

Delegate's Report to the 2013 Spring Assembly

The 2013 World Service Conference, Our Legacies: The Spiritual Journey of Changing "Me" to "We" was held April 14-18 in Virginia Beach, Virginia. I arrived on Saturday, April 13. I didn't feel quite as nervous as this was my second WSC. As I waited in the Norfolk airport for the shuttle I saw two women walking toward me with their luggage. They sat a few sets away from me. Both appeared to be around my age and I wondered if they might be going to the Conference. After a few minutes one of them turned to me and asked, "Are you waiting for the shuttle?" I said I was. She then asked "If I was waiting for the 3:15 shuttle?" Again I answered yes. Then she said "I bet your one of us". I said "I think I might be." I was, I had just met Cathy O. the Delegate from Georgia and Hedy H. the Delegate from Mississippi, both Panel 53. We spent an hour or so getting to know each other sitting and waiting for the hotel shuttle. We ended up spending a lot of time together during the coming week.

I want to thank everyone for the beautiful flowers that were in my room when I arrived. Yellow roses are one of my favorite. They brightened my day every time I looked at them. The hotel is right on the beach and my room looked out on the ocean. I was greeted by a beautiful sun rise every morning.

Sunday began with orientation for Panel 53 members. At the same time Thought and Task Forces for the past year met for one final time. I was lucky, the Literature Committee did not meet Sunday morning so I was free to walk the beach on Sunday morning (the only time I was able to that week).

Sunday afternoon the Conference began with a short general session followed by meetings of the Thought and Task Forces formed for 2013, along with the Public Outreach Committee, the Literature Committee and the CCT/Nominating committee. I have been assigned to the CCT Committee and will speak more on this later.

During the late afternoon the Delegates met together for the Sharing Area Highlights. Each was given two minutes to share a success and a challenge for their Area. Many Areas had the same challenges in the coming year, they included districts and groups without representatives, lack of participation at the Area, declining membership, service positions unfilled and Alateen.

The opening dinner was held Sunday evening. This year's speaker was Mary Lou M., Associate director of Member Services. Panel 53 delegates received their WSC pins.

Monday morning began with all Delegates having breakfast together. At this time pictures of the 3 Panels were taken. From there we moved into the General Session. Our first business was the seating of non-voting participants, those with voice but no vote were, David Z., Director of Business Services and Laura C. F., International Representative-Mexico. With voice limited to ECRPM business but no vote. Beverly S., Chairperson, Executive Committee for Real Property Management and with no voice and no vote, Pamela W., Marketing Information Analyst, (During the week I was able to sit with Pamela at dinner. I learned that one of her job duties involves the surveys done by the WSO, another is that since she is not an Al-Anon member she is able to appear on camera for Al-Anon should the need arise), the rest of the morning revolved around ground rules and voting procedures.

Last year I went into a lot of detail on the finances in my report. While I am still going to talk about them, there are some very important points I want to go over I will try not be quite as detailed this year, Both the Auditor's Report and the Proposed 2013 Budget were presented by Penny R., Treasurer and David Z., Director of Business Services.

The Auditor's report was done by the same auditors as last year, Cherry, Bekart & Holland. As of December 31, 2012 the total assets on Al-Anon Family Group Headquarter, Inc was \$9,960,631 with total liabilities of \$1,912,000 this leaves the unrestricted net assets at \$8,048,631. Assets are split between the General Fund - \$3,243,620, the Reserve Fund - \$5,018,095 and the Building fund - \$1,698,916. The conclusion of the auditor's report is that they expressed an unqualified opinion on the financial statements reviewed; this means they had no reservations.

The audit was sent to Conference members well before the Conference so that we could review and submit any questions submitted prior to the Conference. We were also able to ask questions at the end of the presentation. I have a copy of the audit and those questions should anyone want to review. The Auditor's Report was approved.

Our next financial matter to work on was the proposed 2013 Budget. It is expected that expenses will exceed estimated revenue by \$3000. In 2012 income was \$306,000 less than expenses.

The Board of Trustees worked hard at their January meeting to reduce the short fall as much as possible. A number of steps were taken including no merit raisers for staff at the WSO this year, the reduction of the number of PSAs reduced from 3 to 2, a reduction in staff travel and an increase in literature prices. This increase will not be across the board. Currently looking at which will increase and which will stay the same. There has not been an increase in cost since 2006.

Literature continues to be our biggest source of income. The sale of literature is expected to be more than last year. Literature sales in 2012 less the cost of printing were \$2,818,000. The estimate increase this year due to the price increase should be \$282,000.

Forum subscriptions should be about \$15,000 less than last year. The projections for contributions are \$1,500,000, the same as the 2012 budget.

In 2007, The Finance Committee recommended and the Board approved that instead of transferring interest and dividends less management fees from the Reserve Fund that we transfer up to 4% of the average monthly market value for the last 36 months. In 2012 we transferred \$180,000. For 2013 this transfer would be approximately \$188,000. It is expected that we will earn another \$12,000 from other investments in the General Fund.

Overall expense is expected to increase by about \$117,000. Items classified as operating expense should increase by \$129,000 while non-operating expenses will decrease by \$12,000. The increase in Packing and Shipping is due to expected increase in shipping costs. The decrease in Direct Conference costs is due to the location change for the 2013 Conference.

Labor costs projections of \$3,487,000 are \$144,000 higher. It is planned that there will be a 2% cost of living increase with no merit increase.

Again Delegates were given the budget early to review and submit any questions a head of time. We also were able to ask questions after the presentation. I have copies of those questions with me should anyone wish to look at them. The budget for 2013 was approved.

