

Al-Anon PSAs: Frequently Asked Questions

The World Service Office (WSO) often receives inquiries from members regarding the visibility of Al-Anon's public service announcements (PSAs) and how they can help share them locally.

Why Haven't I Seen the PSAs in My Area?

Al-Anon PSAs are distributed to over 22,000 Nielsen-tracked commercial television and radio stations across the United States and Canada. Our media vendor sends them electronically and follows up with emails and phone calls to encourage stations to air them.

However, it is critical to understand that stations receive hundreds of PSAs for free airplay and are not obligated to broadcast any specific one. While we make every effort to ensure that the AlAnon message appeals to a wide audience, the decision to air a PSA ultimately rests with each station.

How Can I Help?

You can participate in PSA outreach by:

- Sharing PSAs from the WSO **YouTube channel** or **al-anon.org** to their social media network.
- Reaching out to local non-commercial media outlets such as college and university stations and local cable TV channels.

What's New in 2025?

Commented [SP1]: You can participate...

The 2025–2026 PSA campaign, titled *Questions*, is available in English, French, and Spanish and will be running through March 2026.

To date, there have been over 4,700 airplays in the United States and 2,400 in Canada, reaching more than 1.1 billion impressions across both markets.

To learn more about public outreach initiatives and how to get involved, please contact your Area Public Outreach Coordinator.