

Al-Anon/Alateen
The Best of
Public Outreach

A
“How To Do It”
Service Tool
for Public Outreach
Activities



Al-Anon Family Groups

Strength and hope for friends and families of problem drinkers

The Best of Public Outreach

A how-to-do-it service tool

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Public Outreach

Public Outreach informs the general public about who we are, what we do, and how to get in touch with Al-Anon and Alateen through:

- the media.
- professionals (counselors, etc.).
- facilities, such as treatment centers.
- organizations, e.g. the National Council on Alcoholism and Drug Dependence (NCADD).

Public Outreach includes:

- Public Outreach Coordinators (PO).
- Public Information (PI) Coordinators.
- Cooperating with the Professional Community (CPC) Coordinators.
- Institutions Coordinators.

The Public Outreach goal is to attract all families and friends of alcoholics to Al-Anon Family Groups, so that everyone who needs our program can find help and hope in every community.

In Public Outreach, we strive for name recognition and credibility for Al-Anon and Alateen as viable resources for local, regional, and national communities.

Your Area Public Outreach Coordinator

- Serves as a communication link between the WSO and your Area.
- Distributes key information and resources by way of e-mail distribution lists.
- Continually educates the fellowship about the need to attract those who are still suffering.
- Works with Area and local Public Outreach Committees.
- Motivates districts and Al-Anon Information Services to form outreach committees.
- Makes presentations or holds workshops at Area Assemblies and district meetings.
- Communicates and works cooperatively in a team effort with other Area Coordinators, your Area Chairperson, and your Delegate.
- Reports Public Outreach activities by districts and AISs to the Assembly, the WSO, and other Coordinators throughout the U.S. and Canada.

The purpose of Public Outreach is Step Twelve

"Having had a spiritual awakening as the result of these steps, we tried to carry this message to others, and to practice these principles in all our affairs."

This Step encourages us to work and practice the Twelve Steps of Al-Anon ourselves and to share the Al-Anon message of recovery with others.

From *Lois Remembers...*

"If... Al-Anon groups do not let the public know of our presence, perhaps by announcing the time and place of meetings in local newspapers or by some other means, we block ourselves off from those in need." (page 194)

The guide for Public Outreach is Tradition Eleven

"Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, and TV. We need guard with special care the anonymity of all A.A. members."

It is Al-Anon/Alateen policy to interpret Tradition Eleven to include the Internet, as well as all forms of evolving public media.

Tradition Eleven states that our public relations policy is based on *attraction* rather than *promotion*. So, what is the difference between attraction and promotion?

Attraction

Al-Anon members attract others by sharing why we came to Al-Anon or Alateen, what our lives were like before, and what our lives are like today. When we describe what works for us, others can envision how it might work for them.

Al-Anon members attract others to Al-Anon by:

- Sharing information
- Generating goodwill
- Cooperating with professionals and the media
- Explaining how Al-Anon/Alateen works in our lives.

Examples of attraction include distributing copies of *Al-Anon Faces Alcoholism* (AFA) magazines and making Al-Anon's radio and TV public service announcements (PSAs) available to local TV and radio stations.

Promotion

Al-Anon members *promote* when they go beyond sharing information and modeling their own healthy behavior and start telling people what they should do. They make promises about what Al-Anon will do for alcoholics and themselves. They adopt a *selling* mode that may lead the audience to resist the message, rather than allowing them to make up their own minds. Promotion means:

- Using pressure tactics
- Making promises
- Making comparisons to or criticizing self-help or professional programs for families
- Exaggerating or misrepresenting Al-Anon's purpose—that we can help everyone

For more information about Tradition Eleven and Al-Anon's approach to Public Outreach, see the relevant pages in the *Al-Anon Alateen Service Manual*, also available on-line at www.al-anon.alateen.org/members.

Cooperation

"The relatives of alcoholics, when gathered together for mutual aid, may call themselves an Al-Anon Family Group, provided that, as a group, they have no other affiliation. The only requirement for membership is that there be a problem of alcoholism in a relative or friend."

Tradition Three expresses our need to avoid affiliation with any outside entity. We don't affiliate, but we do cooperate.

Al-Anon is cooperating when it works with professionals, the media, and others in the general public to educate organizations and communities about Al-Anon and Alateen.

We need to make sure that the general public can find Al-Anon easily through phone book and community calendar listings, the Internet, and other local directories.

For more information on the difference between cooperation and affiliation, see the relevant pages in the *Al-Anon Alateen Service Manual*, also available on-line at www.al-anon.alateen.org/members.

Anonymity

Anonymity is broken when a member chooses to be identified in the public media as a spokesperson for Al-Anon, or to self-identify as an Al-Anon member while using full name in a newspaper, on the radio, TV, or the Internet—or by appearing full face in a published, broadcast, or posted picture, video, or film.

It is okay to use your full name in meeting privately with editors, writers, and broadcasters to prepare for something that will be published. In those instances, a full name helps people know where and how to contact an Al-Anon resource. Of course, we always ask that our full name not be printed, broadcasted, or posted on the Internet.

General public

When we share information with the general public, we need to know that some people in the audience are families and friends of alcoholics, and others are not. Al-Anon's primary purpose is reaching out to those who are affected by alcoholics. However, even those not affected may know someone who needs our program. The greater the awareness in the general public, the more likely those who need us will find us.

Professionals

Counselors, therapists, clergy, mental-health professionals, employee assistance personnel, medical and judicial professionals, and others who work with the public are in a position to identify and refer clients and their families to Al-Anon and Alateen. Outreach through the media also reaches professionals and lends credibility to our program.

Media

Al-Anon's message of hope and recovery can reach thousands of people with each news item, story, public service announcement, DVD broadcast, or Internet posting. We distribute TV and radio public service announcements annually, publish *Al-Anon Faces Alcoholism* magazine biannually, post podcasts monthly, list our meetings in newspapers, and use Web sites to carry the Al-Anon/Alateen message of hope. We may also implement billboard campaigns or provide video clips from the Public Outreach Web site for community access cable channels.

Every time the media mentions Al-Anon Family Groups, our program increases its credibility in the minds of the general public and the professional community. The WSO and the Area need to notify the Al-Anon and Alateen groups as soon as possible when Al-Anon or Alateen will appear in the media, so members can extend a warm welcome to those who attend meetings as a result.

