

To: Alabama Radio and Television Stations
Fr: Sharon Tinsley, President
Re: **Alabama Department of Human Resources (DHR) Adoption/Foster Care PEP**
Dt: April 29, 2010

The Alabama Department of Human Resources is sponsoring a very timely new PEP campaign which features adopted and foster care children and families from across Alabama. With Russian adoptions in the headlines, it's a wonderful opportunity to remind Alabamians that there are many children in our own state who need homes.

You might recognize one couple. They are in a spot for the Alabama Organ Donation Center. Their young daughter died a few years back and they have since adopted two lovely girls.

Please begin airing these spots as quickly as possible (our contract begins 5/1/10) and continue until Sunday, October 31, 2010. Because it runs deep into the election cycle, please try to get as many on the air as possible in these next few months so we may meet our guarantee to the client. If you have any questions, please contact Cindi McGee at the ABA office at cmcgee@al-ba.com or 800-211-5189.

AL DHR Adoption/Foster Care :30

Air dates: May 1, 2010-October 31, 2010