

Public Outreach Report for the August 8, 2015 AWSC meeting

1. There is a new series of public outreach podcasts beginning this month on the members' website. The first podcast topic is "Distributing the magazine Al-Anon Faces Alcoholism." Our AFA magazine is setting its all time sales record this year—200,000 copies sold. While on the members' website please consider subscribing to these podcasts: you will receive free updates and new podcasts as they are available. You will also be invited to join the discussion by posting your comments on the podcast page. This is a great opportunity to "talk to each other and reason things out."
2. September is "National Recovery Month." This is an annual event sponsored by the U.S. Government's Substance Abuse and Mental Health Administration Services (SAMHSA). Local Al-Anon groups can offer special meetings open to the public and professionals, have an Al-Anon display in public places such as libraries, and consider other outreach efforts. I have brought with me today a handout from **The Best of Public Outreach** called "**Possible ways to reach the general public**".
3. The Syracuse area has done very well regarding the TV PSA's, thanks to Linda O., a long time Al-Anon member who is house bound but able and willing to be of service regarding outreach. Channels 3, 5, 9, 43, and 68 have agreed to air the Al-Anon PSA. They will likely be aired late evenings. It would be helpful if any members who actually see these PSA's contact Carla, the public outreach coordinator for Syracuse, at posyracuseais.org
4. I have copies of two new press releases from WSO. One is; **Al-Anon Members Say "Al-Anon Saved My Life"** and the other is a newly released interview with the director of the National Institute on **Alcohol Abuse and Alcoholism (NIAAA)** Dr. Robert Huebner. These press releases can be adapted for local use and submitted to local newspapers.
5. I attend the monthly Rochester AIS meetings to pass along outreach information and to seek help in carrying the message. I also write an article for their monthly newsletter. Unfortunately, there is no public outreach coordinator in the Rochester area at the moment.
6. Paul G. is the public outreach coordinator for the Buffalo area. We communicate on a regular basis. Despite a lack of participation in the Buffalo area, Paul continues to ask for help—as we must.
7. In October there will be a new power point on Anonymity to show our fellowship and for use as an educational tool.
8. I continue to work with the DR's on the radio PSA's.

Together we can make a difference.

Pat H.

NYN Public Outreach Coordinator