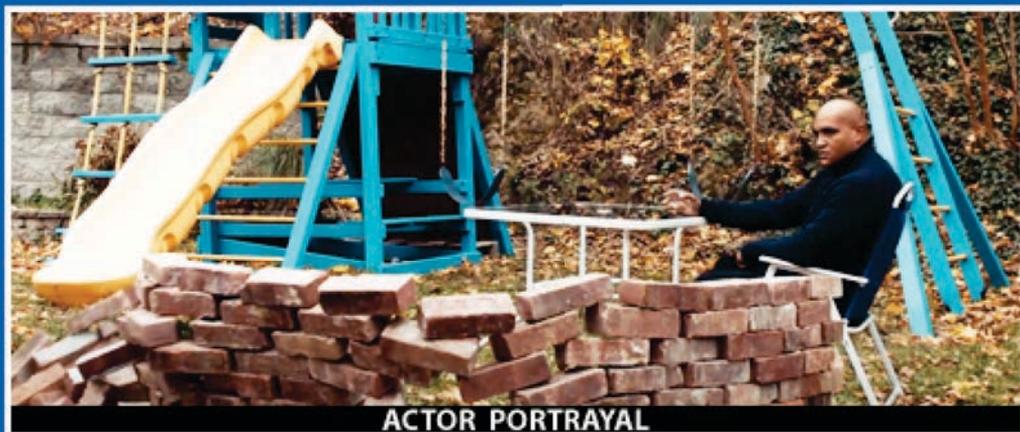


Alcoholics Anonymous[®]



ACTOR PORTRAYAL



ACTOR PORTRAYAL

**ALCOHOLICS ANONYMOUS
A PUBLIC SERVICE CAMPAIGN**

Alcoholics Anonymous®

For over 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

WHAT IS A.A.?

PRESS AND MEDIA

Dear Public Service Director,

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 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: sthas@connect360.com).

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

Sincerely,



Kelley C.
Public Information Coordinator

Alcoholics Anonymous PSAs

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.**



TV PSA SCRIPTS

"Wall" (:30)

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

TV PSA SCRIPTS

"Doors" (:60)

MUSIC UP AND UNDER

MARK: My name's Mark, I'm an alcoholic.

DOROTHY: Dorothy T., and I am an alcoholic.

JUSTIN: For so long alcoholic had sort of been there for me to sort of see me through social situations.

VICTORIA: Drinking was more important than anything else.

DOROTHY: My journey in AA started years ago when I reached the outside limits of my desperation.

VICTORIA: I really wanted to quit drinking I just couldn't stop on my own. And you know I remember when I woke up on the day that I got sober I felt something inside of me tell me that I could go to AA.

JUSTIN: These people, you know just gathered around me; that was the Fellowship in action in my life.

DANIELLE: The moral of my story today is that AA has never let me down. Ever.

VICTORIA: If I carry any sort of message with my story it's that, you know, keep coming back and that this thing does work.

NARRATOR: If you have a problem with alcohol, contact A.A. It works.

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

Wall (:30)

Doors (:60)

Are You Risking Your Job? (:30)

Are You Putting Your Family At Risk? (:30)

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

501(c)(3) Certificate:



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

IN REPLY REFER TO
TIREO: 2
TBC

AUG 21 1963

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 990A, 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. Warley
Chief, Exempt Organizations Branch



FORM 6977 (REV. 5-62)

**Alcoholics
Anonymous®**

www.AA.org