

Public Information Committee

2021 Annual Report



PI Chairperson

Bill M.

PI Committee Members

Kimmie H.

Joe E.

Tania C.

Michael W.

Victoria K.

Public Information Committee

2021 Summary

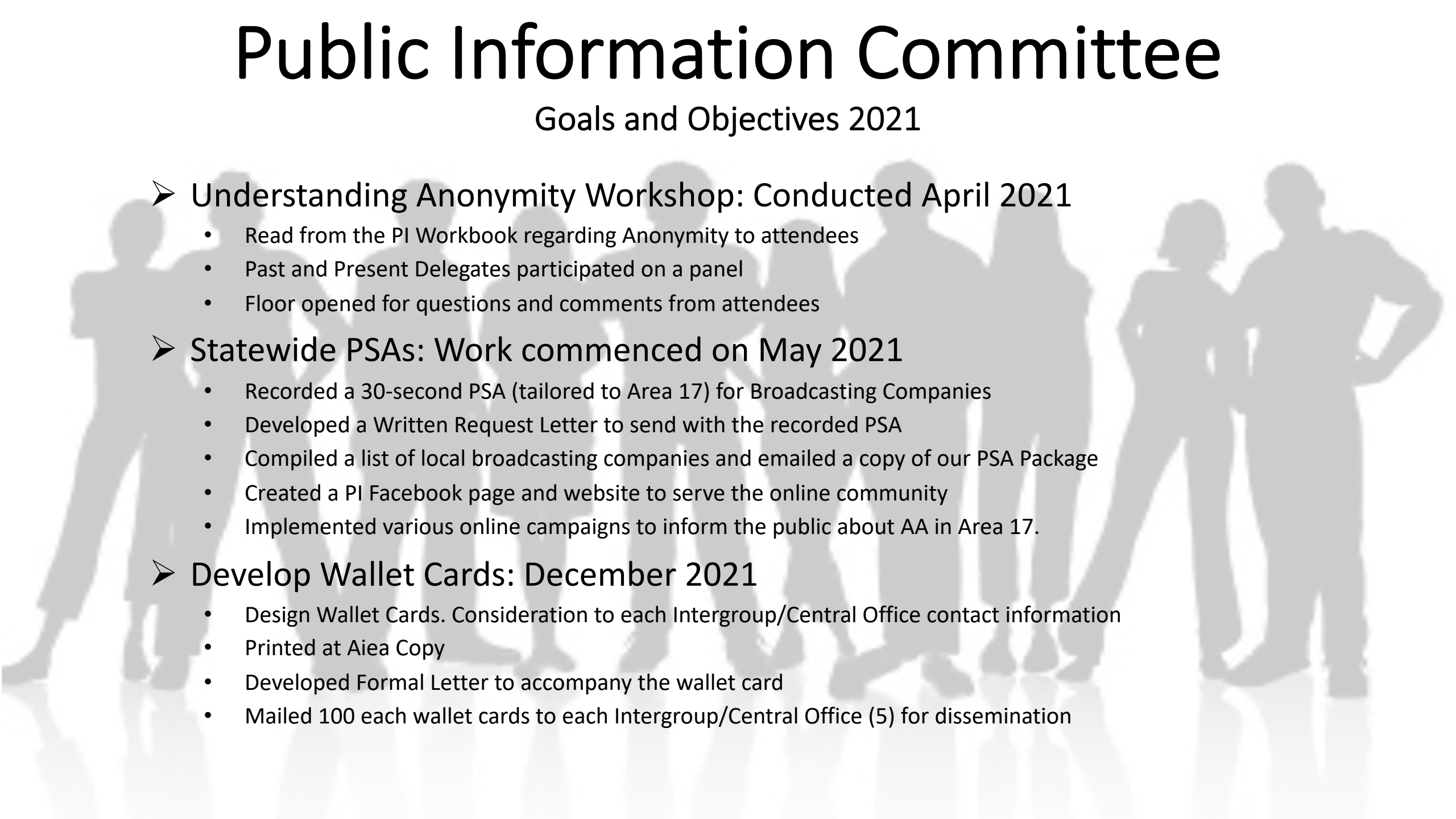
We want to thank Area 17 Panel 71 Officers for allowing us to serve on the PI Committee.

