



Area 59

EASTERN PENNSYLVANIA
GENERAL SERVICE ASSEMBLY

area59aa.org

Public Information Subcommittee, Area 59, Panel 71, Quarter 4 Report, September 11th, 2022

In the 4th quarter of 2022, the Area 59 Public Information Subcommittee met 3 times to review its progress on its current media campaign and to discuss future efforts. This portion of our media campaign initiative was built around the July 4th holiday and involved the same measures as St. Patrick's Day, but with different visual aspects. Your PI Subcommittee met on the following date to discuss and vote on various measures related to the campaign:

Thursday, May 5th, via Zoom

- Discussed plans for July 4th Campaign and reviewed Benchmarks.

Wednesday, June 15th, via Zoom

- Reviewed and finalized wording for digital campaigns for Facebook and emails.

Friday August 19, via Zoom.

- 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.
 - Webpage/App Banners were a last-minute order change for the July 4th Digital Campaign due to more Legit Script certification issues.
 - 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
- Options for Facebook digital media did not materialize due to GSO being unable to claim responsibility for the Facebook page with its information on it. GSO was not forthcoming about whether there was an official Alcoholics Anonymous Facebook page. (Please see attached emails for more detail.)

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