



## Public Information Newsletter

Shared Service Experience



### Autumn 2025: Carrying the Message Far & Wide

In this issue AA reaches new places in fresh and inspiring ways. From a safe haven at the Reading Festival, to billboards and bus campaigns across the Midlands, to Plymouth's Alcohol Awareness Day with the Lord Mayor in attendance — the message of recovery is being carried far and wide.

We also report on AA's cameo appearance in a new recovery documentary, share highlights of the recent PI Regional Liaison meeting in York and report on AA banners popping up in supermarkets all along the Costa Blanca.

We welcome contributions from all members active in PI - please send in your stories of your PI work (including images) to [aainformation@gsogb.org.uk](mailto:aainformation@gsogb.org.uk). We will endeavour to publish submitted articles but this may not always be possible. We also reserve the right to edit any submissions for clarity, length, and style.

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# AA Rocking It at the Reading Music Festival

Thames Valley Intergroup (TVI) had a presence at the Reading Music Festival for the first time in 2025. An Alcoholics Anonymous tent was set up in Purple campsites from the 19th of August through to the end of the Festival on the 24th August, alongside one of the Welfare tents and our sister Fellowship Narcotics Anonymous



Twenty four volunteers, from different groups across TVI, worked in shifts to ensure that there was an AA presence available from 10 am to 10 pm every day, and that two AA meetings were held each day at midday and 6 pm.

Over the course of the weekend, over 100 festival goers stopped to

speak to the AA volunteers, some just wanting directions, but the majority wanting to find out more about Alcoholics Anonymous, attend the scheduled meetings or just browse the literature and chat with the volunteers.

One festival goer commented that the only reason she went to the Festival was because she knew there was a safe place she could retreat to.

Reporting on the event, Raj N (PILO Thames Valley Intergroup) says that there was a lot of work required to pull everything together but that seeing festival goers at the meetings and asking about AA made it all worthwhile. It was also beautiful to see members of the Fellowship from different AA groups working together and getting to know each other over the weekend.

To get the whole thing off the ground, Raj N took the lead with a small PI team to get the initiative started and engage with Festival Republic (the festival organisers).



Conversations started with the Festival Republic Safeguarding Officer (FRSO) as the primary contact in early March 2025. The FRSO helped facilitate the mandatory accreditation process and ensure that the required Health & Safety procedures were completed. Festival Republic was also a great help in providing a 5 x 5 m tent with chairs and tables. Additional discussions were needed to explain our Tradition of anonymity and still be able to meet the Festival Republic requirements. The festival organisers also provided specific information and support to the PI Team to keep them up to date with other festival related requirements such as car parking and on-site comms etc.

To recruit Fellowship volunteers, a call was put out across the Intergroup for members of the Fellowship who are active in recovery, actively being sponsored and who had a minimum of two years sobriety. These volunteers then agreed to be available for set shifts at the Recovery Tent, to chair or share at the scheduled AA meetings and to form small working groups responsible for specific tasks such as teas & coffees, literature, safeguarding etc.



A really flexible approach was required to cater for last minute changes of plan but everything came together for members of the team to be on site on the right day and at the right time and provide a continuous presence from the Tuesday before the Festival to the following Monday. Each day of the festival, the Recovery Tent displayed the message of recovery via posters and banners, with AA information and literature available and tea and coffee organised.

This was a great opportunity to carry the message of recovery to a massive, nationally recognised music festival and plans are already in place to build on the experience of this year to have an AA presence in 2026 also.

# Intergroup PI Initiatives

## PI Action Across the Midlands

Since being voted into the position of Public Information Liaison Officer (PILO) for the Midlands Region last autumn, Caroline G has been working to strengthen connections across the region. Out of the eight Intergroups, five currently have an active PILO, with several also supported by PI subcommittees.

Early in the role, opportunities for collaboration and fellowship were created. Two Zoom meetings have already been held, giving local PILOs the chance to meet, share experiences, and exchange ideas. A WhatsApp group provides day-to-day communication and encouragement. From the outset it has been clear that each PILO brings their own skills, interests, and creativity to the role, resulting in a wide variety of projects and outreach activities. These may be large or small in scale, but all are important in carrying AA's message of hope to the still-suffering alcoholic.

Recent months have seen a steady flow of activity across the Midlands. AA literature has been placed in village halls, supermarkets, sports clubs, W.I. Committees, and agricultural colleges, while members have also taken materials to display in their own local areas. Strong links have been built with hospitals, probation services, GP surgeries, and pharmacies, and in some areas banners, rolling screens, and recovery events have been arranged. Local radio has broadcast anonymous recovery talks, which are now available as podcasts and on YouTube. Other initiatives have included digital billboards across more than sixty sites and a bus campaign in Lincolnshire which was extended due to its positive impact. The Intergroup was also involved in the film premiere of *Breaking the Chains of Addiction*.

