

Libera  
8 Suburban Court  
Morgantown, WV 26505



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PUBLIC SERVICE ANNOUNCEMENT

Start date: <August 1, 2024>  
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LIBERA LISTENING GROUPS HELP WOMEN AND TEEN GIRLS FIND FREEDOM

Reading time: <Approx. 30 seconds>

The West Virginia state motto is Mon-tan-ee  
Sem-per Lee-bare-ee...which translates to Mountaineers  
are always free.

But did you know that many women face societal  
pressures that restrict their personal freedoms?

Lee-bare-uh aims to help women and teen girls find  
the freedom they deserve through Lee-bare-uh listening  
groups.

-MORE-

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These groups are led by trained mentors who help West Virginia women and teen girls identify the barriers in their lives.

To join a Lee-bare-uh listening group...call area code 304...319-0970. Again... that's 319-0970.

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PSA Distribution Strategy:

I would distribute this PSA to WVAQ. I chose WVAQ because its audience is in North Central West Virginia. Libera's audience is in North Central West Virginia and its first office is in Morgantown. This PSA could also help Libera gain awareness in other West Virginia counties, as it is a strategic goal of Libera to help its audience in every county in West Virginia.