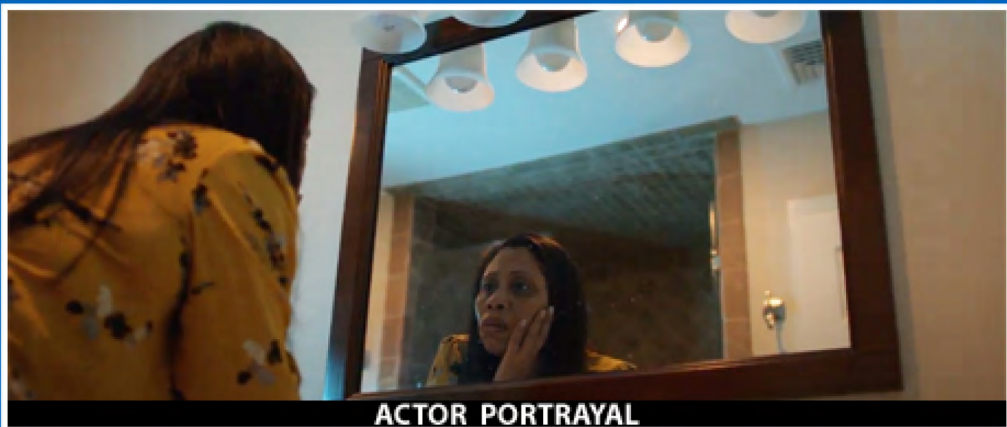


# Alcoholics Anonymous<sup>®</sup>



ACTOR PORTRAYAL



ACTOR PORTRAYAL

## “PARTY” AND “WALL” A PUBLIC SERVICE CAMPAIGN

# Alcoholics Anonymous®

For nearly ninety years, Alcoholics Anonymous has helped millions of people who want to stop drinking. As members of Alcoholics Anonymous we have only one purpose: to stay sober ourselves and help other alcoholics to achieve sobriety. As a society, we are non-professional, not affiliated with any other organization and have no opinion on outside matters. There are no dues or fees for A.A. membership, and membership is open to anyone who wants to do something about their problem with alcohol. Members are anonymous at the public level, and we keep no membership lists.

Alcoholics Anonymous World Services, Inc., the publisher of A.A. literature (including these PSAs) is a nonprofit organization.

Learn more about

Alcoholics  
Anonymous®

[www.AA.org](http://www.AA.org)

WHAT IS A.A.?

PRESS AND MEDIA

Dear Public Service Director,

[Download the PDF version](#)

Alcoholics Anonymous, from our beginnings in 1935, has relied upon the general public to assist us in informing the suffering alcoholic of the opportunity to find hope and recovery from alcoholism in A.A. We are extremely grateful to broadcasters like you that have helped us to keep the general public informed and reach out to the alcoholic.

Alcoholism is not just a serious problem. It is an illness that leaves people powerless over alcohol. A recent report by the U.S. Surgeon General notes that "alcohol misuse contributes to 88,000 deaths in the United States each year." A similar report from Health Canada "estimated that 4 to 5 million Canadians engage in high-risk drinking."

Attempts to battle alcoholism can be the challenge of a lifetime. This is why so many people give up even trying to control their drinking. We in A.A. believe alcoholism is a disease that is no respecter of age, varying abilities, gender, creed, race, wealth, occupation, or education. Our experience seems to show that anyone can be an alcoholic. And, beyond question, anyone who wants to stop drinking is welcome in A.A.

The effects of alcoholism and the hopelessness that come with this disease underscore the critical importance of providing alcoholics and their families with information, help and a chance at a new beginning. That is why Alcoholics Anonymous® is requesting your station's support in airing our public service campaign. These PSAs titled "**Party**" and "**Wall**" (:60, :30, :15) illustrate how alcohol can take over someone's life, and emphasize that there is hope and support for those who are looking for help to stop drinking.

If you have any questions regarding these PSAs, please feel free to contact our distribution representative, Shaliza Thomas at Connect360 Multimedia (phone: 212-624-9187; e-mail: [stthomas@c360m.com](mailto:stthomas@c360m.com)).

Thank you in advance for your consideration and support of this public service campaign.

Sincerely,



Misha Q.  
Public Information Coordinator



## Party and Wall

We hope that you will help us communicate our messages of hope and life-changing possibilities to those battling alcoholism by airing these PSAs as soon and as often as possible. **These PSAs have no end date for use.**



**"Party" (:60)**

**MUSIC UP AND UNDER**

**NARRATOR:** *Alcoholics Anonymous. We're here to help.*

**WOMAN:** *We're about to start the meeting. Welcome to anyone new.*

**NARRATOR:** *For more information, visit AA.org and download the Meeting Guide app.*

**FADE SOUND AND PICTURE OUT**

### "Wall" (:60)

#### **MUSIC UP AND UNDER**

**NARRATOR:** *If alcohol builds a wall around you that doesn't let you see where you're going, that keeps you feeling isolated and alone, that makes you feel hopeless, know this. We're here to help if you want us to. It's never too early - or too late - to ask for help with a drinking problem. Alcoholics Anonymous. There is a way out. For more information visit AA.org and download the Meeting Guide app.*

#### **FADE SOUND AND PICTURE OUT**

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/aa/>

### **NO END DATE FOR USE**

Party (:60, :30, :15)

Wall (:60, :30, :15)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at [stthomas@c360m.com](mailto:stthomas@c360m.com) or by phone at (212) 624-9187.

# 501(c)(3) Certificate:



U. S. TREASURY DEPARTMENT  
INTERNAL REVENUE SERVICE  
WASHINGTON 25, D. C.

AUG 21 1963

IN REPLY REFER TO  
TIR:EO: 2  
TBC

Alcoholics Anonymous World Services,  
Inc.  
305 East 45th Street  
New York 17, New York

Gentlemen:

PURPOSE	
Charitable	
ADDRESS INQUIRIES & FILE RETURNS WITH DISTRICT DIRECTOR OF INTERNAL REVENUE	
Manhattan, New York	
FORM 990-A REQUIRED	ACCOUNTING PERIOD ENDING
<input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	December 31

Based upon the evidence submitted, it is held that you are exempt from Federal income tax as an organization described in section 501(c)(3) of the Internal Revenue Code, as it is shown that you are organized and operated exclusively for the purpose shown above. Any questions concerning excise, employment or other Federal taxes should be submitted to your District Director.

You are not required to file Federal income tax returns so long as you retain an exempt status, unless you are subject to the tax on unrelated business income imposed by section 511 of the Code and are required to file Form 990-T for the purpose of reporting unrelated business taxable income. Any changes in your organization's character, purposes or method of operation should be reported immediately to your District Director for consideration of their effect upon your exempt status. You should also report any change in your name or address. Your liability for filing the annual information return, Form 990-A, is set forth above. That return, if required, must be filed after the close of your annual accounting period indicated above.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of sections 2055, 2106 and 2522 of the Code.

You are not liable for the taxes imposed under the Federal Insurance Contributions Act (social security taxes) unless you file a waiver of exemption certificate as provided in such act. You are not liable for the tax imposed under the Federal Unemployment Tax Act. Inquiries about the waiver of exemption certificate for social security taxes should be addressed to your District Director.

Your District Director is being advised of this action.

Very truly yours,

*J. F. Worley*  
Chief, Exempt Organizations Branch



FORM 6977 (REV. 5-62)

Alcoholics  
Anonymous®

[www.AA.org](http://www.AA.org)