The final financial item I want to review is the 2012 Contributions for the USA and Canada. I am just showing the page with New York North and New York South on it. I do have the complete list should anyone care to review it. This chart shows the % of groups within the Area who contributed the average amount per group and the totals for both 2012 and 2011. In 2012 62.1% of groups in NYN contributed to the WSO. The average total for the year was \$78.66 and the total amount was \$14,709. You will see below NYS there is an Other column; This is for contributions for individuals, and contributions from AISs, LDCs and Areas. It is a combined figure for NYN and NYS.

Of the 15,664 groups in the US and Canada 9,413 groups contributed. That is 60.09%. The average amount that a group contributes is \$111.27 while the average cost of services provided to groups is \$252.88. This is what amazes me, if those groups that currently gave nothing to Al-Anon Family Groups, Inc would contribute \$12/year (that's a dollar a month) contributions

would increase by \$75,000. If those groups that do contribute would increase their contributions by \$12/year the increase to total contributions would be \$113,000. There would be no deficit in our budget.

Early this year Delegates were given the chance to submit items they wished to discuss as Chosen Agenda Items (CAI). These would be items that they and their Areas were interested in discussing. The submissions were reviewed by the Conference Leadership Team. Like topics were combined and then submitted to the Delegates to select 2 items they wished to discuss. Based on the totals 2 items were chosen as the Chosen Agenda Items. Each topic was given an hour in which it would be presented and the discussion would follow.

Our first CAI was, "How can we get districts, without DRs and few GRs to become re-involved in participating in Assemblies and AWSC? How do we reach out to registered groups who do not attend Area events?"

From listening to sharing Area Highlights at Conference and from seeing this issue raised on the Al-Anon Area chair yahoo-group and DOLS, I believe this is a common problem in many Areas. As Delegate, one of my functions is to be a communications link between the groups (members) and the WSO. If entire portions of Areas are left out of the service structure, then groups cannot participate in, nor hold "Ultimate Responsibility and Authority for Al-Anon..." (Concept One). I believe that it is essential from spiritual and financial standpoint to have all Al-Anon groups involved in the worldwide fellowship.

This was the framing for our discussion. There were many different approaches on how to reach out to districts and groups not involved. They ranged from writing letters, to scholarships to small districts to attend assemblies to redistricting to pull in those "dim & dark groups". Whatever an Area was doing or trying to do all were reaching out to these districts and groups. The action began with the Area to the districts and groups.

Our second CAI was improving the retention of newcomers and experienced Al-Anon members.

By far, most newcomers do not "stick" in the program. In addition, there is an attrition of older members. A result is that Al-Anon is not growing. It would not take much of an increase in either retention rate for Al-Anon to really grow. So, the suggestion is to study the issue and develop a newcomer meeting package that would help improve retention of newcomers. Also, what (e.g. targeted literature) can we do to help "old timers" see the value of staying in the program to continue promoting their growth.

The discussion of the CAI brought up many ideas on how to reach out to both newcomers and “old timers”. Some examples were the giving of the new soft cover “How AI-Anon Works”, having greeters at meetings to welcome and assist the newcomers, inviting them to coffee after. With retaining older members examples included offering a ride and the fellowship after the meeting. In all the general theme was “Let it begin with me” the reaching out of members.

At last year’s Conference a lot of time was given to the discussion of electronic literature. During this year’s Conference there was some updating of where we are. The first eBook “Having had a Spiritual Awakening” is now available from various vendors. This is available for \$9.99. There have been 500+ sales so far with a profit of \$2500. This book was chosen because it is no longer in print so will not affect sales at local AIS/LDC.

The next electronic literature to be available is slated to be the “Forum”. At this point the “Forum” is stalled. The third party vendors are not as prepared as we originally thought. There is a waiting line for Nook, Kindle is in a test cycle at present and not taking any more customers right now and iTunes is not yet looking at electronic literature.

There is work begin done on an audio version of “How AI-Anon Works”. It will be 3 or more months in the works. Information will be in the Forum when this will be available. It will be available digitally only, a digital player or downloading to a computer.

Each Delegate was given the choice of 2 out of 3 skill-building workshops. My first workshop was Conflict Resolution. For myself I can never practice this skill to much. My default is to run from conflict. We used our Service Manuals during this workshop.

My second choice was Knowledge=Based Decision-Making to reach an Informed Group Conscience. This is a skill that I need a lot of practice in. Every opportunity that I get I will take part in this. I hope at some point I get KBDM as well as past delegates like Connie, Bob and Elaine do.

During the course of the week we heard from three Task Forces and two Thought Forces. You’ll remember that the job of a task force is an action one, to come up with possible actions while a thought force’s job is to develop ideas that might lead to a task force.

The first Task Force: Piece with Criteria to Help Service Arms identify Service Jobs for Dual Members, the task was to create text for a piece of service material. We know that dual members do not serve above the group level but sometimes there is some confusion, the task force clarified that dual members could not serve in positions that set policy nor that lead to

Delegate. They developed a flowchart that can be helpful. As follow-up to the task force's work, the Board of Trustees will review the text and suggestions and comments from the discussion. The Board will look at and decide what to do next and will let the WSC know what the next steps will be.

The second Task Force; Tool kit on Service and Personal Growth, this task force worked on text for 5 pieces for both those new to service and those already participating in service. They would use both quotes from existing CAL and from members. The 5 pieces might be:

1. Members new to Service
2. Members serving the District
3. Members serving the Area
4. Gifts of Service
5. How service works for me

The discussion that followed showed an enthusiastic reception. At this point this is defiantly a draft piece. As follow-up the Board of Trustees will review the presentation and discussion and will pass on to WSO staff to see what an end product will be.

The third Task Force: Workshops on the Importance of CAL in Meetings, the task force came up with a skit to use during the workshop along with pamphlet P-35, "Why Conference Approved Literature. The skit was a lot of fun and both the skit and the workshop are now on ecommunities.