This year presented many challenges on how we would effectively carry the message of Alcoholics Anonymous and keep the community at large properly informed about AA.

Thanks to AA's worldwide resources, the dedicated members of this committee and their ideas, we believe we were able to remain relevant during current times and remain as effective as possible in serving our committee's 2021 goals and thus fulfilling our purpose.

Public Information Committee

Goals and Objectives 2021

- 
- **Understanding Anonymity Workshop: Conducted April 2021**
 - Read from the PI Workbook regarding Anonymity to attendees
 - Past and Present Delegates participated on a panel
 - Floor opened for questions and comments from attendees
 - **Statewide PSAs: Work commenced on May 2021**
 - Recorded a 30-second PSA (tailored to Area 17) for Broadcasting Companies
 - Developed a Written Request Letter to send with the recorded PSA
 - Compiled a list of local broadcasting companies and emailed a copy of our PSA Package
 - Created a PI Facebook page and website to serve the online community
 - Implemented various online campaigns to inform the public about AA in Area 17.
 - **Develop Wallet Cards: December 2021**
 - Design Wallet Cards. Consideration to each Intergroup/Central Office contact information
 - Printed at Aiea Copy
 - Developed Formal Letter to accompany the wallet card
 - Mailed 100 each wallet cards to each Intergroup/Central Office (5) for dissemination

Public Information Committee

Understanding Anonymity in the Digital Age

Public Information Area 17 presents



"Understanding Anonymity"

In The Digital Age

April 10, 2021 from 10am to Noon (HST)

ZOOM Meeting ID: 96101819726

Password: anonymity

Literature Presentation

Panel Speakers

Ask It Basket

The workshop started off with the serenity prayer followed by the reading from the Public Information Workbook pages 25 thru 31 which provide various views on the topic of Anonymity. There is a wealth of information about the importance of Anonymity especially as the fellowship evolves into the digital age. I have come to believe in the preservation of our history, at the same time navigating into our future to remain relevant and effective regarding our primary purpose. The workbook passages provide a good platform or a reminder about the importance of Anonymity as we move forward.

Each Delegate then spoke on their experience about the topic. Bob H. started and really set the tone as each delegate followed and focused on the topic. Laura H. past Delegate Panel 66 who also served on the Public Information Committee prior to the COVID-19 outbreak gave a detailed history of AA and its experiences with Anonymity and its developments. Keith D. past Delegate Panel 67 who is well-versed in technology and spoke about where AA is regarding technology. He posed several good questions for us to think about. 1) Are we concerned about anonymity or our own personal privacy? He stated they are not the same. 2) Are we considering who we are trying to reach in terms of those who are suffering? How and what resources they use to find AA? Are we relevant in terms of effectively communicating with those who suffer from alcoholism in this current day and age? These questions got me thinking as well. Shane S. Delegate Panel 70 and current Chair of the Conference PI Committee finished the presentation on the importance of Anonymity considerations and how the fellowship will continue to be effective carrying the message of AA. His presentation was highlighted by talking about the preliminary outcomes of a recent audit of AA's internal and external communications (now finalized at the time of this writing). He stated that AA needs to do much more to remain relevant if AA is to remain effective to include the use of technology. We must be smarter and better at it.

The presentation was open for discussion and questions for the panelist and closed with the responsibility statement. In closing, it was insightful and refreshing to hear valuable information from the panelist and all those who participated. As the current PI Chairperson, it sparked much thought and excitement about Area 17 PI efforts and how we have the responsibility to shape future efforts.

Public Information Committee

PSA to Broadcasting Agencies



A PSA was created and tailored for Hawaii Area to include contact information for Oahu Central Office allowing the potential listener to contact Alcoholics Anonymous. The committee compiled a list of local broadcasting agencies and contact information. In May we sent the Request Letter and PSA to 9 out of 12 agencies with 4 committing to include the PSA in their broadcasting rotation. We want to thank KDNI Radio, KKNE 940 AM, 96.7 FM Radio and Pacific Media Group for their kind contributions.

One of our greatest resources we were introduced to in 2021 was the Technology in AA Online Community (TIAA) where PI and CPC members from around the globe discuss ways to continue PI/CPC efforts using various online platforms. TIAA was very instrumental in helping us develop systems to conduct our work.

