

**REGIONAL PUBLIC RELATIONS SUB-COMMITTEE MEETING NOTES
DECEMBER 4, 2021**

Attendance

Pamela F	504-577-1334	foxpam4u@yahoo.com	New Orleans Area
Nicci C	504-302-8884	justniccicarter@gmail.com	New Orleans Area
Jared L	504-655-7978	jared@somethinghuman.com	New Orleans Area
Doug F	318-447-1241	dfearon56@gmail.com	Central Area
Elmore B	225-349-9961	elmorebeasley@gmail.com	Bayou Area
Bob S	225-978-4749	rsinger@tgpohio.com	Bayou Area
Richard T	318-578-0344	nlananet1@gmail.com	North LA Area
Trevis J	706-231-5991	lester40@att.net	Central Area
Pixie S	225-335-4941	debstorer@gmail.com	Bayou Area
Amy G	504-430-6839	amygunity@yahoo.com	Unity Area
Nancy S	225-241-4680	nancy61088@gmail.com	Bayou Area
Allison L	225-571-2297	allisonleblanc@live.com	Bayou Area
Robby	No Contact information given		Bayou Area
Bob St	No Contact information given		Bayou Area

Meeting started around noon. Elections were held and Allison L was elected to Secretary for the Regional PR Subcommittee. Richard T opened the meeting by handing out proposals from Lamar Advertising, Jared LaReau Films, and Facebook/Instagram (Social Media). All handouts are attached. All discussion centered around 3 campaigns to increase public awareness about Narcotics Anonymous with a total approved budget of \$5950.

- Billboard PSAs \$2500
- Video PSAs \$3000
- Social Media PSAs \$450

Billboard Campaign:

Richard explained that Lamar Billboard space was now limited due to Hurricane Ida. PSAs are placed on surplus (non-rented) boards and due to extensive storm damage, surplus space is now limited for this year and 2022. Lamar was uncertain as to when more surplus space would be available for Vinyl advertising. Free Ad space on electronic billboards would only be available for "dead space" times but would still pursue. Billboards (electronic and/or vinyl) will not be available in all markets (areas) of the state. It was pointed out and agreed upon that any billboards placed along I10 and I12 would benefit all areas as these are the main thoroughfares in the state and most people travel those highways at some point so specific markets shouldn't be a deterrent to proceeding.

Discussion ensued about the project budget, PR budget, measuring outcomes and approval process from Region. The Region Helpline and Website will be on all advertisements and calls/contact information will be routed to the Areas via YAP/phone and/or webistes.

MOTION: Pixie S made a motion that we approve up to \$2500 for 25 Billboards in available markets and free ad space on electronic billboards along the highway. Motion was 2nd by Robbie and the vote was unanimous YES.

Video PSA Campaign:

Richard introduced Jared L and together they explained the proposal for two video PSA shoots: a 15 second PSA and 30 second PSA. The cost would be \$2950 for both PSAs and NA would own the films. The cost includes:

Film Studio

Video Equipment Use

Grip & Electric

Film Crew

The PSAs would be used for TV, Region & Area Websites, Social Media Sites and would be produced by Jared's company. The video templates could be manipulated for use in any area. Jared stated he would work with the Regional PR Sub-Committee to write and approve a script and addicts would be filmed with their faces blurred out.

MOTION: Bob S made a motion to approve up to \$3000 for two video PSA shoots. Motion was 2nd by Trevis and the vote was a unanimous YES.

Social Media Campaign:

Richard discussed the handout on Facebook performance metrics based on dollars spent. Money spent would be to boost our posts on Facebook and Instagram. The audience for post boosts can be selected for the whole state to target any demographic or all demographics. For \$100 per month our PSAs would reach 160-460 people who would be directed to the website and phonenumber. There are measurable outcome metrics with social media Platforms. Discussion centered on the importance of using social media to inform the public about Narcotics Anonymous and the cost effectiveness of using social media to attract new membership. The video PSAs can be used on social media as well as picture/written promotions.

MOTION: Nancy S made a motion to approve \$450 for social media post boosting on Facebook and Instagram for a 6 month trial period. Motion was 2nd by Jared L and the vote was unanimous YES.

Next Regional Public Relations Sub-Committee Meeting will be held in Alexandria on Saturday, March 5th, 2022 starting at 11am for pizza and 12 for meeting.

3623 Lee Street, Alexandria

Motion to Close 2:45 pm