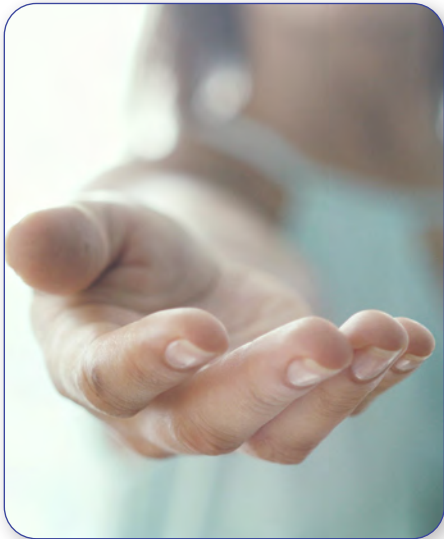




A.A. in the Lehigh Valley – PUBLIC INFORMATION –

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



Our Public Information Campaign for 2024

The Lehigh Valley is Pennsylvania’s third-most populous metropolitan area with a population of 862,000 residents as of 2020.

More than 10% of our neighbors also suffer from the disease of alcoholism.* *So, how do we reach more than 86,000 people who could benefit from Alcoholics Anonymous?*

A large percentage of newcomers found the doors of our A.A. meetings through our *website* and our *hotline*.

.....
This report details how our Public Information Committee can connect people to these important resources in 2024.

See the following pages to learn about these public outreach initiatives.

1 ViaMedia
Internet & Cable TV

2 69 News
AccuWeather TV

3 Literature Stands

4 Information Packets

OUR MOST IMPORTANT RESOURCES

OUR WEBSITE:
aalv.org
OUR 24 HR HOTLINE:
(610) 882-0558

SERVICE OPPORTUNITY
Join the Public Information Committee, and help us to carry the message:
More Information:
publicinfo@aalv.org

A.B.E. Intergroup represents the combined efforts of A.A. Groups throughout the Lehigh Valley.
An important part of our individual recovery is a willingness to assist anyone who reaches out for help.

* National Institutes of Health and the National Institute on Alcoholism

1

ViaMedia

Internet & Cable TV

Our primary objective is to let people know where they can learn more about A.A. in the Lehigh Valley.

OUR WEBSITE:

aalv.org

OUR 24 HR HOTLINE:

(610) 882-0558

ViaMedia will help us accomplish this by using three different modes of digital communication:

A

Public Service Announcements on cable TV

288 Monthly spots /

38,000 impressions

\$200.00 / month

B

Informational graphics displayed in browsers from internet searches

46,000 monthly impressions

\$400.00 / month

C

Pre-roll video message

5,250 monthly impressions

\$300.00 / month

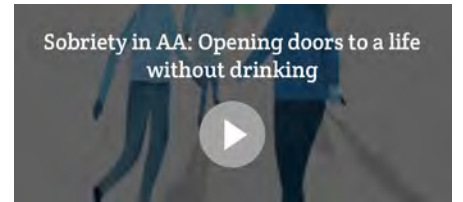
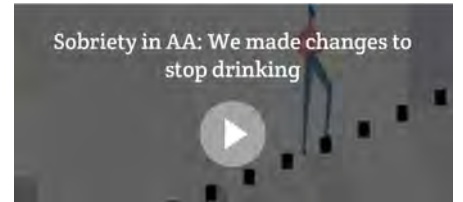
TOTAL package cost:
\$900.00 / month

A. Public Service Announcements (PSAs) provided by GSO, that will air locally on Cable TV channels.



HD Broadcast-quality Public Service Announcement Downloads

<https://www.aa.org/downloadable-videos>



B. Informational graphics are served on smartphones, tablets, desktop computers, and other connected devices.



People (18+) searching for: recovery, rehab, alcoholic, alcoholism, AA meeting.

