

Motion to provide a AA Public Information advertising message on Pace buses operating in District 10 of NIA 20

Motion:

In keeping with Tradition Five, which states that our primary purpose is to carry the message of AA to the alcoholic who still suffers, District 10 moves that NIA 20 provide sufficient funding to support a pilot “Commuter Ads” Pace bus AA advertising program in District 10, in Lake County, IL. Commuter Ads are digital ads displayed, along with accompanying audio, on Pace buses (a number of which operate in District 10). These ads, which would essentially be an updated electronic version of our current Public Information “business card” leave behinds, would be accompanied by a voice-over in Spanish and English verbalizing the text. The cost of a six-month ad program of this kind is \$6500. The advantage this program offers is that it is both highly targeted and the results of this kind of advertising are trackable. At the end of the six-month pilot program the results could be evaluated for its’ success by Area 20, as well as by other Districts in Area 20, where Pace buses operate, for possible duplication and implementation in their districts.

Background Material:

Carrying the message isn’t a new idea. To that end District 10, and specifically our Public Information committee has endeavored to make the AA message available to all that might be interested for quite a while now, primarily through the use of “leave-behind business cards” that list our answering service phone number and a short message. These cards are left in police stations, alcohol treatment centers, doctor’s offices...wherever it is thought they might be most effective. While this idea has been around for a while, and has undoubtedly had some success, it was thought, by our district as a whole, that with adequate resources a lot more could be done. With that as a goal, our Public Information committee was tasked with investigating other ways of “getting the message out”. One idea that committee discovered, and that had been tried in other parts of the country with some “traceable” success, was bus advertising. Just one example of that is what AA in Columbia, South Carolina has done with bus advertising (see document exhibit index).

Still, to be sure we were operating within guidelines GSO would approve of, our Public Information Chair ran the idea by them. As it turned out, GSO had no issue with the concept of “bus advertising” (see their response in document exhibit index).

When our Public Information committee investigated just what kind of bus advertising was available for District 10...and how much it would cost...this is what they found:

- There are basically just two companies that provide all the advertising graphics and audio to Pace buses. We have enclosed quotes from both of them (see document exhibit index). One of those companies, Intersection.com (see Alcoholics Anonymous.pdf) does “traditional” placard advertising on the buses and at the bus shelters. This kind of advertising is very expensive, as much as \$10,000 for eight weeks, or \$5,000 a month (see document exhibit index). Also, it was impossible for them to guarantee that the buses with our ads on it would remain in District 10 since the buses are randomly assigned routes each day when they leave a central Pace garage. All in all, it didn’t seem like a very workable solution.
- The second company, Commuter Ads (see NIA District 10 and Commuter Ads.pdf) is a digital advertising company. Their ads appear inside the bus, digitally and are location specific, which means the ads appear when and where we want them to. What happens is that when the bus enters a predetermined zone the message, our message, both audio and visual comes on. The locations selected can be based on rider volume, locations near courts, bars, liquor stores...or other locations we feel are appropriate within the District. This type of advertising runs \$1083 a month, with a six-month commitment (see document exhibit index). It was a simple decision for us, as a District, to pursue this form of advertising as the basis for our motion.

Part of the key to this kind of advertising making any sense at all, is the ability to track the results of the campaign to see if it was successful. With that in mind, District 10 will initiate a second...designated phone number...for this pilot program that rings through to our answering service, as well as a separate URL entry point to the District 10 website. The new phone number and new URL will be listed ONLY on the Commuter Ads messaging. That way we’ll know what kind of response we are getting from our advertising dollars.

Once the Public Information committee had all their ducks in a row, they presented their findings to the District 10 monthly business meeting in October of 2018. At that time, the findings of the committee were presented as a motion (which was approved 35 yes and 4 no's), calling for their proposal to be presented as a motion for funding support at the Area level. That is the intent of this motion. While this kind of advertising effort is too costly for District 10 to take on by itself, we believe that the time is right to take advantage of the current technology to specifically target the alcoholic who still suffers...in a way that is both cost effective and trackable...and in the places where we are most apt to find them. We hope you will agree.