Form. Digital delivery is free, quick, and easy.
8. Ask if it costs, and if yes, possibly see if they can lower cost due to being an important public service.
9. IMPORTANT FINAL STEP: Once PSAs are played, encourage local members to send **thank you notes** to stations (might encourage them to play them more often, plus it's a fun/kind thing to do.)

### Contacting Movie Theaters

1. As with contacting Radio and TV stations, call the theater and ask for contact information. Find out from the theater's manager what companies are placing the PSAs in their theater.
2. Inquire with the marketing companies that run the theater ads
3. Find out costs. The cost depends upon how many screens they have.
4. Don't be afraid to ask for a discount
5. Ask for their contact information and share the PSAs for their viewing. If they are interested, ask them to fill out the PSA Request Form.

### Remember the two special times of the year for possible PSA outreach campaigns:

- **September** is National Recovery Month
- **April** is Alcoholism Awareness Month

### THANK YOU NOTE sample to station airing PSAs:

Dear Station \_\_\_\_\_

Thank you for your recent airing of the Al-Anon Family Groups' public service announcement. While problem drinkers affect one in four people in our community, many people are still uninformed about Al-Anon's free service to friends and families who struggle with a loved one's drinking. Thank you for helping us reach the people who need help in our community. Please continue to air the PSA's, thereby sharing this valuable information with your viewers/ listeners.

In Gratitude, \_\_\_\_\_ from \_\_\_\_\_

More info: <http://VAal.anon.org>

### SAMPLE of PSA Media Letter from Maryland/DC Area (below)

#### Questions?/ Outreach Ideas to Share?/Not sure what to do?

Contact me and I'll try to help!

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## SAMPLE OF PSA MEDIA LETTER

(THIS ONE focuses on airing PSAs during SEPTEMBER'S 'NATIONAL RECOVERY' MONTH)

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Dear

We are pleased to announce the release of the new 2019-2020 Al-Anon Public Service Announcements. The new campaign features two different scenarios that introduce Al-Anon Family Groups to the general public, encouraging people affected by another person's drinking to try Al-Anon for help and hope.



We want to thank each of you for your generous commitment of free airplay. Because of our media partners, Al-Anon PSAs reach millions of people every year. We ask that you help us get these messages of hope out to families starting in September for "National Recovery" month.

You will receive a separate email with a link to download the two PSAs entitled "*Christina*" and "*Questions*" in English or Spanish, these are offered in :15, :30, and :60 lengths.

If you would like to preview the spots, please go to <https://al-anon.org/media-kit/public-service-announcements/>

If you should have any questions, please do not hesitate to contact us.

With Gratitude,