

HOW TO CONTACT A TV OR RADIO STATION
*inquiring if they would be willing to receive and then run
an AL-ANON Public Service Announcement (PSA)*

PLEASE consider taking a few minutes to contact your favorite radio or TV station. It is one way you can get the word out there about AL-ANON.

Sample Telephone Script

Hi! This is _____ (your name). I am a member of Al-Anon Family Groups here in _____ (name of town).

Getting past the receptionist:

Q: Could I please speak to the person at your station responsible for receiving and programming Public Service Announcements?

Once the decision maker is on the phone:

Hi! My name is _____ (your name). I am a (grateful) member of Al-Anon Family Groups here in _____ (name of town). How are you today?

I want to encourage you to broadcast an Al-Anon Public Service Announcement. Problem drinkers affect as many as one in four people in our community, but many people are still uninformed about Al-Anon Family Groups' free service to friends and families who suffer from a loved one's drinking.

There are____(insert number) local Al-Anon family groups in _____(insert name of town). This/these and other groups in our area are run by local members who have been affected by someone's drinking. The Al-Anon PSAs would help people find the help they need at one of our local groups.

Q: Would you be willing to receive and play Al-Anon PSAs?

OR

Q: Do you presently have a copy of the Al-Anon PSAs or do you need a new one?

If they agree to receive a PSA, ask—What is your mailing address? To whom should I send it?

Thank you so much.

