

The information below is for all Public Outreach Coordinators. If you have agreed to be an e-buddy for an Area Public Outreach Coordinator, please pass this to the Coordinator right away. Thank you!

Important information for all Public Outreach Coordinators!

Greetings from your World Service Office in Virginia Beach. Thank you for everything you are willing to do for the families and friends of alcoholics!

Would you use your e-mail distribution lists to forward a copy of this memo and the 7-21-08 podcast news release from the file exchange? Please send them to Public Outreach Action Committees, Newsletter Editors, District Representatives, and AISs in your Area, so all Public Outreach volunteers can insert local information and arrange for convenient delivery to local newspapers.

The news release, "**You didn't cause your loved one to drink,**" contains brackets that need local information. Local information will make a big difference when editors decide whether to put the news release in their newspaper. Please encourage trusted servants to insert local information where brackets appear in the text, and then to remove the brackets.

There are five sets of brackets:

- 1) At the top of the release, insert the date when the release **will arrive** at the newspaper. This date will show the reporter that the information is fresh.
- 2) Where it says "Contact," insert the name and phone number of an AI-Anon member who is willing to take a call from a reporter. Will the reporter call? Probably not, but a local person's name and number is important—so the reporter can show he didn't make up the story. If you want to be fully prepared, in case a reporter really calls, have a list by your phone of things you would like people to know about AI-Anon—such as how many AI-Anon meetings there are each week in your community, or how many Alateen meetings, or how many open meetings there are. Maybe you can explain to the reporter that open meetings are for anyone who is curious about AI-Anon, such as professionals or

students, and closed meetings are for everyone who has been affected by someone else's drinking.

- 3) In paragraph #4, insert the name of the city that the newspaper serves. This will make the information valuable to the reporter and editor.
- 4) In the last paragraph of the news release, insert the name of the local community in the first set of brackets, and in the second set of brackets insert the local Al-Anon phone number where people can get local Al-Anon/Alateen meeting information.

If you have a local Al-Anon Web site, feel free to add the Internet address to the news release.

Special note about delivering news releases

Delivery to a local newspaper can be by e-mail, fax, regular mail, or in person. A phone call to the newspaper might be the easiest way to find out the best editor or reporter to send it to, and which way they prefer to receive it. For many publications, an e-mail addressed to the health editor or family health editor would be the right way to go.

Please ask members to let you know by mid-August the names of all the newspapers where they delivered the release and which ones published it.

If you have any questions, please e-mail wso@al-anon.org , attention Pat, or call 757-563-1600, extension 1674 during business hours. After hours, you can call 757-615-9518. Thank you for all of your help!