

Public Outreach Coordinator Assembly Report

Aug 3 - 4, 2019

Submitted by Michelle S.

The Public Outreach Committee presented our Proposed 2019 Public Outreach Project: "Advertise on TV monitors in FLDMV offices, bathroom stalls, gas station screens, etc." at Assembly on June 8, 2019.

The project's specifics, presented via ppt, were:

- A 3-month campaign [through the Florida Outdoor Advertising Association] consisting of nine 10'5" x 22'8" billboards which will run for four weeks each with a total of approx. 75k "eyes on" views per week, **totaling over the course of the 3 months in 2.7 million "eyes on" views**
- Placement of the nine billboards will be within our Area's geographical boundaries
- At least one of the billboards will be in Spanish
- The time frame of our 3-month campaign is flexible and the FOAA is completely fine with waiting till after our Assembly vote in June
- We will receive a report after the campaign noting where the billboards were and what the total \$ value would be had we paid retail
- The total cost of all of this for us is **\$3,915.00**, within our 2019 budget of \$4,500.00

Input from District 3 regarding an SPOP project they have previously obtained Area approval for brought to our awareness potential contractual issues we weren't previously and clearly knowledgeable of.

The decision was made to table the vote on the proposed 2019 Public Outreach project.

Area 9's Executive Committee met shortly thereafter and used KBDM to determine our next steps.

[A recap of that meeting from Diane C., Panel 58 Chairperson](#), was emailed to the Panel 58 CMA list and included the following Call to Action:

"We are asking, as a result, of the above research and processes, that each of the District Representatives, poll your GRs either at your District Meetings or otherwise asking them if they would give the Area World Service Committee the authority, as their Trusted Servants, to approve the Area 9 2019 Public Outreach Project. (Concept 2, 3 Tradition 1). The Area World Service Committee meets August 3-4, 2019 and could be voted on at that time."

As of Friday, July 26, 2019, to the best of my knowledge based on the email replies I was copied on at [publicoutreach58@afgarea9.org](mailto:publicoutreach58@afgarea9.org), the Districts' feedback includes the following:

- Six Districts had emailed their approval of the above
- One District had emailed their support of the project and their disapproval of the vote happening at AWSC.
- Six Districts had not yet emailed a reply

"Area Public Outreach Project Feedback" is a line item on the agenda for Saturday afternoon, and more will be revealed then.

Additional items accomplished since June 2019 Assembly include: collecting Area members' ES&H re: billboards; monitoring AFG Connects (Public Outreach edition); answering emails regarding the PSA TV and Radio Distribution lists; forwarding a WSO-received request for a meeting to be started at an Ocala rehab facility to D2; and gathering content for the upcoming summer Area 9 PO newsletter.

Gratefully,

Michelle S.

Area 9 Panel 58 Public Outreach Coordinator