

**PUBLIC OUTREACH REPORT
FALL ASSEMBLY 2015
OCTOBER 3-6 2015**

Hello North Florida:

I want to thank all of you for all that you do. I had no idea how many Public Outreach Projects were going on at any one time in North Florida before I became you POC (Public Outreach Coordinator). I really appreciate you keeping me in the loop!

We have an Area Public Outreach Project which is being recommended to this Assembly. I am very hopeful that "Cover North Florida" will become an active project which we can move forward with. It has been a learning experience to watch the process of a work group that formed an idea. Then a thought force that expanded our knowledge. Then a task force that put it all together and presented a project.

Now we are a work group - looking for an Area Project for 2016. We have a couple of ideas - but we would like to hear your ideas too. Please ask anyone and everyone to send their ideas to me at PublicOutreach@AFGArea9.org.

Now I'm going to do something a little different.

WSO has sent a request for participation in a thank you campaign for those stations (radio and TV) that have aired Al-Anon PSA's.

In order to facilitate North Florida's participation, I have created bags for each AISL and our Spanish Coordinator.

These bags have the lists of stations that received PSA's and the lists of stations that played PSA's. They also contain Thank You cards and Blank note cards in stamped envelopes. Please take these to your next District meeting. Share the message from WSO and ask your attendees to take time to send a thank you to a station that has aired our PSA or a request to air to a station that has not played our PSA.

I've also put a copy of my report, a copy of the lists, and a thank you in each Officer and Coordinators' basket along with a thank you note in a stamped envelope. Would each of you (Officers and Coordinators) try to find a minute to write a thank you. Then you can mail it yourself or give it to me and I'll mail it for you.

**Thanks for all you do. Participation is the key to harmony.
Freddie S.**

Dear AILS,

Please see the message below from WSO.

Thank you for making yourself available to perform valuable Public Outreach services for families and friends of alcoholics.

Please find four important lists attached to this message. The first two lists contain all of the TV and radio stations in your Area that have received the AI-Anon public service announcements (PSAs) from the World Service Office this year. The second two lists contain all of the TV stations in your Area that have played the AI-Anon PSAs during the first six months of the campaign.

We need your leadership to coordinate a thank-you project for all of the TV and radio stations that have already played the AI-Anon PSAs in your Area. It is very important for TV and radio stations to hear from their local customers. When stations feel their customers appreciate them for playing the AI-Anon PSAs, they tend to play them more frequently.

When you compare the lists from WSO, it is easy to see which stations have not yet played the AI-Anon PSAs. These are the stations that could use a special visit. By giving a copy of *AI-Anon Faces Alcoholism* magazine to the station manager or the person in charge of public service announcements, local AI-Anon members could let the TV station know about AI-Anon for the first time.

If members in the U.S. explain to the station manager that a recent Gallup poll shows as many as 36% of their audience suffered from someone else's alcoholism, they will begin to realize how meaningful the AI-Anon PSAs can be to their local community. And Canadians, according to the Centre for Addiction and Mental Health, drink more than 50 percent above the global average, so AI-Anon PSAs in their community are vital.

If AI-Anon members feel comfortable explaining how AI-Anon has helped them and their families, it could be a valuable message that leads the station to start playing AI-Anon PSAs for the first time.

By looking at the two lists, you might also realize that some of the popular stations in your Area have not been approached at all. Feel free to ask members to call on these stations as well.

If you have any questions about the attached report or what we have asked you to do, please contact Pat Quiggle or Beth Rodriguez at the World Service Office, [757-563-1600](tel:757-563-1600).

To share more information about conducting Public Outreach PSA campaigns, please ask members to visit the Members' Web site at www.ai-anon.org/members. Ask them to check out the service podcast/blog under "Individuals," and "Public outreach for individuals" to find "PSA Campaign Questions" among "Public Outreach Opportunities" at <http://ai-anon.org/members/MembersAndGroups/category/public-outreach>.

Also on the Members Web site, "The Best of Public Outreach" is a collection of how-to-do-it suggestions for conducting a variety of local Public Outreach projects. It is one of

the revolving graphics in the bottom left-hand corner on the home page. The link is <http://www.al-anon.org/members/pdf/bestofpublicoutreach.pdf>.

