

Area Coordinator - Public Outreach (“PO”)

I presented a PO workshop at October assembly. It went well and we had great questions and great discussion. I felt the audience was engaged and interested.

It's been quiet this quarter with the holidays and all. As you reflect on your public outreach accomplishments for 2023:

- How can you evaluate the success of public outreach initiatives, and what strategies could be employed to enhance existing efforts?
- Additionally, how do you intend to ensure continuity and momentum of public outreach efforts?

What are your public outreach goals for 2024?

District 21 NYC Upper West Side is offering a free online workshop for professionals. Iowa Area Chair routed the flyer to us. Mark your calendars for March 26th at 5 ET.

PSA airplays:

Radio – KFMW 321;

TV: KGAN 1; QCWI 3

Hmmm? We seem to be missing some stations in Iowa. Interesting that radio gets more airtime. Should we be targeting radio?

Send the TV or radio station contact name, email, address and phone number, along with the station identifier and whether it's a TV or radio station to: media@al-anon.org and the WSO will supply them with the appropriate PSAs. You can include local cable TV stations, college and university stations and religious stations.

WSO launched the Public Outreach Toolkit. Here is the link:

<https://al-anon.org/for-members/public-outreach/public-outreach-toolkit/>

If you want to add something to the WSO PO Toolkit, please work through me. The WSO will review before anything is put on their website.

Yours in Service,

Carolyn S.

IA Public Outreach Coordinator

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