

Sample cover letter/email to send to television and radio stations

(Attach PSA file to your email. Script included below. Letter may be modified to suit individual needs.)

Dear [Public Affairs Director]:

Some of your [viewers/listeners] carry a heavy problem—their weight. They may have a real sickness that cannot be solved by another diet or a little more willpower. They may have the disease of compulsive eating—a painful, compulsive drive to abuse food as a solution to personal problems. Overeaters Anonymous was created to help those who suffer, and now we need your help.

OA does not sell its own food or require members to adhere to any specific diet. OA does not charge dues or fees, and it accepts contributions only from its members. Because of this, many people are able to receive help from OA. But this also means we do not have an advertising budget. We appeal to you to help us spread the word about OA.

Please visit the Podcasts page on oa.org and scroll down to the “PSA” section to view and hear two brief public service announcements. Attached you will find files of our professionally produced PSAs in 15-, 30-, and 60-second spots. We ask that you run these public service announcements on your station. Also included for your convenience is a copy of the 60-second version’s script. If possible, please let us know when the spots will run.

OA was founded in 1960 and operates by the Twelve Steps and Twelve Traditions, similar to the program of Alcoholics Anonymous. There are currently more than 6,000 OA meetings worldwide, and [number] groups meeting locally. To see the OA press kit, please visit oa.org/media-press-kit.

Modern pressures drive some people to compulsively overeat, under-eat, overexercise, or purge. Most suffer a self-doubt that plagues their livelihoods, their social lives, and their relationships. Won’t you help us to help them?

Thank you.

[Member’s name] *(full name not to be published)*

[phone]

[email]

Radio PSA transcript: “Start Living the Life You Deserve”

60 seconds (also available in 15- and 30-second formats). Listen on the Podcasts page at oa.org under “PSA.”

ANONYMOUS 1: “I knew I had a problem, but I didn’t know what to do about it.”

ANONYMOUS 2: “I tried counting calories, I took pills...”

ANONYMOUS 3: “Eating, and eating, and then... more eating...”

ANONYMOUS 4: “You see... I really *wanted* to stop... but nothing could...
make me stop.”

ANONYMOUS 1: “At one point, it was so bad that, I just... felt like giving up.”

ANONYMOUS 2: “I felt... so alone...”

ANONYMOUS 3: “Like nobody else could possibly understand.”

ANNOUNCER: We understand. We’re Overeaters Anonymous and we have helped thousands of people just like you. People who want to stop their compulsive eating and start living a healthy, rewarding life.

ANONYMOUS 4: “Overeaters Anonymous helped me get my life back.”

ANONYMOUS 1: “Now, I eat in a way that’s healthy and good for me.”

ANONYMOUS 2: “I never realized what I was... missing out on.”

ANONYMOUS 3: “With OA, I am living again... and loving it!”

ANNOUNCER: Start living the life you deserve with help from Overeaters Anonymous. Find us on the internet at oa.org.

OA Board-approved.

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