Much of our vital communications with each other, the media, professionals, facilities, and organizations can be done quickly, accurately, and inexpensively through e-mails, e-mail distribution lists, conference calls, and other technology.

Getting involved in Public Outreach

Who can participate?

Any willing and active Al-Anon/Alateen member with an understanding of the Twelve Steps and Twelve Traditions can participate in Public Outreach.

If you are a member interested in volunteering for Public Outreach activities, be sure to share your e-mail address with other Public Outreach volunteers.

A variety of projects provide healthy ways for individuals and groups to develop and grow in recovery. All Coordinators and volunteers who work with Public Information (PI), Cooperating with the Professional Community (CPC), and Institutions perform important roles in Public Outreach.

To receive timely, accurate, and economical Public Outreach information, please keep your e-mail address up-to-date, so trusted servants can reach you.

If you are a Group, District, or AIS Public Outreach Coordinator, please send your name and e-mail address to your Area Public Outreach Coordinator. If you don't know who it is, check your local newsletter, Web site, or send an e-mail to wso@al-anon.org Att: Public Outreach and ask for your Area Public Outreach Coordinator's name and e-mail address.

Yes, work with your Area Public Outreach Coordinator!

Your Area Public Outreach Coordinator will provide access to the resources and information you can use to make your project as easy, inexpensive, and successful as possible. Sharing your progress and results with the Area PO Coordinator also makes it possible for the Coordinator to share your accomplishments with other members. No one needs to perform public outreach activities alone. Nor is it necessary for any of us to reinvent the wheel. We can learn from each other and spend our time and energy reaching more families and friends of alcoholics.

How do you work with your Area PO Coordinator?

You don't need prior experience to participate in Public Outreach projects. Valuable experience will come as a natural result of your willingness. Just provide your name and e-mail address to the Area PO Coordinator and indicate your interest in specific projects such as:

- Outreach to the general public
- Outreach to professionals
- Outreach through the media

Getting organized

You might be invited to attend a face-to-face Public Outreach planning meeting, or to participate in a meeting on a conference call.

The sign of a well-planned meeting is an agenda that accompanies the invitation. The agenda identifies topics for discussion and a definite time for starting and ending the meeting. If you are organizing the meeting, please provide a proposed agenda ahead of time, so people can review it and suggest changes. If the agenda changes, be sure to let everyone know.

For face-to-face meetings, you might consider a potluck meeting, a brown-bag lunch outdoors, or meeting at a café where people can order something to eat during the meeting. Once the members get to know each other, it will be easier to know what setting works best for your group.

If the meeting is via conference call, arrangements with a conference call provider will be necessary. If you are organizing the call, you might check through one of the search engines on the Internet to find a service and price that is appropriate. You can ask for a free service, and see what is available. There are also free services for conference calls that take place on the Internet.

An important part of any conference call is to have a quiet environment during the call. Background noise can be very distracting—even rustling papers, eating, sipping, or typing can sound very loud on a conference call connection. So, if you are organizing the call, be sure to ask for quiet. If your conference call system allows participants to mute and un-mute their connection, let everyone know how to do so. You might even repeat the information during the call to help everyone participate fully in the call. If you are a participant on a conference call, please eliminate noises and interruptions at your location during the call.

Conference call members need to get in the habit of identifying themselves every time they speak. Even if the others on the call know them well, they may not be able to recognize all of the voices all of the time.

Sample one hour agenda

These are suggestions; feel free to make adjustments to fit individual needs and preferences.

Opening time: Ask everyone to arrive at the meeting or to join the conference call a few minutes early, so the meeting can start on time.

Welcome and introductions, or roll call. Ask one member to act as secretary and take minutes.

Ask for a volunteer to remind the group when there are 10 minutes remaining before the meeting is due to end.

State the purpose of this meeting—for example, to pick one or two Public Outreach projects to conduct during National Recovery Month in September.

Ask members to nominate projects and to keep their descriptions of the projects brief, so the secretary can make a list. Projects can be from the “General public,” the “Professional,” or the “Media” outreach categories.

Ask the secretary to read the members’ list of choices.

Ask members to vote for a favorite project. Each member can vote twice.

Identify the four projects that have the most votes.

Ask members to vote for a favorite project again. This time each member can vote once.

Announce the two projects with the most votes, and mention if one project received far more votes than the other.

Conclusion:

Set a date for the next meeting within three weeks, in order to maintain momentum. Ask members to e-mail you with ways they can help with one of the projects, including if they are willing to act as chairperson of one of the project committees.

Closing:

Thank everyone for participating. Close the meeting on time, with the Al-Anon Declaration.

Possible ways to reach the general public

Here are a few ideas about reaching out to the general public. Prioritize by picking a few you may need to deal with first, such as listing an Al-Anon phone number in the local phone directory. Another thing to consider is the time of year, so you can plan the calendar accordingly. For example, there might be a monthly campaign coming up, such as Alcoholism Awareness or National Recovery month. Because of the timing for these events, you may want to organize an information table at local gatherings in time to take advantage of additional attention being given to alcoholism. Again, these are just a few ideas, but they might help your committee get started.

- See if the local telephone directory has an Al-Anon/Alateen listing. The local answering service and the WSO's toll free number, 888-4AL-ANON, can be listed.
- Verify if the local A.A. answering service knows how to reach Al-Anon Area volunteers and if it has a current Al-Anon/Alateen meeting schedule.
- Ask librarians to use Al-Anon bookmarks at their check-out counter.
- Place posters in community centers, courthouses, airports, colleges, grocery stores, malls, libraries, laundromats, bowling allies, and highway rest areas. See *Al-Anon/Alateen Service Manual 2010-2013*, pages 108-109 for more information.
- Leave *Al-Anon Faces Alcoholism* magazines in break rooms, waiting rooms, hospitals, or beauty salons, among other places.
- Show the Al-Anon DVD, *Al-Anon and Alateen's Role in Family Recovery* (AV-31).
- Have Al-Anon/Alateen meetings listed in the bulletin of the host facility, which could be a church or hospital.
- Set up displays and distribute Al-Anon/Alateen literature at health fairs.
- Donate Al-Anon/Alateen books to colleges, churches, or public libraries.
- Send literature to schools, homeless shelters, probation offices, veterans' hospitals, and senior centers.
- Ask the WSO for poster graphics or artwork that can be used for billboards.
- Donate literature to women's shelters.
- Put Al-Anon pamphlets and meeting schedules in tourist information racks at motels, hotels, and rest stops.
- Provide speakers and literature for community events.
- Have a rubber stamp or mailing address labels made with the group's name, meeting location, and time.
- Have business cards made with group's name, meeting location, and time. These can be distributed in numerous places.

