



To: Alabama Radio and Television Stations
Fr: Sharon Tinsley, President, Alabama Broadcasters Association
Re: NEW AL DHR spots featuring Coach Nick Saban
Dt: May 26, 2017

After many years, we have new radio AND television spots at the same time from Alabama DHR.

These new spots, one :30 for radio and one :30 for TV, both feature University of Alabama Head Football Coach Nick Saban. Coach Saban and his wife Terry have their own foundation that serves children. So, it's a natural fit that he would talk about the need for adoptive and/or foster parents.

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.

DHR-Saban :30 DHRT3002
DHR-Saban :30 DHRR3003

Please begin airing immediately and
continue until further notice.