



## Public Information Newsletter

Shared Service Experience



## January 2026 - Wishing Everyone a happy and sober New Year

This is the 1st edition of the PI Newsletter for 2026 and we are pleased to be able to carry the message of recovery into the New Year by sharing some of the PI initiatives across Great Britain.

We welcome contributions from all members active in PI - please send in your stories of your PI work (including appropriate 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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## Intergroup PI Initiatives

### AA on the Airwaves

To coincide with Alcohol Awareness week 2025, Mid Surrey Intergroup ran a radio advertisement which ran from 30th June until 27th July on Surrey Heart radio.

A great example of Intergroup collaboration, the 20 second ad was kindly lent to MSIG by Northwest Region who had produced the ad themselves for an extensive campaign on Smooth Northwest Radio. MSIG sought and took advice from Global Media who advised the Intergroup to advertise on Surrey Heart Radio which, although transmitted from Crawley in Sussex, covers the key target area of a 15 miles radius centered on Guildford in Surrey. The ad was transmitted 311 times over a 4-week period with an average of 78 plays per week. Aired through night and daytime programmes, there were an average 6.2 opportunities to hear the ad per listener per day. Multiplied up by the listener base, this worked out to around 332,000 impressions i.e. the number of times the ad could be heard during the campaign.

Further collaboration is planned as Northwest Region has produced a new, 30 second ad which has an even stronger message. This ad will be used by Mid Surrey Intergroup to advertise on Surrey Heart Radio again in July 2026. Following the lead from Northwest Region, liaison officers from Mid Surrey will also approach major hospitals, with alcohol addiction treatment facilities, with a view to running the ad on their hospital radio stations. This PI activity has already been put into practice by Northwest Region and has proved to be very successful.

### AA presence at Leeds Festival

In the October 2025 issue we reported on Thames Valley IG representing Alcoholics Anonymous. In this edition of the Newsletter it's the turn of West Riding IG. For the second year running the Intergroup organised and staffed a recovery tent at the Leeds Festival over the August Bank Holiday weekend. Situated inside the main arena, members of the Intergroup ran three open meetings a day and engaged with many festival goers, festival workers and Fellowship members. The response to our presence was overwhelmingly positive, with prominent signage drawn from the AA national advertising campaign. 20 Fellowship members did service over the weekend, many drawn from Leeds' thriving young persons meetings.

Along with NA and other support agencies, the presence of AA contributed to the Festival Republic's safeguarding strategy, raising the profile of AA as an organisation that is working towards becoming more visible at high profile events such as this. West Riding Intergroup are already looking forward to next year.



## AA on the buses

Mid Surrey Intergroup carried out a back of bus advertising campaign in October 2025. The ad was displayed on 18 buses operating out of Aldershot bus station and was active from 29th September until 26th October this year. The bus routes, although centred mainly around the Aldershot, Farnham, Camberley and Farnborough areas, also include the Guildford, Godalming and Woking areas where AA has extensive meeting coverage.



Mid Surrey Intergroup plans to repeat the campaign in January 2026 - a busy period for those seeking help with drinking problems. Although the success of a rear of bus campaign is difficult to measure, MSIG feels that problem drinkers may take a photo of the ad with their phone so that they have the number to make a call and address to visit the website, should the time come when they reach out for help.

## AA at the Market

Leeds Kirkgate Market is one of the biggest indoor markets in Europe, located in the heart of Leeds City Centre. Keeping busy in carrying the message, throughout National Recovery Month in September 2025, West Riding IG had a permanent stall at the market. Using one of the banner designs from the AA national advertising campaign as digital signage to attract attention, the Intergroup set up a purpose-made gazebo with leaflets and literature to enable members of the public and those employed at the market to approach us for information and a chat.

Now in the third year, this AA presence in the market is proving to be a valuable PI exercise to carry the message of recovery to the general public, as well as offering important service opportunities for Fellowship members. Forty volunteers participated by covering shifts this year, many doing service for the first time.

