

**Area 67 Public Information Committee Unofficial Meeting Minutes  
November 16, 2015**

Meeting called to order at 7:15pm

**Attendees:** Kate E., Deborah G., Betsy G., Barry K. and Vern P.

**Open Positions:** Alternate Chair still open

**Secretary's Report:** Approved as submitted

**Treasurer's Report:** Approved as submitted

**District Reports:**

A. District 40 – Kate E.

1. PSA will be running December thru January at the Cinemark and AMC movie theaters in Katy.

B. District 32 – Vern P.

1. Low attendance
2. Committee is very interesting in doing the Adopt a High School program which has sparked an Adopt a Hospital and Adopt a Bulletin Board idea; some groups have already started the Adopt a High School project
3. Reached out to the community newspaper to see the price of getting a spot in print for Public Information; the cost would be \$335/month which is currently beyond the budget's means

C. District 82 – Rick M.

1. The Beginner's Group PI effort has placed literature racks in the Adult Probation Department Office and at the office of a treatment program known as ADAPT
2. In response to Clayton V.'s suggestion at the Regional Forum that our Veterans are greatly underserved by AA, we have received permission to place a literature rack in the local VA clinic; this was purchased by District 82's PI committee and will be maintained by same.

**Continuing Business:**

A. Adopt a High School

1. It was brought to the attention of the committee that perhaps we need to speak with the Administrative Office and/or School Boards for any school district in which we would like to Adopt a High School in
2. Kate will work up a sample letter for both

B. Business Cards

1. It was decided that putting "Of Alcoholics Anonymous" underneath Public Information Committee (P.I.) was not the correct way to head the business cards
2. Anywhere that A.A. appears on the card will now be changed to "Alcoholics Anonymous"
3. Deborah and Kate will work on making the adjustments and Kate will bring a sample to the next committee meeting.
4. It was decided that pending design approval, 100 cards at \$11 would be the best option

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- C. PSA – “Doors”
  - 1. Kate E. contacted two different stations twice and has not had any return phone calls from either, she will try once more by phone and then perhaps will send a letter
  - 2. Kate E. looked at the current tracking report from GSO and found that no stations in Houston had aired the PSA as of yet
- D. Health Fair Report – United Methodist Church
  - 1. The church was small and very king
  - 2. Our display was set up
  - 3. Did converse with some and handed out some pamphlets
  - 4. Rick came for setup; Patrick came midday and stayed to help breakdown
- E. Gratitude Dinner Report
  - 1. Candy Corn Jar – Gave away free copy of Grapevine or La Viña to the person that got the closest to guessing how many candy corn were in the jar by the PI display table
  - 2. Tried to reach out to other alcoholics to make them aware of what PI is and does
  - 3. The trustee speaker included PI in her story which was her first introduction to AA

**New Business:**

- A. Adopt a Rack
  - 1. 2 pocket brochure rack with label on the back with contact information
  - 2. Area committee could provide the initial pamphlets
  - 3. Push the responsibility down to the districts
  - 4. Racks to be maintained by districts and/or groups
  - 5. For Refills, there would be a contact person
  - 6. For Presentation, the PI committee number will be there to contact
- B. Summary of PI Committee Report from the GSC
  - 1. Using video with annual letter to the media – will also use it on the website
  - 2. Still evaluating how to more effectively use social media without breaking anonymity
  - 3. The PSA Tango Esperanza will be translated into English and distributed
  - 4. Minor Changes in the workbook to reflect changes in the [AA.org](http://AA.org) website
- C. Regional Forum Report –Deborah G.
  - 1. Attended the PI workshop entitled “PI Committee and Spreading the Message Through Media Outlets”
  - 2. Major concerns about PI and media were:
    - i. Abandoning the “old” methods (newspaper, radio, TV) for new technology (internet, social media)
    - ii. The collective opinion was that we aren’t doing enough with either the “old” or the “new” methods; we have to be more active
    - iii. FEAR seems to be holding us back from embracing the new technology
  - 3. Suggested methods for PI work to spread the message were:
    - i. Health Fairs

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- a) It was suggested to set up a booth in a back corner at a health fair so that those who may want/need to stop by won't feel so out in the open
- b) Setting up a PSA(s) to run continuously at the booth with handouts sitting in front
- ii. Leaving literature/pamphlets at:
  - a) Local libraries
  - b) Hotels
  - c) Washaterias
  - d) This may include the Grapevine, La Viña and meeting directories
- iii. Radio methods:
  - a) Reaching out to closed circuit stations on college campuses
  - b) It was suggested that within the multi-lingual community, they are more likely to listen to the radio than to watch TV because they are working out "in the field"
- iv. Contact local newspapers about placing an editorial
- v. Streaming
  - a) Newer generations do more and more streaming than they do watch TV
  - b) Perhaps need to explore this option

**Upcoming Events:**

- Our next meeting – December 21<sup>st</sup> at 7:15 at the Council or Go-To meeting format will be available.

Meeting was closed at 8:30pm with Responsibility Statement.

*Submitted by Deborah G. on December 9, 2015  
Approved by P.I. Committee on December 21, 2015*