

Hawaii Area 17
Alcoholics Anonymous General Service
Standing Committee Report

Date: 5/15/21

Standing Committee: Public Information

Person reporting and position: Bill M.

Email: pi@area17aa.org

1. Anonymity Workshop on April 10, 2021 was a success. Delegates on the panel were very instrumental by providing great insights and historical content about Anonymity and its involvement in the digital age.
2. Attended 2 PI/CPC National workgroups primarily focusing on ways to use social media and the internet more effectively to conduct PI/CPC work. Great ideas and efforts are being used across the nation and Canada with much success.
3. Facebook page pilot ad was a success targeting the State of Hawaii only. The ad reached 4,159 individuals on the social platform with 574 people engaged the ad for 3 seconds or longer, and 80 people clicked on the link that led to Oahu Central Office's website. Much more work to be done on using social media platforms to do PI work.
4. Developed a audio PSA tailored for Hawaii area. PSA is accompanied by a letter to local broadcasting companies requesting donations for PSA 30-second slots. Mail outs should be completed by the end of June 2021.
5. Based on PI/CPC workgroup discussion and efforts, the PI Committee (Area 17) will recommend to the Area Officers a pilot project, stand-alone web page for PI work with the focus to educate and provide awareness, educate the public (primarily Area 17) about Alcoholics Anonymous and provide links serving our primary purpose.

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

Trusted servant,
Bill M.
PI-SCC