

Special Public Outreach Project

District 3 Public Service Announcement: Clearly Jacksonville

After reading an article about Clearly Jacksonville in the local paper, we did some research. Clearly Jacksonville is special volunteer advisory board which was created to determine how Clear Channel Outdoor digital billboard technology can best support and promote Jacksonville's not-for-profit entities and community based initiatives. Clearly Jacksonville takes donated billboard time and uses it to convey messages to the people of Jacksonville. We agreed this would be an excellent way to honor the tradition of informing the public about Al-Anon during the month of Lois W.'s birthday.

Our District did not fit Clearly Jacksonville's criteria for free advertising, but the Area did so we started the application process. First, we submitted a Special Public Outreach Project proposal to our officers at the February 2016 AWSC using the instructions available on the Area website. Our proposal asked permission to apply in the Area's name and use our non-profit status on our application to Clearly Jacksonville. Area officers approved the proposal and Area Chairperson Cindy J. provided copies of the required forms. Clearly Jacksonville approved our application quickly and ran our PSA for four weeks in March, based on space being available.

Clearly Jacksonville reported to us that the PSA appeared on three specific digital billboards for the weeks of March 7, March 14, March 21 and March 28. The PSA ran for 8 seconds, every 64 seconds based on the number of ads on the boards at that time. It ran 24 hours a day, 7 days a week. Based on our calculations, that equates to:

- 1,350 per day
- 9,450 per week
- 37,800 during the entire four week run per board
- 113,400 total for all three boards.

Clearly Jacksonville is program limited to the Jacksonville area. According to the Clear Channel Outdoor website they offer PSA space on their billboards nationwide. A local sales representative may be able to provide insight into the process for your city.



The PSA ran on at least on additional billboard during that time and possibly more, based on availability. Pictured to the right is a “bonus” billboard showing the PSA which was seen by one of our members.



Special thanks to Risa G. for modifying WSO's original artwork to fit Clearly Jacksonville's requirements. WSO then approved those modifications and below is the actual artwork that was used.