C. A pre-roll video message plays automatically before a chosen video on mobile and desktop devices.



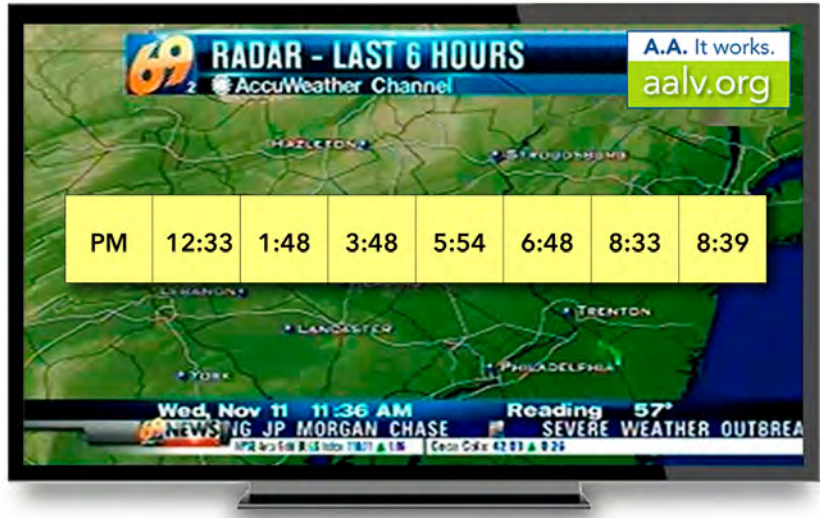
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69 News

AccuWeather TV

A 40-second voiceover message is heard while our graphic is displayed in upper right of the TV screen for 2 to 3 minutes.

We use three different scripts using both female and male voices with different storylines to connect with a varied audience.



Sample broadcast schedule for a typical day

Sample message (1 of 3)

VOICE - 1

For years alcohol was like a best friend for me.

It made everything so much more fun, and helped me be more sociable.

Lately, it's causing me more and more problems, both on the job and with my family.

I can hardly imagine going for very long without drinking.

And yet I know alcohol is no longer the friend it once was.

My loved ones have said I need to get help, but that's the last thing I feel like doing.

I wish I could talk to someone who would understand

It's not like I'm a bad person.

VOICE - 2

At A.A., we know what it's like because we've all been there.

The loneliness, the desperation, and the fear.

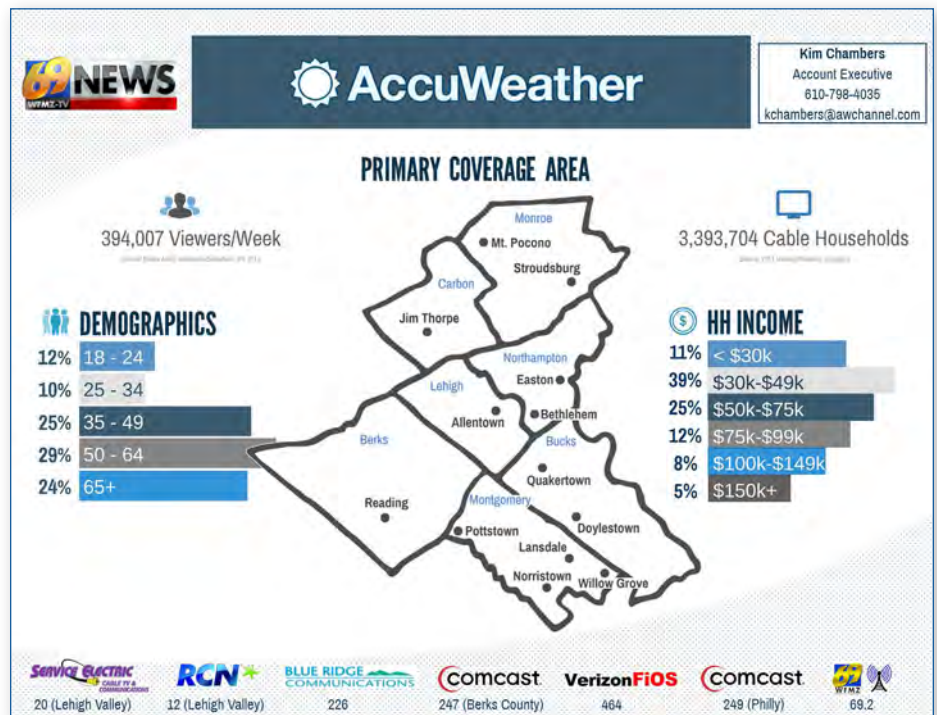
But we have found a solution.

Alcoholics Anonymous, it works.

Visit our website at AALV.ORG

Over 394,000 viewers tune in weekly in the Lehigh Valley alone on Service Electric and RCN. They also air on Blue Ridge Digital, Verizon Fios, Comcast, off air 69.2, and through the Vuit app streaming.

– Coverage map of Channel 69 News AccuWeather –



60 spots / month
\$500.00 / month

Listen to Message #1

Listen to Message #2

Listen to Message #3