



A.A. in the Lehigh Valley

PUBLIC INFORMATION

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

Intergroup Meeting – Monthly Report (September 24, 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 August 27th meeting ([Click Here](#))

Updates:

1. **Joann O., Bethlehem Group**, has joined the Public Information Committee
2. **Channel 69 News AccuWeather** – Public Service Announcements, for overview ([Click Here](#))
 - Began September 01 and will run through December 31
 - Sample schedule – Tuesday, Sept 17th:
AM 6:09, 6:49, 8:09, 9:24, 9:39, 10:49, 11:04, PM 12:31, 1:49, 2:04, 3:09, 3:19, 4:39, 6:19, 7:19, 8:34, 9:54
3. **A.A. Informational Material** – outreach to LV Colleges and Universities
 - This PDF will be emailed to interested schools ([Click Here](#))
 - Joann O. will be calling these schools to see if they're interested (to reduce rejected emails):
 - Cedar Crest College
 - DeSales University
 - Kutztown University
 - Lafayette College
 - Lehigh Carbon Community College
 - Lehigh University
 - Moravian University
 - Muhlenberg College
 - Northampton Community College
 - Penn State Lehigh Valley
4. **[AALV.org website](#)**
 - Google Analytics Report: Aug 20 thru Sept 17 ([Click Here](#))
 - 1,900 Active Users, 1,700 New users
 - Website refresh, (staging version) is available for review ([Click Here](#))
 - Benefits include:
 - Improved initial load time
 - Better accessibility on mobile devices
 - Simplified UX to assist the general public (*majority of users*)
 - A.A. information materials offering page

SEE NEXT PAGE >

New Business:

1. We need to replenish our supply of acrylic literature stands
 - Motion to approve purchase of (25) units, total cost: ~\$200.00
 - Last order was for (50) units, January 2020, cost \$4.98 each
 - *Displays to Go* current price \$6.99 each + shipping ([Click Here](#))

Old Business:

1. Update our website to improve mobile accessibility and recognize GA4 analytics
 - Website refresh, (staging version) is available for review ([Click Here](#))
 - Requesting feedback from groups at October 22nd meeting
 - We would like to go live with new website on November 1, 2024
 - This will position us for new traffic resulting from Cumulus radio spots (last 6 weeks of 2024)
 - No new cost to ABE Intergroup, handled by Public Information Committee
2. Motion to approve new expense for Mailchimp Essential: \$13.00/month ([Click Here](#))
3. Motion to approve a portion of our remaining Prudent Reserve overage ~\$6,000.00
 - Option # 1: \$2,500 package
 - Option # 2: \$5,000 package
 - Contract with both packages detailed: ([Click Here](#))

 - 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
 - Both include 15-second and 30-second messages (sample – link below)
 - Reaches ~23,874 local adults with Alcohol Use Disorder
 - Delivers 1,763,200 impressions
 - Cumulus Media is offering nearly \$4,400.00 in bonus announcements for \$5k option

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 (approved at August meeting)

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