

PRESENTING AA TELEVISION COMMUNITY SERVICE ANNOUNCEMENTS TO AUSTRALIAN TELEVISION STATIONS

Purpose

The goal of this guideline is to provide information on how to identify and present AA conference-approved, Television Community Service Announcements to television broadcasters in Australia based on the experience of a PI committee in an Australian Capital city.

Suggested Procedures

GETTING STARTED

1. **Be informed** – Access the AA service web site, attend Public Information workshops/forums and Traditions meetings in your District / Area and read the relevant AA literature:
 - Refer to the Public Information Workbook “Radio and Television Community Service Announcements – CSAs” (page 41)
 - Refer to the “Public Information and Co-operation with the Professional Community” AA Guideline No GL-07 in the Australian AA Service Manual. Also available online at; <http://www.aaservice.org.au/members/AAGuidelines>
2. **Form a committee**, focus on the primary purpose, make a plan, who, how, when?
3. **Consult widely** with others, identify the existing AA PI experience, District / Area/ CSO/ National office - stay within the AA structure:
 - Seek support for your plan from District committee and Area Assembly (may include financial support for the purchase or production of TV-Community Service Announcements from the National Office of Alcoholics Anonymous).
 - Find out if any other AA TV CSAs have been aired recently or are planned to be aired in your area.
4. **Review available CSA's**: The National Office of Alcoholics Anonymous has a number of existing Australian content TV-CSA's available for purchase.

APPROACH TV STATIONS / ORGANISATIONS

1. **Contact the TV broadcasters** in your area, and identify the appropriate person to speak to within the organisation; most broadcasters have a specific role allocated to Community Service Announcements.
2. **Establish the specific production Format** required by each broadcaster, technologies are constantly being updated and may include,
 - Digital Betacam
 - Betacam SP
3. **Select appropriate length.** Australian AA TV – CSA are produced in 15 second, 30 second, or 60 second durations, find out the preference of the broadcaster (experience suggests 30 second segments may be preferable).

PURCHASE EXISTING AUSTRALIAN CSA

The National Office of Alcoholics Anonymous has a number of existing Australian content TV-CSA's available for purchase.

1. **Purchase.** Having identified the appropriate specific current format requirements, arrangements can then be made with the National Office of Alcoholics Anonymous for the relevant format to be *purchased* or produced.
2. **Identify the Key number.** Each AA TV-CSA has an identifying *Key number* it is important to identify the Key number and supply this identifier to broadcasters. Example: (Alcoholics Anonymous 'Force of Nature' Key Number: PRSP8052WTB30) These key numbers are usually codes that include the Production House name, Production date, Clients name, Commercial Title and Length
3. **Current Terminology**
 - *TV Commercials* - This is the general description used by Production Houses, TV Stations etc to describe the material on a file/disk/tape that is ready to be aired by a TV Station.
 - *Community Service Announcements* – This is the description often given by TV Stations for TV Commercials being aired at no expense to Not for Profit Organisations
 - *Community File* – is the terminology used by TV Stations for their free 'Date Claimer Announcements'

PRODUCING A NEW AUSTRALIAN AA-TV COMMUNITY SERVICE ANNOUNCEMENT BY ACCESSING INTERNATIONAL AA-TV COMMUNITY SERVICE ANNOUNCEMENTS

Starting From Scratch

This Guideline outlines the procedures for accessing, re-editing and classification of an existing International AA "TV-Community Service Commercial", for broadcasting in Australia.

1. **Accessing overseas AA TV community service commercials.**

English language AA TV and Radio Service Commercials that have been broadcast in the USA and UK can be viewed on their websites, follow the 'Media' and 'Public Service Announcements' links e.g.:

US/Canada at: <http://www.aa.org/lang/en/subpage.cfm?page=42>

UK at <http://www.alcoholics-anonymous.org.uk/newcomer/videoh.shtml>

2. **Select** a specific international AA TV CSA.

3. **Seek assistance** from the National Office of Alcoholics Anonymous to obtain:

- Approval from the World Service Office of Alcoholics Anonymous for the use of the International AA TV–CSA in Australia, and
- A master copy of the specific International TV AA–CSA from World Service office of Alcoholics Anonymous.

4. **Convert to local format**

A number of procedures need to be followed to enable the re-editing of a TV commercial for Australian broadcasting. The format of the original International master copy will need to be *converted into a format* that an Australian television production company can use for re-editing and voice over. For example; the 'Force of Nature' master copy received from the USA was in 'NTSC DigiBeta Master' format and needed to be converted to PAL DigiBeta format prior to the Australian re-editing. (There are a number of Specialist Companies that can do this work)

5. **Re-editing**

- A Television production company will then need to re-edit and add **Australian voice-over** to the converted AA TV-CSA into 15 second, 30 second and 60 second segments and produce a master copy.
- The Australian AA website (www.aa.org.au) address should also be added.

6. Classification

- The Classification and the issuing of a Free to Air CAD number of the re-edited Australian commercial must be obtained on completion. (Application and Classification may be obtained by the TV production company undertaking the re-editing) CAD cannot issue a CAD Number or provide final classification advice until a commercial is submitted in final form along with all the relevant documentation See www.freetv.com.au

7. Approval and Distribution

- The completed re-edited, classified, Australian TV-CSA master copy then becomes the property of the National Office of Alcoholics Anonymous.
- Copies of the re-edited, classified, Australian TV-CSA can then be purchased through the National Office of Alcoholics Anonymous in the appropriate format required by broadcasters. (See above '2. Purchasing existing Australian CSA'.)
- In some circumstances, the National Office of Alcoholics Anonymous may initiate and complete the entire process itself.

8. Digital distribution and Other Production Options

- Digital distribution of AA TV CSAs to TV stations and networks from a remote third party supplier (usually the re-editing production company) has also been used successfully rather than a cassette delivery approach. However, this may include some cost to the receiving broadcaster. Care should be taken in supplying the broadcaster with correct Identification Key Number of the AA TV CSA if pursuing this option.
- There are alternative processes to produce and/or have AA TV CSAs broadcast. PI committees can produce their own CSA's. These then need to be subsequently 'approved by the *General Service Conference of AA in Australia*'. Once approved they can be classified by Free TV and be aired on TV stations and networks following the procedure above.