

## Hello Panel 55

I'm happy to report that we have a Area Public Outreach Project to consider. Hopefully you have all seen the Public Outreach Task Force Report and Proposal on our Area Website.

We are calling the Project "Covering North Florida in Al-Anon". We are proposing the purchase of a table cover and table top banner for each of the thirteen districts in North Florida. All the table covers would be the same. Each banner would be personalized for each district.



Since the newest WSO survey results show that the majority of newcomers found Al-Anon through professionals, we believe the proposed project is both relevant and timely. We hope that professionals attending conferences in different districts in Florida would come to recognize our tables from afar as a result of uniformity. We also

believe the table cover and banner would increase pride in the our volunteers. They look professional and appealing.

It has been educational to be a part of this process. We started as a work group. They sent me to Assembly with an idea and the AISL's became a work force which discussed the pro's and con's of the idea. The work force results went back to the work group which was now a task force.

The task force used knowledge based decision making and reviewed all the information available. They then choose the Area Outreach Project to present.

Once it was presented, we received suggestions to make changes. It was pointed out that WSO has a new tag line and we were asked to consider changing the wording on the table cover. We were receptive and even submitted the new wording to WSO for approval. Then we heard a minority voice. It's true that minorities have the right to be heard, but not the right to be right - however, sometimes they are. The Task Force readdressed the wording with the new information and decided unanimously to propose the original wording. The words Hope and Help are catchy and relay the message we are trying to convey. Strength and hope are not as pleasing to read or catchy. We often use AFA's at events where the table covers and banners would be used. Alcoholism is in the title. We prefer Alcoholic to Problem Drinker on the table cover. Alcoholic offers continuity and it turns out WSO gets better results with Alcoholic rather than problem drinker. And finally - the proposed wording on both the table cover and banner are approved by WSO.

Now the work group is looking at possibilities for the Area's 2016 Public Outreach Project. You are all invited to send me your suggestions. We will consider any and all suggestions. Please share.

As a reminder, don't forget to ask about discounts and consider the tax savings which might be available if you submit your project to the Area for consideration as a Special Public Outreach Project (SPOP). You have to submit funding for the project with your request, but if the Area approves the project and adopts it - they will deal with your vendor and use their tax exempt status to your advantage. The Special Public Outreach Project (SPOP) forms and instructions are available on the North Florida Area website, [afgarea9.org](http://afgarea9.org).

For those who don't know - Through e-communities I have access to the lists of TV and radio stations which have received PSA's in North Florida. Please let me know if you would like me to email either or both lists to you.

I participated in my first Public Outreach Coordinator conference call on June 27th. The agenda topic was: How do you deal with the issue of anonymity at the level of press, radio, films and TV? Although the topic was enlightening and I loved hearing from other people in service throughout the country, I was most moved by Pat

Quigley's story. He told us that when there is no Public Outreach position filled at the Area level, it falls to the Delegate to perform those duties. He then told about a Delegate's experience with taking a PSA to a TV station. He put it off for as long as he could, but finally approached the station manager. He was so touched by his success, he became the Public Outreach person for his Area and his area went from having the least PSA's aired to having the most. Please consider taking a PSA to a radio or TV station.


We have three new News Releases shared on e-communities. Please see the attached.

I want to congratulate and applaude all of you. I had no idea how active our Area is in Public Outreach. Thank you for all you do and please keep up the good work.


And lastly - I have a request for contact information in the Districts which put ads at Bus Stop Benches as an outreach project. Could you please provide me with your name, email address and phone number in my box.

**Let's make this a GREAT DAY!**  
**Yours In Service, Freddie**  
[publicoutreach@afgarea9.org](mailto:publicoutreach@afgarea9.org)

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IS AN ALCOHOLIC.**


  
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