



REGION 6 ASSEMBLY COMMITTEE SUMMARY REPORT

Date of meeting: 11AM-12:06PM Saturday, 06 April 2024

This report must be completed and given to the **R6 Secretary by the close of the Assembly**. In addition to specifying the committee's goals and action plans, this summary will guide the committee at its next meeting. Please attach the list of committee members to this summary.

Committee Name: PUBLIC INFORMATION AND PROFESSIONAL OUTREACH (PI/PO)

Committee Chair: Mary H. **Committee Secretary:** Jacki A. (Connecticut Intergroup)

Meeting started at approx. 11:00 am

Issues discussed during meeting:

1. Issue: **Appropriate use of PI Blitz Funding**
 - a. Is it clear that the money needs to be used within 1 year or returned to Region 6?
 - b. How is the usage of PI Blitz dispersed money monitored or enforced?
 - c. Aside from the the Board Mentor 'knowing' that the applicant Intergroup applied w/in the past 3 years, the committee does not track whose given funds.
 - d. Intergroups must download the PI Blitz application from the Region 6 website & attach their Treasurers reports.

2. Issue: **Vote on PI Blitz application (Appendix A) submitted by Greater New York Metro IG**
 - a. PI Blitz application was submitted to request PI Blitz funding (\$1,250 will be provided by the IG, \$1,250 from R6)
 - b. Content: IG returned money 2023 (insufficient to the project's completion); the treasurer's reports were requested 2023 however not included in the Spring 2024 re-application; The proposal submission was compiled on the report form rather than the [application form](#). The money will dissolve if not used. "in light of the form- let's carry the message". Proposal uses online and FB publicity.
 - c. ***[R6.PI.Blitz.Evaluation](#) (Appendix B) was not used to approve due to insufficient time to discuss as a quorum committee ***

3. Issue: Elect the next Chair committee (outstanding– Mary H.
 - a. unanimous election of current PIPO committee Secretary- Jacki A.
 4. Issue: Next PIPO Committee Meeting(s)
 - a. Proposed by: Mary H.
 - b. Content: decided
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Decisions made:

1. Issue Outcome: Next PIPO Committee Meeting(s) May 2nd, 2024 5:30-6:30PM ET, 1st Thursdays of every month
 2. Issue Outcome: Review & Revise Update the PIPO Committee procedure Document & Update Blitz Application Form requires an update (existing form Rev. 02/08/2022)
 - a. Proposed Motion: Kim
 - b. 2nd: Motion: Joanne S.
 - c. Final Vote (hands): Yes 7; 0 Opposed; [2 Abstentions (PIPO Committee (Cte.) Chair & R6 Board Mentor)]
 3. Issue Outcome: Approval Blitz Funding Proposal
 - a. submitted by Greater New York Metro Intergroup of Overeaters Anonymous “despite the lack of proper form & and treasures report
 - b. Proposed Motion: Mary H.
 - c. 2nd: Motion: Donna .
 - d. Final Vote (hands): 6 Yes; 1 Opposed; [2 Abstentions (PIPO Cte. Chair & R6 Board Mentor)]
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Goals / Actions which will be completed by the next assembly:

1. Goal: Update the PIPO Committee procedure document
 - a. Actionable tasks: (TBD)
 - b. Deadline: By the next Fall Assembly
 2. Goal: Close the loop on the PIPO Campaigns by obtaining PI Blitz reports from IGs who received PI Blitz funding.
 - a. Amendment to be considered at R6A Spring 2024 to have the PIPO Cte request the PI Blitz report be submitted 30 days before the next R6A.
 3. Goal: Create a library of all those Successful PIPO events
 - a. Actionable tasks: TBD
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Assignments and deadlines:

1. Goal Actionable tasks: PIPO committee agreed that the Blitz Funding Proposal of \$1250 submitted by Greater New York Metro Intergroup of Overeaters Anonymous Be approved and be brought before the Reg 6 Board of Trustees
 - a. Committee Member(s) responsible: Blair
 - b. Deadline: Immediately (06 April 2024)

