

# **PUBLIC OUTREACH COMMITTEE GUIDELINE**

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“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 AI-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 AI-Anon/Alateen Service Manual*  
Twelve Concepts of Service, Concept Eleven

## **I. MEMBERSHIP**

- a. At-Large Chairperson
- b. Up to five At-Large members, including the Committee Chairperson, selected according to the At-Large Committee Selection Process
- c. Associate Director—Public Outreach Professionals (World Service Office [WSO] Staff Liaison)
- d. Delegate members from each panel
- e. Trustee Liaison, member of the Board of Trustees (BOT) (ex-officio, non-voting)
- f. Associate Director—Digital Strategy (ex-officio, non-voting)

## **II. MEETINGS**

- a. Quarterly, preceding meetings of the BOT, or as needed, using web conferencing.

## **III. DUTIES AND RESPONSIBILITIES**

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

# **Public Outreach Committee Chairperson**

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## **I. ELIGIBILITY**

- o At-Large AI-Anon member

## **II. SELECTION PROCESS**

- o Appointed by the Chairperson of the Board (COB) prior to the World Service Conference (WSC) and announced at the Annual Board Meeting

## **III. DUTIES AND RESPONSIBILITIES**

- o Prior to commencing their term, attends the April Committee meeting as an observer.
- o Approves proposed agenda from WSO Staff Liaison for all Committee meetings.
- o Chairs all Committee meetings
- o Assigns and coordinates thought forces, task forces, and work groups as needed.

- Approves drafts of Committee meeting minutes.
- Ensures that Committee assignments are completed on time.
- When required, leads discussions at thought forces, task forces, and work groups.
- Is available for consultation with WSO Staff Liaison when needed.
- Collaborates with WSO Staff Liaison and Trustee Liaison to determine best date for next Committee web conference call.
- Collaborates with WSO Staff Liaison and Trustee Liaison to review and select At-Large candidates to recommend to Executive Committee for approval.

## **Public Outreach Committee Trustee Liaison**

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### **I. SELECTION PROCESS**

- Appointed by the COB at the Annual Board Meeting

### **II. DUTIES AND RESPONSIBILITIES**

- Links the voice and perspective of the BOT with the Committee
- Keeps WSO At-Large Member Chairperson and Staff Liaison apprised of all relevant conversations within the fellowship.
- Writes quarterly Committee report and reviews it with At-Large Member Chairperson and WSO Staff Liaison.
- Submits Committee report to Quarterly BOT meetings.
- In shared leadership, serves with WSO Staff Liaison as representative of the Committee at WSC.
- Collaborates with WSO Staff Liaison and At-Large Member Chairperson to determine best date for next Committee web conference call.
- Collaborates with WSO Staff Liaison and At-Large Member Chairperson to review and select At-Large candidates to recommend to Executive Committee for approval.
- Collaborates with WSO Staff Liaison to provide input for the prospective At-Large Member Chairperson to COB.