As a result, the committee created a Facebook page to use as a tool for PI campaigns and post upcoming events. <https://www.facebook.com/Public-Information-Area-17-105301001578615> We also created a website to use as an additional tool to keep the public informed <https://area17pi.org/> Most importantly, these tools help us track information about PI campaigns and their effectiveness.

Alcoholics Anonymous
Hawaii Area 17 Panel 71
Public Information Committee

Aloha,

My name is Bill Mousser and I serve as a volunteer for Alcoholics Anonymous Hawaii Area 17 Panel 71 Chairperson for the Public Information Committee.

Alcoholics Anonymous is a non-profit organization comprised of a fellowship of men and women who share their experience, strength and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership is a desire to stop drinking. There are no dues or fees for A.A. membership. A.A. is not allied with any sect, denomination, politics, organization or institution; does not wish to engage in any controversy, neither endorses nor opposes any causes. Our primary purpose is to stay sober and help other alcoholics to achieve sobriety.

I would like to take this opportunity to request if your broadcasting agency could afford to sponsor a 30-second public service announcement (PSA). Its design to make the public aware how we can help those struggling with alcoholism. Enclosed in this email is a copy of the PSA in .mp3 format.

If you have any questions please feel free to contact me at pi@area17aa.org or 808-306-9842

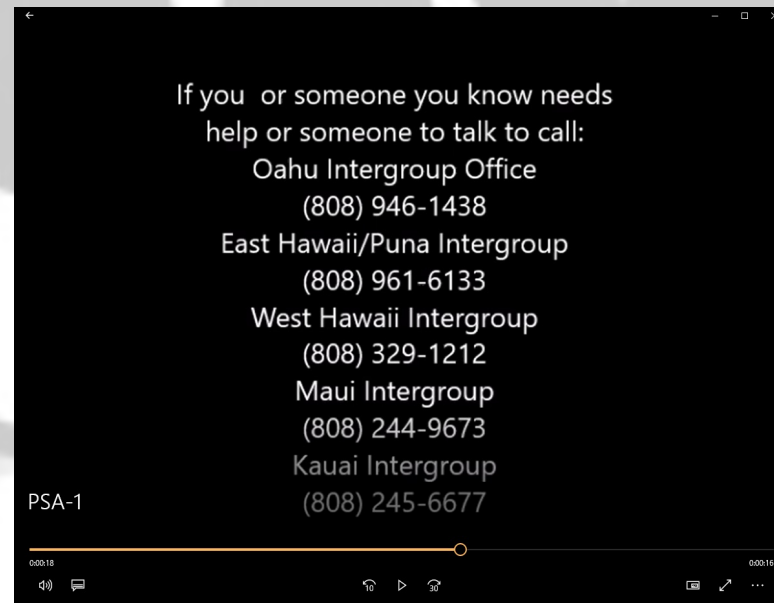
Respectfully,
Bill Mousser
PI Committee Chair



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Facebook PSA Campaign (Pilot)

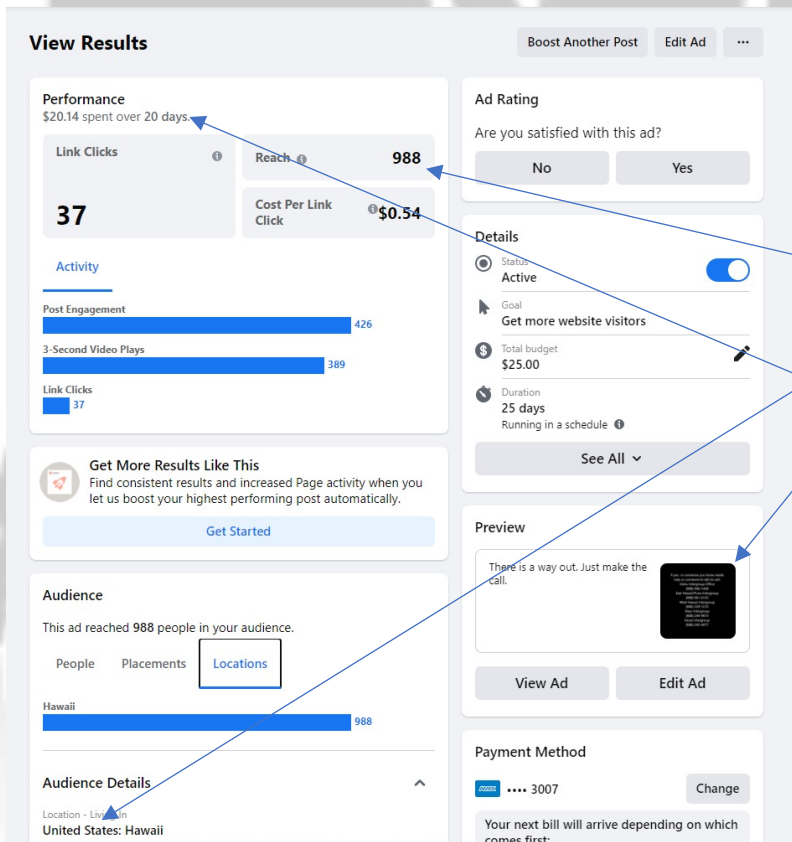
In 2021, the PI Committee commenced on several FB campaigns starting with this pilot announcement to experiment and test new systems. This campaign provided a linked to Oahu Central Office website. The campaign included a homemade video with Area 17 Intergroup contact information coupled with an AA approved audio. We were able to track demographics, people reached, page engagement, and link clicks to mention a few. The campaign was active for 20 days (about 3 weeks).



