

Dear Area 9:

This email is both an email of feedback for you and a request for your assistance to enable Area 9 to pass the current Public Outreach Project proposed by our Public Outreach Coordinator at Assembly last Saturday.

Panel 58 Officers held a conference call last evening and utilizing KBDM (Knowledge Based Decision Making) determined how we need to approach the following situation.

At Assembly, there was an issue that caused us to table voting on the 2019 Public Outreach Project (see proposal on the website, Assembly 2019, items to be voted on). As a result, during the week, considerable research took place as to the history of a particular SPOP (Special Public Outreach Project) that could affect the Area Public Outreach Project. In the review that took place, ie: reaching out to Districts, individuals, prior agreements with entities involved there is no indication of any agreement for 2019 that would affect implementation of the Area Public Outreach Project at this time.

The documentation supporting this information is posted on the website on the home page for everyone to see! It is posted on the main page of the website under a tab entitled Public Outreach Process. Please review it for your information.

As I said we, as Officers, applied the KBDM (Knowledge Based Decision Making) process and utilized the Chart of Process (which is also on the website for your review). The Chart of Process is provided to the membership by the Board of Trustees and can be used in this type of situation.

We are asking, as a result, of the above research and processes, that each of the District Representatives, poll your GRs either at your District Meetings or otherwise asking them if they would give the Area World Service Committee the authority, as their Trusted Servants, to approve the Area 9 2019 Public Outreach Project. (Concept 2, 3 Tradition 1). The Area World Service Committee meets August 3-4, 2019 and could be voted on at that time.

Please reply to this email by July 22, 2019 with your determination.

Again, please review the background data on the website (afgarea9.org).

Thanks for your attention to this matter, and I really look forward to hearing from you all

Your Trusted Servant,

Diane C.
Chairperson, Panel 58
Area 9, Florida North

Officer Discussion
Public Outreach Project, District 3 and NFA AFG, Inc.

This document is for us to put in our thoughts and any knowledge we have to share with each other before our call on Thursday. Background:

- District 3 has an SPOP to provide free billboard space through ClearChannel. There is a provision in the contract (signed by NFA AFG, Inc.) that they will lose this service if the organization pays for any advertising.
- Public Outreach Coordinator presented a project that would pay \$3,915.00 through another company for billboards around the Area.
- The existence of these two pieces of information came to light at Assembly.
- The Public Outreach Project has been put on hold.

The Five Basic Elements of Knowledge Based Decision Making

- There is clear communication between the leadership and the membership
- Everyone who needs the information in order to make a decision gets the information, there are no surprises at meetings
- We operate in a culture of trust, we presume goodwill in the intentions of others.
- There is always time for discussion, questions and deliberation before a vote
- We trust in the competency of each other

Five KBDM Questions (adapted for work on this topic)

1. What do we know about our members regarding the Public Outreach Project presentation?
 - I know that there was a surprise to everyone that there is a “conflict” between the projects
 - I know that our PO Coordinator has done a lot of work to get this project going
 - I know that District 3 has done a lot of work to keep Public Outreach a priority
 - I did not necessarily see it as “conflict”. I think concern that the PO project being presented was to be delayed.
 - By conflict I mean there is a conflict between the contracts, not the members.

- I think our Public Outreach Coordinator's project was very well received and possibly that the unfamiliarity of the SPOP of D3 was a surprise.
- I know it's difficult to measure a billboard's success as no groups in D3 reported having newcomers who said they saw the billboards and then came to Al-Anon in 2016 or 2017.
- I know the relationship with Clearly Jacksonville (Clear Channel's arm for this work with nonprofits) has become more difficult; in 2018, Clearly Jacksonville wanted to create their own artwork and have it approved by WSO. They also did not provide the locations where the billboards would be running.
- I know the 2018 application from Clearly Jacksonville asks if we have paid for advertising previously, but it does not say that spending will disqualify us from the program.
- I found a series of emails in April 2018. I did not see in any of that any indication in connection with restricting any other billboards in the state.
- It seems that there was an opportunity for D3 and the PO Committee to discuss some of this before the Assembly. I'm not sure but that might fall under Concept 10 with District and Area. Maybe look into it.