(Remember to ask for permission when posting things in public areas, so they won't be removed and discarded right away.)

[Click to download this document.](#)

General public outreach project ideas

This sheet may be used to help list and prioritize projects for general public outreach projects. Begin by selecting four projects. Then list the committee's two favorite projects, and finally trim the list to one project, if that is what the committee feels it can handle.

Committee selections:

1. _____
2. _____
3. _____
4. _____

Committee's two favorite "general public" activities:

1. _____
2. _____

Committee's favorite activity to reach the general public:

Possible ways to reach professionals

Here are a few ideas to consider when reaching out to professionals. The purpose of the list is to help your committee get started. Please ask members to add new ideas to the list.

- Create a Public Outreach Committee within the district or AIS.
- Create a local, district, or AIS Web site that includes Al-Anon/Alateen information and meeting schedule.
- *Al-Anon Faces Alcoholism (AFA)* magazines
 - Keep plenty of magazines on hand to distribute.
 - Take copies of AFA magazines to police stations, churches, and nursing schools.
 - Provide medical, mental health, and substance abuse agencies and professionals with *AFA* magazines.
 - Mail copies of *AFA* to psychologists and psychiatrists.
- Contact and build relationships with local National Council on Alcoholism and Drug Dependence (NCADD) affiliates, alcoholism councils, treatment facilities, mental health and substance abuse agencies. Provide them with
 - Meeting schedules
 - Introductory literature
 - Local Al-Anon contact names, telephone numbers, and e-mail addresses.
- Have the DVD, *Al-Anon and Alateen's Role in Family Recovery* (AV-31), available to show to professionals, schools, colleges, and the public.
- Contact human resource departments of local industries to talk to employee assistance personnel.
- Invite the religious leader of the church where you meet, a teacher, or a local police officer to an open meeting.
- Write letters or send e-mail messages to guidance counselors at community schools (K-12).
- Contact personnel at military bases, such as Chaplains at Family Service Centers.
- Place an Alateen poster with meeting information on a bulletin board in the school guidance office.

(Remember to ask for permission when posting or making Al-Anon/Alateen materials available in public areas, so they won't be removed and discarded right away.)

This form may be used to organize ideas. [Click to download this document.](#)

Professional outreach project ideas

This sheet may be used to help list and prioritize projects for Professional Outreach Projects. Begin by selecting four projects. Then list the committee's two favorite projects, and finally trim the list to one project, if that is what the committee feels it can handle.

Committee selections:

1. _____
2. _____
3. _____
4. _____

Committee's two favorite "professional outreach" activities:

1. _____
2. _____

Committee's favorite activity to reach local professionals:

How to present information tables at health fairs and conferences

State, county, and community organizations, businesses, and associations often have community health fairs. Professional organizations also host conferences and workshops. They frequently invite Al-Anon to have information tables or to provide literature for a “take one” table.

If your group, district, or Area would like to help carry the Al-Anon/ Alateen message of hope at such an event, here are a few guidelines that may be helpful.

- When gathering information about a health fair, inquire about the length of the event, the hours of operation, any fees that are required, and the number of attendees. If the organization charges for booth space, it is okay to ask about a special rate for non-profit, community-based organizations. Also, verify the equipment that is supplied or needed for rental, i.e., table, chairs, etc. Ask if Spanish or French literature will be helpful or appropriate.
- Prepare a list of Al-Anon volunteers and a schedule to include the day and times each volunteer will serve. It is suggested to have no more than two or three members staffing the table so that attendees are more inclined to approach the Al-Anon table.
- Plan your display. A tablecloth with an attractive display of literature, meeting schedules, and Al-Anon/Alateen posters works well. “Keep It Simple.” Avoid overwhelming visitors by having too many pieces of literature. You may also wish to have a business card with your local Al-Anon contact information on hand.
- One member can stand in front of the table and partially to the side of the table to greet visitors, if the health fair booth arrangement makes this possible. Another member can stand or be seated behind the table. Members can take turns sitting when they are tired of standing.
- It is okay to say, “Hello” or “Welcome” and to ask, “Are you familiar with Al-Anon Family Groups?” When both members are seated behind the table, they are likely to be talking to each other. This inadvertently gives the impression that the members are more interested in speaking with each other than providing information about Al-Anon.
- Professionals are more likely to approach the table if they are greeted with a statement such as, “Are you familiar with Al-Anon as a resource for your patients, clients, or students?”

- A warm, welcoming smile also draws visitors to your booth space.
- Maintain a professional appearance and attitude. Remember, it is highly unlikely that every attendee will stop by the Al-Anon table to pick up information.
- The following is a list of suggested literature. Please consider having Spanish and/or French translations for your display, if appropriate.
 - ↳ *Troubled by Someone's Drinking? Al-Anon Is For You!* (S-17)
 - ↳ *Did You Grow Up With a Problem Drinker?* (S-25)
 - ↳ *Has Your Life Been Affected by Someone's Drinking?* (S-20)
 - ↳ *Fact Sheet for Professionals* (S-37) **Free**
 - ↳ *How Can I Help My Children?* (P-9)
 - ↳ *To Parents of Alcoholics* (P-16)
 - ↳ *Al-Anon Faces Alcoholism* magazine (**call your AIS or LDC to see if they have copies**)
 - ↳ "When You Don't Know Where To Turn" outreach bookmark (M-76)

Keep in mind, the WSO has a minimum shipping and handling charge of \$8.00, even if an item is free.

The most important items to have on the table are current meeting lists

Please remember, these are only suggestions for literature. There are many other excellent pieces that are helpful, depending on the audience and your budget.

Possible ways to include the media in local Public Outreach

Below are a few ways members can reach out to a variety of media outlets. Ask your committee for more ideas!

Newspapers

- Place meeting announcements in local newspapers.
- Adapt WSO news releases for local use and submit them to newspapers.
- After review and approval by WSO, place an ad with local newspapers. For more information, see the *Al-Anon/Alateen Service Manual 2010-2013*, p.107-109.

TV

- Thank TV stations for playing public service announcements (PSAs).
- Inform TV stations about Al-Anon Family Groups and ask them to play PSAs.

