

Job Description for PUBLIC INFORMATION COORDINATOR

Introduction: The elected Officers and appointed Coordinators (3-year term) are the Board members of Southern California World Service of AFG, Inc., a California Nonprofit Public Benefit Corporation and a charitable 501(c)(3) tax-exempt entity per the Internal Revenue Service. An SCWS Coordinator must live within the Southern California Area during their entire term. The Coordinators act in accordance with the spiritual principles of Al-Anon Family Groups while conducting the duties of their position for the Area, mileage and expenses for which are reimbursed according to approved budget. The Coordinators accept additional demands on their time and possess some special skills relevant to their position. Members of Al-Anon in SCWS who also are members of A.A. are not eligible to hold Al-Anon service positions that vote in matters affecting another group or Al-Anon or A.A. as a whole.

1. **ELIGIBILITY / QUALIFICATIONS** – Active member of Al-Anon in CA(S) with working knowledge of the 12 Traditions and 12 Concepts, current *Al-Anon/Alateen Service Manual* and Knowledge-Based Decision-Making (KBDM). Previous Group Representative (GR) experience preferred, but not required. Suggested: prior experience with Al-Anon/Alateen public outreach projects. Is comfortable representing Al-Anon in public with full name while maintaining anonymity at the level of Press, Radio, Films and TV, and Internet. Has an understanding of Area and World Service structure and SCWS Bylaws. Must maintain confidentiality of non-public information.
2. **OFFICIAL DUTIES / RESPONSIBILITIES**
 - Carries the message to, and informs the public in the Southern California Area about, Al-Anon/Alateen Family Groups.
 - Disseminates information received from the World Service Office (WSO), typically in four parts:
 - a) Becomes familiar with WSO's many Public Outreach (PO) resources including *Guidelines: Public Outreach Service* (G-10) and *Area Public Outreach Coordinator* (G-38), and builds awareness in the community about what Al-Anon/Alateen is by following these *Guidelines*. Uses AFG Connects for Public Outreach as a continual resource.
 - b) Obtains latest Public Service Announcements (PSAs) created by WSO (from AFG Connects) and works with Districts to distribute those to local TV and Radio stations. Advises WSO when PSAs are placed.
 - c) Informs the local media of how Al-Anon/Alateen can help families and friends of alcoholics by maintaining a list of Radio and TV stations that have received the latest PSA from the WSO. Identifies TV Stations that have not been contacted, and works with appropriate Districts to provide PSAs to local stations, then advises the WSO of the results;
 - d) Oversees one or several PO project ideas that the WSO asks Areas to adopt or carry out (as announced on AFG Connects), if relevant. Coordinates inquiries forwarded by the WSO from people in our Area or that we receive from local organizations and passes them onto the appropriate District, and reports results to WSO.
 - Participates in WSO conference calls to share experience with other Area Public Outreach Coordinators around the country.
 - Facilitates distribution of Al-Anon/Alateen information and Conference Approved Literature (CAL) directly to the public via several means:
 - Obtains local media coverage of Al-Anon/Alateen through our PSAs, press releases, community calendar listings, and personal interviews.
 - Facilitates easy access to Al-Anon/Alateen— through phone listings, community calendar listings, and other local public directories.
 - Encourages the use of CAL in PO work.
 - Gathers information on District and Intergroup PO projects, current and ongoing, to avoid duplication of effort.
 - Supports all PO projects carried out by Districts and Al-Anon Information Service (AIS) offices/Intergroups.
 - Initiates Public Outreach (PO) projects, such as participating in Annual LA Times Festival of Books or renting billboards.
 - Displays PO banner at Assembly meetings. Coordinates the use of PO banner throughout the SoCal area.
 - When invited, speaks about Public Outreach activities at Groups and District meetings.
 - Cooperates with Spanish Coordinator to staff Al-Anon booth/table at public events, as appropriate.
 - Prepares and presents written report for each quarterly Area World Service Committee (AWSC) and Assembly and emails a copy to Secretary and *Bulletin* Coordinator.
 - Most important, regularly and actively cooperates and consults with the other two SCWS Public Outreach Coordinators

(i.e., Institutions and Cooperating with the Professional Community/CPC) to fulfill requests from public entities. Various requests may overlap between Coordinator positions.

3. **BASIC SKILLS / PERSONAL QUALITIES / EXPERIENCE NEEDED**

- Has the ability and the time to represent Al-Anon at the public level.
- Comfortable making phone contacts and assembling volunteers and committees.
- Is accessible, available, responsive, and flexible.
- Is able to communicate effectively, prepare written reports and meet deadlines.

4. **ADDITIONAL SKILLS NEEDED** – Creativity and problem-solving skills. Has a strong sense of responsibility, able to prioritize and work independently or as a team member. Working knowledge of virtual platforms, i.e., Zoom, GoToMeeting, etc.

5. **EQUIPMENT / TECHNOLOGY NEEDED** – Computer, email with attachments, word processing, spreadsheet software (for tracking Area panel and volunteer information). Participates in conference calls and online meetings, as needed.

6. **REALISTIC TIME COMMITMENT OF THIS POSITION** – It is helpful to be available to make phone calls during the workday. Attends 8 SCWS meetings per year, 7-8 hours each, with a prepared report: Feb, Aug Committee (3rd Sat) and May, Nov Assembly (3rd Sat) and Jan, Apr, Jul, Oct Board (Sun). Attend the Annual SOS event and support events of other Coordinators. See Mandatory Area Meeting Attendance table below.

7. **PREPARATION** –

Have working knowledge of:

- *Public Outreach to Institutions Guideline* (G-9),
- *Public Outreach* page at WSO: <https://al-anon.org/for-members/public-outreach/>
- *Best of Public Outreach* (S-40): <https://al-anon.org/pdf/TheBestPublicOutreach.pdf>
- Meet with outgoing SCWS Public Information Coordinator for training and orientation. Notebook with detailed procedures will be provided at Turnover Meeting.

8. **TRAVEL** – Travels to all SCWS events and to District meetings/events when requested. May travel to TV stations, etc., to personally meet the staff. May attend one service event outside SCWS Area during three-year term. Makes own travel arrangements, within budget guidelines.

MANDATORY AREA MEETING ATTENDANCE

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|--|-----------------------------|--------------------------|-------------------|
| SCWS Board | January, May, July, October | 3 rd Sunday | 10:00am to 4:00pm |
| Area World Service Committee (AWSC) + new DR Orientation @ 8am | February, August | 3 rd Saturday | 9:00am to 4:00pm |
| Area Assemblies + new GR Orientation @ 8am | May, November | 3 rd Saturday | 9:00am to 4:00pm |
| Sharing of Service (SOS) | January | 3 rd Saturday | 10:00am to 4:00pm |
| Longtimer's Event | Last year of 3-year panel | Saturday | 10:00am to 4:00pm |