Thank you for everything you are willing to do for the friends and families of alcoholics!

Sincerely,

Pat [REDACTED]
Associate Director of Communications
Al-Anon Family Groups Headquarters, Inc.
1600 Corporate Landing Parkway
Virginia Beach, VA 23454-5617
 [\(757\) 563-1600 Ext. 1674](tel:(757)563-1600)
patrick@al-anon.org

I hope you will share this message at your next District Meeting.

In your bag - I have placed stamped envelopes with thank you cards and stamped envelopes with blank notes.

Please take these to your next District Meeting and pass them out to anyone who attends.

Then ask them to do one of two things:

If they got a thank you card, ask them to take a minute to write a thank you to a radio or TV station that has played our PSA.

If they got a blank note, ask them to write an appeal to a station that hasn't played our PSA and request they play the PSA.

Then ask them to address their envelopes, collect them and drop them in the mail.

Thanks for all that you do!

You continue to impress me on a daily basis.

Hugs, Freddie (PO Coordinator)

NORTH FLORIDA AREA 9
PROPOSED - PUBLIC OUTREACH PROJECT FOR 2015
COVER NORTH FLORIDA IN AL-ANON

The Public Outreach Work Group/Task Force and the Public Outreach Thought Force (May 2015) propose the following:

That the North Florida Area purchase thirteen table covers and thirteen retractable banners and distribute one of each to the thirteen districts in Area 9.

The total cost will be approximately \$3,347.36 (\$257.49 per district).

If you are a voting member at Assembly, we ask that you invite HP into the room and think of the good of Al-Anon and our Area as a whole. While the Banner and Table Cover may not please everyone the way we hope, we do believe it will benefit the majority of our Area and Al-Anon as a whole.

Purpose/Findings/Reasoning/Goal:

While we can't anticipate all questions and concerns, here are some of the things we considered.

- We hope to establish a consistent look for Al-Anon in North Florida in order to promote recognizability and advance our Al-Anon identity. The hope would be that a professional who attends conferences in multiple Districts will come to recognize the blue and yellow display as Al-Anon.
- We will look more professional in a professional setting. The table cover and banner are easier to transport and display than many of the displays we currently use. They are also smaller and require less storage space in most cases.
- To encourage pride, willingness, and enthusiasm in our volunteer pool. The more volunteers who are willing to participate, the more opportunities our Districts can take advantage of.
- WSO's most recent survey shows that the majority of newcomers are referred by professionals. Therefore, it is prudent and a sound investment to make our outreach to professionals more attractive.
- We get a price break when ordering the table covers in bulk. NOTE: They fit either a 6- or 8-foot table. There is Velcro to take up the slack on the smaller table. Table covers are machine washable and come with care instructions.
- The open banner measures 39" x 40" and closed it measures approx. 42" x 6" x 8". It has a user-friendly pull-up stand made of sturdy aluminum. It comes with a convenient black carrying bag to make traveling with the display easy. The tote bag features zipper construction and looped handles to secure the stand when it is not displayed.
- Some Districts were already trying to find ways to fund the purchase of a table cover and banner. By having the Area assume this expense, the majority of districts may then be able to use their individual public outreach funds for additional Public Outreach Projects.
- The content and layout of the banners and table covers were recommended by WSO; WSO approved the final versions you see in the photos. Please note that you may not request any changes to the content or layout of either the banner or table cover other than the following:
Each retractable banner will be customized for each district. Each district's banner can bear its telephone number, website, and QR code for that website. (QR code will be provided by our volunteer designer for districts that have not yet created one.)
- A couple of districts already have table covers and/or banners, which could be used as back-ups or spares. In the interest of consistency and recognizability, we want to ensure that all 13 Districts have the exact same banner and table cover. District 3 already has the banner and table cover; however, it has been using them for over a year and has loaned them out as well. The committee believes it is only fair that District 3 receives the same investment from the Area as the other twelve Districts.
- We hope any district not currently participating in health fairs and conferences will be encouraged to do so and/or find other ways to use these gifts.