

PUBLIC INFORMATION (PI) ACTIVITY UPDATE

To: Public Information Committee Chairs

From: Misha Q., PI Coordinator at GSO (212) 870-3119 / publicinfo@aa.org

cc: Area Delegates, Trustees, Directors

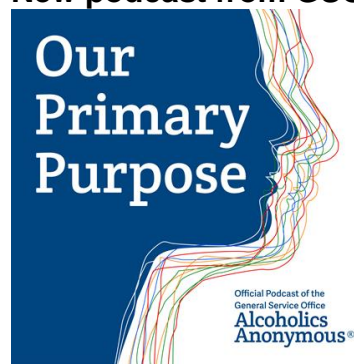
Dear Friends,

Warm greetings from your General Service Office. My name is Misha Q. and I'm an alcoholic. It is my pleasure to serve as your Public Information Coordinator.

The purpose of this report is to share Public Information assignment activity from the 2024 General Service Conference, GSO and local committees relevant to this important A.A. service.

If you are a new PI Committee Chair – welcome aboard!

New podcast from GSO: *Our Primary Purpose*



The new AAWS podcast launched on January 14, 2025. We hope you enjoy it and that it may be a useful tool for communicating about Alcoholics Anonymous and our program of recovery.

You can find information on our [website](#) and add the podcast to your feed from most streaming platforms.

Suggestions, comments or questions? Visit our webpage, or contact us at gsopodcast@aa.org.

Please note: While much of the content produced by AAWS for the U.S. and Canada is available in English, French and Spanish, this podcast is English-language only.

Download the flyer (In [English](#), [French](#) or [Spanish](#)) to share at your meeting, Area, District, club or event.

A.A. Literature in your local library

Some Public Information Area Committees have recently had success working with their local public libraries to [make A.A. literature available](#) for free and without having to check it out.

Another new option for PI Committee work: Approach your local library to see if they will add literature from Alcoholics Anonymous World Services to their e-book catalog. There are a couple of different e-book catalog platforms. Both have access to literature from AAWS, but it has to be requested locally!

International Convention – July 3-6, 2025 – Celebrating A.A.'s 90th Anniversary

We hope you are planning to join us in Vancouver and are communicating about it to members in your home group, district or area!



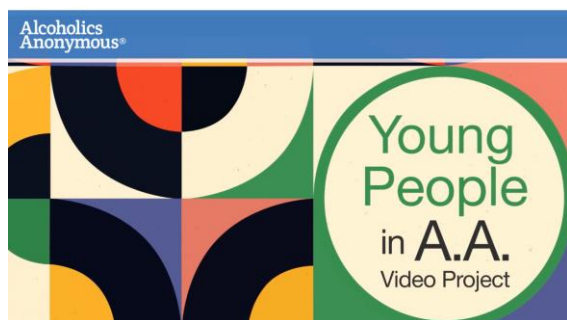
For more information on events to look forward to, housing, volunteering and Early Bird registration check out the [2025 International Convention page](#).

New [short videos](#) for communicating about the International Convention.

In English, Spanish and French.

Please share and get the word out

Young People in AA – new videos!



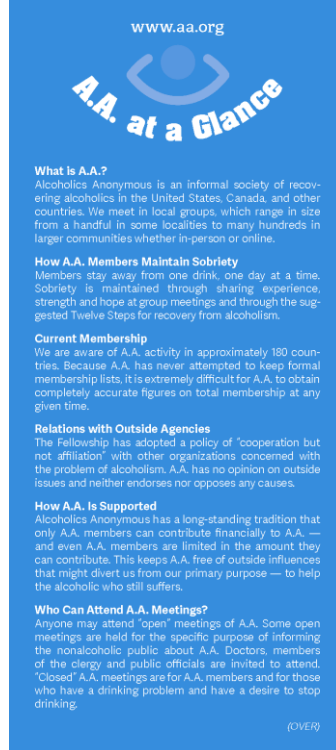
We are pleased to share new videos based on stories of young people in the Fellowship. We hope these videos will help with the important PI work of carrying the message to students and other young people.

Coming Soon - a new young people page on aa.org!

- [I Thought Drinking Made Me an Artist](#) (English only, with French and Spanish subtitles)
- [It Could Save Your Life](#) (English only, with French and Spanish subtitles)
- Rock Bottom was Made of Sand (English only, with French and Spanish subtitles)
- The More I Drank, the Worse Everything Got (English only, with French and Spanish subtitles)
- Tenía Mucho Miedo Pedir Ayuda (*I was very afraid to ask for help*) (In Spanish with English and French subtitles)
- Est-ce que tu es tanné de souffrir? (*Are you tired of suffering?*) (In French with English and Spanish subtitles)

Literature changes for Public Information – Advisory Actions of the 74th General Service Conference

At the 2024 General Service Conference, revisions to two PI publications were approved:



P-40 [Speaking at Meetings Outside of A.A.](#) (formerly [Speaking at Non-A.A. Meetings](#)) was revised along with the flyer F-1 [A.A. at a Glance](#).

