



A.A. in the Lehigh Valley

PUBLIC INFORMATION

"When anyone, anywhere, reaches out for help . . ."

Intergroup Meeting – Monthly Report (August 27, 2024)

Fifth Tradition: *"We have but one primary purpose – to carry our message to the alcoholic who still suffers."*

Our most important communications channels are our [website](#) and [telephone hotline](#).

Public Information Notes from the July 23rd meeting [\(Click Here\)](#)

Updates:

1. This monthly email from the Public Information Committee (*the weekend before the next IG meeting*)
 - Replaces monthly printing
 - Provides links to all pertinent information
2. (100) Tear-off pads have been printed and are ready for distribution, available at the IG meeting
3. Viamedia Report from July 2024 [\(Click Here\)](#)
 - 56,760 total impressions (display & pre-roll)
 - The "Ready to Stop" video had a VCR of 89.57% (industry benchmark: 76%)
3. A.A. Informational Material – outreach to LV Colleges and Universities
 - The email shown below is to be sent to all Lehigh Valley colleges and universities
 - A printed copy will be mailed to them also via USPS [\(Click Here\)](#)
 - We need volunteers to help create distribution lists for:
 - High schools
 - Churches
 - Employers
4. [AALV.org](#) website
 - GA4 July 25 - Aug 22 [\(Click Here\)](#)
 - 1,900 Users, 1,600 New users
 - Direct versus Organic search is nearly equal

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Old Business:

1. Your vote to approve spending from the overage of our Prudent Reserve (\$2,300.00 total):
 - Two additional months (Sept. and Nov.) of Viamedia services @ \$900/month
 - One additional month (Sept.) of Channel 69 News AccuWeather services for \$500

New Business:

1. Update our website (6 years old) to improve mobile accessibility and GA4 analytics
 - We want to add an “opt-in” feature to receive email from ABE Intergroup (aka A.A. in the Lehigh Valley)
 - Will help connect us with schools, employers, churches, medical facilities
 - Public Information will provide a staging site for review by the Sept. 24th IG meeting
2. We seek approval to upgrade from Mailchimp Free to Essential: \$13.00/month
 - Used to create email shown below
 - Allows us to create multiple distribution lists (A.A. members, colleges, employers, etc.)
3. Opportunity to allocate a portion of remaining Prudent Reserve overage (~\$6,000.00)
 - We ran a similar program in 2022 (sample recording attached)
 - Cumulus Media owns The Hawk, Cat Country, WLEV, and Fox Sports Radio of the LV
 - Two pricing packages to choose from
 - Both include previously recorded PSA messages 15-second and 30-second
 - Reaches ~23,874 local adults who suffer from Alcohol Use Disorder
 - Delivers 1,763,200 impressions
 - Cumulus Media is offering nearly \$4,400.00 in bonus announcements
 - Review proposal ([Click Here](#))

[SAMPLE WLEV PSA](#)

Public Information’s Prudent Reserve observations based on June 30, 2024 Treasurer’s Report

\$19,687.23 Total Cash in Bank

\$10,944.00 Prudent Reserve: Six months of ‘24 operating expenses (\$1,824 x 6 = \$10,944.00)

\$ 8,743.23 Over prudent Reserve

\$ 2,300.00 Minus additional Public Information spending (if approved)

\$ 6,443.23 Prudent Reserve overage after additional Public Information spending