

**REGIONAL PUBLIC RELATIONS SUB-COMMITTEE MEETING NOTES**  
**March 5, 2022**

**Attendance**

Doug F	318-447-1241	<a href="mailto:dfearon56@gmail.com">dfearon56@gmail.com</a>	Central Area
Elmore B	225-349-9961	<a href="mailto:elmorebeasley@gmail.com">elmorebeasley@gmail.com</a>	Bayou Area
Bob S	225-978-4749	<a href="mailto:rsinger@tgpohio.com">rsinger@tgpohio.com</a>	Bayou Area
Richard T	318-578-0344	<a href="mailto:nlananet1@gmail.com">nlananet1@gmail.com</a>	North LA Area
Tevis J	706-231-5991	<a href="mailto:lester40@att.net">lester40@att.net</a>	Central Area
Pixie S	225-335-4941	<a href="mailto:debstorer@gmail.com">debstorer@gmail.com</a>	Bayou Area
Nancy S	225-241-4680	<a href="mailto:nancy61088@gmail.com">nancy61088@gmail.com</a>	Bayou Area
Allison L	225-571-2297	<a href="mailto:allisonleblanc@live.com">allisonleblanc@live.com</a>	Bayou Area
Edward	318-664-2836	<a href="mailto:blaccck5563@gmail.com">blaccck5563@gmail.com</a>	Central Area
Dustin	318-753-1395	<a href="mailto:deller201784@gmail.com">deller201784@gmail.com</a>	Central Area

Meeting started at 12:02 pm

Richard T opened the meeting by handing out the following information which is attached to these notes:

Lamar Advertising billboard availability

Jared LaReau Films Pitch ideas for PSA and social media campaigns

\*\*subsequent event: email update from Lamar on Billboard art-work and location availability

**Billboard Campaign:**

At the time of the meeting, billboard space was available in all areas of the State except Northshore, NOLA Metro, and Unity Areas. After the meeting was over Lamar contacted Richard and said they only had available billboards in the cities as follows:

City Available	Billboards Available	Suggested Distribution
Alexandria	2	2
Lake Charles	2	2
Baton Rouge	8	8
Houma	5	2* would advertise for Unity and NOLA Areas
Lafayette	4 (not confirmed)	4
Monroe/Shreveport	7	7

Billboard content and Art were discussed and decided to send to Lamar graphic artist for their input. \*\*subsequent event: Lamar has returned proofs for Billboards and are attached for review and approval vote by committee.

All billboard traffic will be routed to the individual Areas via YAP/phone and/or websites via the region phone line.

### **Video PSA Campaign:**

Richard handed out a pitch from Jared L's film company (copy attached) but Jared was unable to attend due to work. The PSA will provide NA with a 15 second PSA and 30 second PSA which will be fully owned by NA.

The PSAs will be used for TV, Region & Area Websites, Social Media Sites. The video templates could be manipulated for use in any area. The Regional PR Sub-Committee will approve a script provided by Jared and local addicts can be used in the filming with their faces blurred out. Production should begin as soon as Jared is available with drafts being sent to the Reg PR Committee for approval. A zoom meeting can be held between quarterly meetings to facilitate a faster turnaround time.

Subsequent event: Video PSA will begin production in April 2022.

**MOTION:** Trevis made a motion to give Jared the approval to start production and send drafts to the Regional PR Committee. Motion was 2<sup>nd</sup> by Elmore. Vote: unanimous YES.

### **Social Media Campaign:**

A 6-month social media campaign (ran in 30 day increments) will begin as soon as the artwork from Lamar has been approved. These social media posts will for now be a static banner type PSA using the same artwork as the billboards. Once the video PSA is done, we will use those videos on social media sites in addition to or as a replacement to the static posts. Social Media posts will be "boosted" with the target audiences selected for the entire State of LA. Our campaign would reach approximately 160-460 people per week who would be directed to the Region website and phonenumber which would then redirect them to the appropriate Areas. 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.

**MOTION:** Bob S made a motion to approve 6-month campaign. Motion was 2<sup>nd</sup> by Elmore and the vote was unanimous YES.

### **Region Website**

Discussion on changing and updating the Region website, LARNA.org.

1. The Area Helplines will be moved to the landing page and a description of the cities within the Area will be shown.
2. Remove all COVID information from the website

Motion: Bob S to make the changes. Motion was 2<sup>nd</sup> by Nancy S. Vote was unanimous YES.