2. What do know about our resources when it comes to utilizing the Corporation on behalf of our Area business?

- I know that our Area has had a lot of confusion about "using the 501(c)3" and that the language around this is not clear. There are laws about it, and we (the Board) must follow them.
- I know that we have plenty of money to do a PO project, and that the members like to do Public Outreach as an Area
- I know all Board members have been making efforts to educate the Area about the Corporation's involvement in various business efforts.
- I think the PO Coordinator should bring this type of opportunity before the Board prior to applying for it since it requires non-profit status and the Corporation, **not the Area**, has that status.
- The point about presenting PO projects to the NFA AFG, Inc BOD before the Area is very valid.
- Looking back into the Archives, the last time that I could find an SPOP presentation presented to the BOD was at the Officers/BOD meeting February 2, 2018. It was presented a week prior to the AWSC and asked for a signature and the email correspondence decided to wait until we (the Officers/BOD) could all be together to fully discuss and then feel comfortable with the project as there were three (3) new members. I could find nothing newer than that.

- I know that we have the ability to be clearer, and to help members find answers. I'm not sure exactly how to do that, but I know we can use our resources (people, technology, ESH) to do it.

3. What do we know about the current realities and evolving dynamics of the world and our attempts to provide inexpensive ways to reach out?

- I know that markets are competitive and that businesses need to make money. I know that providing services to non-profits is both helpful and confusing.
- I know that our principle of self-support is not always about money, but that it does include the basic principle that we do not ask for things for free
- I know communication channels are changing rapidly, and while some are not as effective as they used to be (such as making sure Al-Anon is in the local phone book or a mention in a newspaper column), billboards continue to be widely used.
- I know finding ways to measure the response to outreach through multiple channels is challenging.

How does public outreach affect our membership?

- I think public outreach is the lifeblood of our membership and is vital to fulfilling the charge our founders gave us to inform the public about Al-Anon.
- I think it is very important to the membership to see that the Area is actively involved in PO. It encourages them to do the same thing within their Districts and Groups.
- How many lives might be saved because someone walked through the doors of an Al-Anon meeting? If they don't know about Al-Anon they can't find a meeting.

What are some changes we can make that are consistent with our Legacies?

- I think we could direct the Board of NFA AFG to create some guidelines that put a priority on Area projects over District projects (Tradition 1; Concepts 3, 4, 5 and 6).
- I think we could find out about the D3 contract and allow it to proceed until it is elapsed, and then take it up again when they apply for their next SPOP. (Concepts 8, 9, 10)
- I think we could look at ways to get an approval for the Public Outreach Coordinator to use the money allotted for some kind of PO project that does not have to wait for Assembly approval - and can be approved by AWSC. (Concepts 2 and 3)
- I looked at the Secretary documents and didn't see any indication of any contracts??

- I think we should include in the guidelines that public outreach proposals to the Area need to have a real, vetted, viable project rather than a blanket authorization to spend what it is budgeted. This is twice now a public outreach coordinator has asked for the Assembly to approve a project that they haven't fully planned out, and both ended up being different than was originally proposed. I don't think it's fair to continue asking the AWSC or Assembly to vote on things they really haven't truly discussed thoroughly (Warranty 3). I also understand that waiting for the next Assembly could make us miss an opportunity as great as this billboard project seems to be, so I think the guidelines should also allow for some way to approve a public outreach project without going before the Assembly. Perhaps the guidelines could allow for the Officers to approve public outreach projects that are within the budget approved by the Assembly. Perhaps we could trial use a Google survey to allow the Panel (or even the entire Assembly) to vote on this electronically. (Concepts 2, 3, 6).
- I think there are some excellent ideas there
- I would think that could be worked through since we have the money budgeted and accepted by the Assembly. We as the Trusted Servants could approve a public outreach project.
- I have to agree on having the Officers approve a project that stays within the budgeted amount approved by the Assembly. Timing is everything!
- As to the point that made on the D#3 contract, as I see it now, it should already have expired as it was for 2018. There has not been a presentation for 2019 and if there is indeed a contract in place, it is probably in error as the Chairperson didn't sign it. I understand that to bring that up goes against Tradition 10 and Warranty 4.

