

TV and radio PSAs

The WSO has produced and distributed TV and radio public service announcements (PSAs) for many years. With the help of contracted vendors, more than 1,000 broadcast-quality PSA tapes and CDs go to the top stations throughout the U.S. and Canada every year. Not every station receives a copy, and not all of the stations that receive a copy actually play them.

According to the Nielsen broadcast ratings, over the last several years the Al-Anon PSAs have ranked in the top ten percent among all of the PSAs that were played on the air. For the past two years, Al-Anon PSAs have ranked in the top five percent.

Those results tell us that our PSAs are well-received by many station managers. They are high-quality products that represent Al-Anon well. If the station managers in your community haven't played our PSAs, there's no reason to be shy about suggesting that they review them and consider them for broadcast.

Station managers pay special attention to the people who actually watch and listen to their TV and radio stations. If local people in their viewing or listening audience ask them to play PSAs, those requests are much more powerful than it would be if similar messages came from a vendor or from the WSO.

If the stations in your community broadcast Al-Anon PSAs, it's very important that members in the broadcast audience take notice by saying thank-you to the local stations. Stations are more likely to keep playing the PSAs when they know that people in their audience notice—and care.

Volunteers can make a huge difference in delivering the Al-Anon messages of hope on television and radio. It may be as simple as making one phone call, sending one e-mail, or making one in-person visit to the station. Less than one hour's effort could result in a station broadcasting Al-Anon's PSAs hundreds of times, reaching thousands of people. It costs your local Al-Anon group nothing, but it could result in free advertising on local stations that could be worth thousands of dollars in media exposure. Local support for Al-Anon's PSAs is the easiest way to generate what could be huge results. For how-to-do-it information, please see the topics listed:

- Where are the PSAs located?
- How will you know which TV and radio stations already have a copy of the PSAs?
- How will you know which stations have already played the PSAs?
- How do you approach a TV or radio station that is not on the WSO's distribution list?
- How do you contact a TV or radio station?
 - Sample telephone script
 - Sample request letter
 - Sample thank-you letter

Where are the PSAs located?

If you haven't seen Al-Anon's TV PSAs, the WSO has posted 30-second copies of the current PSAs at www.al-anon.alateen.org under "Media" on the Public Outreach Web site. **These copies are not broadcast quality. They are for informational purposes only. They are not in a format that is suitable for use on TV or radio stations.**

To see copies of all of the PSAs, please contact your Area Public Outreach Coordinator. The PSAs are available in English in 60-second, 30-second, and 15-second formats. They are available in Spanish and French in 60-second and 30-second formats. The sound tracks for the TV PSAs are also used for some of the radio PSAs.

How will you know which stations already have a copy of the PSAs?

WSO makes the distribution list of TV and radio stations available for all Area Public Outreach Coordinators to share with volunteers.

How will you know which stations have already played the PSAs?

WSO makes TV and radio airplay reports available for all Area Public Outreach Coordinators to share with the volunteers in their Area. These lists tell you which stations broadcast our PSAs—and how many times. We encourage you to send a thank-you note to the stations that are giving broadcast time to Al-Anon's message.

You will find that two-thirds of the TV stations on our distribution list have not yet broadcast our PSAs. The names of these stations will be on the "receiving" list, but not on the airplay list. For radio, almost 90 percent of the stations that receive copies of our PSAs have not yet broadcast them. We encourage you to contact these TV and radio stations, tell them about Al-Anon, and suggest that they consider our PSAs for broadcast. For more details, see below.

How do you approach a TV or radio station that is not on WSO's PSA distribution list?

Contact your Area Public Outreach Coordinator for more information, or the WSO at wso@al-anon.org Att: PO PSA.