

# Public Outreach Coordinator Report

## Fall AWSC, August 18 - 19, 2017

### Hello Panel 55

I'm happy to see you all.

I'd like to remind you all that September is National Recovery Month. Please be on the lookout for opportunities to use your Public Outreach table covers, banners, pens, and posters.

Nothing going on in your District? This could be an excellent time to hold an open Al-Anon meeting. See the article below from the August Group E-News.

## Show and Tell—Hosting an Open Public Outreach Meeting

Al-Anon groups have a history of hosting open public outreach meetings. It takes planning to send invitations to professionals and to make announcements in the local media that the general public is welcome to learn about our program. Open meetings give guests a chance to observe Al-Anon group meetings in action—to hear recovery stories, to learn about alcoholism as a family disease, and how Al-Anon helps us to recover.

- **When is a good time to host an open meeting?** September and October are ideal. People are back from vacation, and schools and colleges have resumed. Al-Anon can cooperate with events such as National Recovery Month in the US and Recovery Day in Canada and World Mental Health Day October 10<sup>th</sup> by hosting open public outreach meetings
- **Why reach out to professionals?** Forty-six percent of the members participating in the *Al-Anon 2015 Membership Survey* reported they attended their first meeting because a professional referred them to our program. Counselor and therapists in private practice, from treatment facilities, or community mental health agencies are looking for resources like Al-Anon, and so are health care professionals and educators.
- **Why reach out to the public?** Almost everyone knows someone affected by someone's drinking. They can let others know about our program. People who are curious about our program can learn about Al-Anon in an open environment.
- **Why invite staff from the facility where your group meets?** It's a way to publicly thank the organization for providing space for Al-Anon meetings.

For more information, refer to [The Open Al-Anon Meeting](#) Guideline (G-27)

I hope you were all able to make the deadline for ordering your 2018 AFAs. WSO shared the news that 191,275 Al-Anon Faces Alcoholism (AFA) 2018 first printing magazines were ordered by members. This is an 11 percent increase from the total number of *AFA 2017* first printing magazines ordered. *AFA* magazines are printed in August and shipped before September 1, 2017. Very shortly, there will be a lot of

information about Al-Anon distributed in local communities using the *AFA* magazine to carry our message of hope.

September is an excellent time to draw awareness to the importance of family recovery from a relative or friend's drinking and to Al-Anon and Alateen using *AFA* magazines to attract newcomers to our program. Al-Anon members can also cooperate with other entities by providing information about our program at National Recovery Month in the US and Recovery Day Canada activities. Hosting special Al-Anon Public Outreach open meetings is also very helpful.

Each issue of *Al-Anon Faces Alcoholism* magazine provides help and hope in print to families of alcoholics who do not know about our program. *AFA* magazines available in offices of therapists, doctors, spiritual leaders, Employee Assistance Program or Human Resources professionals can motivate patients or clients affected by a relative or friend's drinking to attend their first Al-Anon meeting. What a relief to know there are "others who understand as few others can..."

WSO has announced that a new Alateen PSA is available! If you would like a copy to broadcast on your local TV or radio station, please contact them at [wso@al-anon.org](mailto:wso@al-anon.org) attention: Alateen, or at (757) 563-1600 x1668.

I wanted to share the PSA report with all of you. As you can see below – it is pretty sad. Only two stations in North Florida have aired our PSAs. There are no Spanish stations in Florida airing our PSA's.

Portraits VI English Radio  
Report  
Posting Date: 7/16/2017  
Results Through:  
6/30/2017

Stations Reporting	
Airings	255
Broadcasts Reported	24,386
Average Broadcasts Per Station	96
Broadcast Audience Impression	123,632,100
Equivalent Dollar Value	\$1,536,318.00

STATION	CITY	STATE	MARKET	AIRINGS	AUDIENCE
WMEL AM	1300 Cocoa	FL	ORLANDO/DAYTONA_BCH/	65	13000
WJXL AM	1010 Jacksonville	FL	JACKSONVILLE-BRUNSWI	26	2600

Please consider writing a thank you to these two stations. Then please consider contactation your favorite station and asking them to play our PSA's.

My home group has a meeting on the Step, Tradition and Concept of the Month at the first meeting of the month. We had a great discussion about Concept 8 last week. Al-Anon Twelfth Step work should remain forever non-professional, but our service centers may employ special workers. Our meeting on Concept 8

was focusing on employing special workers and micro-managing. I only recently realized that even member with some time in Al-Anon don't see or understand the first part of this concept. We have trouble filling our positions at the group, district and sometimes the Area level. I hear all kinds of excuses. Some people can't get out and do the face to face meetings Public Outreach needs help with. However – some people can and choose not to. Some think we can hire special workers for that. The twelfth step is a part of our recovery just as much as all the other steps. You must give it away to keep it. You can't delegate someone else to do your twelfth step work and you can't hire someone to do it for you. Please consider volunteering at your District level and making Public Outreach a part of your twelfth step work.

I had the pleasure of Co-Chairing the Al-Anon portion of AA's Florida State Convention the last weekend in July. WOW! It was a true joy and pleasure. I was in awe when the Chairpeople were asked how many volunteers they needed each day. Number like 52 and 27 and 35 for Saturday and Sunday were coming up and I was amazed. It seemed like everyone was willing to help out and they all had fun. We even had a couple of unexpected volunteers help us during our hosting period in the hospitality room.

District 3 displayed all their Public Outreach Banners, the Legacy Banners, and the pictures of Lois and Ann. We received lots of compliments on our Banners and I connected with the Public Outreach Chair from South Florida. District 3's Literature Chairperson sold literature at the Convention and was able to connect with Treatment Center Leaders. We passed along lots of encouragement, strength, and hope. One of the best outcomes was from the District 3 AMIAS's. We held an open Alateen meeting and some closed meetings. This experience renewed the AMIAS's intent to strengthen and grow Alateen in District 3.

The Convention Committee meetings have been on Saturday mornings. Between them, District meetings and vacations – I have missed a lot of meetings at my home group. I have to share about the meeting I was able to attend after Assembly though. I was so proud to be one of them when I walked in and the Group Representative was explaining about AFA's and they were brainstorming on what they could do to help get them out! Of course – I was a little hurt that they didn't need me to remind them about Public Outreach.

I also want to thank all of you for your cooperation and help in having 3 great Public Outreach Projects during this panel. I had to call WSO right before Assembly. Now calling WSO is like getting up here in front of you at the microphone. Scary. I had Pat Q. on the phone and was timidly telling him who I was when he stopped me and said – Freddie, I know who you are. You guys are doing great things in Florida North. WOW! I still can't believe he and Claire know who I am.

You all have your pens and posters, right? Now I'd like to know if any of you have given any thought to how you plan to use these new tools. We'll start with ideas for using the pens. Any ideas for using the posters? I'll type your responses and we'll review them at Assembly.

Thanks again for everything each of you does to keep Public Outreach alive in North Florida.

**Yours In Service, Freddie**  
[publicoutreach@afgarea9.org](mailto:publicoutreach@afgarea9.org)