



### **Public Information Subcommittee, Area 59, Panel 71, Annual Report**

In the second 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 16<sup>th</sup>, Jan 5<sup>th</sup>, 15<sup>th</sup>, and 18<sup>th</sup>, February 5<sup>th</sup>, and 13<sup>th</sup>.

In the third 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 initiative was based on the July 4<sup>th</sup> holiday and involved the same measures as the St. Patrick's Day campaign, but with different visual aspects. Your PI Subcommittee met on the following dates to discuss and vote on various measures related to the campaign: Apr 16<sup>th</sup> and May 5<sup>th</sup>, via Zoom

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 4<sup>th</sup> holiday and involved 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: June 15<sup>th</sup> and Aug 19<sup>th</sup>, via Zoom.

**Details of note:** 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. The ads ran throughout the week before and week after each holiday. Webpage/App Banners were a last-minute order change for the July 4<sup>th</sup> Digital Campaign due to Legit Script certification issues. Campaigns were also run via email – Two (2) separate emails were sent a week before each holiday and the week after. We worked with Cumulus Media for all campaigns. Each campaign ran for two weeks and was built around 3 major drinking holidays: St. Patrick's Day, July 4<sup>th</sup>, Thanksgiving Day

For more information on the results of these campaigns, please see the EPGSA website under subcommittee reports here: <https://area59aa.org/area-59-business-officers-subcommittees/>

It has been an honor and privilege to serve the Eastern Pennsylvania General Service Assembly throughout Panel 71. We'd like to thank everyone who worked with us as we navigated tricky waters. We'd also like to thank our advisor and Area Chairperson, Curt C., for his steady yet unobtrusive hand in guiding us. He is a true model of servant leadership, and we are grateful to have worked with him.

Always yours in service,  
EPGSA Subcommittee on Public Information  
Area 59, Panel 71

Melissa A., Chairperson D37  
Candy S., Secretary D25  
Matt B., D33

Glenn W., D62  
Joe K., D52