- Contact local television talk shows and offer to provide professionals or anonymous members for interviews.
- Offer local meeting lists to community access cable TV stations.
- After review and approval by WSO, place an ad with TV stations or community access cable channels. For more information, see the *Al-Anon/Alateen Service Manual 2010-2013*, p.107-109.

Radio

- Thank radio stations for playing public service announcements (PSAs).
- Inform radio stations about Al-Anon Family Groups and ask to play PSAs.
- Contact local talk shows on radio stations and offer to provide professionals or anonymous members for interviews.
- After review and approval by WSO, place an ad with local radio stations.

*See *Al-Anon Service Manual 2010-2013*, p.107-109

Internet

- Create hyperlinks from service arm Web sites to pages on the WSO's Public Outreach Web site at www.al-anon.alateen.org for PSAs, video clips, and podcasts.
- Inform local community Web sites about the local Al-Anon telephone contact number, the WSO's toll free meeting information number (888-4AL-ANON), and the local or WSO's Public Outreach Web site www.al-anon.alateen.org.
- Include the WSO's Web site address, www.al-anon.alateen.org, as well as the Area and/or local Web site addresses in all outreach projects.

[Click to download this document.](#)

Media outreach project ideas

This sheet may be used to help list and prioritize projects for media outreach projects. Begin by selecting four projects. Then list the committee's two favorite projects, and finally trim the list to one project, if that is what the committee feels it can handle.

Committee selections:

1. _____
2. _____
3. _____
4. _____

Committee's two favorite media outreach activities:

1. _____
2. _____

Committee's favorite activity to reach local media:

Service tools and resources

These tools and resources are recommended. Items in boldface indicate more information will follow in this document. Note all guidelines are available on-line only.

- *Area Public Outreach Coordinator* guideline (G-38)
- *Members Interested in Speaking* guideline(G-1)
- *Attracting and Cooperating* (S-40)
- *Al-Anon and Alateen's Role in Family Recovery* DVD (AV-31)
- Al-Anon/Alateen TV PSAs, broadcast quality (AV-30 U.S. English or Spanish; CAV-30 Canada English or French)
- Al-Anon radio PSAs, broadcast quality (ACD-30 U.S. English or Spanish; CA-30 Canada English or French)
- Local meeting schedules
- Local and WSO Web site addresses
- S-15 Catalog for a full list of "carrying the message" materials
- *Al-Anon/Alateen Service Manual* (P-24/27), Digest of Al-Anon/Alateen Policies section on Public Relations
- *Outreach to Professionals* guideline(G-29)
- *Al-Anon Faces Alcoholism* magazine
- WSO Web site: www.al-anon.alateen.org
- WSO Members' site: www.al-anon.org/members
- Public Outreach Posters
- Links for finding resources in Area Cities
- WSO news releases

Al-Anon Faces Alcoholism

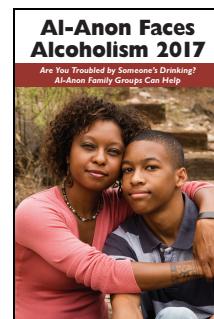
Al-Anon Faces Alcoholism (AFA) is our annual Public Outreach magazine and is available in three languages: English, Spanish, and French. It is a great way to introduce Al-Anon to people who are unfamiliar with us, to inform professionals that Al-Anon is a wonderful resource, and to motivate patients/clients to attend their first meeting.

The pages of *Al-Anon Faces Alcoholism* include articles by professionals. These articles increase Al-Anon's credibility among other professionals, potential newcomers, and the general public.

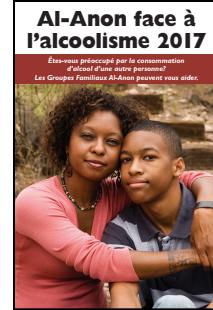
There are also stories written by members that are specifically geared to the newcomer. They describe the impact of drinking on the families and friends of the alcoholic, the importance of family recovery, and some of the benefits of Al-Anon.

AFA is printed twice every year

The deadline to order from the first printing is in July and orders



are shipped in August. The second printing deadline is in February, for shipping during April. AFA is available to read and share on-line at www.al-anon.alateen.org or www.al-anon.alateen.org/members.



Where can copies of AFA be distributed?

When distributing AFA, it may be a good idea to insert a copy of your local meeting schedule and distribute to:

- ✓ Health care/medical facilities and clinics
- ✓ Mental health care facilities
- ✓ Medical or nursing students
- ✓ Dentists
- ✓ Treatment and rehabilitation centers
- ✓ Therapists, counselors, or mental health care providers
- ✓ Libraries
- ✓ Clergy/churches/synagogues
- ✓ Employee Assistance or Human Resource professionals
- ✓ Health fairs
- ✓ Professional conferences

Outreach ideas for distributing copies of AFA:

- ✓ September – National Recovery Month (U.S.)
- ✓ November – National Alcohol Information Week (Canada)
- ✓ December – Holiday outreach
- ✓ January & February – Post holiday outreach
- ✓ February - Children of Alcoholics Week (U.S.) – Week of Valentine's Day
- ✓ March 4th – "Leave Al-Anon literature" on Lois W.'s birthday
- ✓ April - Alcohol Awareness Month (U.S.)
- ✓ April - National Alcohol Screening Day in April (U.S.)
- ✓ Spring - school and college substance abuse classes

How to order?

There are two ways to go about ordering AFA.

- ✓ An order form can be downloaded from the Members' Web site at www.al-anon.org/members, printed out, and either mailed or faxed to the WSO.
- ✓ Members may also order from our on-line shopping cart at www.al-anon.org/members.

Bulk orders are available in units of 25, 50, 100, 200, and 400. There are also a variety of payment options: check, Visa, MasterCard, Discover, and American Express. Please do not send cash and CODs are not accepted.

Public Outreach Video



Al-Anon and Alateen's Role in Family Recovery (AV-31)*

Al-Anon's newest video is a multi-purpose DVD that Al-Anon/Alateen volunteers can show to three audiences:

- Adults who might be affected by someone else's drinking
- Teens who may be affected by someone else's drinking
- Professionals who could refer clients to Al-Anon and Alateen.

Please preview the video ahead of time, so you can select the right program and prepare your audience for what they will see.

The on-screen menu offers a choice between a full program and a mix-and-match program. The easiest presentation is a 10-12 minute full program, but you need to choose the right one for your audience.

