

AWSC Report August 10, 2019 Public Outreach

**I will have PSA information at the Fall Assembly as it is made available. Please let me know when you see or hear any in your Districts. The new PSAs will be released this month.**

I know this can be a bit confusing - it was for me at first - but the PSA program has 2 different types of reports.

1. **Distribution list** - a list of all the stations who received a hard copy of our PSAs (TV or Radio) as applicable.
2. **Airplay Reports** - this is the report that shows which stations actually played our PSAs.

Each report has 2 tabs - a summary and a detail. One thing to note is these reports come from Nielsen Ratings and are organized by their **Designed Market Area (DMA)** which is basically 210 geographical areas which may include many cities/counties.

For instance New York has stations in 9 DMAs. The counties of Clinton, Essex and Franklin are actually in the Burlington-Plattsburgh Vermont DMA, and the DMA which covers NYC also includes parts of New Jersey, Connecticut and Pennsylvania. So when looking at these reports you may want use this wikipedia page to help identify which DMAs your Area is assigned to [en.wikipedia.org/wiki/...](http://en.wikipedia.org/wiki/)

The Summary report shows the stations within each DMA, the version of the PSA they played and how many times - along with the dates of the first time they aired it and the most recent time it was aired. The detailed report lists every time the PSA was played, the day of the week, the day part: Early Morning (EM 5a-9a), Daytime (DT 9a-4p), Early Evening (EF 4p-8p), Primetime (PT 8p-10p), Late Evening (10p-1a), Late Night (1a-5a); and the program name.

**This is the list of stations we want to thank for playing our PSAs.**

**I have had questions as to how to respond to members or prospective members on whether or not they qualify to attend Al-Anon meetings if they have a drug-addicted friend or relative. Where is our focus? Often alcohol is involved as well, but we need to remember the Traditions and keeping our focus on recovery from the family disease of alcoholism. No one is required to “qualify” to attend meetings. If it offers you support and tools for your own recovery and you keep the focus on yourself and not the addicted person, then I welcome those attending.**

*This is a message from Vali F., WSO Executive Director:*

**We are all messengers of Al-Anon's purpose and have the responsibility to accurately communicate it to avoid confusion, misperception, or dilution of our program.**

The 2018 Membership Survey states that 35% of members came to our program specifically because of someone's use of drugs. The survey also showed that 78% of these members eventually came to realize that someone else's drinking had also affected their lives.

When developing and implementing public outreach activities, members are urged to keep Al-Anon's Twelve Traditions in mind. This includes reviewing the words of the Traditions in their entirety. The following summary of applicable Traditions may assist your communication efforts with members, newcomers, professionals, and the media:

- Tradition Three states that "the only requirement for [Al-Anon] membership is that there be a problem of alcoholism in a relative or friend."
- Tradition Four tells us that "each group should be autonomous, except in matters affecting another group or Al-Anon or AA as a whole."
- Tradition Five clarifies that we have "but one purpose: to help families of alcoholics."
- Tradition Ten tells us that "the Al-Anon Family Groups have no opinion on outside issues."

**According to a statement on page 131 in Al-Anon's Conference-approved "Digest of Al-Anon and Alateen Policies," "Our responsibility is to ensure Al-Anon's survival as a resource for families and friends of alcoholics. By focusing on these drug-related problems, we risk being diverted from Al-Anon's primary aim."**

**Therefore, conveying that Al-Anon is for families and friends of alcoholics and drug addicts in local- or Area-produced public outreach materials is an expansion and misrepresentation of Al-Anon's purpose (see Tradition Five). This includes but is not limited to posters, flyers, websites, etc.**

We appreciate your efforts to support the families and friends of alcoholics and maintain our Traditions and primary purpose.

Al-Anon materials for further reference:

- *2018-2021 Al-Anon/Alateen Service Manual* (P-24/27), page 131, "Families with Related Problems"
- *Al-Anon/Alateen Is & Is Not* Bookmark (M-44)
- 2018 Membership Survey
- *2019 World Service Conference Summary* (P-46), page 62

I have been writing my articles for Northern Hi Lights and responding to messages and phone calls on how to reach out to encourage attendance at meetings.

I continue to ask for feedback on any outreach projects you are working on or completed.

Don't forget the New York State Fair Outreach Project. Help is needed to fill spots.

Connie D.

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