

To: Alabama Radio and TV Stations
Fr: Sharon Tinsley, President
Re: Alabama PALS PEP campaign
Dt: July 26, 2010

Alabama PALS (People Against a Littered State) is once again utilizing the ABA's PEP (Public Education Program). You might remember that their radio and TV spot features Alabama native and *American Idol* celebrity Taylor Hicks. Taylor encourages fellow citizens to join organized efforts to clean up our state. Please begin airing these spots **as quickly as possible** and continue through October 31, 2010.

With the economy down, we've had a tough time finding non profits and government agencies with funding to run PEP campaigns. Your very generous airing of PEP spots helps us promote and grow the program.

PEP funds support ABA initiatives like the four sales seminars we conducted throughout the state in July. Over 160 sellers came to the training sessions. We hope to bring you Traffic seminars later this year. Please watch emails and the ABA website at www.al-ba.com to learn more as information becomes available.

At this time, you should have the following spots in rotation:

Alabama Army National Guard (several spots to choose from)
Alabama State Bar "Foreclosure"
Alabama DHR "Adoption/Foster Care"
Alabama PALS "Taylor Hicks"

If you have any questions, please contact Cindi McGee at the ABA office at cmcgee@al-ba.com or 800-211-5189.