



To: Alabama TV and Radio Stations  
Fr: Sharon Tinsley, President, Alabama Broadcasters Association  
Re: **Alabama Department of Veterans Affairs launches a PEP campaign!**  
Dt: December 9, 2020

We normally send you new spots at the beginning or middle of the month. Forgive us for sending this at an “in between time”. But it is critical that we get these spots on the air before any more time passes in December. The Department of Veterans Affairs funding requires that happens. So, thank you for your help!

Alabama has a strong military presence and military service often crosses many generations of our families. As a result, there are thousands and thousands of veterans living across the state. This campaign is designed to inform those veterans where they can go to learn about any benefits they may have earned and receive services such as counseling and assistance with home loans. Thank you for helping us to help them!

Contact Niki Thomas at 205-982-5001 or [nthomas@al-ba.com](mailto:nthomas@al-ba.com) with questions.

**AL Department of Veterans Affairs  
“Accessing VA Services”  
Air dates:  
December 10, 2020 - March 10, 2021**

**TV**

**VA Generic Services 30 TV ISCI: VAAL2201**

**Radio**

**VA Generic Services 30R ISCI: VAAL1201**

**VA County Services 30R ISCI: VAAL1202**