

***Sample cover letter/email to send to radio stations:
(Attach PSA file to your email. Script included below. Letter may be modified to suit individual needs.)***

Dear Mr./Ms. [Public Affairs Director]:

Some of your listeners carry a heavy problem: their weight. They may have a real sickness—the disease of compulsive eating—that cannot be solved by another diet or a little more willpower. People who compulsively overeat, undereat, over-exercise, or purge suffer a self-doubt that plagues their working lives and their relationships. Overeaters Anonymous was created to help those who suffer, and now we need your help.

Attached you will find a file of OA’s professionally produced 60-second Public Service Announcement. Included for your convenience is a copy of the script: “Start Living the Life You Deserve.” This PSA was created to help listeners learn more about the disease of compulsive eating, regardless of individual eating problems. Recovery is open to everyone through the OA program. We ask that you broadcast this PSA on your station and pass it on to other stations (if possible, please let us know when the spots will air).

OA is a nonprofit organization based on the Twelve Steps, similar to the program of Alcoholics Anonymous. 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.

To learn more about Overeaters Anonymous, please visit oa.org.
Thank you for your support.

[Member’s name]
(full name not to be publicized)
[phone]
[email]

Overeaters Anonymous Radio PSA: “Start Living the Life You Deserve”

60 seconds. Listen at oa.org/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 Web at oa.org.