There were two Thought Forces that reported to the Conference this year. The first was Strategies to Strengthen Personal Connections. The charge was to develop strategies to be used by home groups to strengthen the personal connections between all members of the program. Four strategies were developed and presented;

- Develop a "Welcome Home" kit
- Develop a skit
- Hold social functions
- Facilitate regular workshops
- Develop an informational piece

The Thought Force presented pros and cons for each strategy. The discussion after centered on what strategies we liked, what strategies we disliked, and where there other strategies. There was some great discussion.

The second Thought Force: Use of Computers at WSC was very interesting. The charge was to look at the pros and cons of computer use by Conference members during the Conference.

(currently there is no use of computers by conference members during the Conference) There were a number of strategies developed;

- Use electronic devices to share information and documents with other Conference members during Conference.
- Use electronic devices to improve understanding during Conference
- Facilitate common access to documents on e-Communities and WSO Web site
- Use electronic devices to ensure that the Conference's work is done effectively

The Thought Force looked at pros and cons for each strategy and then discussion followed. The Board of Trustees will review all points from discussion and will let the Conference know what next steps will be.

During the Conference there was affirmation of candidates for Regional Trustees, Trustees at Large, Board Offices and ECRPM. These people were affirmed by the Conference members and then on Friday morning at the open Board of Trustees meeting were approved.

- Regional Trustees
 - US Southeast Paula B.
 - US North Central Debbie G.
- Trustee at Large
 - Connie H. Iowa
 - Judy K. Nevada
 - Elizabeth (Jennie) McC. Maine
- Board Officers
 - Karen R. Chairman
 - Connie H. Vice Chairman
 - Penny R. Treasurer
- Executive Committee for Real Property Management
 - Carrie K.

As you may remember the Northeast Region was also due to have a Regional Trustee named this year. The original candidate chose to withdraw her name, a special one year needed to be made. Earlier this spring resumes were requested for the various Areas in the Northeast Region, the process of choosing a candidate was begun. Delegates from the Northeast Region scored candidates and names were submitted to the WSO. Joan S. from Massachusetts was approved at the Friday morning Board of Trustees meeting.

In the coming year Regional Trustees for the following regions will need to be chosen.

- US Northeast
- US Northwest
- US Southwest

- US south-central

The Northeast Regional Trustee will be chosen to fill the final two years of the original three year term. I had written in a Northern Hi-Lights article earlier this year that if anyone was interested in being considered as the NYN candidate for the Northeast Regional Trustee they should contact me before the Spring Assembly. The Assembly would need to review all resumes and vote for our candidate. I have not had any one contact me.

Resumes will be submitted to the WSO by August 15th. They will then be scored by the Regional Committee on Trustees (CRT), which is composed of the Delegates from Areas within the Region and pre-selected Delegates from outside the Region. Scores will be submitted to the Chairman of the CRT by September 30th. Who will in turn submit all information to the nominating committee. The Nominating Committee will review and select two candidates. These names will be sent to Chairman of the CRT so that Delegates on CRT can submit and objections there might be. In January the Board of Trustees, considering their needs will select one of the two as the regional nominee. This person will be presented to the WSC for traditional approval.

A large part of this year's World Service conference was dedicated to working on Policy. There were three items that we worked on during the Conference; Memorial Contributions, Anonymity and Public Relations. There were multiple sessions over multiple days in discussion of these policies.

The first policy discussion was on Memorial Contributions by family members and friends of deceased Al-Anon members. . This discussion was lead by Paula B, chairman of the Policy Committee. The Policy Committee began by looking at all our legacies with regards to this question, ultimately reviewing the Traditions regarding Memorial Contributions. The committee also provided a timeline and history of Memorial Contributions in Al-Anon.

There was great discussion of this policy. I really liked that the committee used all the Traditions when framing this discussion. There will be much more discussion on Memorial Contributions by family members and friends of deceased Al-Anon Members in the future. Again I will gladly share the timeline and the framing using the Traditions with anyone who is interested.

The next two Policy discussions were much more action oriented. Both discussions resulted in motions being passed that will change wording in the Service Manual. These discussions were lengthy and in depth. We went line by line and word by word. during this whole process. I was

struck by how spiritual the whole process was. Again the review and discussion on both policies was over a number of sessions on a number of days.

Each time we began a new discussion and review we were reminded of 3 points to keep in mind.

- Was it accurate?
- Does it provide clarity?
- Can you live with it?

With these three points in mind I am going over the new policy on Anonymity and the on Public Relations. The new text will be up on the screen for both. New text is underlined and bold; moved text is underlined. Strikethrough indicates deletion.

The Anonymity policy will amend the text on pages 88-91 beginning with the section “Anonymity and the Media” on page 88 and ending with the new section “Anonymity in al-Anon/Alateen Publications” on page 91 in the Policy Digest section of the 2010-2013 Al-Anon/Alateen Service Manual, as follows:

***Anonymity Outside Al—Anon/Alateen
Anonymity and the General Public***

There are no changes to the section “Anonymity and the General Public.”

Anonymity and the Media

Tradition Eleven gives a specific guideline: “we need always maintain personal anonymity at the level of press, radio, films, and TV.” It is Al-Anon/Alateen policy to interpret Tradition Eleven to include the Internet as well as all forms of evolving public media. Personal anonymity in the media guards the fellowship from the Al-Anon/Alateen member who may be tempted to seek public recognition.

When speaking or writing as an Al-Anon/Alateen member in any form of press, radio, films, TV, Internet, or other evolving public media, members use only their first names and last initial or pseudonyms. Members can also speak without identifying themselves or sign articles “Anonymous.”

Photographs, video, film, or Web postings in published or broadcast media should not reveal full face images of those identified as members.

