

AFG Area 9 Panel 58

Proposed 2019 Public Outreach Project

Summary of KBDM findings:

As Public Outreach Chair, I reviewed the following Public Outreach input the Area received from the districts during 2018:

- The Area 9 Public Outreach Survey done in May 2018
- The summary of Public Outreach projects current and past submitted by the districts near the beginning of Panel 58's term
- The District Reports submitted for Oct 2018 Assembly

In doing so, I made a chart of the number of times key words appeared in the above three resources. The three items which appeared most frequently were:

1. Professionals
2. Media
3. A tie between Educators/Schools and Literature (ex. Distribution of AFA copies)

After presenting the findings to our Public Outreach Committee, we brainstormed projects that would achieve reaching the above audiences, discussed the opportunities and challenges of each idea further, and ultimately voted to have the following as our proposed 2019 Public Outreach project:

Advertise on TV monitors in FLDMV offices, bathroom stalls, gas station screens, etc.

We chose this project because it reaches all of the above audiences in that professionals, media, and educators all go to the DMV, use public restrooms, and pump gas.

Having chosen a project, we will now move into fact-finding re: costs. We do not yet have any cost information. We do have some indication that there may be a possibility of receiving free space in some of these mediums under our non-profit status.

Our intention is to gather the information and to report back to ASWC and then to Assembly our plan including costs. We do, though, recognize that our total approved budget for said project in 2019 is \$4,500.00.

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