



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

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MEMORANDUM

DATE: February 3, 2010
TO: Area Public Outreach/PI/CPC/Institutions Coordinators
FROM: Claire Ricewasser, Associate Director Public Outreach
RE: Broadcast information, "When Love Is Not Enough--The Lois Wilson Story" television movie
CC: WSC Conference Members

In keeping with Al-Anon's Public Relations policies, the WSO cooperates with outside entities but does not endorse or affiliate with them. The following information is provided to make members aware of a forthcoming film that has the potential of increasing the public's understanding of alcoholism as a family illness and may encourage anyone concerned about someone else's drinking to seek help in Al-Anon Family Groups.

The WSO is authorized by Al-Anon's World Service Conference to inform the groups about national publicity related to Al-Anon and families of alcoholics cited on page 98 of the "Policy Digest" section of the 2006-2009 Al-Anon/Alateen Service Manual: "Whenever national publicity on Al-Anon/Alateen may be of interest to local groups, they are, if possible, notified in advance by the WSO."

The WSO has received the following information from the producers, Hallmark Hall of Fame, about the broadcast of its television movie about the life of Lois W., Al-Anon's co-founder:

Date: Sunday, April 25, 2010
Channel: CBS
Time: 9 p.m. ET and PT
8 p.m. CT and MT

AK, HI, and Canadian Al-Anon members who receive CBS TV will need to reconfirm the time of broadcast in their local television schedule.

Background: The "When Love Is Not Enough" film **is not** a documentary about Al-Anon as an organization. Instead, this movie focuses upon Lois, her relationship with Bill, how his drinking affected her well-being, the development of the early Family Groups, and Lois's application of

the Twelve Steps to her own life. Although this biographical picture **is not** Al-Anon Conference Approved material, it could be a call to action to viewers who may be or know of families or friends of alcoholics in need of our program to contact Al-Anon.

Preliminary steps to make information about Al-Anon available to viewers through local Public Outreach activities:

Members have several months to plan special activities they may wish to undertake to make information about Al-Anon more visible in their local communities when the movie is broadcast on April 25th. In addition to updating local Al-Anon/Alateen telephone contact information and print and on-line meeting schedules, the *Al-Anon Faces Alcoholism 2010 (AFA 2010)* magazine is an excellent outreach tool for anyone unfamiliar with our program. Members can distribute *AFA* magazines and meeting information schedules locally to offices of professionals and facilities where families of alcoholics receive services.

English, Spanish and French *AFA 2010* magazines can be ordered in on-line or from a downloadable order form on the WSO's Public Outreach or Members Web sites. Visit:

www.al-anon.alateen.org or www.al-anon.alateen.org/members

The deadline for placing orders is **5 p.m. ET, February 10, 2010**. Orders will be shipped in March 2010.

Please share this information with Area and local trusted servants, District and Al-Anon Information Services, and interested members.