

Public Outreach Toolkit

Project Name:

Public Service Announcements

Project Brief: Public Service Announcements (PSAs) are a way to reach a broader group of people via radio and television. This project will expand the reach to stations not currently in the WSO's distribution list.

Target Audience: General Public

Size of Project: Individual members, Groups, Districts

Project Cost: Free

Project Length: 2 weeks to 1 month

Description:

The WSO produces the Public Service Announcements (PSAs) and contracts a vendor to handle the distribution to 22,000-plus commercial radio and TV stations in the United States and Canada.

The PSAs are available in English, French, and Spanish in the following spot lengths:

- English (:15, :30, and :60 seconds)
- French and Spanish (:30 and :60 seconds)

The [current campaign](#) is posted on [al-anon.org](#).

Please be aware that this video is for preview purposes only and not for distribution to TV and radio stations.

While the WSO handles distribution to commercial radio and TV stations in the US, including Puerto Rico, Canada and Bermuda, there is still an opportunity for local service arms and entities, as well as individual members, to participate in this project:

1. By contacting stations not included in the WSO distribution and asking them to play our PSAs. These stations include:
 - Local cable TV stations (community cable channels)
 - College and university stations
 - Religious stations

As these station managers agree to play our PSAs, simply send the station contact name, email address, and phone number, along with the station identifier and whether it's a TV or radio station, to media@al-anon.org, and the WSO will supply them with the appropriate PSAs.

2. By sharing the PSAs, from YouTube or [al-anon.org](#), to their social media network. Please remember to protect your anonymity on social media by not making comments that would reveal your Al-Anon membership.