

**Please direct all
communications to:**

P.O. Box 459
Grand Central Station
New York, NY 10163
Fax: (212) 870-3003

Dear Friends,

In all public relationships, A.A.'s sole objective is to help still-suffering alcoholics.

Did you know we have two brand new Alcoholics Anonymous Public Service Announcements that were created and approved through our General Service Conference process, the closest thing we have to a group conscience of A.A. in the U.S. and Canada. The search engine optimized titles are:

1. "Sobriety in A.A.: My Drinking Built a Wall"
2. "Sobriety in A.A.: When Drinking is no longer a Party."

These are now available to view on our A.A. website at [Downloadable Videos](#) and centralized distribution has been completed to over 2000 media outlets in the U.S. and Canada.

A.A.'s public service announcements (PSAs) help us communicate our message of hope and life-changing possibilities to the millions who may benefit. HD Broadcast-quality PSAs are available at no cost for local Public Information Committees to provide to local T.V. Stations in the U.S. and Canada so they can air them.

To support getting them aired, **attached you will find an informational packet** to guide your committee in cooperating with media outlets in your local community that received the PSAs.

I hope you find this information helpful. If we can be of further assistance, please feel free to write or call.

Yours in Fellowship,

Patrick Claymore

Public Information Coordinator

publicinfo@aa.org

212-870-3119

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communications to:

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New York, NY 10163
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This packet provides information on the two new video PSAs

“Sobriety in A.A.: My Drinking Built a Wall”
“Sobriety in A.A.: When Drinking is no longer a Party.”

Including:

1. [Information about Digital Delivery](#) - How your local P.I. committee can increase airing of the new PSA by performing outreach to your local TV stations.
2. [Tracking Reports](#) - How to access information about where and how often the new PSAs have played.

Here are some ***Frequently Asked Questions***:

What is “centralized distribution?”

Traditionally, when the General Service Conference approves a new video PSA, they also approve “centralized distribution and tracking.” This means the PSA is sent to major media outlets, along with an information packet requesting that they consider airing our PSA.

These are now available to view on our A.A. website at [Downloadable Videos](#) and centralized distribution has been completed to over 2000 media outlets in the U.S. and Canada.

What is “tracking?”

These PSAs are digitally encoded so we can access reports of how often – and where – the PSAs are aired in the U.S.

Unfortunately, there is no equivalent tracking or monitoring in Canada, so we depend on

stations to report on airings and while some will, others will not, meaning our coverage will likely be broader than we know.

What PSA formats are available?

Most stations prefer digital delivery, so that is how we delivered them. It is also the most cost-efficient and fastest way to deliver the new PSA. Stations that utilize digital delivery can download HD versions of the PSA, if needed. (see the section on [digital delivery](#)).

If a TV station needs some other format or if the local P.I. Committee has any questions on downloading, please contact the Public Information Coordinator at publicinfo@aa.org.

Why are there different versions of the PSA for the U.S. and Canada?

The Canadian broadcasting board called ThinkTV has certain requirements regarding the size of the organization's name on the "end card" for PSAs. and the amount of time the name appears onscreen. *These are the types of differences between the U.S. and Canadian versions.*

ThinkTV also requires Telecaster numbers for PSAs to air on Canadian television stations. These numbers are included in the Canadian versions.

If a TV station asks for the new PSA files, how will we know which versions to download and distribute?

You don't have to worry. Separate links have been posted on aa.org for downloading and easy digital delivery of U.S. and Canadian versions of the PSA to avoid confusion. You can choose which link to share with your local station, if needed. We offer each PSA in a :15, :30, :60 second time format.

What your local P.I. Committee or P.I. trusted servants can do:

Your help is needed to perform outreach to the TV stations that are currently not airing them, yet.

Step 1. All the main stations in a city that accept PSAs via Extreme Reach/digital distribution received the campaign. Extreme Reach's full list tends to cover key local affiliates in the majority of markets across the country. Therefore, the local affiliates in each city would have received the PSA.

These are the key networks:

ABC

NBC
CBS
Fox
CW
My9

Step 2. Log into the following airings report portal to confirm if your local TV stations are airing the PSAs.

Tracking Reports

To access reports for information on the airing of the new PSAs on U.S. and Canada stations use the following link:

<http://reportcenter.c360m.com/>

Username: AA2021

Password: connect!

The Station Airing Detail reports, which shows where and how often the spots have “aired” (played), and the number of “audience impressions” (estimated number of people who viewed the spot) may be the most useful to local committees.

The list below explains the different kinds of reports available via the link above.

TV Reports available

- **Station Airing Detail** - provides monthly and cumulative placement values for each station in each market.
- **Daypart Detail** - reports the placements for each station during the timeframes in which the PSAs aired.
- **Executive Summary** - shows the performance of each spot, including airings, audience impressions, and media value. Provides an overview of market penetration, daypart results and demographic results.
- **Demographic Detail** - outlines the audience reach among different age groups
- **Comparative Airings by Daypart** - shows the placements for each PSA version among stations, during the timeframes in which the PSAs aired.
- **Comparative Airings by Station** - shows the number of airings for each PSA version among stations.

How should we begin reaching out to local stations?

Page 40 of the [P.I. Workbook](#) offers guide letters that you can modify to suit local needs.

Pages 23 and 24 contain additional helpful information regarding PSAs and approaching local broadcasters.

The links for digital distribution can be found in the section on [“Information about Digital Delivery”](#).

Information about Digital Delivery of the two new video PSAs

“Sobriety in A.A.: My Drinking Built a Wall”
“Sobriety in A.A.: When Drinking is no longer a Party.”

Your committee may want to contact local TV stations (including college television stations, and other institutional-based broadcast systems) to ask if they might be interested in airing our PSAs

You can cut-and-paste (and modify) the guide letter on page 40 of the P.I. Workbook to create an email. The Public Information assignment is pleased to announce that all video Public Service Announcements (PSAs) available from G.S.O. can now be downloaded *without cost* in [HD Broadcast-quality](#) from G.S.O.'s A.A. website www.aa.org and sent to the TV stations.