

Public Outreach Report Aug 14,2021

Hello Friends! It's hard to believe it is already August! That means the 21-22 PSA campaign is a wrap and we're moving into the 22-23 campaign. I hope to receive information on the 22-23 campaign later this month. The final 21-22 report shows 3,759 PSA airplays in Ohio from August 1, 2021 through July 31, 2022. This is roughly a 2% increase over the 3,698 airplays during the 20-21 campaign. I've attached full results for the campaign in Ohio.

If you know of stations that played the PSAs, please reach out to them to thank them and encourage them to continue to air the PSAs. I've attached 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](mailto: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](#).

Organizations in our communities that want to link to [al-anon.org](http://al-anon.org) or to share the PSAs from our [YouTube channel](#) on their websites are welcome to with the understanding that our Traditions prohibit us from linking back to them.

#### 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](http://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:
  - o <https://al-anon.org/for-members/members-resources/literature/downloadable-items/>
  - o <https://ecommerce.al-anon.org/Commerce/Shop/Commerce/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.

Sheri B, Ohio Public Outreach Coordinator

[publicoutreach@ohioal-anon.org](mailto:publicoutreach@ohioal-anon.org)

Dear Station \_\_\_\_\_,

Thank you for airing the Al-Anon Family Groups' public service announcement. While problem drinking affects one in four people in our community, many people are not aware of the help and hope available through Al-Anon, a free service for friends and families who struggle with a loved one's drinking. Thank you for helping us reach the people who need help in our community.

Please continue to air the PSA's and sharing this valuable information with your viewers/ listeners.

In Gratitude,

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