

Radio/TV

(Sample letter to adapt in contacting local Radio/TV Stations)

Mr./Ms. _____
Community (or Public) Affairs Director
ZZZZ Radio/TV Station
416 Cedar Bluff Lane
Council Hills, Iowa 22065

Dear Mr./Ms. _____

There are an estimated ninety million Americans who suffer from alcoholism; eighteen million of these are alcoholics.

The remaining millions are relatives, friends and loved ones of alcoholics, who suffer acutely in many ways from living (or having lived) with a problem drinker.

Al-Anon Family Groups is a fellowship of such people who come together to share their common experience, strength, and hope in order to overcome the affects of someone else's drinking on their own lives.

In most communities, local Al-Anon/Alateen groups, made up of persons from every social background, meet on a regular basis.

Because radio and television reaches such a large and diverse audience, we are asking your help in fostering awareness of Al-Anon and Alateen groups as a community resource.

We have several public service announcements which can be played on a regular basis throughout the year. These spots are upbeat in nature and were produced in an effort to reach the thousands of families and friends who are concerned about a loved one's excessive drinking.

I will give you a call next week to see if it is possible for you to air these spots in the near future.

Thank you in advance for all your cooperation. We would like you to know that the media has played a vital role in helping Al-Anon and Alateen reach those in need.

Together we can make a difference!

Sincerely,

Jane Doe
Al-Anon Local Public Information Coordinator

P.S. If you would like further information on Al-Anon, please feel free to call our local public information number: _____ or, you can reach our national public information office at **1-800-4Al-Anon**, web site address <http://www.al-anon.alateen.org> or Northern California World Service Area web site <http://www.ncwsa.org>