On any Web site accessible to the public, whether an Al-Anon site or not, members’ full names² and faces, phone numbers., or other identifying information are not posted if they are identified as belonging to Al-Anon/Alateen members.

(See “Anonymity in Al-Anon/Alateen Publications” in the “Anonymity Within Al-Anon/Alateen” section

Anonymity and Professionals

There are no changes to the section “Anonymity and Professionals.”

Electronic Communication outside of Al-Anon

There are no changes to the section “Electronic Communication outside of Al-Anon.”

Anonymity Within Al-Anon/Alateen

Members use their full names within the fellowship when they wish. The degree of anonymity a member chooses (first name, pseudonym, or full name) is not subject to criticism. Each member has the right to decide.

Regardless of our personal choice, we guard the anonymity of everyone else in the fellowship, Al-Anon/Alateen and A.A. This means not revealing to anyone—even to relatives, friends, and other members—whom we see and what we hear at a meeting.

Anonymity goes well beyond mere names. All of us need to feel secure in the knowledge that nothing seen or heard at a meeting will be revealed. We feel free to express ourselves among our fellow Al-Anon **members** because we can be sure that what we say will be held in confidence.

Anon mity at open meetings and Al-Anon/A lateen events

At open Al-Anon meetings, group anniversaries, conventions, or workshops where non-members may be present, Al-Anon and Alateen members are free to decide how much anonymity they prefer. It is well to begin these meetings with a brief explanation of the Eleventh and Twelfth Traditions. One suggestion is as follows:

There may be some who are not familiar with our Tradition of personal anonymity in any form of press, radio, films, TV, Internet, and other electronic media

If so, we respectfully ask that no Al-Anon, Alateen or A.A. speaker or member be identified by full name or picture in published, broadcast, or Web-posted reports of our meeting.

The assurance of anonymity is essential to our efforts to help other families of alcoholics, and our Tradition of anonymity reminds us to place Al-Anon and Alateen principles above personalities.

At any function that records its speakers, members need to be aware that some recorders have Web sites that are open to the public. If speakers use full names, their sharings including full names could be posted., which **violates the principle of anonymity.**

Anonymity in Service

In Al-Anon/Alateen service positions (Group Representatives, District Representatives, Coordinators, World Service Conference members, etc.) it is practical to use full names and addresses to facilitate communication.

Confidential Mailing Lists

Confidential mailing lists are maintained throughout our service structure by groups, districts, Areas, and the WSO. Care must be taken that members' identifying information from these confidential lists is not made available to the public in published materials or posted on public Al-Anon web sites.

However, anonymity and our Tradition of non-endorsement could be compromised in electronic communication with e-mail lists and methods of forwarding messages, as well as on public Web sites. Posting material originally meant for members only (such as printed flyers, reports, letters, e-mail messages and newsletters) on Web sites could result in posting a member's full name, which violates the principles of anonymity.

Service Communication

Service communication via e-mail is expedient and efficient, but care and common sense must be taken in its use, particularly in forwarding messages. Use of blind copies protects members' anonymity. Members should select with care the e-mail address(es) they use to conduct Al-Anon/Alateen business. It is recommended not to use members' full names in them. Business e-mail addresses might not provide privacy and could imply affiliation.

• Current Mailing Addresses (CMAs), Group Representatives (GRs) and other trusted servants sending information by e-mail to group members take care in the wording of e-mail subject lines and use an e-mail address that protects anonymity as the e-mail addresses to which they are mailing may not be private.

• E-mail addresses of trusted servants are assumed to be private. Electronic correspondence sent among the links of service may include the name Al-Anon or Alateen.

As postal correspondence is delivered by public means, letters (including the return address) to an Al-Anon or Alateen member should never have the name Al-Anon or Alateen on the envelope. The WSO uses "AFG, Inc." on envelopes sent to members in order to maintain protect anonymity. Care should also be taken in the wording of e-mail subject lines, as the e-mail address may not be private.

Anonymity in Al-Anon/Alateen Publications

In all publications available to the general public, personal anonymity is maintained. Although WSO requests that member submissions to WSO publications *The Forum* should include full names, addresses, and phone numbers, WSO publishes the material that is published will be signed any way the writer wishes: with first name and initial, initials only, "Anonymous" either with or without a geographical location. Because *The Forum* is a publication available to the general public, personal anonymity is maintained or a pseudonym. Service arm publications usually follow this procedure if **the same publishing policy if when distributed outside the fellowship.**

Publications and other materials meant for members ei4 (such as flyers, reports, letters, e-mail messages, newsletters) that identify members by full name or provide members' phone number or address can be posted on Al-Anon/Alateen password-protected Web sites. Posting material originally meant for members only on Web sites that are not password-protected could result in publishing a member's full name, which violates the principle of anonymity. (See "Anonymity and the Media" in the "Anonymity Outside of Al-Anon

When the vote on the motion was finally done this change in text passed unanimously.

The second Policy discussion was with regards to the Public Relations Policy section of the service manual. To amend the text on pages 107-109 of the entire “Public Relations” section of the Policy Digest beginning with the section “Public Outreach” and ending with the section “Social Networking-WSO” in the 2010-2013 Al-Anon/Alateen Service Manual, as follows;

Public Relations Outreach

Much of the direction for Al-Anon’s Public Outreach has been based on the 1966 WSC Statement on Public Relations that has long been a part of the Policy Digest Many of the spiritual principles that form the foundation of A 1-Anon’s Policy are contained in the statement included here in its entirety. Excerpts denoted in this section are annotated with the symbol (LI).