Blair P. (Board Mentor, R6 Secretary) from MetroWest Intergroup (IG)
Mary H. (Committee Chair) from Connecticut IG
Diane C. from Ocean & Bay IG
Diane T. from Westchester United IG (not present)
Donna C. from Suffolk County IG
Joan S.@ Central Ontario Intergroup
Lisa D. @ New Hampshire IG
Gloria H. (Guest)
Jacki A. (Committee Secretary) @ Connecticut Intergroup

Appendix A:



PUBLIC INFORMATION AND PROFESSIONAL OUTREACH (PI/PO) BLITZ REPORT FORM

A report on the use of PI/PO Blitz funds is required. For funds awarded in the fall, a report must be submitted at least 30 days prior to the Spring Assembly. For funds awarded in the spring, a report must be submitted at least 30 days prior to the Fall Assembly. Note: R6's fiscal year runs from September to August; and PI Blitz funds must be spent in the fiscal year in which they are awarded.

Intergroup Information	
Full name of Intergroup: No short form, initials, or abbreviations	Greater New York Metro Intergroup of Overeaters Anonymous
Intergroup mailing address: Include city, state or province and zip code	P.O. Box 1235 New York, NY 10159-1235
Contact name for Blitz: This is the person responsible for leading the Blitz.	[REDACTED]
Phone number:	[REDACTED] Email address: [REDACTED]
Blitz Overview	
Name of proposal:	NYC Gothamist Ad Campaign
Brief description of initiative: This is a description of what you did. This might be the same as what you proposed, or it might reflect changes because, as we all know, life happens.	The Gothamist is a NYC not for profit website run by WNYC National Public Radio. Their website focuses on local news, arts, events and food. Their advertising staff offered us a run of site advertising on their site for a 2-4 week space for \$2,500. This campaign would be a valuable investment for the Region 6 Blitz Fund, helping raise awareness about OA and helping to connect people who are struggling with compulsive eating with the recovery resources they need.
Which areas (states, provinces, cities, and/or towns) were impacted?	All of New York City with an emphasis on Manhattan.
Population of area(s) affected:	25,000 views
Start Date:	3/2024 End Date: 4/2024
Cost Details	
Total project cost (including direct and indirect costs):	\$ 2,500.00
A reasonably detailed outline of ALL the expenses incurred. Also, clearly note below which expenses were paid by the region and which were paid by the intergroup.	\$ 2,500 for Run of Site Ads on Desktop and mobile for Gothamist.com
Paid by the intergroup:	\$ 1,250.00

Paid by Region 6:

\$ 1,250.00

Success Indicators

How effective was this initiative?

Wherever possible, present data on the effectiveness of the campaign. Examples might include, increase in number of phone calls to the phone line or website visits. If there is no data, please say so.

Not applicable at this moment.

Metric:	Results:
Increase in website hits	
Increase in phone calls	
Increase in Newcomer Packets sold	
Increase in meeting attendance	
Increase in literature sold	
Increase in Intergroup attendance	
Increase in referrals from professionals	
Other	

Additional Information

Would you recommend this initiative to other Intergroups? Why or why not? n/a

Could your Intergroup mentor another Intergroup interested in doing this? We would be happy to.

Acknowledgements or other information: Diane T, of Westchester United Intergroup, has a history of implementing successful PIPQ campaigns and has been a consultant on this project.

Signature of contact for Blitz:		Date: 02/5/24
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Complete this form and email it to the R6 Coordinator at Coordinator@OARegion6.org no less than 30 days prior to the next Region 6 Assembly