Leeds City Council is extremely supportive, providing a discounted, charitable rate for the market pitch.



## AA Awareness Afternoon

For the past three years, the NYIG Public Information subcommittee has held an annual AA Awareness event at the General Service Office in York. The event is designed to raise awareness of Alcoholics Anonymous, strengthen cooperation with local support services, and provide professionals with a clearer understanding of how AA works. A range of professionals and services are invited to attend, and each year there is a pleasingly strong turnout. Several attendees return each year.

The event is well supported as the result of collaboration and co-operation over the past fourteen years. Hence York is a recovery-focused city with cooperation and networking between services well established. The principle of attraction rather than promotion supports annual engagement and attendance at these PI events.

The event follows a structured and familiar format beginning with two AA shares from long-term sober members of the fellowship, offering lived experience and insight into recovery through Alcoholics Anonymous. The speaker session is followed by lunch, which provides an opportunity for informal discussion and connection. After the break, attendees are given a guided tour of the General Service Office, led by our General Service staff, helping to demonstrate how AA operates at both a local and national level. The afternoon then continues with a shared speaker platform including a long-term sober AA member, and an Al-Anon member - our sister fellowship which supports families and friends affected by someone else's drinking.

The timing of the event is planned for a Friday to provide a practical end-of-week window for professionals, with the month of November proving to be an ideal time of year, offering something to look forward to as the year draws to a close. Feedback from attendees is consistently positive, with appreciation for the clarity of the AA message, the opportunity to hear lived experience, and the value of continued cooperation.

North York Intergroup are already looking forward to the event in 2026.

For any further information about the Awareness Afternoon or the work of AA Public Information in York and North Yorkshire, please contact the NYIG PI Liaison Officer via GSO



## Fellowship Activities for the Christmas Period

The Christmas Holiday season can be a difficult period for Newcomers to AA and Oldtimers alike. Each year members of the Fellowship make sure recovery is still available by providing opportunities for doing service and creating safe spaces for those who need to disconnect. By keeping meetings open and organising additional activities the message of recovery is maintained throughout the festive period. Here are a selection of some of the many events that were organised around the Fellowship.

### Nottingham & Leicestershire Intergroup Alcothon

With the motto of "Christmas only comes once a year, and so does our Alcothon!", NLIG held their annual Alcothon in Nottingham from midday on the 24th December to

midday on the 25th December. Creating a safe, sober, space where all were welcome with a bunch of good cheer, marathon meetings, tea, coffee, soft drinks and snacks, Fellowship members stayed onsite for the duration to offer company and support to those who needed it.

## Chelsea Intergroup

If you were spending Christmas in London, the Chelsea Intergroup hosted 6 one hour meetings throughout Christmas Day starting at 9.30 with the last meeting beginning at 5 pm in the afternoon. At the well known venue in Flood Street it was a great opportunity to volunteer for service or just drop in to stay connected on the big day.

## York Sober at Christmas

Further North, Fellowship members in York were able to attend an Open Meeting of Alcoholics Anonymous during the middle of the day.

## Seasonal Sobriety in Bristol

Close to the centre of Bristol, the Steps to Freedom Group were able to hold their regular Thursday Meeting at St Werburghs Community Centre on Christmas Day. And if you were up for a sober party, Bristol And District Intergroup threw a New Years Eve Red Carpet Party with music, dancing, Bingo! and a buffet on New Years Eve.

## PI Service

### 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.northwestregion@gsogb.org.uk](mailto:trustee.northwestregion@gsogb.org.uk)

## PI Events

### PI & Ecomms Liaison Meeting - Online

**Saturday February 2025**

All Regional and Intergroup PI Officers and ECLOs are invited to join an online Zoom meeting from 10 am to 4 pm on the 7th February 2026. This is an opportunity for those new in service and those looking for inspiration and collaboration to share experience, strength and hope with each other. Members of the PI & Ecomms Sub-Committee will facilitate the meeting and will also be in attendance to provide an update on the work of the Sub Committee.

## 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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Alcoholics Anonymous Great Britain