

Public Information Roundtable
PRAASA 2016
4 March 2016, Spokane WA
Esther, Chair; Curtis, Recorder

Draft Minutes

1. Building a committee
 - a. Can get help from a service sponsor on delegating tips
 - b. Must ask people's interest and availability
 - c. Ways to get people involved - taking literature out to places
 - d. Give short presentation on what the position does
 - e. Need training on getting the kits- can get help from GSO
 - f. Good communication with other committees can be very important depending on the area
 - g. Reach out to your DCMs for support
 - h. Having sharing or training sessions for people who don't want to go to so many meetings
 - i. For large areas, conference calls work well
 - j. Use of district support for
2. What institutes to target
 - a. Libraries, DUI schools
 - b. Important to keep constant supply in the racks
 - c. Some areas and districts print business cards with contact info of the office
 - d. Radio PSA- sometimes will get questions about attraction vs. promotion
 - e. Schedules and business cards in hotels
 - f. Include the free sheets from GSO
 - g. Schedules at airport kiosks
 - h. Some have had good luck with old copies of the Grapevine with literature at libraries and DUI classes
 - i. Issues with making sure they still want the literature
3. Point made that many in AA don't really understand the program
 - a. Don't forget about that PI can inform members as well
 - b. Consider hosting a yearly traditions workshop and anonymity workshop
4. Comprehensive media plan subcommittee- Recommendations include
 - a. Considering using Google non profit account to increase visibility
 - b. Having Public Information presence on Twitter and Facebook at a National level
 - i. Note that Sonoma has their events on Facebook
5. How to train inter group officers on what PI is
 - a. Didn't really get covered
6. PI vs CPC
 - a. Sometimes it's all one committee
 - b. Consider the funding of the event
 - c. Important to work together- example CPC talks to the doctor but PI might place the literature in the waiting room