

Hello Friends!

I've got lots of great updates this month!

As I mentioned last month, the 21-22 PSA campaign has wrapped up. You can find our current PSA in the Media Kit link at the bottom of Al-Anon.org (<https://al-anon.org/media-kit/public-service-announcements/>). Unfortunately, we found that stations did not pick up the Benefits PSA that we launched last year, so we are focusing on distributing just the Questions PSA, which had a large following last year. Because the 22-23 campaign just launched, we do not yet have tracking details for this new campaign.

If you hear a station play our PSAs, please reach out to them to thank them and encourage them to continue to air the PSAs. Last month, provided a thank you card template that you and others in your district or group can use to send a note to these stations.

If stations inquire about airing the PSAs, most radio stations can access our PSA through the PSN Bank. If they don't have access to the PSN bank, they can send their contact information including the Station call letters, contact name, number and email address to media@al-anon.org and the Al-Anon PSN will get them access to the radio PSAs. Small TV stations, colleges, school districts, community organizations, and other non-media related groups can access and feel free to share the 15 second, 30 second, and 60 second video PSAs on the Al-Anon [YouTube channel](#).

The WSO recently reorganized and refreshed materials available online:

- In the Members/Member Resources section of Al-Anon.org, the new 2022-2025 Service Manual and 2022-2025 Groups at Work are available, along with a refreshed set of guidelines with a completely new interface. (a new version of G-38 Public Outreach has been approved, but is not yet published, so stay tuned for that!)

The WSO recently shared some new resources we can leverage in your community to share the hope and help available in Al-Anon, including:

- A new promo for the In the Loop Newsletter

Get In The Loop!

Did you know the World Service Office has an email newsletter?

It's been a long time since Lois W. mailed letters to the early Al-Anon groups. Now, any member can easily sign up to receive **In The Loop**, the WSO newsletter filled with information about events, service, resources, CAL, and, of course, experience, strength, and hope. Emails are usually sent once a month, but sometimes there is a need for special editions!

Subscribing is free and easy at al-anon.org/emailme

- A new promo for the Forum

Al-Anon's
THE Forum
 monthly recovery magazine for members

Subscribe now: al-anon.org/subscribe-forum al-anon.org

- A text-based promo for the Forum

Subscribe to *The Forum*!

Did you know that the price of *The Forum* has not gone up in more than 15 years? For less than \$1 a month in the US and \$2 a month in Canada and other countries, you can add *The Forum* to your supply of recovery tools. It's hard to find a deal like that anywhere these days!

Al-Anon's monthly recovery magazine features more than 30 pages of member sharings in each issue. Departments include Alateen, CAL Corner, Inside Al-Anon, Instant Meeting, Our Three Legacies, and more. In addition to bolstering the recovery of individual members, *The Forum*, as a concept, is Conference approved and is a fruitful source for meeting topics and discussions.

- An October – specific promo for the release of *Opening Our Hearts, Transforming our Losses* as an audio book!!!

**Opening Our Hearts,
 Transforming Our Losses**

from Al-Anon Family Groups!

Now available as an audiobook!

al-anon.org

- Three October-specific Articles available for reprint with proper acknowledgement at the local level (attached):
 - The Last Alcoholic
 - With the Help of Fellow Al-Anon Member
 - From One Generation to the Next
 - October's Member Blog Topic

Other District and Group Level Opportunities

There is much we can do individually to reach individuals and professionals in our own communities, including:

- Resharing Al-Anon's social media content if you are comfortable with it.
- Using the public outreach resources published on the al-anon.org public outreach page at: <https://al-anon.org/for-members/public-outreach/>. The WSO continues to develop and post electronic materials we can easily customize and use locally.
- Emailing our contactless flyer to professionals and organizations in your district.
- Using our printable wraps for distributing Al-Anon Faces Alcoholism to professionals or groups in your district.
- Adapting our public outreach posters for use locally.
- Using our printable contact cards to share your contact information with newcomers or professionals
- Emailing electronic materials to professionals and organizations. Materials can be downloaded at no cost at:
 - <https://al-anon.org/for-members/members-resources/literature/downloadable-items/>
 - <https://ecomm.al-anon.org/ICommerce/Shop/ICommerce/Store/StoreLayouts/Home.aspx>
- Mailing or dropping off print materials where appropriate.
- Encouraging colleges, school districts, community organizations, and other non-media related groups to publish our PSAs. 15 second, 30 second, and 60 second versions are available on the Al-Anon [YouTube channel](#).

As always, I would love your thoughts on things we could be doing to support public outreach across our area.

Best,

Sheri

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