



To: Alabama Radio and Television Stations
Fr: Sharon Tinsley, President, Alabama Broadcasters Association
Re: Employment First PEP campaign for Persons with Disabilities
Dt: August 30, 2021

The Alabama Developmental Disabilities Network is launching a Covid-19 vaccination PEP campaign for persons with disabilities because they are at higher risk for exposure and serious illness than the general population. This messaging encourages them to get vaccinated.

These radio and television spots remind them that if they live in a care facility or rely on close contact with their caregivers, their risk of exposure to Covid-19 is greater. In addition, persons with disabilities are more likely to have other complicating health risks like diabetes or heart disease.

Please air these spots September 1 through November 30, 2021. If you have any questions, please contact Niki Thomas at the ABA office at nthomas@al-ba.com or 800-211-5189.

Thank you!

ADDN Covid-19

ISCI Code

Radio: Persons w Disabilities C19vax 30R

ADDN1201

TV: Persons w Disabilities C19Vax 30 TV

ADDN2201