**Public Information Planning Calendar**

**JANUARY ~ Media Awareness**
* Update phone numbers and contact names names in all public listings
* Celebrate OA’s birthday on or around January 19th
* Reaffirm the PI Committee’s goals for the new year, and organize volunteers to implement them

**FEBRUARY~ Working With Others**
* Hold a Unity Day Celebration
* Start a Newcomer’s Meeting
* Designate greeters, callers and contact people for newcomers. Reachout at meetings and afterwards to get them involved

**MARCH ~ Lifeline, A Step Ahead, Courier**
* Discuss the purpose and use of these publications
* Solicit and write articles for these publications
* Disseminate ‘Lifeline’, ‘A Step Ahead’ & ‘Courier’ publications to appropriate officers and institutions

**APRIL ~ Mid ~ Year Check Up**
* Develop strategies for when individuals are out of their comfort zone/on vacation/ out of usual circumstances
* Plan a mid-year fun event
* Reassess Intergroup service needs.

**MAY ~ Literature**
* Get a copy of the new literature catalogue from WSO and check out new materials
* Order Lifeline, tapes and/or literature
* Donate OA literature to libraries, hospitals, institutions and/or to professional health care workers

**JUNE ~ Twelfth Step Within**
* Call 5 to stay alive
* Order a copy of WSO’s Twelth-Sep-Within Handbook
* Sponsor a ‘Recovery From Relapse’ event
* Order copies of ‘Hearing Is Believing’ CD or tapes to share with newcomers
* Encourage members to call people they have not seen in a while
**JULY ~ Diversity**
* Discuss groups of people to target for outreach (ie. Young people, men, minorites, seniors in your area)
* Decide on actions for outreach (ie. panels, fliers, bulletin board attraction cards, etc.)
* Implement 1 action this month

**AUGUST ~ Internet Outreach**
* Become familiar with OA website oa.org
* Elect a Designated Dowloader to download oa.org’s ‘What’s New’ on a monthly basis
* Link your website to oa.org website, as well as region and intergroup websites if applicable
* Add the oa.org address to your telephone message & yellow/white pages listings
* Discuss ways to access and use online & phone meetings

**SEPTEMBER ~ Sponsorship**
* Hold a sponsorship workshop
* Encourage groups to hold a sponsorship meeting
* Start planning IDEA Day events held in November
* Consider Sponsorship via email

**OCTOBER ~ Attraction**
* Order & read the Public Information Manual from WSO
* Group discussion of the difference between attraction and promotion
* Hold a Public Information night & show the film ‘OA ~ It Works’
* Start planning for Media Awareness month in January and OA Birthday Party

**NOVEMBER ~ Plan of Eating**
* Focus a meeting on the pamphlet ‘Dignity of Choice’
* Hold International Day of Experiencing Abstinence (IDEA Day)
* Hold a Thanksgiving Day /Gratitude meeting/marathon in the USA
* Start planning for Feb. Unity Day

**DECEMBER ~ Gratitude**
* Plan a holiday meeting/share-a-thon event
* Write and share gratitude list at meetings or a share-a-thon
* Give away the gift of recovery