

**Hawaii Area 17**  
Alcoholics Anonymous General Service  
***Standing Committee Report***

Date: 8/28/21

Standing Committee: Public Information

Person reporting and position: Bill M.

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1. Commence correspondence with local broadcasting agencies and distributed request for scholarship electronic PSAs. In some cases, PSAs announcements have become a part of the rotation, and in other cases a second effort to correspond has been made. Ongoing efforts to communicate will continue monthly.
2. Online piloting efforts continue. PI Facebook page and associated-cost effective ads provide access to those online who may be a part of our fellowship and those who still suffer. The data provides important information about who we are engaging that helps shape future online efforts to keep the public informed. Currently, links from the ad lead to Oahu Central Office. Though the data tells us how many clicks have been made to OCO link, OCO is not able to provide data about
3. The PI Committee has launched there pilot-website ([area17pi.org](http://area17pi.org)) as a way to support its purpose and provide alternative ways to reaching the public-at-large. Online piloting will continue to collect data on how effective online PI efforts are or can be.
4. The PI Committee was invited this month to participate at a fair by providing a informational booth. However, due to the COVID impact on our community the event was cancelled.
5. Current times truly makes it difficult to conduct physical efforts with keeping the public at large informed. Our committee is dedicated to finding alternatives and hope to still use traditional PI efforts to carrying the message.

**For more information on our strategic plan for 2021 please visit our PI page on Area 17 website.**

Trusted servant,  
Bill M,  
PI-SCC