

# Al-Anon Family Groups Communication

*New Thinking—New Energy—Abundant Outlook*

**TO:** Area Public Outreach Coordinators  
**FROM:** Patrick Quiggle, Associate Director of Public Outreach—Media  
**DATE:** September 7, 2007  
**RE:** Request for Local News Release Delivery  
**CC:** Conference Members

## **Make News Release Project a Success**

In order to attract more families and friends of alcoholics to meetings in your Area, would you deliver the attached news release as soon as possible to as many District Representatives as possible—so they can share these with the Group Representatives in their districts?

This news release is ultimately for the editors of the church bulletins and newsletters where many of our meetings take place. These churches often have newsletters, and they would certainly be approachable by Group Representatives who have something to share with them and their readers.

Please ask the Group Representatives to **deliver the customized release to all editors of newsletters where Al-Anon/Alateen meetings are held**—such as churches, hospitals, schools, and community centers, etc.

Also, please ask the Group Representatives to customize the news release for their community by adding the room number, day, and time of their meeting—as well as adding their own name and phone number in case the editor has any questions about their meeting.

The easiest and quickest way to forward this information to the DRs would be by e-mail. If you don't have their e-mail addresses, please get them soon—because more opportunities are coming.

Finally, would you ask Group Representatives to let you know each time a newsletter prints one of the releases? Ask the GR to make a follow-up phone call to the editor two weeks after delivering the news release, so the GR can

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find out if it was printed. If the release hasn't been printed yet, it might be a very welcome reminder for the editor to remember to print it.

**Thank you!**

Special Note: You are always welcome to offer suggestions about using the media to attract more families and friends of alcoholics to Al-Anon/Alateen!