Attraction Not Promotion

The 1966 WSC Statement on Public Relations

Our Traditions state that our public relations policy is based on attraction rather than promotion. For clarification, the sixth World Service Conference (1966) adopted the following statement, which was reaffirmed at the 1971 WSC:

It is the consensus of the sixth World Service Conference that if Al-Anon is to continue to exist, it must continue to grow. There is no standing still without retrogression. Al-Anon must continue to grow if it is going to fulfill its primary purpose of reaching millions who need Al-Anon’s help but who are not yet aware of the existence of our fellowship.

We will fulfill this primary purpose most effectively by attraction and cooperation—not promotion or affiliation. For the guidance of our fellowship here are authoritative definitions of these sometimes controversial terms:

to attract: to draw by other than physical influence; to invite; to draw to; to cause to approach

to promote: to push forward; to further advance, as in a business venture (implies “hard sell,” advancement for profit)

cooperation: joint operation or action (implies coming together of two or more people to work together for a common goal or benefit or on a common problem)

affiliation: association or close connection; a uniting (implies lending one’s name, endorsement, legal or financial association)

Al-Anon is *attracting* when it tells people why we are, what we are, what we do and how; we let them know that we are available if and when help is needed. We state the facts, which are communicated via the press, radio, TV, and films, always stressing anonymity at the public level.

Al-Anon is *cooperating* when it works with others,* rather than alone. In working with others, our scope and contacts are broadened and we reach many more of those in need.

(footnote with paragraph above)

*O Examples are federal, state, provincial, and municipal alcoholism agencies; private health agencies; law enforcement, judicial, and correctional agencies and institutions; general hospitals and state, county, or city mental hospitals; councils of churches, doctors, nurses, clergymen, social workers, educators.

Anonymity

Tradition Eleven is sustained if, when appearing on television program as an Al-Anon or Alateen member, you maintain anonymity and take precautions to avoid recognition of the participants, e.g., back to camera or silhouette.

In either of the above cases a pseudonym or first name only should be used. This policy applies equally to visual tapes for closed circuit TV (schools, etc.).

When appearing on a TV program as the relative of an alcoholic, a member can face the camera and give his full name, providing he does not reveal his membership in Al-Anon or Alateen.

Any Al-Anon/Alateen member may write an article about the fellowship for local or national publications and maybe financially remunerated. The personal anonymity of someone writing as a member is maintained by signing anonymously or using a pseudonym.

The Philosophy and Spiritual Principles for Al-Anon's Public Outreach

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Our Public Outreach is based on the following spiritual principles that promote unity and clarity within the fellowship as well as awareness and hope outside the fellowship.

Whenever there are questions concerning public outreach it is helpful to return to these spiritual principles for resolution:

- ***Members and groups carry the message.***
- ***Outreach is based on attraction, rather than promotion.***
- ***Personal anonymity is maintained at the level of press, radio, films, TV, and the Internet.***
- ***Cooperation and goodwill strengthen public outreach.***
- ***Members continually broaden the way they carry the message by using new and innovative forms of communication.***

Members and groups carry the message

Carrying the message is essential to attracting new members. Our Twelfth Step suggests that members carry the message of recovery to others and make Al-Anon known in their communities.

Al-Anon members who do Twelfth Step work carry the message of Al-Anon recovery keeping in mind adherence to Tradition Eleven. There is no replacement for individual Al-

Anon members carrying the spiritual message of recovery within their communities in ways that media cannot.

Local Public Outreach: Roles and Responsibilities

Al-Anon members who have an understanding of the Twelve Steps and Twelve Traditions have an important role in local Public Outreach. They carry the message of hope through local media, and to professionals throughout their communities.

Providing speakers and literature for community events, participating and exhibiting at health fairs, placing ads in public places, and talking with local radio/TV stations to request that they play Public Service Announcements are some local outreach opportunities. (See also, “Members continually broaden the way they carry the message by using new and innovative forms of communication”.)

Makin.’ contact with professionals

To ensure that professionals are aware of Al-Anon as a credible resource for helping friends and families of alcoholics, groups, districts, and other service arms can host public meetings inviting members of the professional community. Meeting schedules and contact information on the Web sites of Area and local service arms should contain current and accurate information. In this way, the public will have direct and ready access to information, furthering Al-Anon/Alateen’s reputation as a credible local resource.

Personal sharing with professionals is one way to carry the message of hope to others. Members may have established relationships with doctors, nurses, members of the clergy, therapists, educators, or other professionals. Every Al-Anon member is encouraged to share the benefits of Al-Anon with members of the professional community with whom they come into contact, divulging their Al-Anon membership whenever they are comfortable doing so. These one-on-one relationships provide the professional with credible evidence of the benefits of Al-Anon’s program of recovery, and may encourage them to learn more about Al-Anon and perhaps recommend the Al-Anon program to others. Al-Anon does not endorse any outside enterprise. Professionals may endorse the Al-Anon program without violating the Traditions—providing they do not reveal Al-Anon membership.

National and International Public Outreach: Roles and Responsibilities

Although Al-Anon members carry the message of Al-Anon, it is the WSO which is solely responsible for creating public outreach messages beyond the local level. This ensures that there is consistency in media messages throughout the world.

The World Service Conference has designated the WSO as sole publishing agent for the fellowship and sole producer of public service announcements (PSAs). The WSO is responsible for production and distribution of all multi-Area, national, and worldwide communications including those on the Internet.

National Publicity

Whenever national publicity on Al-Anon/Alateen may be of interest to local groups, they are, if possible, notified in advance by the WSO.

An Al-Anon general service structure outside the United States and Canada that has received permission from the WSO to print Conference Approved Literature may reprint WSO public outreach materials. The general service structure is not limited in the number of public outreach pieces it can produce. The WSO reserves the right to review such items before publication or broadcast.

