

Assisi Pilgrimage: Walking in Faith With Francis and Clare
Viewer Call-In Campaign Phone & Email Advisory

- 1.) Your support and voice is necessary to be heard by the Director of Programming at your local ABC-TV station in order for *Assisi Pilgrimage* to be to aired in your market;
- 2.) The programming window is just 8 weeks --September 14-November 8;
- 3.) *Assisi Pilgrimage* is part of an interfaith public service series called "Faith & Values;"
- 4.) Below is a list of the ABC-TV affiliates in each of the 50 states, listing the address, phone number, website and email address, where available;
- 5.) If you are calling your local station, tell the operator that you wish to leave a message for the programming department;
- 6.) If you are asked what the purpose of your call is, state that you are a longtime ABC-TV viewer and you are calling to encourage the station to program *Assisi Pilgrimage* as part of their "Faith & Values" series;
- 7.) Be prepared for the fact that the station operator may have never heard of either the Faith & Values series or "*Assisi Pilgrimage*;"
- 8.) Suggested Phone Script:

Hello, my name is (NAME) and I am a longtime viewer of ABC-TV.

I'm calling today to suggest that the programming department consider airing the one-hour documentary "Assisi Pilgrimage" as part of the "Faith & Values" series.

I understand that there is only an 8-week window of time -- September 14-November 8 in which to air this program so I am hoping that you will quickly make a decision.

Thank you.
- 9.) If you wish to send an email, more than half of the stations listed give you an option to send an email directly to their management; just simply click on the word "email;"
- 10.) Where there is no email button, go to the station website by clicking on "website" and go to the "Contact Us" or "About Us" button which will give you the option of leaving a message for the programming department or viewer comment line by email;

11.) Here is some suggested text for your email:

Hello, my name is (NAME) and I am a longtime viewer of ABC-TV.

I'm emailing you today to suggest that the programming department consider airing the one-hour documentary "Assisi Pilgrimage" as part of the "Faith & Values" series.

I understand that there is only an 8-week window of time -- September 14-November 8 -- in which to air this program so I am hoping that you will quickly make a decision.

Thank you.

12.) Thank you for your support!

Franciscan Communications
Saint Anthony Messenger

