

**Eastern Pennsylvania General Service Assembly (Area 59) Public Information Subcommittee Annual Report**  
**Panel 71, November 12-14, 2021, Lancaster, PA**

Members: Matt B. D33, Glenn W. D62, Joe K. D52, Candy S. D25 (Secretary), Melissa A. D37 (Chair)

Summary of 1<sup>st</sup> Quarter Activities

- The Committee voted on a \$4k budget for 2021 and submitted the budget to the Finance Committee
- District in Area 59 equally to the four members of the committee. Each member understands what districts they are responsible for (Virtually & In-person)
  - *Delegate's Recommendation #6 – Assign subcommittee members to district to help cover the responsibility for bringing PI displays and presentations to district meetings and workshops to minimize travel.*
- We invited past PI chair Mike L from D65 to conduct our inventory. Mike accepted.
- Developed and completed the first draft of the PI Digital Display, combined with an audio presentation. (Delegate's Recommendation #7)
- We presented at the SEPIA/EPGSA share-a-day on Feb.21, 2021
- We presented at D35 business meeting on March 15, 2021

Summary of 2<sup>nd</sup> Quarter Activities

- Laid plans to reach out to Libraries to determine if each had a Big Book and to reach out to Police Stations regarding offering display racks.
  - *Delegate's Recommendation # 11 – Contact schools, local businesses, church, and civic groups to see if they would be interested in a presentation or information on A.A., literature, or a brief talk.*
- Laid plans to participate in Health Fairs or Festivals and set up a display.
  - *Delegate's Recommendation #12 – Look into participating in health fairs or shows and be prepared to staff a PI information table or booth to answer questions about A.A. in coordination with local intergroups to avoid duplication of services.*
- Decided on “PI in a Changing World” for this year’s EPGSA PI Workshop.
  - *Delegate's Recommendation #15 – Devise ways to educate the Fellowship about our Tradition of Anonymity on social media platforms.*
- Decided that our ongoing theme for PI in Panel 71 will be “do the footwork – reach the community.”
- We laid plans to act on Delegate Recommendation #13 regarding communications with radio and tv stations. We developed a rough draft of a letter to send to various media entities. Final draft is complete.

Summary of 3<sup>rd</sup> Quarter Activities

- PI set up in-person displays on July 10th for District 63 and August 21<sup>st</sup> for district 33 workshops.
- We have been in contact with libraries and police stations. 12 out of the 14 libraries in the Philadelphia area need the book Alcoholics Anonymous. The Big Book has been given to them. The police stations don't seem to need an AA display.
- We attended SEPIA PI committee meeting on July 21<sup>st</sup> to ensure we are not duplicating services.
- Melissa A., D37, stepped in as PI Subcommittee Chair.
- Conducted PI Subcommittee Inventory
  - *Delegate's Recommendation # 20 – Hold a special meeting for the purpose of conducting a subcommittee inventory*

Looking Ahead in the 4<sup>th</sup> Quarter

- Your PI Subcommittee continues to explore ways that we can teach and assist the public about Alcoholics Anonymous and how to carry the message. Recently, we have devised an email requesting information from each district in Area 59 about deficits in PI efforts in their homegroups, districts, and intergroups. Of those who have responded, the PI Subcommittee has made plans to present Public Information and develop ways to partner with them in their communities to devise and implement effective PI initiatives. The combined District 37 and 57 ABE (Allentown-Bethlehem-Easton) Intergroup has set a strong example for PI initiatives, especially as they relate to the *Delegate's Recommendation # 13: “Devise a communications plan then reach out to local radio and television stations to inform them we are able to provide PSAs in conjunction with intergroups.”* The PI subcommittee seeks to work with ABE and NEPA Intergroups in the coming weeks to further PI initiatives in NEPA via districts 49, 40, 53, 52, 39, 62, and 61, with respect to radio and print PSAs. PI also seeks to work with CPC to further carry the message within the Episcopal Diocese of Bethlehem, to reach clergy professionals and administration to educate about AA and what we offer to those who have a desire to stop drinking. PI presentations have also been planned for Districts 61, 39, and 43 in the coming weeks.