

Public Outreach Report
East Texas Assembly Fall 2020

It has been an awesome privilege it has been to serve as Area 53's Public Outreach Coordinator.

Over the last three years I have been able to collect and share many Public Outreach Ideas within our Area. I will be able to pass along this information in a binder that I have kept during my time in Service. Materials not include projects and events that were shared by other Area Public Outreach Coordinators from the US and Canada, but also from our own District Public Outreach Coordinators in Area 53. I will make these materials available to our next POC. I also plan on sharing any Area 53 Public Outreach projects and events with Area 53's Archivist.

There has been a change with the PSA's distribution and to the actual distribution Company being used by WSO.

The following paragraph is direct communication that was posted on The AFG Connects for Area Public Outreach Coordinators, from Scott P.- Digital Strategy, WSO, regarding the changes.

“The WSO has always had a distribution vendor but for the current campaign we have a new vendor. The biggest differences is the previous vendor was contracted to distribute ~1,000 hard copies to various Radio and TV stations in the US and Canada; whereas the new vendor is contracted to distribute electronically to all Nielsen-tracked Radio and TV stations.

Historically, Al-Anon Members were asked to fill in the gap between the total number of stations and the ~1,000 contacted by the distribution vendor; currently that gap no longer exists.

The results thus far, even in an election year, have been absolutely amazing. In the first 27 days, since the PSAs were sent out, we have more than doubled the airplays from last year 4,656 vs 2,222 and extended our geographical reach by about 5X from 11 States/Provinces to 51 States/Provinces.

The feedback we received from our new PSA distribution vendor along with feedback we have received from some stations in the past has been provided to the Public Outreach Committee for their discussion and recommended actions. These recommendations have not been reviewed yet, so I want to be cautious about suggesting a change until it has been approved. For now, we would just ask that members not take any action related to the PSA campaign until the recommendations are reviewed and published to the fellowship.”

Currently WSO has removed the request form for the PSAs from their website.

I would like to reiterate that until The (WSO)Public Outreach Committee has finalized their recommendations, for the PSA process, that all Area 53 Districts refrain from starting new PSA projects.

Also as of the submission of this report, there has been no further updates regarding the PSA process and listing of Prior year PSA campaign radio/TV airings that have been communicated by Scott P.

Once again, I thank Area 53 and its members for allowing to serve in the position of the East Texas Area 53 Public Outreach Coordinator over the last three years. The opportunity allowed me to expanded my understanding of Al-Anon as an organization, and why it is important to remember that Al-Anon is a “we” program.

Respectfully Submitted by
Lynn B.
East Texas Area 53
Public Outreach Coordinator