

Update: Outreach to the Print media

In August 2002, *Rosie* magazine published an article that mentioned Al-Anon. The July/August issue of the American Association of Retired People's (AARP) magazine *Modern Maturity* also mentioned Al-Anon. National articles like these can be a springboard to more press opportunities! It is in keeping with our Traditions for members to speak with the media-Tradition Eleven cautions us to maintain personal anonymity at the level of press, radio, TV, and films. This means members do not allow our faces or full names to be broadcast or printed, and do not publicly identify themselves as Al-Anon/Alateen members. Members are finding that local reporters are interested in Al-Anon, and usually are very willing to interview members and/or publish our press releases while maintaining our personal anonymity.

Some ideas on what to say to a reporter or editor:

Hello, my name is _____, and I am a volunteer with the local Al-Anon district. Are you familiar with Al-Anon Family Groups? Al-Anon (and Alateen for younger members) provides mutual support meetings locally for families and friends of alcoholics. Al-Anon is a 12-step organization, and our membership includes adult children of alcoholics, parents, grandparents, spouses, other family members, and friends of alcoholics. I hope you may be interested in doing a story on our fellowship. I'd like to send you some information on our program. Can I send it to your attention? I'll call you then in a few days to answer any questions you may have.. Thank you for your time.

In the coming months, there will be many opportunities to reach out through the printed word, and it's never too late to get started!!!

- September** Recovery Month in the US
- November** Alcoholism Awareness Week in Canada
- Nov/Dec** The holiday season is a great time to carry the message
- January** New Year, a time of new beginnings
- April** Alcoholism Awareness Month in the US

Click on "how to carry the message to local publications to get the "how to" guide and press release are great tools to get started! Do send clippings to the NCWSA Coordinator, and WSO, to share your experience, strength and hope with us! Feel free to call your area coordinator if you have any questions!

Other useful tools:

The Best of Public Outreach (P-90, \$3.00)

Al-Anon Media Kit (K- 19/K- 19c, \$2.00)

Note: The Media Kit is posted in its entirety on the WSO Web site: www.al-anon.alateen.org/media.

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