AA has also had a presence at recovery festivals, country shows, and community fairs, carrying the message directly to new audiences and meeting people face-to-face. Further partnerships have been developed with universities and local authorities, including blogs, website features, and entries in town guides, all helping to extend AA's reach and visibility.

Taken together, these initiatives show the breadth and diversity of PI service across the region. Whether it is a leaflet pinned to a noticeboard, a banner at a train station, a digital billboard, or a simple conversation at a community event, every effort plays its part in letting people know that AA is here and ready to help. The dedication of local PILOs is evident, and by sharing resources and working together, they continue to find fresh and effective ways of carrying the message to those who need it most.



## Alcohol Awareness Day for Professionals and Support Services in Plymouth.

Plymouth has a strong history of recovery from alcoholism and is fortunate to have meetings of Alcoholics Anonymous on every day of the week.

AA outreach work in Plymouth is done via its Public Information Liaison Officers who provide regular talks for professionals as well as offering support across many services such as probation, hospitals, courts, the armed forces and anywhere else where people struggle with alcohol.

Representatives from Plymouth Intergroup welcomed members of the professional community and support services to an AA Awareness Day on July 11th, 2025. The aim of this event was to raise local awareness of Alcoholics Anonymous in Plymouth, and how AA supports individuals in overcoming their struggles with alcohol.

Throughout the AA awareness day, members of the Fellowship discussed and shared their own personal experiences, their former struggles and their current recovery from alcoholism. This unique perspective delivered to professionals and non-professionals, was presented to help those attending better to promote understanding of the purpose of AA and how it can support potential sufferers

There was a great turnout with people attending the event from several different sectors, including, members from a local alcohol treatment centre, the Probation Service, the Community Advice & Support Service, healthcare practitioners, Plymouth Theatre Royal, Morrisons supermarket, Stagecoach and a representative from Op Courage, a mental health support service for veterans of the armed forces. The Lord Mayor was also in



attendance and commented “It’s good to see some of the service carried out by the local members of Alcoholics Anonymous, and the level of commitment in helping other alcoholics is amazing. “

The day was very successful, and the Intergroup had a lot of very positive feedback, making some great contacts for moving forward with local PI work.

Plymouth Public Information Service Committee.

## Reaching Out: A New Chapter in PI for Costa Blanca North

"Hi, my name is Lydia and I'm an alcoholic... yes, I will be happy to take on the role of PI officer for Costa Blanca North." These words were spoken by Lydia as she took up the post of PI Officer for Costa Blanca North. She went on to say that the words were immediately followed by a wave of imposter syndrome and fear. But after a quick prayer Lydia was reminded of the incredible Fellowship she is a part of and the dedicated PI Team that she was now part of.



The Public Information (PI) journey in Costa Blanca North began with an inspiring workshop led by Rob W, who was the PI Officer for the Continental European Region. He arrived armed with pop-up banners, eye-catching artwork, and posters, all conveying a crucial message: to reach alcoholics, Alcoholics Anonymous must make its existence known.

The experience in Spain has shown that collaborating with local Intergrups and PI officers is not only beneficial for all involved but is also a sign of profound respect. Keeping this in mind, new banners and posters were ordered, incorporating a QR code linking to the local Alcoholics Anonymous website as well as the phone numbers for both the English and Spanish speaking

helplines. A launch event was organized inviting members of the PI Team and GSRs as well as our Spanish Intergroup counterparts.

The close collaboration with the Spanish Intergroup led us to think creatively about where to display our banners. While hospitals and public information events were natural choices, a drive back from Benidorm sparked a new idea: why not approach the local Overseas Supermarket chain. With renewed positivity, Lydia reached out to their head office. After a series of communications, the PI Team were given permission to display AA banners in their stores.

Lydia and the Team are immensely grateful for the support and openness of the Overseas Supermarket chain. AA banners graced several of their supermarkets along the coast, from Javea to Benidorm, throughout the busy period from Easter to September. The Team are already planning a return tour nearer to Christmas!

While the Intergroup ECLO report indicated an 8.2% increase in website traffic during this period, Lydia says they can't definitively attribute the increase solely to their PI initiative but the Team is confident that their efforts to place posters in the supermarkets, hospitals, police stations, and town halls all played a part.

Lydia goes on to say "We remember that it is our collective responsibility to carry the message of recovery of the fellowship here in Costa Blanca North. When anyone, anywhere, reaches out for help, we want the hand of Alcoholics Anonymous to always be there. That is our commitment, and for that, we are responsible".

## AA Presence in New Recovery Documentary

This summer, a new documentary *Breaking the Chains of Addiction* was released, featuring a brief contribution from an AA member who shared his experience of recovery while maintaining anonymity. The opportunity arose thanks to a connection between the Public Health Alcohol Lead and the Northants PI team, demonstrating the value of building trusted relationships with professionals.