Both are available for purchase or download on aa.org. In English, French and Spanish.

The 74th General Service Conference also agreed to retire the flyer "A Message to Teenagers."

PI Discount Packets – under review and price increase: January 22, 2025

There will be some price adjustments to the PI Discount Packets in response to increased costs of materials, manufacturing, paper, printing, binding, and delivery.

Please also note that given the changing way that many committees work today, we are also re-evaluating what is included in these packets and look forward to communicating with you about any changes soon.

Broadcasting PSAs in your area in 2025

AA's public service announcements (PSAs) help us communicate our message of hope and life-changing possibilities to the millions who may benefit. HD Broadcast-quality PSAs are available at no cost to your station.

This year we hope more PI Committees will consider reaching out to local broadcasters to air A.A. PSAs.

Historically, local radio and television stations have offered free airtime for public service announcements (PSAs) from non-profit organizations such as Alcoholics Anonymous. Although stations are no longer mandated to donate airtime to PSAs, local broadcasters are generally quite willing to air them.

Approaching your local Radio Station

In large cities, you can reach out to the radio station's public service director who often handles PSAs. Broadcast quality PSAs are available <https://www.aa.org/audio-public-service-announcement-downloads>

You can request that a local intergroup/central office or A.A. answering service telephone number and website address be added as a tag at the end of the message. (It is prudent to discuss this with the office that answers the phones and oversees the website in advance.) This is often easy for the station to accomplish since the audio file may be dubbed or transferred to a digital playback system.

Approaching your local Television Station and Cable Provider

As with radio, staff size and responsibilities at your local television station and cable provider will vary from station to station and due to the size of the city. In large cities, PSAs are often handled by a community relations or public service director. In smaller towns discussions regarding PSAs may be handled by the traffic manager who actually schedules all commercial and non-commercial announcements. A phone call to a civic-minded general manager may help ensure that our A.A. message gets on the air.

Television stations are often looking for the simplest way to air PSAs. GSO makes it easy by providing broadcast quality PSAs on our website. <https://www.aa.org/downloadable-videos>

With a little friendly persuasion, television stations may be willing to include the telephone number and website address of your intergroup/central office or A.A. answering service on the PSA.

Please let us know how it goes if you do any PSA outreach to your local stations.

What does the Public Information assignment do?

The goal of the Public Information assignment at GSO is to assist the Fellowship in assuring that the A.A. message of recovery reaches the still-suffering alcoholic by keeping the public informed about the A.A. program of recovery from alcoholism.

This assignment is also charged with assisting the A.A. members who carry our message to the suffering alcoholic through the general public. These A.A. members share information about A.A. at schools, health fairs, community events, libraries, and through all forms of media, including public websites. Below are some of the ways that this task is carried out:

- Communicate with PI committee chairpersons at the area, district, and intergroup/central office level, providing them with [aa.org](https://www.aa.org) resources, Workbooks, Guidelines, and current shared information on Public Information activity. Many of these materials can be provided digitally and/or in print version.
- Respond to all media inquiries that come to the office providing them with accurate information about Alcoholics Anonymous. Coordinate media coverage of A.A.'s International Conventions, held every five years and work closely with the Publishing and Communication Services departments regarding the development and distribution of press releases, social media postings and other key communications from the General Service Office.
- Read and review media stories that mention Alcoholics Anonymous and share relevant information as needed. Receive information from members regarding

anonymity breaks at the level of press, radio, films, television, and the Internet, including many forms of social media.

- Pass along instances of anonymity breaks in the media to the delegate in the area in which the break occurred and provide them with an opportunity to contact the member and share experience regarding our Eleventh Tradition.
- Send out the Annual Anonymity Letter to the Media. The 2024 letter was emailed to over 30,000 media outlets in the U.S. and Canada.
- Work closely with the Publishing Department regarding development and updating of Conference-approved literature and assignment-related service material.
- Coordinating an evaluation of the A.A. Membership Survey process, questionnaire and how best to report out the results.
- Review reports from the Communication Services Department and AA Grapevine about changes to the aa.org and aagrapevine.org website, a key aspect of our Public Information efforts.
- Coordinate production of new television and radio Public Service Announcements (PSAs) as requested by the Conference, and work with the Communication Services department regarding available formats and delivery options.
- Work closely with the Communication Services department, on other projects requested by the Conference, along with special media and digital projects under the purview of GSO, such as the A.A.W.S. YouTube Channel, Google Ads, and new P.I. Service Cards.
- Development and implementation of an annual update to the Comprehensive Media Plan.

Thank you for all you do to carry the A.A. message to help the alcoholic who still suffers!

We look forward to hearing from you.

publicinfo@aa.org

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