



Meeting Minutes from Meeting #4 of Communications Committee
Saturday, June 13, 2020
10:30-11:50 a.m. CST
Conference Call: **(605) 472-5304**
Participant code: **488333#**

In attendance: Scott Jakel, Steve Krueger, Paul Nouri, Colleen Coyne. Absent: Jamie Duignan, Will Cote

1. Call to order, Serenity Prayer - Colleen/All
2. Check-in/sharing time/updates - All
3. Review and approval of minutes from last meeting (below B) - Scott/Colleen
4. Review of tasks identified during last meeting (below A) - Scott/Colleen
5. Final review and placement of press release and radio actuality (below C) - Colleen
6. Establish next meeting, close with Serenity Prayer - Colleen/All

Following a general check-in, we approved the minutes from the previous meeting.

Then we reviewed tasks from previous meeting. Colleen promised to check in on a Zoom account and set one up shortly after the meeting. We will discuss at next meeting using Zoom as an option for the future. We discussed a process for EA fellowship member to review our draft communications plan, once completed. We talked about restarting the EA Outreach Committee and seeing if any current Communications Committee members would be interested in participating. Colleen committed to editing draft press release and looking into mental health reporters who may be interested in picking up the story of EA.

Changes Shown in Red (press release has been significantly revised so changes are not shown in red)

1) Objectives: What do we want to accomplish with our communications? We have the following objectives, which we believe will keep EA healthy, resilient, relevant and available to a broad cross-section of the population in need of a message of strength and hope:

- a. We want to share the inspiration messages of EA widely with all those seeking to become well emotionally.

- b. We want to broaden and build our membership (diversity of ages, interests, races, ethnicities, abilities, gender preferences).
- c. We want to provide factual information about what we offer, and how our organization works.
- d. We want our communications to be frequent, responsive, transparent and two-way.
- e. We want to **highlight the importance of** the financial stewardship of EA.

2) Key Messages: What are the several most critical messages need to accomplish these objectives?

- a. EA is here for you - you are not alone. We offer hope for recovery and joy.
- b. **EA is a spiritual – not a religious – program based on the 12 steps of Alcoholics Anonymous. All that is needed is a desire to become well emotionally.**
- c. **EA has about 600 peer support groups worldwide, with members sharing the challenges of being human. Group leaders are trusted servants, they do not govern.**
- d. EA International (EAI), comprising the EA Board, an executive director, and a small service center in St. Paul, is **directly responsible to members for the business decisions necessary to operate EA.**
- e. **There is no EA without your financial support. Even small donations count.**
 - These are the tools of the program: our meetings (of all kinds – face2face/telephone/zoom/chat), printed material (pamphlets/books/workbooks), sponsorship/partnership relationships, the F.B. page, the Loop, Electronic material (the apps (iPhone/Android as well as eBooks)).

3. Audiences: Who are we primarily speaking to?

- a. **Those who are struggling to get through the day, and those who are thriving.**
- b. **Diverse individuals of many cultures, ethnicities, abilities and languages.**
- c. Active members who attend groups most weeks.
- d. Inactive/infrequent members who rarely or never attend weekly groups **but rely on program materials.**
- e. **Long-time members and newcomers.**
- f. Those who come across EA through our methods of attraction, including advertising/website/apps/**other 12 step groups** and members sharing about EA.
- g. Health care professionals as well as people in service industries (police/religious communities, etc).
- h. People who want information that is only content/program related and is inspirational in nature.
- i. People who also want information about the operations of EAI (involvement, transparency).

4) Actions/Tools: How will we reach these audiences?

- a. Website

- b. YouTube
- c. Attendance at a meeting
- d. Mailing or emailing out info. /inspiration
- e. Distribution of materials to health care/service people
- f. The apps
- g. Talking to people one on one
- h. TV, radio, PSAs etc.
- i. Partnering with other 12-step organizations to amplify our message

5) Current Attitudes: What do our audiences think now?

- a. Many people do not about 12-step programs.
- b. Some may be familiar with the more well-known programs but not with EA. They may not realize that emotional issues can contribute to addictions and co-dependencies.
- c. Some individuals may be concerned they need to be a certain faith, color, age, or background to join EA.
- c. Some are more traditional and prefer to see the program change very little.
- d. Some may want the program to change with the times, and are eager for new program materials.
- d. Some think we don't share enough about how EA operations and finances, others think we share too much about operational and financial matters.
- e. I don't know how to access EA materials and meetings.
- f. Some believe our Board has overstepped in the past and that more transparency and fellowship involvement is needed.
- g. The program will be just fine without my \$1 or \$2 a week.

6) Desired Perceptions: What would we like our audiences to think?

- a. I know the twelve steps and what EA is about.
- b. I know EA can complement my other 12-step programs.
- c. I only need a desire you need is to become well emotionally. People of all beliefs, faiths, races, ages, genders, ethnicities, abilities and levels of emotional health are invited to join EA.
- d. I trust the Board will make careful, thoughtful suggestions for change when necessary and will involve the fellowship in decision-making.
- e. I know I can be as involved in EA as I care to be, that the information is easily available, and that there are many ways to participate in the program.
- f. The Board is actively seeking more fellowship involvement in decision-making and is being as transparent and trustworthy as possible.
- g. I value the program and want to support it financially. I know it won't be there for me or others if I don't.

7) Measuring Success: How will we know if we achieve our objectives? What metrics will be used?

If we try something new that is different from what we've done before or more than we've done before as a result of our strategy, we can know we've tried to achieve our objective. If people have a chance to weigh in on the communication as it is now in comparison to how they feel about it a year from now and they give us good marks, we know we've improved. Program growth and financial health are also measurements.

8) Tools: What means do we have to best communicate with our audiences? (Answered previously but will eventually be placed in chart form) **C.**

News Release – Draft II

Find out More About Emotions Anonymous

Looking for a way to connect with others who are striving to become emotionally well? Emotions Anonymous (EA), a 12-step program similar to Alcoholics Anonymous, may be for you.

EA has a powerful message: You are not alone. You can learn to live with unsolved problems and find peace of mind. EA offers meetings, literature, and other tools to help individuals build resilience and work toward serenity and peace in their lives. This kind of help can be an important lifeline, especially during difficult times like those we are now experiencing as a nation and a world.

EA began in St. Paul, Minnesota, in 1971, and has grown to more than 600 meetings and tens of thousands of members in 60 countries. A small central office in St. Paul and the [EA website](#) serve as hubs for newcomers seeking meetings and those looking to start new groups to find resources. The need for social distancing has helped EA to adapt by offering a large number of remote meetings that welcome anyone looking for help with their emotional challenges.

Attendees share the role of meeting coordinator and work through a series of spiritual (not religious) steps in a supportive, confidential atmosphere. Members use their first names only for anonymity. Many EA members find that the program complements other personal growth work they are doing in their lives, and some who attend other 12-step programs find that EA can help them make more progress.

EA is supported by contributions from fellowship members to Emotions Anonymous International, a 501(c)(3) nonprofit public organization.

PSA – Draft II

If the challenges of just getting through the day have you reaching out for hope, Emotions Anonymous may be for you. Join the tens of thousands of EA members worldwide who work this 12-step program in supportive, confidential virtual meetings. Find out more by going to emotionsanonymous.org.