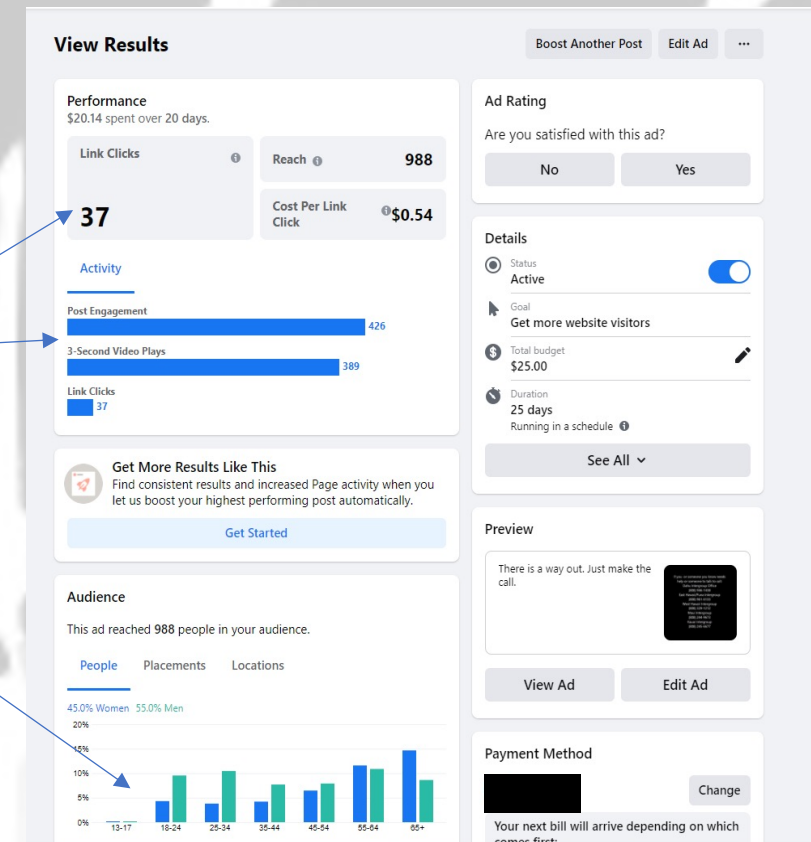
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Facebook PSA Campaign (Pilot) Results

Here is a sample of the information we were able to collect based on the pilot. The only data we were not able to collect is if visitors were members of AA or not and if anyone called Oahu Central Office as a result of this campaign.



Ad/Campaign
Target Audience
People reached
Post Engagement
Link Clicks (OIG website)
Demographics
Cost



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Facebook PSA Post Campaign 1

Our first Post Campaign commence on 11/8/21 and ceased on 12/13/21 (36 days).

This campaign was linked to our PI website and targeted towards the home page.

<https://area17pi.org/>



Public Information Area 17
Sponsored · 🌐

Helpful information about Alcoholics Anonymous and how we can assist the public.