A mix-and-match program, for example, can focus on professionals who treat teens, older teens, or adults. You can choose each segment and also allow time for discussion between segments.

*If Windows Media Player is your default player and has difficulty opening the DVD on a computer, use an alternative player or download free software to open the DVD.

TV and radio PSAs

The WSO has produced and distributed TV and radio public service announcements (PSAs) for many years. With the help of contracted vendors, more than 1,000 broadcast-quality PSA tapes and CDs go to the top stations throughout the U.S. and Canada every year. Not every station receives a copy, and not all of the stations that receive a copy actually play them.

According to the Nielsen broadcast ratings, over the last several years the Al-Anon PSAs have ranked in the top ten percent among all of the PSAs that were played on the air. For the past two years, Al-Anon PSAs have ranked in the top five percent.

Those results tell us that our PSAs are well-received by many station managers. They are high-quality products that represent Al-Anon well. If the station managers in your community haven't played our PSAs, there's no reason to be shy about suggesting that they review them and consider them for broadcast.

Station managers pay special attention to the people who actually watch and listen to their TV and radio stations. If local people in their viewing or listening audience ask them to play PSAs, those requests are much more powerful than it would be if similar messages came from a vendor or from the WSO.

If the stations in your community broadcast Al-Anon PSAs, it's very important that members in the broadcast audience take notice by saying thank-you to the local stations. Stations are more likely to keep playing the PSAs when they know that people in their audience notice—and care.

Volunteers can make a huge difference in delivering the Al-Anon messages of hope on television and radio. It may be as simple as making one phone call, sending one e-mail, or making one in-person visit to the station. Less than one hour's effort could result in a station broadcasting Al-Anon's PSAs hundreds of times, reaching thousands of people. It costs your local Al-Anon group nothing, but it could result in free advertising on local stations that could be worth thousands of dollars in media exposure. Local support for Al-Anon's PSAs is the easiest way to generate what could be huge results. For how-to-do-it information, please see the topics listed:

- Where are the PSAs located?
- How will you know which TV and radio stations already have a copy of the PSAs?
- How will you know which stations have already played the PSAs?
- How do you approach a TV or radio station that is not on the WSO's distribution list?
- How do you contact a TV or radio station?
 - Sample telephone script
 - Sample request letter
 - Sample thank-you letter

Where are the PSAs located?

If you haven't seen Al-Anon's TV PSAs, the WSO has posted 30-second copies of the current PSAs at www.al-anon.alateen.org under "Media" on the Public Outreach Web site. **These copies are not broadcast quality. They are for informational purposes only. They are not in a format that is suitable for use on TV or radio stations.**

To see copies of all of the PSAs, please contact your Area Public Outreach Coordinator. The PSAs are available in English in 60-second, 30-second, and 15-second formats. They are available in Spanish and French in 60-second and 30-second formats. The sound tracks for the TV PSAs are also used for some of the radio PSAs.

How will you know which stations already have a copy of the PSAs?

WSO makes the distribution list of TV and radio stations available for all Area Public Outreach Coordinators to share with volunteers.

How will you know which stations have already played the PSAs?

WSO makes TV and radio airplay reports available for all Area Public Outreach Coordinators to share with the volunteers in their Area. These lists tell you which stations broadcast our PSAs—and how many times. We encourage you to send a thank-you note to the stations that are giving broadcast time to Al-Anon's message.

You will find that two-thirds of the TV stations on our distribution list have not yet broadcast our PSAs. The names of these stations will be on the "receiving" list, but not on the airplay list. For radio, almost 90 percent of the stations that receive copies of our PSAs have not yet broadcast them. We encourage you to contact these TV and radio stations, tell them about Al-Anon, and suggest that they consider our PSAs for broadcast. For more details, see below.

How do you approach a TV or radio station that is not on WSO's PSA distribution list?

Contact your Area Public Outreach Coordinator for more information, or the WSO at wso@al-anon.org Att: PO PSA.

How do you contact a TV or radio station?

This sample script might be helpful.

Sample telephone script

Hi, this is _____ [insert your name]. I'm a member of Al-Anon Family Groups here in _____ [insert name of city].

Could I speak with _____? [insert contact name from distribution list]

Getting past the receptionist:

Q: What is this in reference to?

A: This is concerning a public service announcement.

Once the decision maker is on the phone:

Hi, my name is _____ [your name]. I am a member of Al-Anon Family Groups here in _____ [your city]. How are you today?

I want to encourage you to broadcast an Al-Anon public service announcement.

Problem drinkers affect as many as one in four people in our community, but many people are still uninformed about Al-Anon Family Groups' free service to friends and families who suffer from a loved one's drinking.

There are _____ [insert number] local Al-Anon family groups in _____ [name of city]. These groups are run by local members who have been affected by someone else's drinking. The Al-Anon PSAs would help people find the help they need at one of our local groups.

Would you be willing to play Al-Anon's PSAs?

Do you have a copy of the Al-Anon PSAs, or do you need a new one?

This sample letter might be helpful. [Click to download this document.](#)

Sample request letter for TV and radio stations

June 1, 2012 [Change to current date]

Sandra Jones [Insert correct contact name and address from distribution list]

KIMO-TV

Anchorage, AK

Dear _____, [Insert contact name]

I am a member of Al-Anon Family Groups here in _____ [your city].

I want to encourage you to broadcast an Al-Anon public service announcement.

Problem drinkers affect as many as one in four people who live in our community, but many people are still uninformed about Al-Anon's free service to friends and families who suffer from the impact of a loved one's drinking.

There are _____ [insert number] local Al-Anon family groups in _____ [name of city]. These groups are run by local members who have been affected by someone else's drinking.

Al-Anon PSAs on your station would help people find the help they need at one of our local groups.

Thank you for your consideration.

Sincerely,

Joe Murphy [Include your full name and local contact information]

Public Outreach Coordinator

Al-Anon Family Groups Headquarters, Inc.

1600 Corporate Landing Parkway, Virginia Beach, VA 23454-5617

757-563-1600 Ext 1674

www.al-anon.alateen.org

Mtg info 888-4 Al-Anon

This sample letter might be helpful. [Click to download this document.](#)

Sample thank-you letter

June 1, 2012 [Change to current date]

Sandra Jones [Insert correct contact name and address from distribution list]
KIMO-TV
Anchorage, AK

Dear _____, [Insert contact name]

Thank you for your recent airing of the Al-Anon Family Groups' public service announcement. While problem drinkers affect one in four people in our community, many people are still uninformed about Al-Anon's free service to friends and families who suffer from a loved one's drinking.

