

PUBLIC OUTREACH COMMITTEE GUIDELINE

“This Committee is the umbrella under which we try to reach families and friends of alcoholics and professionals who work with them, through a variety of media and communication vehicles.

The Committee assists in the development of educational tools for our members to use with a variety of outside audiences to inform them of what Al-Anon/Alateen is and how it can be an effective resource for families and friends of alcoholics, and attract new members to our fellowship without compromising our Traditions.”

2018-2021 Al-Anon/Alateen Service Manual
Twelve Concepts of Service, Concept Eleven

I. Membership*

- a. At-Large Chairperson, selected by the Chairperson of the Board
- b. Associate Director—Public Outreach Professionals
- c. Delegate members from each panel
- d. Up to five At-Large members
- e. Associate Director—Digital Strategy (non-voting)

*Trustee Liaison from the Board selected by the Chairperson of the Board to link the voice and perspective of the Board with the Committee (non-voting).

II. Meetings

- a. Annually at the World Service Conference with web conferencing support for the At-Large members
- b. At least three additional meetings per year

III. Duties

- a. Utilizes Al-Anon’s Twelve Traditions in all public outreach activities.
- b. Provides input and feedback to enhance Al-Anon’s public image with the media, general public and professionals nationally and internationally.
- c. Reviews public outreach service material proposed by Staff.

*Chairperson of the Board and Executive Director may attend as ex officio, non-voting members.