Public Outreach

Tradition 11

- Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, and TV. We need guard with special care the anonymity of all AA members.

Public Outreach Best Practices

1. Pick a project
   - Hold a Group Conscience to select the project.
   - Work with your District/Group to make sure there is no potential conflict.
   - Once you pick a project, stick with it. This is a long-term relationship.

- Concept 1: The ultimate responsibility and authority for Al-Anon world services belongs to the Al-Anon groups.

Ask for volunteers.

➢ The more people who are involved, the more likely it will be successful.
➢ Give everyone a role.

▶ Concept 4: Participation is the key to harmony.

Make a Plan.

Set a target date for putting your Public Outreach project into action. (Otherwise, you'll still be talking about the project this time next year!)

Decide if this is a weekly, monthly, quarterly or yearly commitment.

Concept 3: The right of decision makes effective leadership possible.

Make it easy for the next Public Outreach Officer

➢ Keep notes that can be passed along.
- Contact names, phone numbers, email and street addresses.
- Important dates, especially deadlines.
- A list of any materials that you used.

Concept 10: Service responsibility is balanced by carefully defined service authority and double-headed management is avoided.

Announce your Public Outreach project to your Groups

- Ask for feedback.
  - Do they think it is effective?
  - How can the project be better?

▶ Concept 9: Good personal leadership at all levels is a necessity.

Adopt a Doc

Pick	Pick literature to send to doctors and other healthcare professionals.
Keep	Keep a list of doctors
Set	Set a schedule to mail
Limit	Limit the literature that is sent.

PSA

- On the WSO website.
- Can be downloaded.
- Contact local TV and radio stations.
- Online discussion on Spotify and Pandora, but no info yet.

Events

- Virtual or In-Person?
- Issue of anonymity
- Cost
- Frequency

Online Meetings

- Promoting online meetings during COVID- 19
- Continuing online meetings after COVID-19