Thank you for helping us reach the people who need help in our community.

Sincerely,

Joe Murphy [Include your full name and local contact information]
Public Outreach Coordinator
Al-Anon Family Groups Headquarters, Inc.
1600 Corporate Landing Parkway, Virginia Beach, VA 23454-5617
757-563-1600 Ext 1674
www.al-anon.alateen.org
Meeting info 888-4 Al-Anon

Public Outreach podcasts

Public Outreach podcasts on the Internet are recorded conversations with members or professionals aimed at computer users who know very little about the Al-Anon program. They may have found the Public Outreach Web site by accident while surfing the Web, or they might have been using a search engine to find help for themselves and their families. They also could have located the podcasts as a result of local efforts to call attention to the podcasts.

Public Outreach podcasts appear under the "First Steps to Recovery" icon on the home page of the Public Outreach Web site at www.al-anon.alateen.org. The purpose of the podcasts is to attract newcomers to their very first face-to-face Al-Anon meeting. Each member who participates in a podcast speaks for about three minutes. The format might be a topic for sharing, or in response to a direct question. Members speak as they would to a neighbor or friend who doesn't know anything about Al-Anon or Alateen.

To participate in Public Outreach podcasts, members can fill out the "Unlimited Abundant Skills Inventory" survey at www.al-anon.org/members, or they may call the Public Outreach Department at the World Service Office at (757) 563-1600, or e-mail wso@al-anon.org Att: Public Outreach.

The only technical requirement for members to participate in a Public Outreach podcast is that they use a corded land-line telephone or a high-tech cordless phone. Most cell phones, cordless phones, and speaker phones provide unreliable audio reception and usually distort the quality of the recording.

Public Outreach Posters

The WSO now offers several versions of the road sign graphic featuring a variety of background scenes. Examples of those graphics are on the following pages. These graphics are available for download directly from the Members' Web site in three different sizes to accommodate a variety of local Public Outreach needs. If you are working with an art department at a sign company, please pick the size that is closest to what you need. Feel free to add local contact information, but please include at least one national contact – either the WSO Web address, www.al-anon.org, or the WSO toll-free number, 888-4AL-ANON – so viewers can find help for themselves and their families wherever they live or travel. When your design is complete, please submit for WSO review prior to production. That way, if changes are necessary, there will be no additional cost.

The *Al-Anon/Alateen Service Manual 2014-2017* on page 112 also offers Information Services and Area World Service Committees the option of designing their own Public Outreach poster, provided they submit the design to WSO for review prior to publication.



The road sign poster is available for general use.



The road sign design at left is available for local adaptation. Submit with all of your added text for review by WSO prior to production.





Al-Anon Family Groups can help.

**Have you been hurt or embarrassed
by a drinker's behavior?**

Ask yourself:

Do you

- Search for hidden alcohol?
- Pour alcohol down the sink?
- Cancel plans because the drinker is unable to participate?

**If the answer to any of these questions is "Yes,"
Al-Anon Family Groups may be able to help you.**

Learn more by attending a confidential meeting
in your community.

888-4AL-ANON
(888-425-2666)
al-anon.org


Al-Anon Family Groups
Strength and hope for friends and families of problem drinkers

The above design is available for general use.

News releases

Localizing news releases

When Area Coordinators forward WSO news releases to PO volunteers, the volunteers need to insert local contact information and remove all brackets before delivering the text to local newspapers. The suggested directions that follow can serve as a check list:

- 1) At the top of the release, insert the date when the release **will arrive** at the newspaper and remove the brackets. This date will show the reporter that the information is current.
- 2) At the top of the release where it says "**Contact**," insert the name and phone number of a local Al-Anon member who is willing to take a call from a reporter and remove the brackets. **Will the reporter call?** Probably not, but a local person's name and phone number is important—so the reporter can show his editor he did not make up the story. If the reporter does call, the volunteer can tell him what she/he would like people to know about the Al-Anon meetings in their community—such as how many daytime meetings, nighttime meetings, or how many speaker meetings are in the Area, etc.
- 3) In the paragraph with brackets for the name of a local community, insert the name of the city that this newspaper serves and remove the brackets. This will make the information valuable to a local editor.
- 4) In the paragraph with brackets for local meeting information, insert the local Al-Anon phone number where people can get Al-Anon/Alateen meeting information in their community and remove the brackets. If there is no local number for Al-Anon, just use the toll free number that is already in the release and remove the brackets.

Delivering news releases

Delivery of news releases 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 address it to, and which way the editor/reporter prefers to receive it.

For many community newspapers, an e-mail addressed to the health editor or the family health editor by name will be very effective. If you call the newspaper, the receptionist will provide the correct person's name. Please address the message to that person's name and title.

Should there be any questions about what else you can do with news releases, please e-mail wso@al-anon.org, attention Public Outreach in the subject line, or call the WSO Public Outreach Department at (757) 563-1600.

Always let your Area Coordinator know the names of all the newspapers that received the release and which ones published it. When Area Coordinators forward the lists to WSO Public Outreach, we can evaluate the effectiveness of our efforts.

Locating resources in the U.S.

Forty-four percent of the members participating in WSO's 2009 Membership Survey reported that they were referred to Al-Anon by a professional. Members often share that a referral from a professional was a decisive factor in motivating them to begin attending Al-Anon. A list of on-line directories can help Public Outreach Coordinators and local Outreach Committees search out these valuable contacts.

These lists are by no means complete. Local and Area Al-Anon Public Outreach Committees and service arms may wish to add or eliminate entities on these lists as needed.

Many national government agencies, non-profit organizations, and businesses maintain databases on their Web sites. They provide contact information or hyperlinks for offices and professionals.

It may be necessary to communicate several times with the agency or entity to reach the appropriate staff member or department. Some association Web sites list names and contact information for specific communities.

In keeping with Al-Anon's Traditions, the following lists of resources do not constitute endorsement, promotion, or affiliation with any organization or outside entity. Al-Anon Family Group Headquarters, Inc. provides these lists of suggested resources as an aid to help members with their public outreach activities.

