







Public Outreach

October 8, 2022



Greetings from Public Outreach!

I attended the WSO Public Outreach conference call on Sunday August 7th and learned a few things. I passed all of the information along in the Iowa Public Outreach Workshop that was held on Sunday August 14th. In case you weren't able to attend the workshop, here are the highlights:

-  WSO Public Outreach Campaign for 8/2022 – 8/2023 will only be using the PSA named Questions. They decided to discontinue distribution of the Benefits PSA as it was not getting picked up enough to continue.
-  The Best of Public Outreach Manual has gone DIGITAL! WSO is replacing it on their website with an open exchange of ideas for members participating in Public Outreach. It will be like a PO Toolkit/Recipe book that consists of ideas from other members. WSO will be asking for ideas via a link on AFG connects.
-  The Public Outreach portion of the new 2022 – 2025 Service Manual has been updated with the release of version 2 online (page 121). The PO Committee at WSO updated several items including outreach on social media. View the manual here: [2022 - 2025 Al-Anon Alateen Service Manual](#)
-  We reviewed how to search chosen agenda items on the WSO website and were reminded to add events to the WSO website (instead of AFG Connects).
-  Neilson Media will continue to be WSO's vendor for distribution of the PSA for the next campaign. Not only do they distribute, they also follow up to see if the station is playing it. As a reminder, WSO would like members to focus their media outreach to the following types:
 -  College/University stations, Christian/Religious stations, Local Cable TV stations

If you have one of the 3 types of stations listed above in your district, who is not playing our PSA, WSO would like you to gather contact information for the station, (IE. Station name/letters, person responsible for airplays at the station, email address, etc.), then email this information to media@al-anon.org.

I want to thank all of you for the opportunity to be of service as your Iowa Public Outreach Coordinator. This position has given me so much more than I gave it. As the Al-Anon booklet says, "When I Got Busy, I Got Better".

As always, please contact me if you would help like help with group or district public outreach. You can email me at a18d9po@gmail.com.

Love and Service,
Michelle K.
Iowa PO Coordinator