

## Spring 2023 Ohio Area Assembly - Public Outreach Update

The 2022-2023 PSA campaign has generated of 624 air plays in Ohio from August 2022 through April 15.

- If you hear a station play our PSAs, please reach out to thank them and encourage them to continue to air the PSAs.
- If you heard other stations air the PSAs in the past, but have not heard them recently, encourage them to air the PSAs again.
- 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 AI-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 AI-Anon [YouTube channel](#).

The WSO continues to provide a monthly menu of articles and ads for use in group, intergroup, district and area communications, which I attach to the monthly public outreach update sent toward the end of each month. If you are not receiving the update and want to be included in our updates going forward, please send me your email address.

In January we started a monthly public outreach collaboration that meets on zoom on the last Wednesday of each month to share the outreach efforts we are engaged in across our area. We've had about 10 people join each month and welcome anyone else who would like to participate.

- The last Wednesday of every month at 7 pm eastern at:
- <https://us02web.zoom.us/j/88488409759?pwd=S2F2eXUyeURLOERHMjBCU3RzNDIRUT09>
- Zoom ID: 884 8840 9759
- Passcode: Outreach
- One tap mobile: +16469313860,,88488409759#,,,,\*85615428# US

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

- Resharing AI-Anon's social media content if you are comfortable with it.
- Using the public outreach resources published on the [alanon.org](http://alanon.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 AI-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://ecommerce.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 AI-Anon [YouTube channel](#).

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