

## How do you contact a TV or radio station?

Here is a sample script that may be helpful.

Hi, this is \_\_\_\_\_ [insert your name]. I'm a member of Al-Anon Family Groups here in \_\_\_\_\_ [insert name of city].

Could I speak with \_\_\_\_\_? [insert name from TV station contact list]

### Getting past the receptionist:

Q: What is this in reference to?

A: This is concerning a public service announcement.

### Once the decision maker is on the phone:

Hi, my name is \_\_\_\_\_ [your name]. I am a member of Al-Anon Family Groups here in \_\_\_\_\_ [your city]. How are you today?

I want to encourage you to broadcast an Al-Anon public service announcement.

As many as one in three people's lives are affected by a problem drinker. While most people are aware of the benefits that Alcoholics Anonymous has brought to men and women who have a drinking problem, many are still uninformed about Al-Anon's service to friends and families who suffer from the impact of a loved one's drinking.

There are \_\_\_\_\_ [insert number] local Al-Anon groups in \_\_\_\_\_ [name of city]. These groups are run locally, by local volunteers. The Al-Anon PSAs would help people who are struggling with the effects of alcoholism to find the help they need at one of our groups.

Would you be willing to play Al-Anon PSAs?

Here is a sample request letter.

June 20, 2011 (Change to current date)

Sandra Jones (Put correct contact information, including name, address, phone and/or  
KIMO-TV e-mail)  
Anchorage, AK

Dear \_\_\_\_\_, (Insert name)

I am a member of Al-Anon Family Groups here in \_\_\_\_\_ [your city].

I want to encourage you to broadcast an Al-Anon public service announcement.

As many as one in three people's lives are affected by a problem drinker. While most people are aware of the benefits that Alcoholics Anonymous has brought to men and women who have a drinking problem, many are still uninformed about Al-Anon's service to friends and families who suffer from the impact of a loved one's drinking.

There are \_\_\_\_\_ [insert number] local Al-Anon groups in \_\_\_\_\_ [name of city]. These groups are run locally, by local volunteers. The Al-Anon PSAs would help people, who are struggling with a loved one's alcohol abuse, find the help they need at one of our groups.

Thank you for your consideration.

Sincerely,