4. What are the pros & cons of having an SPOP process?

PROs:

- allows Districts and Groups to receive non-profit benefits without having to create a non-profit corporation
- Gives the Districts and Groups clear instructions to follow so that applications are consistent and can be responded to quickly by the Board.
- agree with above
- An opportunity for open lines of communication between Districts, Groups and the Board of Directors.

CONS:

- There can be conflicts between various contracts
- More work for the Board members.
- Agree
- This SPOP process might also contribute to the confusion among Area members, and could be seen as a slippery slope in the “use” of our non-profit corporation. The NFA Board should address this.
- I agree that the SPOP process is very confusing and could be seen as an improper use of the non-profit status.

5. How will we know if our decisions regarding the Corporation, and Public Outreach projects, are consistent with our spiritual principles?

- We need to make sure that everyone understands our process of thinking and resolving the issue; we need to be able to articulate clearly what we consider and what we believe to be right; we need to be able to see the spiritual principles at work and should probably identify them as we discuss the problem and various solutions
- Maybe we can use a survey for this issue???
- I'm not sure we need information (as in a survey) as much as we need to be able to share our (Officers and Board) work in a comprehensive report. Perhaps including this KBDM process.
- Perhaps a TASK force should be made to investigate how the principles of the program apply to this situation?
- While working to carry our message to others (Step 12), being sure that we remember we are working to attract rather than promote (Tradition 11) as well as keeping Tradition 1 in the conversation - personal progress for the greatest number depends on unity.

6. What do we wish we knew, but don't?

- Where the FOAA billboards will be located?
- How many people learned about Al-Anon for the first time or were reminded of Al-Anon by D3's billboards?
- If the 2019 Clearly Jacksonville contract has stronger language about being excluded from consideration if we have spent money on advertising than the previous contracts did?
- Is clear channel available in remaining districts for PSAs? (Tradition 1)
- I would like to know if there is a copy of any 2019 contract that the Board of Directors can read.

- I would like to know how difficult it is for the Public Outreach Coordinator to do their job? And if our procedures for approval are a hindrance to their success?
- I would like to know if the Assembly would like to give direction to the Public Outreach Coordinator and provide more ideas about what they want ahead of time.
- I would like to know if we as an Area want to have some kind of policy on a more comprehensive approach to Billboards, and use our Public Outreach Coordinator more as an assist with Districts and Groups in doing more local projects.
- It would be interesting to get some feedback on how the PO breakout went at Assembly since I believe the objective was to get input from the members who attended hearing their ESH.
- I still don't see any record of a Contract or a Contract being signed by an NFA AFG, Inc. officer.

Empowering Ourselves by Using Al-Anon’s Legacies and Policies When Seeking Solutions

Page 1 - This is the process we used. Page 2 - Shows our process and steps to resolution.