Note:

The North Carolina Area also includes Bermuda in the Al-Anon service structure for the U.S., Canada, and Puerto Rico. Bermuda, as a country, has its own national and local government, as well as nongovernment organizations, which provide various types of services to individuals.

Alcoholism and mental health organizations and agencies, Federal and State

Department of Health and Human Services, U.S.

- o Administration for Children & Families,
http://www.acf.hhs.gov/programs/oro/regions/regional_contacts.html
- o Directors of state and territory substance abuse agencies,
<http://findtreatment.samhsa.gov/ufds/abusedirectors>
- o Mental health facility locator by zip code,
<http://store.samhsa.gov/mhlocator>

- State and territory government agencies/departments, e.g. correctional facilities, mental health services, libraries, health and social services, and child support services,
http://www.usa.gov/Agencies/State_and_Territories.shtml

Note: The names of agencies and departments vary in each state and territory.
- Substance Abuse and Mental Health Services Administration (SAMHSA) Treatment facility locator by city or state,
<http://www.samhsa.gov/treatment/index.aspx>

Correctional Facilities, states with federal prisons

- State locations of federal prisons (Federal Bureau of Prisons),
<http://www.bop.gov/locations/index.jsp>

Crisis and Domestic Violence

- Crisis Hotlines, http://www.allaboutcounseling.com/crisis_hotlines.htm
- Domestic Violence Agencies, <http://www.hotpeachpages.net/usa/index.html>

Education

- High schools and universities, <http://www.directoryofschools.com/high-schools/US.htm>
- National Parent Teacher Association (PTA),
http://pta.org/jp_find_your_pta.html
- Public schools, <http://nces.ed.gov/ccd/schoolsearch/>

Emergency Services Providers

- Fire Department Directory, <http://www.firefightingnews.com/fdDirectory-U.S..cfm?CFID=17921441&CFTOKEN=4cec75df6820b0cc-9B82E2BC-B9AF-7BAA-5A0682A172CAD147>
- Police departments, jails, sheriffs, fire and rescue <http://www.usacops.com/>

Employee Assistance Programs

- Employee Assistance Programs,
http://www.eaposters.com/eap_directory_online_list.htm

Government agencies, state and local

- State and local government agencies,
<http://www.statelocalgov.net/>

Halfway Housing for Alcoholics

- Halfway Houses,
<http://www.sober.com/directory/Halfway+Houses/default.html>

Hospital/Healthcare Providers

- American Nurses Association,
<http://www.nursingworld.org/functionalmenucategories/aboutana/whoweare/cma.aspx>
- Hospitals, <http://www.ushospital.info/>
- National Indian Health Board,
http://www.nihb.org/about_us/area_health_boards.php
- Veterans Affairs facility directory, <http://www.ushospital.info/VA.htm>

Mental Health Providers/Organizations

- Family counseling resources, <http://www.allaboutcounseling.com/dir/family-counseling/>
- Marriage counselors, <http://www.marriagecounselors.us/>
- Marriage and family counseling, http://www.counsel-search.com/about_us.aspx
- Social workers, <http://www.helpstartshere.org/find-a-social-worker>
- Therapists by zip code, <http://www.goodtherapy.org/find-therapist.html>

Referral Services to support groups and community resources

- 2-1-1 state and community telephone referral service to local resources, e.g., support programs and counseling services (non-medical or immediate life-threatening immediate emergencies), <http://www.211.org/>
- State and local self-help clearinghouses that maintain and distribute contact information for support groups, e.g., 12 Step programs, various physical and mental illnesses,
<http://www.mentalhelp.net/selfhelp/selfhelp.php?id=859#states>

Religious/Spiritual

- Churches, <http://www.churches-in.com/>

Treatment and Alcoholism Therapists and Treatment Providers

- Addiction therapists, <http://www.4addictiontherapy.com/directory>
- State affiliates of the National Association of Addiction Treatment Providers, [http://www.naadac.org/component/staff/.](http://www.naadac.org/component/staff/)

Locating resources in Canada

Forty-four percent of the members participating in WSO's 2009 Membership Survey reported that they were referred to Al-Anon by a professional. Members often share that a referral from a professional was a decisive factor in motivating them to begin attending Al-Anon. A list of on-line directories can help Public Outreach Coordinators and local Outreach Committees search out these valuable contacts.

These lists are by no means complete. Local and Area Al-Anon Public Outreach Committees and service arms may wish to add or eliminate entities on these lists as needed.

Many national government agencies and nongovernment organizations maintain databases of their members, employees, chapters, or affiliates on their Web sites. They provide contact information or hyperlinks for professionals or offices searchable by province, territory, or community. Internet search engines usually offer contact information by city, county, province, territory, or postal code.

It may be necessary to communicate several times with the agency or entity to reach the appropriate staff member or department.

In keeping with Al-Anon's Traditions, the following lists of resources do not constitute endorsement, promotion, or affiliation with any organization or outside entity. Al-Anon Family Group Headquarters, Inc. provides these lists of suggested resources as an aid to help members with their public outreach activities.

Agencies, Federal and Provincial

- Correctional facilities,
 - <http://www.csc-scc.gc.ca/text/organi/region-eng.shtml>
 - http://en.wikipedia.org/wiki/List_of_prisons_in_Canada#.C2.A0Canada
 - Community-based Residential Facilities, <http://www.csc-scc.gc.ca/text/pblct/community/cr-eng.shtml>
- Government agencies in provinces and territories,
<http://www.canada.gc.ca/depts/major/depind-eng.html>

Counselors and Therapists, Provincial and local listings

- Counselors and therapists locator
<http://www.goodtherapy.org/canada-counseling.htm>
- Marriage counselors,
<http://www.theravive.com/cities/canada.aspx>

Crisis and Domestic Violence

- Domestic Violence Agencies,
<http://www.hotpeachpages.net/canada/index.html>

Education

- Canadian Information Centre for International Credentials for teachers or schools, <http://www.cicic.ca/711/elementary-and-secondary-schools-in-canada.canada>
- Canadian Teachers Federation, <http://www.ctfce.ca/MembersLink/Default.aspx?cats=MO>
- Colleges and universities,
<http://powertochange.com/students/academics/canadianu/>

Emergency Service Providers

- Fire Department Directory, <http://www.firefightingnews.com/fddirectory-CA.cfm>
- Police Agencies, <http://www.canadianpoliceservices.com/>
- Royal Canadian Mounted Police detachments, <http://www.rcmp-grc.gc.ca/detach/index-eng.htm>

