



A.A. in the Lehigh Valley

PUBLIC INFORMATION

“When anyone, anywhere, reaches out for help . . .”

This year’s Public Information Objective:

- Build awareness of A.A. in the Lehigh Valley
- Drive local residents to aalv.org and aa.org for more information
- Focus on mass unique reach

Our 2023 campaign will run on the media channels shown at right in the Lehigh Valley area.

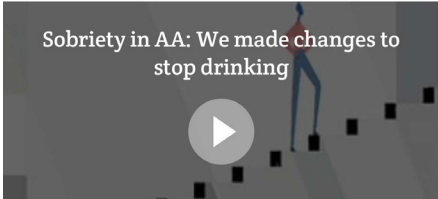
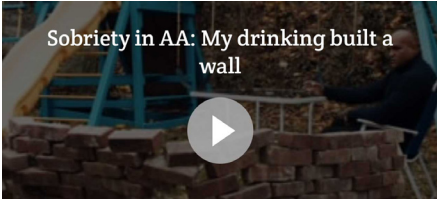
It is a yearlong campaign that will run during the months of May, July, September, November and December.

2023 Public Awareness Campaign

Cable Broadcasting:

30-second A.A. videos created by GSO will air four weeks of the highlighted months. A mix of cable channels will be used during the four-week period and be interchanged based on the time of year to capture audiences watching specific programming, such as Major League Baseball.

Cooking Channel	Lifetime Movie Network
National Geographic Channel	Country Music Television
Hallmark Channel	Mystery Movies
Animal Planet	ESPN2
Big Ten Network	Magnolia Network
Fox Sports 1	Black Entertainment TV
Women’s Entertainment TV	Major League Baseball Network
Golf Channel	Oxygen
Tru TV	Travel Channel
TV Land	Fox Business News
MTV	Headline News



If you are currently viewing a PDF you can click on the thumbnails above to view the videos on your device. If you are currently viewing a printed handout you can visit the aa.org website link below to obtain links to these videos:

www.aa.org/downloadable-videos

HD Broadcast-quality Public Service Announcements provided by GSO

AA’s public service announcements (PSAs) help us communicate our message of hope and life-changing possibilities to the millions who may benefit.

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2023 Public Awareness Campaign

Samples of our digital announcements

If you want to stop drinking, we can help.


AALV.org



24 hour Hotline:
610-882-0558

If you want to stop drinking, we can help.

AALV.org



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Digital Announcements: (Display Ads)

Target Audience: Adults 18+

Behavioral Targeting: Persons searching for recovery, rehab, AA meeting, alcohol, or alcoholism

Category Targeting: Alcohol use disorder, Depression, Cocktails/Beer, Wine

Display ads or banner ads will appear on internet devices like desktops, tablets, smartphones on internet sites where the target audience views.

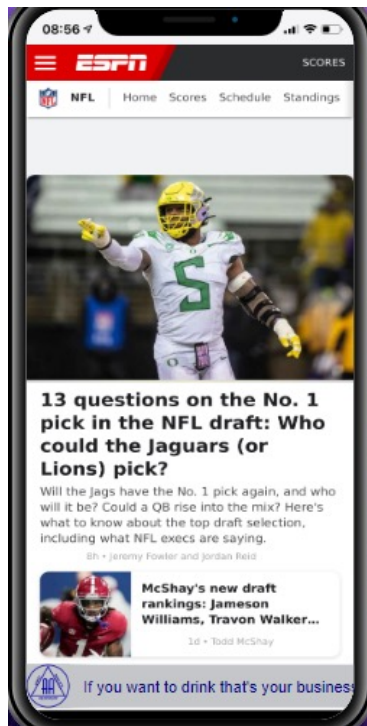
If you want to stop drinking, we can help.



24 hour A.A. Hotline
610-882-0558

Mobile Ad Messenger:

These announcements appear on smartphone devices and are similar to banner ads with a scrolling message. The message link will go directly to aalv.org for more information.



If you are currently viewing a PDF you can click this link to see it on your mobile device.

[View Sample](#)

If you are currently viewing a printed handout you can scan this QR code to see it on your mobile device.



← Scrolling message with link to aalv.org