

Public Outreach Coordinator

November Assembly, 2024

The Public Outreach committee and I have been working on our Public Outreach Project which is bringing the PSAs (Public Service Announcements) to Area 9, by reaching the local radio and TV stations.

Since AWSC in July, we continue to meet monthly to update and discuss our progress:

After we obtained clarification from WSO as what their expectations were from us, we were able to tackle the project differently. We now know that we need a commitment from the stations to play our PSAs before we could send any contact information to WSO.

One of the challenges we had is that this is an election year and local stations are airing political advertisements and all the airtime is taken.

We are pleased to announce that the following radio stations have committed to air our PSAs and WSO will be reaching out to them to make arrangements:

DISTRICT 1

1. Radio-WANM 90.5 - Florida A & M University -Tallahassee
2. TV – CBS/ABC-Gainesville
3. TV- WCTV news - Tallahassee
4. TV- FAMU-TV 20 - Florida A&M University, Tallahassee

DISTRICT 2

5. Radio- WJGM 105.7 - Baldwin (Baptist Ministries)
6. TV - WGFL CBS 4 - High Springs, Gainesville

DISTRICT 12

7. Radio - WTMY-FM 99.1, Sarasota

2025 PUBLIC OUTREACH PROPOSED PROJECT --

The Public Outreach Committee and I have decided to focus on Alateen for our 2025 Annual Public Outreach Project. I am looking forward to the Public Outreach breakout at Assembly to get feedback from our members!

The Districts Public Outreach Chairs and I continue to meet once a month and we share about our positions and what we are working on providing ideas and open discussion. We had a meeting on October 24. Due to the holiday schedule, we will reconvene after the holidays. Our next meeting is scheduled for January 23, 2025 at 7:00 pm via zoom. Below is the link for those in public outreach who would like to join us:

<https://us02web.zoom.us/j/88576053895?pwd=TkdGM3lRaGMxS0VTL3lzREp0a3V0UT09>

Meeting ID: 885 7605 3895

Passcode: 221819

Florida South Public Outreach is working with Central Florida Behavioral Health Network community presenting via zoom at their monthly meetings, which are conducted at various counties, some of which are in our Florida North area. I will be sitting in their presentation in Collier on November 13 in the hopes to cover for them on December 19 when the presentation will be in Hillsborough County (District 8). Polk, Highlands and Hardee meeting is scheduled for December 6, 2024 and we are still waiting on dates for Sarasota.

Finally, am chairing a Task Force to write the Public Outreach Project Guidelines. We have a proposed Guideline started and are finalizing it to present at AWSC in January. Below is a Draft:

AFG Area 9 – Florida North Procedures
Annual Public Outreach Project

DEFINITION AND POLICY

The Annual Public Outreach Project is defined as follows:

- a. A project planned and proposed by the Area Public Outreach Coordinator.
- b. The Public Outreach Coordinator may create a Public Outreach Committee.
- c. The project operates within the budget established by Florida North Area 9.
- d. Follows the principles of the Al-Anon program

PROCEDURE

1. The Area Public Outreach Coordinator presents an Annual Public Outreach proposal to the Area at AWSC. The project will be approved or rejected. If the Committee approves the project, it will then be presented at the next Assembly where the Public Outreach Coordinator will present again to the GRs (Group Representatives) for consideration. The project will be approved or rejected. If it is approved, the project will be facilitated by the Public Outreach Coordinator.
2. The Annual Public Outreach Project Proposal is as follows:
 - a. A written report with a summary of the project to be provided to the AWSC prior to the scheduled meeting to ensure Knowledge Based Decision Making.
 - i. If the project requires participation by individual Al-Anon members, the proposal will be discussed at an assembly for KBDM.
 - ii. If the project does not require participation, it can be approved at AWSC.
 - b. Copies of all necessary contracts and documentation
 - c. Request funds within the annual proposed budget
 - d. A proposed length of time for the project
 - e. Repeat the process above for Assembly, if it passes at AWSC
3. The Area Public Outreach Coordinator is encouraged to begin their planning by considering ideas from the WSO Public Outreach Toolkit which includes the use of Public Outreach material already researched and approved by WSO and can be found on [Public Outreach Toolkit - Al-Anon Family Groups](#):

- Al-Anon Faces Alcoholism (AFA) Outreach Magazine
 - Billboards
 - Health Fairs and Conferences
 - Library Bookmarks
 - Posters
 - Public Service Announcements (PSA)
 - Public Outreach to Institutions
 - Public Outreach to Professionals
- .
4. Upon completion of Project, the Public Outreach Coordinator submits and presents a final report to AWSC and Assembly detailing the execution of the project.

 5. The Public Outreach Coordinator makes budget recommendations to the Area Treasurer prior to the budget process.

Recommendations

1. Anyone can provide a Public Outreach project idea
2. Anyone can ask to be part of the Public Outreach Committee
3. Pick something that doesn't require participation from individual members and you do not need to wait till Assembly for approval, thus the WSO PO Tool Kit.

Looking forward to seeing you at Assembly!

With Love in Service,

Carmen S

Florida North Area Public Outreach Coordinator

From the Service Manual: "The media (TV, radio, newspapers, etc.) offer free airtime or print space to not-for-profit organizations for public service announcements (PSAs). Al-Anon provides such PSAs to inform the general public about Al-Anon and Alateen. The World Service Conference has designated the WSO as sole producer of public service announcements for the fellowship to use in public outreach work." (Page 124)