

Public Outreach Coordinator AWSC Report

Feb 1 - 2, 2020

Submitted by Michelle S.

Hi, all. For the sake of brevity and efficiency, I shall keep this short.

The [Summer 2019](#) and [Fall/Winter 2019](#) Area 9 Public Outreach Newsletters both give a good overview of our Public Outreach works since my AWSC Fall 2019 report; please click on those links directly, or go to <https://www.afgarea9.org/public-outreach-coordinator.html> and scroll to the bottom to read both of these.

Our 2019 Public Outreach Billboard Project has concluded. Please see the second page of this report to review the “Value and Impact Summary” we received from the FOAA. I’ll go into more detail about this at AWSC.

After considering our 2020 Billboard Project outcomes, the comments from Area 9 family members at our June 2019 Assembly “Public Outreach Experience, Strength, and Hope Lunch and Learn”, and ongoing input and discussions since then, our PO Committee is prepared to propose, and will be proposing, our 2020 Public Outreach Project at AWSC.

More to come, and I look forward to seeing you all there!

Gratefully,

Michelle S.

Area 9 Panel 58 Public Outreach Coordinator



Al-Anon Family Groups' North Florida Area 9
"Family & Friends"
Statewide Public Awareness Campaign
 September 2019 – November 2019



VALUE & IMPACT SUMMARY REPORT

VALUE SUMMARY

COMPANY	LOCATIONS	AVG. RETAIL VALUE	CAMPAIGN POSTING	RETAIL VALUE	TOTAL
Clear Channel Outdoor – Orlando	See attached list	Poster = \$975 per month	\$975 x 1 vinyl x 2 months	\$975	\$975
Clear Channel Outdoor – Orlando	See attached list	Digital Poster = \$4,500 per month	\$4,500 x 1 digital x 2 months	\$4,500	\$4,500
Clear Channel Outdoor – Jacksonville	See attached list	Poster = \$700 per month	\$700 x 2 vinyl x 1 month	\$700	\$700
Clear Channel Outdoor – Jacksonville	See attached list	Digital Poster = \$2,500 per month	\$2,500 x 1 vinyl x 2 months	\$2,500	\$2,500
Clear Channel Outdoor – Tampa	See attached list	Poster = \$850 per month	\$850 x 2 vinyl x 2 months	\$1,700	\$1,700
Lamar Advertising – Daytona	See attached list	Poster = \$815 per month	\$815 x 1 vinyl x 2 months	\$1,630	\$1,630
Lamar Advertising – Tallahassee	See attached list	Digital Poster = \$2,400 per month	\$2,400 x 2 vinyl x 2 months	\$2,400	\$2,400
Lamar Advertising – Ocala	See attached list	Poster = \$400 per month	\$400 x 1 vinyl x 2 months	\$800	\$800
					\$15,205.00

Estimated Campaign Advertising Value	Total Campaign Contract Amount	Appx. Value Match
Donated Digital Space \$9,400	\$3,915.00	4:1
Donated Vinyl Space \$5,805		
Total Donated Advertising Space \$15,205		

IMPACT SUMMARY

Estimated Total Campaign Adults 18+ EYES-ON Impressions (EOI):

EOI are the number of persons per week who are likely to notice an ad on an out-of-home display for either 12 hours (un-illuminated – 6 am to 6 pm) or 18 hours (illuminated – 6 am to 12 midnight). Unless specified as In-Market, EOIs include all persons who notice the unit, regardless of the origin of their trips. The numbers below are based on Traffic Audit Bureau's statewide average.

Quantity of Campaign Products	Number of Weeks Posted	Statewide Average EOI	Estimated Total Campaign EOI
3 digital posters	24 weeks	124,602 per week	2,990,448
8 vinyl posters	32 weeks	75,432 per week	2,143,824
			5,134,272 EOI