



To: Potential Supporters of “The Women of True Grit” Broadcast Vignette Series  
Fr: Sharon M. Tinsley, President  
Dt: May 27, 2021

We are excited that you might provide financial support for a series of vignettes, similar to public service announcements, to air on Alabama radio and television stations. We would lift female voices and tell their stories through our Public Education Partnership (PEP) program. Stations across the state air announcements through the PEP program as a way of supporting important causes, non-profit and government entities and the Alabama Broadcasters Association (ABA).

The ABA is prepared to assist with creative production, distribution of the spot announcements and reporting to the sponsor or assigned agent on a monthly basis. Reports include a list of all radio and television stations airing the spots, their formats or affiliations, the number of spots aired by each and the value of this airtime. In addition, the ABA is equipped to provide digital distribution of the announcements and display ads through the Google Ad Network, including YouTube.

The spot announcements must include sponsorship identification. In this way, your organization can/will be recognized each time an announcement airs across Alabama through the PEP program. An announcement would be tagged, “Sponsored by (your company/foundation), The Women of True Grit, the Alabama Broadcasters Association and this station.”

Numerous state government agencies trust the ABA’s PEP program to raise awareness and encourage people to take action on a variety of issues each year. The Alabama Departments of Labor, Transportation, Human Resources, Education, Veterans Affairs and the Alabama National Guard are in the program in 2021. They have all been long time clients.

We look forward to providing more information or answering any questions you might have.

A handwritten signature in black ink that reads 'Sharon M. Tinsley'.