



To: Alabama Radio and Television Stations
Fr: Sharon Tinsley, President, Alabama Broadcasters Association
Re: NEW AL DHR spots featuring Coach Gus Malzhan
Dt: June 1, 2018

These new spots, one :30 for radio and one :30 for TV, both feature Auburn University head football coach Gus Malzhan. These spots replace the Jay Jacobs DHR spots.

Because Alabama stations air DHR PEP spots, the agency receives more than 100 inquiries each year from families willing to “open their hearts and open their homes” to children in need. Thank you!!!

Please begin airing these spots as quickly as possible and continue until further notice. If you have any questions, please contact Niki Thomas at the ABA office at nthomas@al-ba.com or 800-211-5189.

TV	DHR-Malzhan	:30	DHRT3004
Radio	DHR-Malzhan	:30	DHRR3005

Please begin airing immediately and
continue until further notice.