Employee and Family Assistance Programs

- Employee and Family Assistance programs,
<http://www.canadadrugrehab.ca/Specialized-Client-Group-Drug-Rehab-Programs.html>
- Employee Assistance Program Directory,
http://www.eaposters.com/eap_directory_online_list.htm
<http://www.411.ca/directory/>
- Family Service Canada, <http://www.familyservicecanada.org/member-benefits/current-members-by-province/>

Hospital/Healthcare Providers

- First Nations, Inuit and Aboriginal Health, http://www.hc-sc.gc.ca/fniah-spnia/substan/ads/nnadap-pnlaada_dir-rep-eng.php
- Hospitals and health clinics,
<http://www.hospitalsworldwide.com/countries/canada.php>
- Veteran's Affairs
 - For the veteran:
http://www.osiss.ca/engraph/peer_sn_e.asp?sidecat=1&txt=1
 - For the family:
http://www.osiss.ca/engraph/family_sn_e.asp?sidecat=2&txt=1
 - List of clinics:
<http://www.veterans.gc.ca/eng/mental-health/support/osi-clinics-support>

Referral Services

- Community telephone assessment and referral services to local resources, e.g., agencies and support groups (non-medical or immediate life-threatening immediate emergencies), <http://www.211canada.ca/>
- Self-help clearing houses that maintain and distribute contact information for support groups, e.g., 12 Step programs and various physical and mental illnesses,
<http://www.mentalhelp.net/selfhelp/selfhelp.php?id=859#international>

Religious/Spiritual

- Churches, <http://churchdirectory.ca/>

Substance Abuse and Mental Health Providers/Organizations

- Canadian Association of Social Workers (CASW) member organizations,
<http://www.casw-acts.ca/>
- Canadian Centre on Substance Abuse (CCSA)
 - Addictions organizations,

- <http://www.ccsa.ca/Eng/KnowledgeCentre/OurDatabases/AddictionsOr ganizations/Pages/default.aspx>
- o Colleges and universities with substance abuse programs,
<http://www.ccsa.ca/Eng/KnowledgeCentre/OurDatabases/Collegeand University/Pages/default.aspx>
 - o Treatment center locator database,
<http://www.ccsa.ca/Eng/KnowledgeCentre/OurDatabases/TreatmentSe rvices/Pages/default.aspx>
- Mental health
 - o Community agencies, e-Mental Health,
http://www.ementalhealth.ca/ottawa/en/_Select_Your_Region_a33_b1. html
 - o Canadian Mental Health Association:divisions, branches, and regional locations, http://cmha.ca/bins/loc_page.asp?cid=58-85&lang=1
 - Salvation Army in Canada, <http://www.salvationarmy.ca/locator/>

Spread the news!

Remember to communicate with the various service levels about successes—and even “flops.” It is helpful to your Delegate, Area Chairperson, and your Area Public Outreach, Public Information, Cooperating with the Professional Community, and Institutions Coordinators to know what is happening at the district and Information Service/Intergroup levels in Public Outreach. Maybe it’s a new idea that can be implemented in other communities!

Here is a sample report. [Click to download this document.](#)

Public Outreach project report

Here's what we did: _____

Here's what happened: _____

What the committee enjoyed most about this project: _____

What the committee enjoyed least about this project: _____

Other notes: _____

Send copies of your reports to

- Area Delegate
- Area PO, PI, CPC, and/or Institutions Coordinators
- Area Newsletter Editor

If you have difficulty getting in touch with these service volunteers, contact the WSO Public Outreach Department at 757-563-1600 or wso@al-anon.org.

Celebrate success!

Hold a Wrap-up Celebration Meeting! A celebration meeting is just that—a celebration. When food and fellowship mix together, fun is a natural by-product. These celebrations can go a long way in helping motivate volunteers to volunteer again in the future.

Thanks for sharing!

It is important to say "Thank you" to acknowledge each member who served on the committee and everyone who participated in a Public Outreach project. A gift created by an Al-Anon member, a certificate of appreciation, or a round of applause is important encouragement for the future.

This sample certificate of appreciation might be helpful. [Click to download this document.](#)

Thanks for Sharing!

*With grateful appreciation to _____
for dedication and service as an Al-Anon /Alateen Public Outreach Volunteer.*

*"Anyone can start something, but it takes many others to carry it out."
Lois W., Al-Anon co-founder.*

Date

Public Outreach Committee Chairperson

Go ahead, plan for next year!

Think ahead: Plan committee meetings and projects for next year. It might be easier to plan by season. Above all, remember it is just a plan. It doesn't have to be followed exactly. A plan helps to keep the committee focused, to have goals, and to complete its projects in a reasonable amount of time.

<u>January 2016</u>	<u>January 2017</u>
<u>February 2016</u>	<u>February 2017</u>
<u>March 2016</u>	<u>March 2017</u>
<u>April 2016</u>	<u>April 2017</u>
<u>May 2016</u>	<u>May 2017</u>
<u>June 2016</u>	<u>June 2017</u>
<u>July 2016</u>	<u>July 2017</u>
<u>August 2015</u>	<u>August 2016</u>
<u>September 2015</u>	<u>September 2016</u>
<u>October 2015</u>	<u>October 2016</u>
<u>November 2015</u>	<u>November 2016</u>
<u>December 2015</u>	<u>December 2016</u>

**Thank you for everything you do
for the families and friends of alcoholics!**

AUGUST 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<u>23</u> 30	<u>24</u> 31	25	26	27	28	29

SEPTEMBER 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

OCTOBER 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

NOVEMBER 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

DECEMBER 2015

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
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JANUARY 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
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10	11	12	13	14	15	16
17	18	19	20	21	22	23
24 31	25	26	27	28	29	30

FEBRUARY 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

MARCH 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
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27	28	29	30	31		

APRIL 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
<u>24</u> 31	25	26	27	28	29	30

AUGUST 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<u>23</u> 30	<u>24</u> 31	25	26	27	28	29

NOVEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

DECEMBER 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JANUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23 30	24	25	26	27	28	29

MAY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

JULY 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
<u>23</u> 30	<u>24</u> 31	25	26	27	28	29

AUGUST 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

SEPTEMBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
<u>24</u> 31	25	26	27	28	29	30

OCTOBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER 2017

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
<u>24</u> 31	25	26	27	28	29	30