

How to Submit a Public Service Announcement (PSA) to Local Media

1. Develop a list of two or three key local radio stations that you would like to submit the PSA.
2. Find the contact information of radio station through their website or yellow pages. Call the station directly and ask for the name and email of the Public Service Director.
3. Send a cover email with the PSA attached stating the following:

Attached please find a PSA about Alpha-1 Antitrypsin Deficiency (Alpha-1). Alpha-1 is a genetic disorder that can cause liver and lung disease in children and adults. I was diagnosed with Alpha-1 years ago and know how an early diagnosis can save lives.

Please use this whenever possible. If you are interested in interviewing me and learning about my story, please let me know.

We encourage you to use this on your website as well. We gratefully appreciate your time and consideration. We look forward to hearing from you soon.

Thank you,
(Include your contact information)

4. Follow up your email with a phone call about the PSA.

Public Service Announcement

November 2011

Contact:

Jonathan Welsh

jwelsh@alpha1.org

305-648-0088 ext 12

Reading Time: 30 Seconds - If you or someone in your family has been diagnosed with Asthma, Emphysema or Chronic Bronchitis or unexplained cirrhosis, you should know about Alpha-1 Antitrypsin Deficiency. Alpha-1 is an inherited genetic disorder that may result in serious lung disease in adults, and liver disease in people of all ages, even babies. Proper diagnosis and treatment in people who are affected can delay the progression of the disease and prolong life. Less than 10% of those predicted to have Alpha-1 have been diagnosed.

A simple, accurate, free blood test is available to determine if your family's lung problems are due to inherited Alpha-1 Antitrypsin Deficiency. For information, visit www.alpha1.org or call toll-free: (800) 785-3177.