



Area 9 AWSC Recommendation to Assembly 2019-S-2 2019 Area Public Outreach Project

Panel Number	58
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Item Number	2019-S-2
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Passed by AWSC Session	February 2019 AWSC
Submitted to Assembly Session	June 2019 Assembly

We recommend that Area 9 Assembly
Approve the Public Outreach Project to advertise on TV monitors in Florida DMV offices, bathroom stalls, gas station screens, etc., in the amount not to exceed \$4,500.

History on this Recommendation	The Public Outreach Proposal is on the following page. Click here to view the Area Public Outreach Coordinator's report from the February 2019 AWSC meetings.
AWSC meeting website where discussion to place	Click here to view the webpage for the 2019 February AWSC Meetings where the proposed project was discussed and approved by members of Panel 58.

<p>Note: At this time, district representatives will present the recommendation to their group representatives for open discussion. Refer members to the Area website for more in depth information and background. It will be assumed that all attendees of the Area Assembly will be familiar with the recommendations. The recommendations will be on the Agenda, presented by the Chairperson.</p> <p>According to our Meeting Procedures, the membership will have ample time to both ask questions and discuss the recommendation. Discussion will be limited to 10 total minutes, each person have up to 2 minutes at the microphone and be allowed to talk one time at the microphone per item. All questions will be answered, using the process in our Meeting Procedures. At the conclusion of discussion and questions, the Chairperson will either call for a vote or table the matter for further review by the task force.</p>

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.

Michelle S.
Area Public Outreach Coordinator, Panel 58