



To: Alabama Radio and Television Stations  
Fr: Sharon Tinsley, President  
Re: Alabama Bicentennial Commission – NEW “Alabama Legacy” Spots  
Dt: April 1, 2018

We have a new round of Bicentennial “Legacy” spots for you! As a reminder, celebrations and education about the state’s history began in 2017 and will last until the end of 2019. We are substituting in new spots quarterly to keep it fresh!

This round of three spots features two amazing women and a fantastic musician!

:30 Ruby Pickens Tartt was one of the foremost chroniclers of folklore, folk music and narratives of African Americans in rural Alabama. She helped to fill the manuscript and music collection of the Library of Congress. She was inducted into the Alabama Women’s Hall of Fame in 1980

:60 Harper Lee is the author of one of the most widely read books in American literature, *To Kill a Mockingbird*. She won the Pulitzer Prize in 1961 for the book which largely drew from her own experiences in her small hometown of Monroeville. Harper Lee received the Presidential Medal of Freedom in 2007 and was presented with the National Medal of Arts in 2010.

:30 Erskine Hawkins, a Birmingham native, was a prominent African American trumpeter, band leader and composer during the “big band” era of the 1930s and ‘40s. His band was very popular dance in New York City. He recorded “Tuxedo Junction” with his band. Hawkins was inducted into the Alabama Music and Alabama Jazz Halls of Fame.

There are additional radio and TV spots available that might be of greater interest in your community. Check the back of this page for information on how to get to those!

If you have any questions, please contact Niki Thomas at the ABA office at [nthomas@al-ba.com](mailto:nthomas@al-ba.com) or 800-211-5189.

**April 1 – UFN**

		<b>Radio ISCI</b>	<b>TV ISCI</b>
<b>Ruby Pickens Tartt</b>	<b>:30</b>	<b>ABCR3012</b>	<b>ABCT3012</b>
<b>Harper Lee</b>	<b>:60</b>	<b>ABCR6007</b>	<b>ABCT6007</b>
<b>Erskine Hawkins</b>	<b>:30</b>	<b>ABCR3013</b>	<b>ABCT3013</b>

**Thank you for airing and reporting PEP spots!!!**

## **Additional Bicentennial “Alabama Legacy” Spots**

In addition to the Bicentennial spots the ABA is sending you every three months, there are more “Legacy Moments” radio and TV spots available.

At the link below, they are divided into Radio and TV folders where you will find subfolders for geographic regions of the state.

We are not assigning ISCI codes to the extra spots. If you use any of these additional spots, please label them with LM and the title of the spot. For instance, “LM: William Rufus King” or “LM: Tuscaloosa.”

Feel free to substitute any of the additional spots for the four we have sent you. Just be sure to label the spots in a way we can identify them for the Bicentennial Committee. We must provide proof of performance in the PEP program.

Contact Niki or Sharon with questions.

<https://www.dropbox.com/sh/ucs4c79rau5rcgx/AACn3illJJU4LcfSt-AI04Ra?dl=0>