Mehdi Ziani <mziani@nypublicradio.org>

Wed, Jan 10, 5:30I

to me ▾

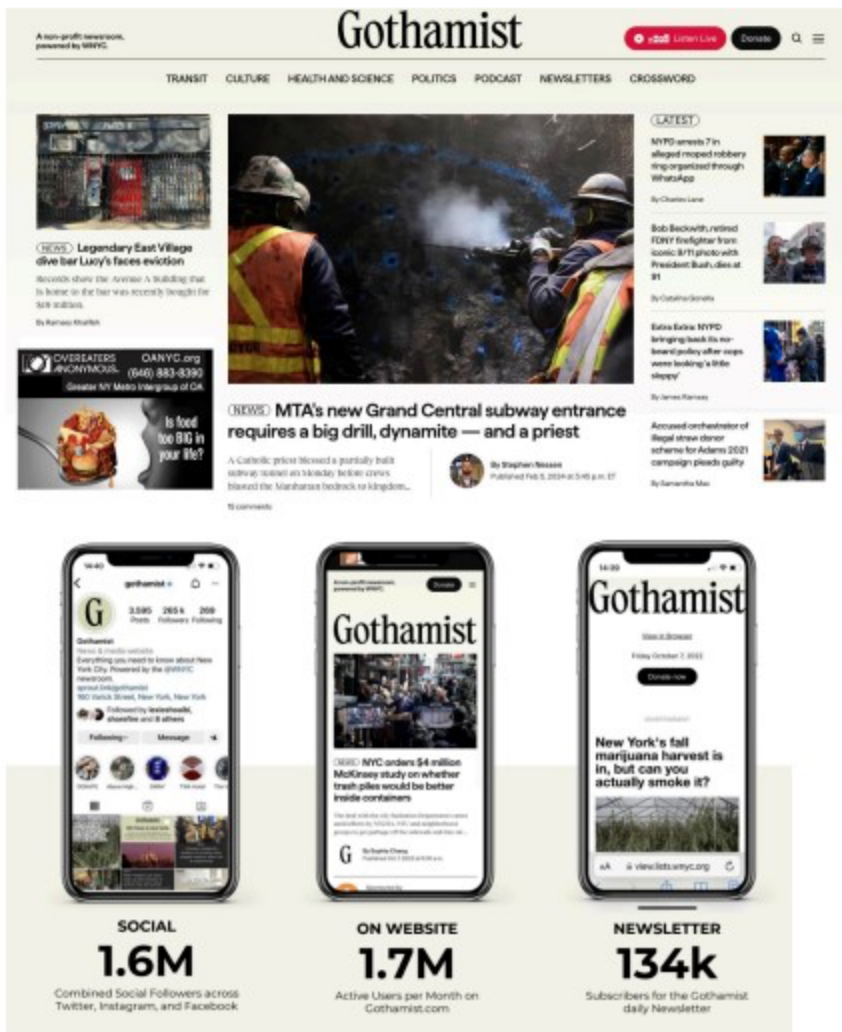
Hi Phil,

As promised, attached is an overview deck on Gothamist with visuals of the display ads we talked about.

To recap a few options:

- ROS (Run of Site) on Gothamist.com | Desktop & Mobile
 - 250K Impressions would be \$2,500
 - Timing: 2-4 weeks
- Gothamist Newsletters | Email
 - AM & PM Newsletters | \$2,000
 - Native Newsletter Placement in PM Newsletter | \$2,000

In addition, here's a link to our specs and deadline for Gothamist: <https://sponsorship.wnyc.org/gothamist-specs>



Appendix B:

NEW APPLICANTS

1. This applicant has not had an award within the last 3 years. **#/25**

.ATTENTION TO DETAIL #/10 (Choose 0 – 10)

2. Is the form completely filled out; are all the relevant questions answered?

CLARITY AND COMPREHENSION #/20 (Choose 0 – 10)

3. Is the "Brief description of initiative" clear and comprehensive? 10 (Choose 0 – 10)
4. Is there "research done including cost comparisons"? 10 **COST SHARING #/10** Is the Intergroup contributing 50% or more of the cost?

MEASURING SUCCESS #/10 Consider:

5. Increase in website hits; from Google Analytics or another cited source. Increase in phone calls; for those IGs that have phone service. Increase in Intergroup attendance.
6. Do the "Metric"(s) have starting baselines?

TREASURER'S REPORT #/10 Do not have funds to support PIPO initiative 10 Have funds to support PIPO initiative 0 Did not provide most recent treasurer's report

SUPPLEMENTAL DOCUMENTATION #/15 Is there "other documentation that will support your application"? (Choose 1 of 3)

7. Substantial and comprehensive 15 Partial 10 None

Total #/100 * disqualifies application