## PI Service

### Highlights from the PI & EComms Regional Officer Liaison Meeting

The recent Public Information (PI) and Electronic Communications (EComms) Regional Officer Liaison meeting in August was a true showcase of the creativity, dedication, and collaboration happening all across AA GB. Held at GSO in York, it was energising to have so many members coming together to share best practices, explore new tools, and plan impactful campaigns to carry our message of recovery.

There's so much going on in PI & EComms. We have improvements to our website, including SEO, the newcomer-focused quiz, postcode lookup for the shop and work on the Group Registration forms. The transition from Workplace is also underway, with BlogIn being piloted to allow those doing service to continue posting, commenting, and sharing updates. A reminder too that Microsites remain a flexible tool for sharing regional information, Filestore provides a central repository for documents and AAmail ensures secure, anonymous communication for members conducting service work.

Regional reports were inspiring. The South Midlands ran washroom campaigns in motorway service stations, the Northwest reached people through radio ads and an iVan campaign, and London engaged the public via poster advertising in the Underground and on buses as well as attending hospital workshops and the annual Parliamentary event. In Scotland, trams, council campaigns, schools, and QR codes are spreading awareness, while Continental Europe supports helplines, hybrid meetings, and online workshops.

Guidance for new Electronic Communications Liaison Officers (ECLOs) and PI officers was presented including welcome packs, templates, and service guides which will be made available to help new members navigate their roles confidently.

The next Regional Liaison Officer meeting will be held online in February 2026 - more details to follow in the January PI Newsletter.

### Vacancy on the PI & Electronic Communications Sub Committee

#### **Can you help carry our message to the still suffering alcoholic?**

The PI and Electronic Communications Sub Committee (PI & EComms SC) invites members of our Fellowship to apply to join us in the exciting work of carrying the



message of recovery and making the most of electronic communications to help those who need help, and to keep existing members informed.

The Primary functions of the Sub Committee are to:

- Create a consistent message externally that differentiates AA from other bodies.
- Increase awareness of the AA programme with professionals and professional bodies, members of the media, and journalists at national level
- Offer support and advice to regional PI and ECLO committees and liaison officers
- Provide leadership to the PI and ECLO networks.
- Assists Region and Intergroup ECLOs with Microsite set up and maintenance within the AAGB website.
- Monitor and maintain the AAGB Filestore area, supporting users and ensuring access requests are properly validated.
- Respond to service-related requests and queries submitted to the AAGB Helpdesk
- Monitor the AAGB Website, working with the Web Content Manager in keeping it up to date and relevant
- Identify PI and EComms information in other resources which requires updating
- Contribute to publication of the PI Newsletter
- Communicate effectively with all levels of the Fellowship
- Comply with the Traditions, principles and guidelines of AA

An interest in electronic communications and/or public information, with a desire to do meaningful service in a fascinating area, is more important than anything else in these roles. Although good computer literacy is required, more important to us is an understanding of how people communicate and the desire to help us improve what we do.

As with all Sub Committee vacancies, five years' continuous sobriety and the endorsement of your region or intergroup are required as well as a sound knowledge of the service structure and Traditions of the Fellowship. Working within PI Sub Committee Terms of Reference, you should be flexible in time commitments and be prepared to join us occasionally online as well as attending 3 meetings per year in York, where accommodation is provided and expenses paid.

To submit an application for this vacancy, please obtain an up-to-date application form from either Jenny Pryke at GSO, PO Box 1, 10 Toft Green, York, YO1 7NJ: 01904 644026, [jenny.pryke@gsogb.org.uk](mailto:jenny.pryke@gsogb.org.uk) or from the Document Library on the AA GB website – [www.alcoholics-anonymous.org.uk](http://www.alcoholics-anonymous.org.uk)

Your application must be endorsed with a covering letter from a currently serving officer of your intergroup or region and sent to Jenny Pryke. The next two application deadlines are the 17th October and 5th December 2025

If you have any questions about the role, and would like to talk to a Trustee, please email either:

Tim B - [trustee.southmidlandsregion@gsogb.org.uk](mailto:trustee.southmidlandsregion@gsogb.org.uk)

Angela S – [trustee.northwesteegion@gsogb.org.uk](mailto:trustee.northwesteegion@gsogb.org.uk)

## Pass it On

Feel free to forward this newsletter onto Intergroup Officers, GSRs, and anyone interested in Public Information service. Groups are welcome to print it out and place a copy on their literature table.

Note: when forwarding via email please be mindful of members' anonymity and privacy. It is recommended to use the “bcc” function and service position specific email or @aamail addresses.



[www.alcoholics-anonymous.org.uk](http://www.alcoholics-anonymous.org.uk)

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