

PUBLIC INFORMATION (PI) ACTIVITY UPDATE

To: Public Information Committee Chairs

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

cc: Area Delegates, Trustees, Directors

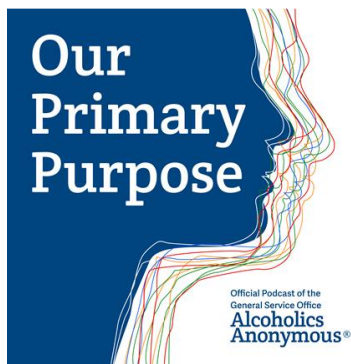
Dear Friends,

Warm greetings from your General Service Office. My name is Kelley C. 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 2025 General Service Conference, GSO and local committees relevant to this important A.A. service.

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

Season Two of podcast from GSO: *Our Primary Purpose*



[Season Two](#) of the podcast will launch March 17, 2026 – now's the time to catch up with Season One! 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/print this service card](#) to share at your meeting, Area, District, club or event.

Three new PSAs adapted from GSO Australia available on aa.org. View and download – www.aa.org/downloadable-videos

Risking Your Job - Are you or someone you know risking their job because of a drinking problem? This public service announcement raises awareness on how alcoholism can impact your career and future. For more information, visit AA.org.

Danger to Your Family - Are you or someone you love putting their family at risk because of alcoholism? This public service announcement raises awareness about how alcohol use can affect families, safety, and relationships. For more information, visit AA.org.

Cham-pain - This public service announcement sheds light on the real consequences of alcohol use and the impact it can have on lives and relationships. For more information, visit AA.org.

Call for Shared Experience!

Does your area or district use a **chat feature** on your A.A. website? We'd love to hear your experience! Please contact the PI desk at publicinfo@aa.org.

New Service Material for Young People in A.A.

If you haven't had a chance, check out some new service material for our young members –

1. [Service Card for Young People](#) in A.A. now available in ENG, SP and French on aa.org. Email publicinfo@aa.org for a template version.



Can't stop drinking?

AA.ORG

FIND A MEETING:

Alcoholics Anonymous®

AA.ORG/MEETING-GUIDE-APP

It's never too early to ask for help.

VIDEO RESOURCES:

AA.ORG/RESOURCES/MEDIA

2. [Young People shorts](#) – These are experience, strength, and hope from our young folks, from their perspective. Created from user-submitted videos. Please feel free to embed in websites or add to social media for your district/area. These are currently available in English only.



Broadcasting PSAs in your area in 2026

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 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.

THE A.A. MEETING GUIDE APP



Meeting Guide is a free app for iOS and Android that helps you find meeting information for Alcoholics Anonymous groups near you. Over 100,000 weekly meetings are currently listed and the information is updated twice daily.

Learn more about the app and where to download



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.

In fellowship,

Kelley C.
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