

Guide Letters to Broadcast Outlets

Example 1:

Here are the public service spots that you requested. Alcoholics Anonymous has well over two million members in approximately 170 countries worldwide. Here in _____, we have almost _____ separate A.A. groups which meet once or more each week.

Alcoholics Anonymous is a program of attraction rather than promotion, and members remain anonymous at the public level. With anonymity protected, however, we are glad to be guests on discussion, telephone talk, or community interest shows. If you would like help in bringing the story of Alcoholics Anonymous in this area to your audience, please contact me at the address below.

The enclosed A.A. literature is for your further information. Thanks again for your interest in Alcoholics Anonymous.

Sincerely,

Example 2:

Why does a college station need to air public service announcements from Alcoholics Anonymous? Think of this: one out of every ten drinkers is an alcoholic, whether the age is 18 or 88. Alcoholism is a disease—not an age!

Enclosed please find public service announcements in a format suitable for your station.

We also have qualified young members of A.A. available for public affairs or interview programs. Just call or write if A.A. can be of service.

Sincerely,