AREA17PI.ORG
Public Information Area 17 [LEARN MORE](#)

👍 Like 💬 Comment ➦ Share

Public Information Hawaii Area 17

The Hawaii Area 17 Public Information Committee makes available information about Alcoholics Anonymous to the general public. The Public Information Committee (PI) is responsible for ensuring an understanding of the [AA program](#) (Hawaii Area 17 S&G).

Committee members convey A.A. information through the use of various platforms such as In-Person and Online Presentations, Informational Fairs, Public Service Announcements (PSAs) and one-on-one conversations among interested parties. As a result, the general public stays properly informed about Alcoholics Anonymous and its primary purpose.

For more information, please feel free to contact us by using the email address provided above. We will respond to your inquiry within 2 days.

Mahalo!

Public Information Committee Hawaii Area 17



Public Information Committee

Facebook PSA Campaign 1

The campaign reached 3,077 FB/IG viewers, approximately 3% engaged with approximately 86% of those engaged visited the PI website. The demographics indicate older adults particularly men engaged with the campaign. Other data like post reaction and post shares were available too.

Ad version

Performance

Link Clicks

70

Reach

3,077

Cost per Link Click \$0.78

Activity

Post engagement

81

Link clicks

70

Post reactions

10

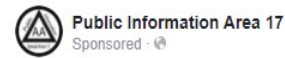
Post shares

1

Edit this version

Ad preview

See all previews



Helpful information about Alcoholics Anonymous and how we can assist the public.



AREA17PI.ORG
Public Information Area 17

LEARN MORE

Like Comment Share

1 Ad version



Not delivering

Public Informatio...

Helpful informatio a...

70

Link Clicks

3,077

People reached

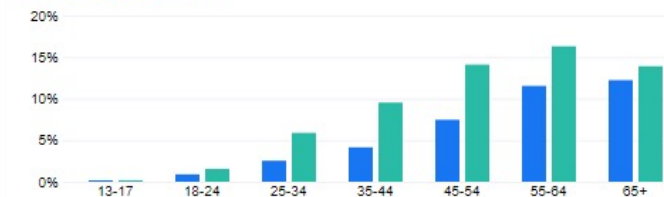
...

Audience

This ad reached 3,077 people in your audience.

People Placements Locations

38.8% Women 61.2% Men



Audience details

Location - living in
United States: Hawaii

Age
18 - 65+

Details

Status Paused

Goal
Get more website visitors

Daily budget \$1.00

Duration
Continuous

See all

Payment method

Change

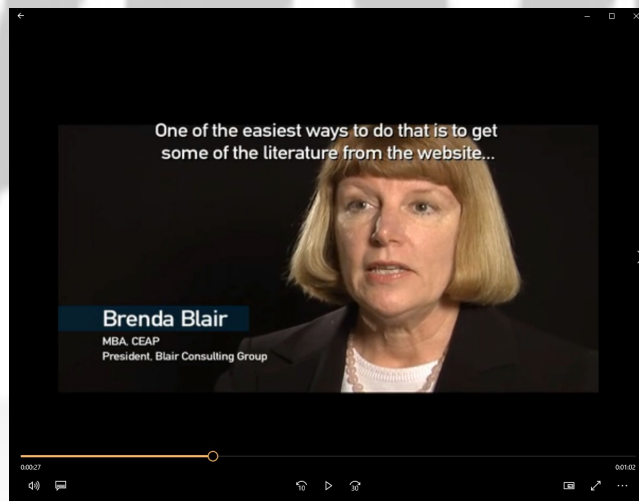
Amount spent

Total Amount \$54.44

Public Information Committee

Facebook PSA Video Campaign 2

Campaign 2 commence on 11/2/21 and ceased on 12/26/21 (34 days). This campaign was linked to our PI website targeted towards our Cooperating with Our Community page <https://area17pi.org/are-you-a-professional/>. Its an edited version of an AA approved video tailored towards employers and community professionals



