

NANCY: Items tagged "X" for your

Memorandum

approval. Call me w/changes,
corrections (818) 766-7777

Thanks.

Day
or
Eve

To: Mary D., Outreach Chair
Nicotine Anonymous Southern California Intergroup

From: Patience M.

Date: July 20, 1997

Subject: Newspaper calendar listings - Progress Report

SUMMARY

1. Although some set-up time and effort is involved in getting no-charge listings, this appears to be a worthwhile twelfth-step activity.
2. I have done some spade work to identify papers that will carry public service listings. Attached are information sheets on seven dailies within the five-county area. In some cases, I have not received call backs or forms yet; I plan to call four more papers
3. Each newspaper has a different format. Success in getting and maintaining listings will, of course, depend on recruiting a reliable member within each circulation area to initiate/ update mentions.

SUGGESTED NEXT STEPS

1. Copy approval: Need Intergroup volunteer to review copy for newspaper listings.
2. Topic for Group Discussion: How best to identify people who can follow up?
3. Getting started: I request permission, upon copy approval, to go ahead with Ventura Co, San Fernando Valley, and Pasadena listings.
4. Continue spade work until information worksheets are complete.

THEN.....Implement plan for getting commitments.

:pam

Attachments: 8 including Register; dummy draft press release

cc: Matt; Intergroup file.