



Area 59

EASTERN PENNSYLVANIA
GENERAL SERVICE ASSEMBLY

area59aa.org

Public Information Subcommittee, Area 59, Panel 71, Quarter 2 Report, March 13th, 2022

In the first quarter of 2022, the Area 59 Public Information Subcommittee spent much of its time finalizing the details for its Digital Media Ad Campaign with Cumulus Media for Area 59 in Districts 53, 52, 42, 62, 61, 39, 40, and 49. The PI Subcommittee met on the following dates to discuss and vote on various measures related to the campaign:

Dec 16th, Jan 5th, 15th, and 18th, February 5th, and 13th.

- Regarding the approved \$10,000 for PI initiatives throughout Area 59.
 - The PI Subcommittee voted to spend \$7,500 of that on a series of 3 Digital Campaigns via
 - Webpage/App Banners – Ads will run throughout the week before and week after each holiday.
 - Email – Two (2) separate emails will be sent a week before each holiday and the week after.
 - Working with Cumulus Media
 - Each campaign will run for two weeks and will be built around 3 major drinking holidays.
 - St. Patrick's Day
 - July 4th
 - Thanksgiving Day
 - Remaining funds will be spent on literature, workshops, possibly a billboard or two, depending on a cost benefits analysis.

Spoke at Monthly Meeting for District 34, February 10th

- Presented on our Digital Media Campaign
- Some Discussion of How to Honor Our Traditions in the Media

Also attached is correspondence that was sent to Area officers on January 28th, which describes the PI Ad Campaign in greater detail. Also attached are versions of the ads which will begin running the second week in March.

Yours in Service,
Melissa A.
DCM, District 37
Public Information Subcommittee, chair
Area 59, Panel 71