Criticism of the Fellowship

~~In accordance with Tradition Ten, the Al-Anon fellowship does not officially respond to adverse publicity and therefore attempts to avoid public controversy. As individuals, members may take any action they wish.~~

Public Information

Paid Advertisements

A group may pay for an ad in a newspaper or magazine **the media** to make the community aware of Al-Anon and Alateen. In accordance with our Traditions, an individual member may pay for such **an ad** space with group approval. This **payment** can be considered a member's personal contribution.

Members and local service arms may pay for local advertisements, for example; billboards, screen ads at movie theaters, and transit signs. The WSO reserves the right to approve the content of the message before public placement.

Publicizing meeting locations

Meeting information may be printed in church bulletins, newspapers and other venues for sharing public information.

WSO Produced Posters

The Al-Anon/Alateen posters may be displayed **on the Internet ~~in~~ or** any public place ~~or~~ conveyance with the permission of the ~~respective facility/~~**place or** organization. ~~For referral, a~~ local Al-Anon service phone number, P.O. Box, Web site, e-mail, and/or office address, may be used—**as a point of contact.**

Posters and Flyers for Public Outreach for Al-Anon Service Arms

Al-Anon Information Services and Area World Service Committees may have a need for **public outreach** posters that can be produced ~~inexpensively~~ and distributed within their area of service. ~~Although the Conference has designated Al-Anon's WSO as the sole publishing agent for the fellowship,~~ **This could include outreach to a particular cultural group, for example.**

Districts, Information Services, and Areas work **together on such projects so the Al-Anon message remains consistent and unity among the service arms is ensured. Service arms contact the WSO before creating a poster. The WSO has posters available on a variety of needs and topics that might meet the needs of an AIS or Area.** the WSO extends permission for such posters, reserving the right to review these items before they are printed and distributed in order to ~~protect~~ **preserve our Al-Anon's public outreach message image. These outreach**

posters may appear on the Internet provided that no member's name, phone number, or other identifying information appears, so that anonymity is maintained.

~~Such p~~Permission is not required when ~~posters~~ **public outreach flyers are created made up for a single local events. Flyers the Internet are accessible to the public and must protect members' anonymity.**

Public Information Literature **Outreach Publications - AIS/Area**

Although the Conference has designated Al-Anon's WSO as the sole publishing agent for the fellowship, the WSO extends permission to **Al-Anon Information Services or Area World Service Committees for the production of only one publication for public outreach to publish only one Public information piece, which can be produced inexpensively and for distributed distribution solely within their area of service.** This often is incorporated with the local meeting schedule, reserving the right to review these items publication before they are printed and distributed in order to protect preserve—Al-Anon's public **outreach message image.** ~~Such permission is not required when posters are made up for single local events.~~ **To assist potential members in locating a meeting, a meeting schedule is frequently included with such a publication.**

Outreach Publications International

Each general service structure working in countries outside the United States and Canada may reprint WSO material and is not limited to printing one PT piece. There are public information needs based on cultural differences and tradition. **An Al-Anon general service structure outside the United States and Canada that has received permission from the WSO to print Conference Approved Literature may reprint WSO public outreach materials. The General Service Structure is not limited in the number of public outreach pieces produced.** The WSO also reserves the right to review such items before publication.

Public Service Announcements

The media (TV, radio, newspapers, etc.) offer free air time or print space free 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.** ~~The World Service Conference (WSC) has authorized the WSO to produce PSAs which inform the general public about Al-Anon and Alateen.~~

Area/Local Public Outreach Messages

Areas and local service arms may produce and participate in public announcements, programs, broadcasts, or community calendar items that are of local interest, have local impact or reflect a local culture's needs. These may be provided to local radio, television, or community cable stations. In such projects, Tradition Eleven is maintained by avoiding recognition of the participants and by the use of first names or pseudonyms. Prior to broadcast, the WSO reserves the right to review such projects for consistency with the Al-Anon message.

Outreach is based on attraction, rather than promotion

It has always been Al-Anon's approach to carry a clear and simple message about our program of recovery – that is: to let people know what we are what we do, and how they can come into contact with us. We do this in many creative ways while avoiding high pressure tactics which distort our message of hope or bring us into public controversy.

We attract interest in Al-Anon Family Groups when we communicate what our lives were like before we came to Al-Anon, what we found in Al-Anon that helped us, and what our lives are like today. In error, we would be promoting Al-Anon if we offered promises guarantees, personal advice, or gave the impression that we are the experts who know what is best for all families and friends of alcoholics

, Personal anonymity IS maintained at the level of press, radio, films TV, and the Internet

Tradition Twelve tells us that anonymity is the spiritual foundation of our entire program. Members maintain personal anonymity in all forms of public media including press, radio, films, TV, and the Internet as well as other ways of reaching the public. It is essential that members consider Tradition Eleven as they keep public outreach messages free from personalities. No one person can ever be the sole representative of Al-Anon. The message of recovery in the media is too important to be overshadowed by a single person or group no matter how well-intentioned.

Anon mitv at Local Events for Individuals and Service Arms

As an organization Al-Anon is not a secret however we always protect our members' anonymity. Members are encouraged to participate in local events where Al-Anon information can be shared. Participation at health fairs, speaking at schools, etc., where members might be recognized, is not considered a break in anonymity since it does not occur at the level of press, radio, films, TV, and the Internet.

If the media is present, members who staff such events are requested to practice the principle of personal anonymity. (See "Anonymity in Public Media for Individuals and Local Service Arms".)

Anonym ity in Public Media for Individuals and Local Service Arms

Tradition Eleven is sustained when members maintain personal anonymity by using first name only or a pseudonym, and by appearing back to the camera or in silhouette. This principle applies to all types of visual, audio, or print media, or in any way on the Internet when Al-Anon/Alateen membership is revealed.

camera, or appear in print. Members avoid revealing the identity of any A.A. member.