<u>Issue of Concern</u> →	<u>Service Level</u> →	<u>Policy/Legacies</u> →	<u>Talk with Others</u> →	<u>Spiritual Principles</u> →	<u>Steps to Resolution</u> ↓
<p>Identify individual(s) or service arms involved or affected;</p> <p>Clarify the primary concern.</p>	<p>Determine whether this issue is yours to solve.</p>	<p>Read Conference Approved Literature (CAL);</p> <p>Explore the Twelve Traditions and Concepts of Service for insight into applying one or more to the issue;</p> <p>Browse the <i>Conflict Resolution Using Our Twelve Traditions (S-72)</i> cards about resolving differences using the Traditions;</p> <p>Review the Policy Digest in the <i>Al-Anon/Alateen Service Manual (P-24/27)</i> for interpretation of our Legacies.</p>	<p>Reason things out with a service sponsor or other experienced member;</p> <p>Research previous, similar situations or decisions;</p> <p>Discuss <i>Talk to Each Other—Resolving Conflicts within Al-Anon (S-73)</i> booklet;</p> <p>Conduct KBDM* (Knowledge-Based-Decision-Making) to reach an informed group conscience. *If you are not familiar with KBDM, ask.</p>	<p>Identify spiritual principles involved;</p> <p>Turn it over to the Higher Power;</p> <p>Wait, or postpone any actions, remaining open to more information that might be revealed.</p>	<p>Take your own personal inventory, considering important traits of a leader entrusted with the Right of Decision, guaranteed in Concept Three.</p> <p>Seek an acceptable outcome for everyone involved, based on the knowledge and spiritual principles found in Al-Anon’s Legacies and policies.</p>

TWELVE STEPS TWELVE TRADITIONS TWELVE CONCEPTS

Anonymity, Attraction rather than promotion, Autonomy, Cooperation, Non-professional, One authority, Our common welfare, Participation, Primary purpose, Respect, Self-support, Service responsibility, Spiritual aim, Trust, Unanimity, Unity

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<u>Current Issue:</u> A District has a Contract for PO that may be in conflict with an Area PO project.	<u>Current Issue:</u> Area, District, Corporation are involved.	<u>Current Issue:</u> What resources help us look at the issue?	<u>Current Issue:</u> KBDM questions on Google Docs, Chart of Process and Officer Conference Call	<u>Current Issue:</u> Hope & Help Unity Outreach Area Service District Service	<u>Current Issue:</u> Take a personal inventory. What Service Structures are involved? How can we help?
<u>Issue of Concern</u> ➔	<u>Service Level</u> ➔	<u>Policy/Legacies</u> ➔	<u>Talk with Others</u> ➔	<u>Spiritual Principles</u> ➔	<u>Steps to Resolution</u> ↓
<p>Conflicts between contracts that the corporation is responsible for.</p> <p>Service Arm responsibilities</p> <p>Communication - between service arms</p> <p>There is no D3 SPOP Contract in 2019</p> <p>What do we do about the 2019 Area PO project?</p>	<p>Area Service level.</p> <p>Corporate service entity (NFA AFG)</p> <p>Communication with districts and GRS through AWSC reports</p> <p>Communication between service arms - how can we talk to each other and reason things out</p> <p>Area and AWSC</p> <p>Officers and Board of NFA AFG</p>	<p>NFA AFG, Bylaws Area Charter Concepts of Service</p> <p>Amend charter and Guidelines to include SPOP AND PO presentation to BoD</p> <p>Review SPOP Guidelines Possibly have someone from PO committee on the NFA AFG Board</p> <p>Using Concepts - delegated authority</p> <p>Discuss whether AWSC can approve PO project</p>	<p>Talking about the issue at hand (PO project for 2019)</p> <p>Talking about the policy issues that are part of this discussion.</p> <p>Talking with the Board about legal and corporate issues.</p> <p>PO Guidelines may need to include discussion with NFA AFG Inc Board before presenting to Assembly.</p> <p>Issues raised about the PO project - policy needs to be clear. More work to be done.</p>	<p>Unity Responsibility Cooperation Communication Self-Support</p> <p>Service Authority, Concept 2, Cooperation among service positions, Concept 9, Communication with KBDM principles</p> <p>Tradition 1, Unity, Progress for the greatest number; communication; Trust our trusted servants; responsibility</p>	<p>Research existence of contracts.</p> <p>Create Thought Forces to deal with Guidelines and Charter</p> <ol style="list-style-type: none"> 1. Officers to discuss specifics of changing approval process to AWSC, for this case. 2. Ask Districts to discuss, and bring consensus back from their Districts. 3. Chair will email Panel 58 4. Delegate will make KBDM Docs available to the website.

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