

2013 SETA Public Information Committee

February Committee Meeting
March 23rd, 2013

Delta Club – Houston, TX

Attendance: The list below indicates those people in attendance and the position that they have agreed to fill if any:

NAME	POSITION
Chris H	Co Chair
Chris R	Secretary
David A	
Deon H	
Kate E.	District 40 PIC
Pete M.	IT
Ryan F	
Sandy K	
Tom K	PIC Chair

OPENING:

The Area 67 PIC meeting opened at noon. Attendees were asked to introduce themselves.

The PI Committee definition was read out loud.

Tom reminded the committee that the Area assembly would take place on April 13th at the Sheraton on JFK.

Tom thanked Kate (and Barbara in absentia) for their presentation last month at the District 40 meeting.

Chris R. read the minutes from the February meeting. The minutes were accepted.

SETA Website – Pete M requested clarification regarding what we wanted to do with the SETA website contact link. It was reiterated that this should be routed to the Secretary (Chris R) as Tom K was not regularly able to check e-mail. It was also reiterated that we wanted to list a contact number for the chair, co chair and secretary.

David A. raised the question of whether the SETA website would allow us to list personal contact info for the chair, co-chair and secretary as this could be in conflict with the eleventh tradition. It was decided that we would have Pete submit the request to list phone numbers and let the SETA web-master make the decision.

Tom reminded the committee that the PI Committee handbook is available at Intergroup and encouraged everyone to get a copy and read it.

Tom asked Kate to tell the group about the Public Information talk that she and Barbara gave last month for those who were unable to attend. Kate recapped the purpose of the talk and answered questions regarding District 40's "lead" process. (Mailing lists)

Chris Hill read the AA Guidelines for the Public Information Committee.

NEW BUSINESS

Tom asked the committee to consider how we as a committee want to carry the message to the public. He requested ideas for projects for committee consideration. A discussion followed. Some suggestions included:

- PSA's – Radio/TV stations
- Billboards

Kate E. has had experience with PSA's and explained that radio and TV stations are required to air PSA's and that AA PSA's are available from World Service in NY. They are available for purchase in CD and DVD format. District 40 has purchased and distributed these to area media outlets in the past.

Kate advised that District 40 also rented a billboard once for a month. She explained that billboards that are not in prime areas can be rented at a reduced rate.

Chris H. read the list of 13 suggested projects from the workbook.

It was noted that, as the Area PI Committee, we are not clear on how many active PI Committees we have at the District level. Pete M. suggested it might be a worthwhile project to nurture District committees by reaching out to those we have, educating them on the projects they can take on and helping them to grow their membership and/or to get up and running.

Ultimately, the committee discussed PSA's and Supporting District PI Committees at length and it was suggested that these two items should be our goals. It was motioned, seconded and approved that the goals of the Area PI Committee should be:

- 1) To place PSA's with area TV/Radio Stations (with attention to Spanish stations) and
- 2) To help educate, develop and/or grow our District PI Committees and support them in their individual PI projects.

It was suggested that we use the Area Assembly in April as an opportunity to connect with the DCM's and make them aware of our presence and our availability to help develop PI Committees in their districts. It was understood and agreed that we will need to develop a presentation before we meet with the actual districts. Kate E. suggested that we prepare a presentation geared toward the GSR's because they are the people who will be going back to their groups and bringing up to try and gauge interest in forming a PI committee.

OLD BUSINESS

None at this time

CLOSE:

No other matters were raised at this time.
The meeting was closed at 1:15 PM with the responsibility statement.

Respectfully submitted by:

Chris R