



## WS Outreach Challenge #5

### Share Hope with Nar-Anon's Audio PSA

Public Service Announcements (PSA) are messages in the public interest designed to raise awareness, change public attitudes and behavior towards a social issue. They can be utilized for outreach over many venues such as radio, TV, cable network, internet classifieds, and public information boards at no cost. A Nar-Anon PSA can be a powerful tool in carrying Nar-Anon's message of hope and practicing the principles of Step Twelve, as well as Traditions Six and Eleven. Please consider using a conferenced approved PSA to help build awareness of Nar-Anon in your community.

### Challenge Goal

Request local radio stations' Public Service Announcement (PSA) time to share Nar-Anon Audio PSA.

**Suggested Use** - local radio stations public service airtime, broadcast at public events (i.e., baseball parks, health fairs, etc.)

### What to Do

1. Using the telephone book or the internet, compile a list of local radio stations and their contact information.
2. Call the radio station during normal business hours and ask to speak to the person responsible for the station's PSA broadcasts.
3. When you reach the person responsible for PSAs, identify yourself as a Nar-Anon member, briefly explain the program, the PSA and ask if the station would be willing to broadcast the 30-second PSA. A sample script might read . . .

*"My name is Jane and I am a member of Nar-Anon Family Groups a worldwide 12-step fellowship for those affected by someone else's addiction. Nar-Anon recently developed a 30-second audio PSA directing the listeners to find information about Nar-Anon at our website or toll-free number. Would the radio station be willing to broadcast this PSA?"*

4. If the designated person is not available, ask if you may leave a message or get email contact information. Via message or email, share the above information and include your contact information.
5. If the station agrees to air the PSA, [click here](#) to find the Audio PSA under *Outreach Tools* and follow the instructions.
6. If a station agrees to air the PSA, follow-up with a thank you message, expressing Nar-Anon's gratitude for the air time. This vital step cultivates positive relationships with the public and businesses.
7. If the station does not agree to air the PSA, it is a good practice to follow-up with an email thank you asking them to please consider Nar-Anon for a future PSA. Remember to check back with the station in the future.

If you have any questions or request for support with this challenge, please email; [outreach@nar-anon.org](mailto:outreach@nar-anon.org)