



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."*

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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.

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**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 25<sup>th</sup>. 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](http://www.al-anon.alateen.org) or [www.al-anon.alateen.org/members](http://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.**