

Public Relations Committee Report

Spring 2026 - Houston, TX

Anthony K. - Committee Chair

As a committee we have had multiple meetings discussing how to spread awareness that GA does exist.

Between the current PR committee members and others in the fellowship, most, if not all, requests to speak to someone were fulfilled.

The trend in many interview requests focused on the rise in sports betting and now the rise in the prediction markets.

Our main goal is to get them to use a website link or hotline number. In some instances they cannot do that but will always mention Gamblers Anonymous so at least people become aware that we exist.

Listed below are just a few of the many interview requests we have received.

USA Today

Bloomberg

Cnn

Axios

The Guardian

WVIA News

ESPN

New York Times

Akron Beacon Journal

Many different high schools and Universities

It's very important that we maintain our anonymity across press, radio, films, television and the internet. When Gamblers Anonymous is mentioned we should NEVER give our last name, show our face, or say where we live or work. There are many reasons, but here are 2 examples. The first is something one of our founders did and the other is from our literature.

Jim W. appeared on a show with another A.A. member, and both had paper sacks over their heads with cut-outs for their eyes, ears and mouths.

As our literature states, compulsive gambling is an emotional illness. Part of that illness is selfishness and a self-centered ego. If any one of us, celebrity or not, were to speak for Gamblers Anonymous at a public level two things might happen. First, if that person were to relapse, our image as a Fellowship would be impacted. Second, the ego-feeding created by such a representation may easily put that individual's recovery in great jeopardy.

A subcommittee was formed to update the Young Gamblers In Recovery literature. The last update was almost 20 years ago and with all the newer younger members joining, a few different ideas have been discussed. We have been getting feedback from members in the fellowship and hope to provide more updates in Chicago.

The PR committee and the Digital Oversight Committee collaborated to create AI generated awareness videos that local intergroups would run on various social media sites. Once approved by the BOT, these videos will be usable by local intergroups on various social media platforms.

Most committee members received the new Awareness Pamphlet and have been distributing it in many different places.

I attended the Ohio Problem Gambling Conference this year, made many contacts, and was able to distribute our literature widely. We are currently in multiple casinos in Ohio, alongside the other responsible gaming literature they have available. Multiple treatment centers and counsellors have also taken the pamphlet to distribute or make available in their offices. Attending the PGNO conference truly opened my eyes to what more can be done to make people aware that we exist. Networking and collaborating with others willing to distribute our literature can attract members to the rooms. From what I have seen they might not go to the GA website to spend money distributing our literature; however, if we provide it, most are willing to take and distribute it. I never ask them to replace our literature with other literature; I simply ask if they will INCLUDE ours as well so people are made aware that GA exists. Local intergroups can purchase pamphlets and reach out to get them distributed as widely as possible.

I have traveled a lot to attend meetings and conferences in other areas. I bring literature to each location to make them aware of what we are doing, hoping the local intergroup will then purchase and distribute it.

We have had a very active committee and have tried to make outsiders aware that GA exists.

Going forward we will continue to focus on our current efforts and try to disseminate information about our existence.