

LETTER TO ACCOMPANY RADIO SPOTS

(It is best if you can meet with the radio staff to speak about radio spots. If you cannot do that for some reason, here is a letter you can tailor to your needs and send the PSA's. Make sure you follow-up with the phone call as promised)

(on letterhead)

Date

Dear Public Service Director: (try to make it personal if you can by using the name of the public service director)

I am writing to you with an urgent request from (Agency Name). We are in dire need of loving Treatment Foster Parents and we are hoping you will help us spread the word!

The number of children needing foster parents is rising dramatically and we need caring parents to come forward to help these abused and neglected children. We provide special training, support, reimbursement and treatment planning for "Treatment Foster Parents" to help children who are troubled or need extra help.

Attached is a public service announcement for your consideration. We would very much appreciate all the help you can offer with taping and providing air time for our PSA, or one with a similar message. If you have ideas about how your station (or list the name of the station) can help recruit foster parents, I would love to hear them! I will be following up this letter in a few days with a telephone call.

On behalf of the children we serve, I thank you for your help. Please don't hesitate to call me directly at (list phone and email) if you have ideas or questions. I look forward to talking with you!

Sincerely,

Name

Title

Agency