



To: Alabama Radio and Television Stations
Fr: Sharon Tinsley, President, Alabama Broadcasters Association
Re: NEW AL DHR Campaign for Adult Protective Services – Elder Abuse
Dt: September 21, 2018

AL DHR is launching a brand new campaign aimed at protecting the elderly population in our state. There are two :30 TV spots and one :30 radio spot that give examples of elderly persons being abused or abandoned by family or care givers. The spots provide a 1-800 number where people can report suspected abuse.

Please begin airing these spots October 1 and continue through September 30, 2018. It's very possible the campaign will be renewed at that time for another three months. We will let you know ASAP!

If you have any questions, please contact Niki Thomas at the ABA office at nthomas@al-ba.com or 205-982-5001.

DHR-Elder Abuse	TV	:30	APST3001
DHR-Elder Abuse	TV	:30	APST3002
DHR-Elder Abuse	Radio	:30	APSR3001