As an individual, not an Al-Anon spokesperson, any member may write an article about the fellowship for local or national publications and may be financially remunerated. The personal anonymity of someone writing as a member is maintained by signing

anonymously or using a pseudonym. Personal anonymity also applies to members who author books or create other public communications.

Cooperation and goodwill strengthen public outreach

Al-Anon fulfills our primary purpose most effectively by cooperating with others and creating goodwill in the media and in the professional community.

Al-Anon is *cooperating* when it works with others, rather than alone. In working with others, our scope and contacts are broadened and we reach many more of those in need. However, we would give the impression of affiliation if we posted links to professional services on an Al-Anon Web site, or if we added the Al-Anon name as sponsor or co-sponsor for a commercial or community event. The concept of goodwill is simply maintaining our positive relationships and reputation as we work with others. Al-Anon exhibits goodwill when it works harmoniously in the community to provide information and carry the message of hope. (*criticism of the Fellowship* In accordance with Tradition Ten, the Al-Anon fellowship does not officially respond to adverse publicity and avoids public controversy. As individuals, members may take any action they wish as long as they do not divulge their membership or appear to be a spokesperson for Al-Anon. Members continually broaden the way they carry the message by using new and innovative forms of communication

In the dynamic world in which we live, we need always consider broadening our outreach efforts so that those needing our help may easily find us. This means that there is no end to the possibilities for carrying our message locally, nationally, and internationally.

In developing or conducting public outreach using new forms of communication, including emerging technologies, Al-Anon's outreach message is safeguarded by consistently referencing the primary purpose of public outreach and by applying its underlying spiritual principles.

Media

Individual Al-Anon members and groups are encouraged to work with their districts, Al-Anon Information Services, and Area World Service Committees on projects for media outreach. In this way, a broad group conscience is reached and the Al-Anon message remains consistent.

The Internet

The Internet is a global computer network that is in the public domain. Service arms are encouraged to post WSO Public Service Announcements on the Internet or to create links to the WSO Public Outreach Web site. In keeping with our Legacies, Al-Anon members guard with care their own and others' anonymity, and avoid any actions or behaviors that could draw Al-Anon into public controversy or harm Al-Anon's name. (See "Social Networking-Individual Members/Groups/Service Arms". Service guidelines are available on the Al-Anon Members' Web site.)

Social Networking Media

While social networking and social media Internet sites and blogs present special challenges to members and the WSO, social networking can be an important venue for carrying the message of Al-Anon as it fulfills its primary purpose of reaching millions who are not yet aware of the existence of our fellowship.

Social Networking-Individual Members/Groups/Service Arms

Blogs, profiles, social networks, or other forms of social media are appropriate for public outreach. Members maintain the principle of anonymity and do not appear to speak for Al-Anon as a whole. They avoid actions, behaviors, or commentary that could draw Al-Anon into public controversy or harm Al-Anon's name and public outreach message.

The names "Al-Anon" and "Alateen" are trademark names and may not be used as usernames, logos, or identifying characteristics on profiles, blogs, or in titles of social media pages. Only Al-Anon service arms may use the Al-Anon logo. (See also "Anonymity" and "Symbols/Logos" section of the "Digest of Al-Anon and Alateen Policies".)

Social Networking— WSO

The WSO, in carrying out its responsibility for creating public outreach messages beyond the local level, will continually look for new ways to do so using the capabilities of social networking and emerging technologies while adhering to Al-Anon's spiritual principles.

Again when the time came to vote on these changes it was a unanimous vote. I was profoundly affected by this whole process. As I said before it was truly a spiritual experience for me and I will always remember the 3 points we needed to consider at the beginning of each discussion.

- Is it accurate?
- Does it provide clarity?
- Can you live with it?

Penny R., Treasurer gave the Finance Committee report. This provided a brief history of donations to Al-Anon. It also included where the money donated goes, services provided, Public Outreach, Group Services, Membership Outreach, Administration and Business Service. It was a great presentation and I am hoping to use more of it in my Northern HiLights articles in the months to come.

Last year I shared the new envelopes that the WSO had produced for contributions. One was for birthdays/anniversaries with a red ribbon and another for memorials with a lily. These envelopes are still available. Now there is a new envelop that is being introduced. This one has a blue shoe on the front, it is hoped that members will use the envelopes for their own personal contributions. I have a number of the envelopes here for anyone who wants them. They can be ordered from WSO.

The Public Service Announcement presentation was lead by Par Q., Associate Director of Communications. As stated in the section on the budget there will be 2 instead of 3 PSAs produced this year. They are in all 3 languages, English, French and Spanish. They last 15, 30, and 60 seconds. I have a copy of them today and would like to play the 60 second English version.

Pat did some updating of Public Outreach so far this year. 136,000 copies of "Al-Anon Faces Alcoholism" were sent out for April Alcohol Awareness month. Professionals are asking for more. TV & radio estimated audience is up, in the first quarter of 2013 already 40% of all of 2012. The "Best of Public Outreach" available on members' website is now available in French and will soon be in Spanish.

Delegate's were able to attend an open Policy Committee meeting on Wednesday afternoon and two open Board of trustees meetings. One on Tuesday evening and one on Friday morning.

Wednesday afternoon was the International Day. We heard from the International Representative, Laura C.F., and then we heard from Roger C. and Ric B. about two trips last year.

Laura spoke about Al-Anon in her native country of Mexico. Both Laura's sharing in English, not her native language and then the Delegate from Puerto Rico, Sara M. provided later in the Conference for a lively discussion on the need for the WSC to provide some type of translating for non-English speaking members.

Roger C., Trustee at Large presented on his and Ric's trip last fall to the International Al-Anon General Services Meeting (IAGSM). It was held in October in Cape Town, South Africa. There were 16 countries represented. Al-Anon has been in South Africa for 60 years. The IAGSM is held every two years, the next will be October 2014 in Virginia Beach, VA.