Information for Professionals



Informational Links

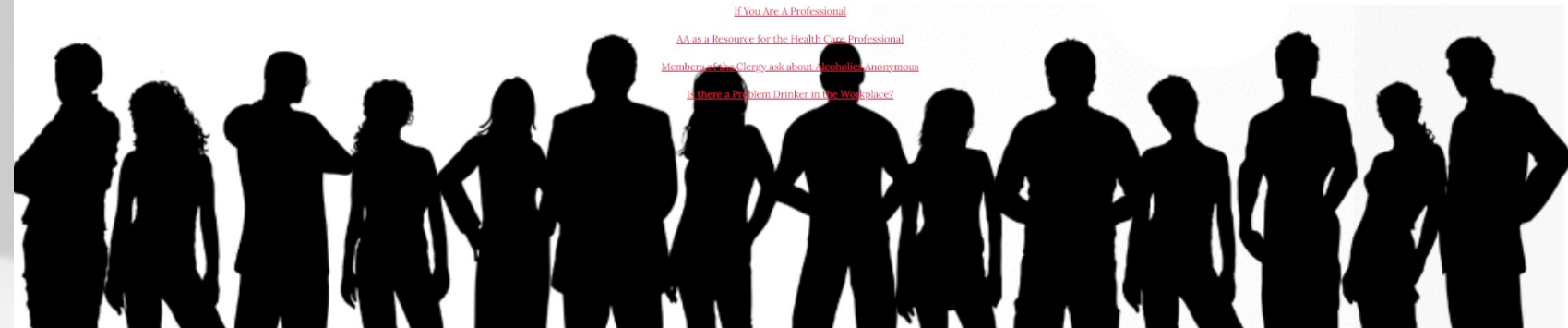
[A Message to Corrections Professionals](#)

[If You Are A Professional](#)

[AA as a Resource for the Health Care Professional](#)

[Members of the Clergy ask about Alcoholics Anonymous](#)

[Is there a Problem Drinker in the Workplace?](#)



Public Information Committee

Facebook PSA Campaign 2

The campaign reached 1,233 FB/IG viewers, approximately 39.6% engaged, 86.5% viewed the campaign video for more than 3 seconds and approximately 12.5% of those engaged visited the targeted webpage. The demographics indicate slightly older adults particularly men engaged with the campaign. Other data like post reaction and post shares were available too.

View results

Promote again ...

Performance

Link Clicks



61

Reach

1,233

Cost per Link Click

\$0.56

Activity

Post engagement

488

3-second video plays

422

Link clicks

61

Post shares

3

See all

Ad rating

Are you satisfied with this ad?

No

Yes

Details

Status
Paused

Goal
Get more website visitors

Daily budget
\$1.00

Duration
Continuous

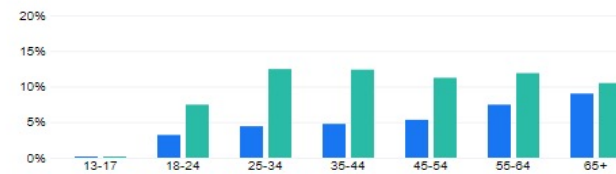
See all

Audience

This ad reached 1,233 people in your audience.

People Placements Locations

34.2% Women 65.8% Men



Audience details

Location - living in
United States: Hawaii

Age
18 - 65+

People who match
Interests: Employment, Human resources or The Big Book (Alcoholics Anonymous)

Detailed targeting expansion
On

Edit Audience

Goal
Get more website visitors

Daily budget
\$1.00

Duration
Continuous

See all

Preview

Learn more



Edit ad

Payment method

5002

Change

Amount spent

Total Amount

\$34.28

Public Information Committee

Wallet Size Cards

Wallet size cards were created and distributed to each Central/Intergroup Office in December 2021. 100 cards for each office the Responsibility Statement and their contact information was mailed out and accompanied by an appreciation letter.

East Hawaii Intergroup
easthawaiiiaa.org

808 961-6133

Responsibility Statement

**I am responsible, when anyone, anywhere,
reaches out for help I want the hand of
A.A. always to be there. And for that
I am responsible.**

Kauai Intergroup
kauaiiaa.org

808 245-6677

Maui Intergroup of Hawaii
aamaui.org

808 244-9673

Oahu Central Office
oahuaa.org

808 946-1438

West Hawaii Intergroup
westhawaiiiaa.org

808 329-1212

Public Information Committee



In summary, our committee is thankful for the opportunity to serve Hawaii Area 17. Our plans for 2022 will be discussed before or at the January 2022 Area Assembly. To view or listen to our PSAs visit our website at

<https://area17pi.org>