

Motion by CPC and PI Committee's for use of Billboards

Motion

CPC and PI committees move that a PPM be passed to allow funds to be made available for Billboards throughout Northern Illinois Area.

PPM	Activity	Description, expected outcome and execution guidelines	Example expenses	Reimbursement Guidelines	Projected cost
# TBD	-	Area PI & CPC committees which to purchase billboard space to carry the message.	Billboard rental space	NIA reimbursement authority: NIA treasurer.	\$5000

Rationale-

At one of our Assemblies our Delegate talked about our General Service Office survey on Public Information. Result was that most of the general public doesn't have an understanding of Alcoholics Anonymous.

Background-

Billboards were used in 2007 in our Area. We gave Districts an amount of \$300 to help supplement the cost. At our PI Workshop in Oakbrook this year we learned that our District Answering Service calls increased after the Billboards were used compared to prior months. When we contacted GSO about what billboards have been used by other Areas, they sent back four different wordings that have been used on Billboards in other Areas. We also talked with a member that said that Milwaukee, Wis. also use's Billboards.

Additional Information:

We will be working with The Outdoor Advertising Association of Illinois. Location of the Billboards will be in 13 Counties in our Area: Kane, Winnebago, Boone, Stephenson, McHenry, Will, LaSalle, Kankakee, Knox, Grundy, Rock Island, Lee and Whiteside.

We have contacted GSO for a list of "Content for Billboards" used by other Areas. We also have the content that was used in 2007 in our Area. At our Summer Assembly the CPC & PI Committees determined which one we should use. I will attach the Content that we decided on in this email. For contact information, our NIA web site will be used and the District Answering Service Phone that will correspond with each County. One Question that was asked was, Which Answering Service phone number will be used if there is more than one District in a County. Hopefully the Districts can work together on this problem.