

Public Outreach guideline regarding PSA's for TV and Radio

1. Contact the stations in your area and ask them if they are willing to play our PSA's. (see attached list)
2. If they are willing, we need to know what format the station prefers. This, I believe, does not apply to radio PSA's.
3. You will need to get the name of the person to send it to, mailing address, phone number and e-mail address.
4. You will need to contact WSO with the contact information for the station and then WSO's distributor will send the PSA's to them. WSO needs to know the name of the person to send it to, mailing address, phone number and e-mail address.
5. Once WSO receives notification from their distributor that the PSA's have been sent, they will let you know so that you can follow up with the contact person at the station making sure they received the PSA and that they are in the correct format.
6. The final step is very important as it reminds the station about Al-Anon. It is easy for PSA's to get misplaced as the stations receive thousands each week.

The other thing that I want to mention is that if the PSA gets played it is very important to send a thank you note.

Here is the contact person at WSO, her name is Beth Rodriguez and her email address is beth@al-anon.org Beth has always gotten right back to me with any questions I have had.

My understanding is that some of the info on the lists is outdated so it would be great to get this information updated and passed on to Beth.

Together we can make a difference.

Pat H.

NYN Public Outreach Coordinator