



To: Alabama Radio Stations
Fr: Sharon Tinsley, President
Re: New :30 US Coast Guard radio spots
Dt: December 1, 2009

Thank you so much for having added the US Coast Guard back to your ABA PEP rotation in mid-September. At that time, we told you we had requested :30 spots from them. Their original distribution to us only included :60s. We know it's hard to squeeze those in!!!

We're very pleased to send you the enclosed :30 spot and ask that you get it on the air as soon as possible. There are three versions on the CD. There's a generic US Coast Guard spot, a special spot for the US Coast Guard Reserve and a Spanish version of the Reserve spot.

It's very important that the Reserve spot air from Montgomery to the Coast. This is the Reserve territory in Alabama. The more generic spot is good for the entire state. In addition, the original :60 spots included one tagged for the Mobile Bay area. Please continue to air that spot when possible in the Mobile and Baldwin county areas.

The current kill date on the Coast Guard spots is January 15. Hopefully, we'll know if they plan to extend their contract with us prior to that date.

Please call or email Cindi McGee with any questions: cmcgee@al-ba.com or 800-211-5189. Thank you so much for your support of the ABA PEP program!

ISCI Codes for Radio only

USCGR091075	Born to/Brand/Female/English/Alabama	:30
USCGR091111	Born to/Reserve/Female/English/Alabama	:30
USCGR091143	Born to/Reserve/Female/Spanish/Alabama	:30