Roger and Ric B. also reported on two other trips they took in 2012 and in March 2013. Both trips were at the request of the of the General Service Office in that country. The GSO paid their travel expenses.

In March 2013 Roger and Ric went to Mexico City, Mexico for its 40th Service Conference. Al-Anon's first meeting in Mexico was on 2/8/65. Currently there are 3,662 groups and 460 Alateen groups. Mexico has the second largest service structure of Al-Anon worldwide. Their

structure is similar to the WSC structure. There are 5 Regions and 36 Areas, with 70 member Conference.

IN 2012 Columbia asked Ric B., the Executive Director to attend their National Convention. At an open public information meeting he met with a number of professionals from the community.

The 2013 International Convention will be held 7/5-7/7/13 in Vancouver, British Columbia. Currently there are 3100+ registered. 66% stated this is their first International. On Thursday, 7/4 there will be a Day of Connection, currently 1400 have registered. Badges for the Convention should be mailed this month.

I know I have taken a long time today but I do have some other items I was to go over this morning. Please bare with me.

The Literature Committee report was given by Tom C., Associate Director of Communications. The workbook on the Legacies has a name, it is "Reaching for Personal Freedom" P-92. It will be available at the 2013 International Convention at a cost of \$15. The supply will be limited to 49,999 due to tax issues in Canada. The workbook will be available in English, French and Spanish.

The piece on Intimacy in Relationships is going along. There have been 775 sharings submitted so far and they are still looking for more sharing's.

Last year the committee presented to the conference for discussion the idea of a piece on abuse. After discussion no motion was made. The committee went back this year and looked at the idea using KBDM. The committee continues to discuss.

The committee brought to the Conference to give conceptual approval to develop a new pamphlet to address parents and grandparents whose children (teenagers and young adults) are problem drinkers. It was noted during the discussion that currently this is the largest growing population in Al-Anon. The motion was carried.

Last year the pocket card on Conflict Resolution was introduced. This year a new piece is being introduced. It is a set of flip cards, "Conflict Resolution using our Twelve Traditions" I have to say it was much easier to use than the Service Manual in the skill-building session on conflict Resolution. The number is S-72 and it will be available shortly for \$4.00. It will be in English, Spanish and French. The idea is it can be used in meetings, at the district and the Area.

Last year The Board of Trustees presented the idea of a trial project on new Conference structure. That Areas were going to be able to think outside the box on ways changing their Area Structure might help with problems or issues they might have. This was to be a 6 year trial. There are no restrictions, areas were asked to be creative, nothing was off limits as long as did not affect Policy or Legacies. The Board would need to review any plans.

On Thursday we heard from a few Areas that have begun to look at this idea. There were a number of ideas Areas were looking at from two large Areas, California North and South looking at the feasibility of forming a third Area, California Central to a small Area like Rhode Island with 49 groups and 5 Districts looking to reduce the number of Districts

All Areas that reported are still in the early stages, none have gone beyond the Thought Force stage yet. This did get me thinking, is there some way NYN can use this process to look at how we can bring back those Districts in NYN who are not involved at the Area level, who don't have DRs, who don't attend Assemblies or AWSC meetings. I am hoping later today we can talk about this and maybe form a Thought Force to begin the discussion.

The Board of Trustees meets quarterly. They met in Virginia Beach, Virginia. Next July, 2014 the Board of Trustees would like to take a road trip. They would like to hold their July meeting some were else in the US or Canada. Along with the usual Board meeting they would hold a met and greet with members of that Area.

The Board is asking Area who would like to take part to submit an application with the names of up to two cities in their Area where this could be held, to provide possible hotels in those cities. The only requirement is that there is an international airport in or close to each city. The Board will take care of all contacting and planning. I would like to talk more about this today and see if NYN would like to submit a couple to possible locations, we have some great places to visit.

When the WSC was formed it was agreed that Area names and boundaries for the WSC structure would follow the geographic boundaries of states and provinces.

Over the years, as Area structures grew and developed, state and provincial boundaries did not always allow for the best service possible due to geographic conditions. There are Areas that have voted to accept groups and/or districts of an adjoining Area into their Assembly because of convenience or ease but did not raise it to the level of a name change at the Conference.

If Area autonomy has determined a desire to make a request to formally change its name, this is an act of the WSC. Prior to getting on the WSC agenda, a name change request would be sent to the WSO, with documentation that both Areas have agreed to release groups and accept groups. The Conference Leadership Team would review the request, and if the CLT agreed, it would make a recommendation, in the form of a motion, at the next WSC.

In response to requests from four Areas, the Conference Leadership Team presented the motion to allow the change for the following four Areas:

- Alabama Alabama/Northwest Florida
- New Mexico New Mexico/El Paso
- Manitoba Manitoba/Northwest Ontario
- Wisconsin Wisconsin and the Upper Peninsula

This was a very moving discussion to hear from the various Areas about the change, the history of groups in the Areas and why the request for a change. The motion passed.

Just a few quick notes. The Members web site will be getting a new face shortly. Will have all the same information but easier to navigate.

There will be a new survey on the members web site. This will be on members involvement in service. They are hoping to get information from member in all levels of service. There will be more information in the Forum.

The 2014 World Service Conference will be held April 25th through April 29th in Virginia Beach, Virginia.

I have talked for a very long time. There is so much more I would like to share but I will leave that for future reports and newsletter articles. I do want to say thank you to all for your cards and those who sent "Love Gifts" I have brought back some for all of you. Next year I plan to take a picture of the room where all these wonderful little gifts are. I also want to thank you all for allowing me to be your Delegate to the World Service Conference, it is a great honor.