



Area 59

EASTERN PENNSYLVANIA  
GENERAL SERVICE ASSEMBLY

*area59aa.org*

**Public Information Subcommittee, Area 59, Panel 71, Quarter 2 Report, June 12, 2022**

In the second quarter of 2022, the Area 59 Subcommittee on Public Information met twice to review its progress on its current media campaign and discuss future efforts. The next part of our media campaign initiative is based on the July 4th holiday and will involve the same measures as St. Patrick's Day, but with different visual aspects. Your PI Subcommittee met on the following dates to discuss and vote on various measures related to the campaign:

Saturday, April 16, Thursday, May 5, 2022

- With respect to the \$10,000 approved for IP initiatives throughout Area 59:
  - IP Subcommittee Reviewed Progress in St. Patrick's Day Campaign
    - The results of the email campaign far exceeded the national average during both weeks.
  - The campaign built around July 4<sup>th</sup> and will run the same way, unless we suddenly become certified as Legit Script.
  - The remaining funds will be spent on transportation, possibly a billboard or two, depending on a cost-benefit analysis.

Our Primary Purpose Workshop, Saturday, May 14, 2022

Attached is information related to Legit Script and the overview of the St. Patrick's Day media campaign.

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