

Public Outreach

October 9, 2021



Greetings from Public Outreach!

The 2021/2022 WSO Public Outreach campaign began August 1st and included the launch of new PSA. Have any of you heard it yet? It is called the Benefits of Al-Anon. WSO uses actors but the words used in the PSA come directly from members statements on the 2018 Membership Survey. The Benefits of Al-Anon PSA will run concurrently with Questions PSA. WSO has contracted Nielson to send these digitally, as well as follow-up and tracking the number of plays. The 2020 – 2021 PSA Campaign resulted in 1,829 plays across Iowa. So far, the 2021 – 2022 PSA Campaign has been played 51 times in Iowa. If you're wondering, WSO does not decide which stations to send the PSAs to. The contract with Nielson is to send them to every TV and Radio station in the US and Canada. The only exceptions are Universities and Christian stations who are not connected to the Public Service Network (PSN). Our vendor does two marketing pushes during each 12-month campaign to generate awareness and pick-up of our PSAs. The WSO has asked that members no longer "cold call" stations to ask them to play our PSAs as it detracts from our paid efforts. The vendor has been much more successful than we have been in the past where we relied heavily on members. This year we will exceed the last 2 years combined. However, please feel free to reach out to those Christian and University stations to see if they would be interested in playing our PSAs. If so, please get a contact name, station name, or call letters, and a contact email address. This information can be emailed to media@al-anon.org, and our vendor will send the assets to them.

I was excited to be able to join in the 2nd WSO Public Outreach conference call on August 28th. I learned about the new campaign and the following items:

- 1) Currently there is a task force working on updating Social Media guidelines. This means that page 125 in the manual will need to be updated. WSO is asking for a 'pause' on service arms using Social Media campaigns until the policy can be changed. We should see an update from the Policy Committee this month, and if approved, it will be sent to WSC in January for voting at the Conference in April. If passed, it will be an addendum to the next Service Manual as it is already in printing.
- 2) The WSO is looking for At-Large Public Outreach Committee Members, especially an Alateen member (at least 13 years old). The requirements are as follows:
 - a. Must have 5 continuous Al-Anon or Alateen membership.
 - b. The length of service is 1 year.
 - c. Resumes are due by 10/29/2021.
 - d. Must relinquish other service positions above the group level

Thank you to all who joined the Public Outreach Workshop on Saturday September 11th. It was very nice to be able to put a face to the email addresses of the POP's (Public Outreach Peeps) I've been conferring with. We learned what districts are doing in their communities. I shared the information above, adaptation of public outreach posters/signs, a new trifold, along with how to make and use QR code for contactless flyers.

Last, if you or anyone in your groups would like help with group or district public outreach; please contact me as I would be delighted to help. You can email me at a18d9po@gmail.com.

Yours in Service,

Michelle K.

PO Coordinator