

**TO:** Public Outreach Coordinators  
**FROM:** Pat [REDACTED] Associate Director of Public Outreach—Media  
**DATE:** May 11, 2011  
**RE:** National Media Announcements  
**CC:** Judy [REDACTED], Public Outreach Committee Chairperson  
Ric E [REDACTED], Executive Director  
Robert S [REDACTED], Director of Communications

## **Al-Anon/Alateen in National Press**

The *2010-2013 Al-Anon/Alateen Service Manual* on page 108 states: "Whenever national publicity on Al-Anon/Alateen may be of interest to local groups, they are, if possible, notified in advance by the WSO." Please relay the following information to the groups in your Area.

The World Service Office has received notice from the staff of the syndicated newspaper columnist, "Dear Abby," that the column for Monday, May 23, 2011, will direct readers to call Al-Anon or to visit the Al-Anon Public Outreach Web site for information about local Al-Anon meetings.

It is possible that individual newspapers might not carry the Al-Anon item for various reasons. The "Dear Abby" column in its entirety, however, will appear on the Internet May 23. To access the Al-Anon Family Group information, go to <http://www.uexpress.com/dearabby/>.

In communities where editors choose to publish the Al-Anon information as part of the "Dear Abby" column, it would be appropriate and helpful for members to send thank-you notes to the newspapers. Such thoughtfulness might help editors choose to run more Al-Anon/Alateen items in the future.

## **Al-Anon/Alateen Updates**

A recent public service announcement for Al-Anon/Alateen by producers and actors from the daytime television show, *General Hospital*, is available after brief commercial advertising at [http://abc.go.com/shows/general-hospital/video-detail/general-hospital-extras/alanon-provides-hope/pl\\_PL5520966/vd\\_VD55124730](http://abc.go.com/shows/general-hospital/video-detail/general-hospital-extras/alanon-provides-hope/pl_PL5520966/vd_VD55124730). Members are welcome to thank local television stations or the ABC television network for their service to the families and friends of alcoholics.

The May edition of *Oprah* magazine includes a recommendation by actress, Ashley Judd, for the book, *How Al-Anon Works*. The on-line version is available at [http://www.oprah.com/book-list/Books-That-Made-a-Difference-to-Ashley-Judd\\_1](http://www.oprah.com/book-list/Books-That-Made-a-Difference-to-Ashley-Judd_1). Thank-you notes to editors, producers, and celebrities who recommend Al-Anon and Alateen can lead to further opportunities for families and friends of alcoholics to find hope and help in Al-Anon and Alateen through the national media.