### **Budget**

Discussion on the amount of time we have left in the budget year to obligate the funds. All budget expenses must be obligated by October 2022. Budget expenses for the next fiscal year will be discussed at July Region PR meeting.



### **Regional PR Learning Day Function**

Discussion centered on coming back to the next Regional PR meeting with ideas for having a PR Learning Day Function hopefully around August or September 2022. Ideas for possible speakers/attendees were representatives from Southern Zonal and Drug Courts. We need location for the meeting, ideas for fundraising, ideas for topics of discussion.

### **Next Regional Public Relations Sub-Committee Meeting will be held:**

May 7<sup>th</sup>, 2022

Meadows Chapel United Methodist Church

16172 Hwy 73

Prairieville, LA 70769

11:30 Lunch

12:00 Meeting

Meeting date has been scheduled 1 month earlier than usual to accommodate getting all relevant Region PR Meeting Notes to the Areas in time for ASRs and PR Chairs of the Areas in time for Region Service Committee Meeting. Richard will email the notes to all ASR and PR Chairs

Motion to Close 2 pm



**ID# 139784002a**

For illustrative purposes only. Actual structure configuration and appearance may vary.

**Job Details:**

Live Area Size: 400px X 840px  
Substrate: Digital AutoScale Poster(ASP)  
Plant: 072 - Shreveport, LA  
Artist: Jehle Dean  
Wednesday, March 16 2022

**Special Notes:**

client logo and shutterstock background

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From: **Taylor Ray** <[tray@lamar.com](mailto:tray@lamar.com)>

Date: Fri, Dec 3, 2021 at 9:27 AM

Subject: Re: NA Area Cities

To: Richard T <[nlananet1@gmail.com](mailto:nlananet1@gmail.com)>

Good morning Richard,

I am sending you a list of responses that I have gotten back from each market, regarding whether or not they can participate in this campaign. Also, a general idea of how long they can guarantee coverage.

**Shreveport:** Shreveport/Bossier market can guarantee a minimum of 16 weeks coverage throughout the year. This is cumulative for all posters we will post. Of course, significant override time will most likely happen but cannot be guaranteed.

**Monroe:** Monroe will participate in the "cover" program provided we don't have to track or provide POP information to the organization. Will be used as cover in our NELA market area. No guaranteed amount of time.

**Lake Charles:** Have not heard from.

**Alexandria:** Will post 1-2 posters a month, based on space available until all 7 are posted. Posters will come down if inventory is sold but will remain up as long as possible, giving override time if space is available.

**Hammond:** As of right now, cannot participate due to no space available from hurricane damage.

**New Orleans:** As of right now, cannot participate due to no space available from hurricane damage.

**Baton Rouge:** 1-2 week average per vinyl is a reasonable starting point, but comes with significant upside to overdeliver. Willing to participate and deliver as much ride time is available.

**Lafayette:** Have not heard from.

Richard, these are the general answers from each market, except for the two I have not heard from. If I hear from the other two markets before in the morning, I will let you know their responses. Since this is strictly a cover copy campaign and we do not know an exact start date, it is difficult for each market to know how much space is available and for how long it will be available.

Please let me know if you have any questions and let me know how the meeting goes!

Thanks so much,

**Taylor Ray Hockenberry // Sales Account Executive**

**Lamar Advertising Company**

1800 Pierre Avenue, Shreveport, LA 71103

**Office: 318.221.6115 // Mobile: 318.272.5294 // Fax: 318.221.6118**

[lamar.com](http://lamar.com)

# STATIC POSTER SPEC SHEET

## DESIGN & FINISHING SPECIFICATIONS

Updated 3/2017

The following specifications can be used when creating a production file for Lamar's static Retrofit Poster inventory. The exceptions include TriVisions, J-Bolt panels, and Wallscape. If you prefer to download a template in .PDF or .TIFF format, go to: [lamargraphics.com/lgn/Prod-Temp.asp](http://lamargraphics.com/lgn/Prod-Temp.asp).

### PRODUCTION RESOLUTION

Lamar Posters are set up 1" = 1' scale @ 216ppi document resolution. This equates to 18 pixels per linear inch on the final product.

### MECHANICAL SPECIFICATIONS

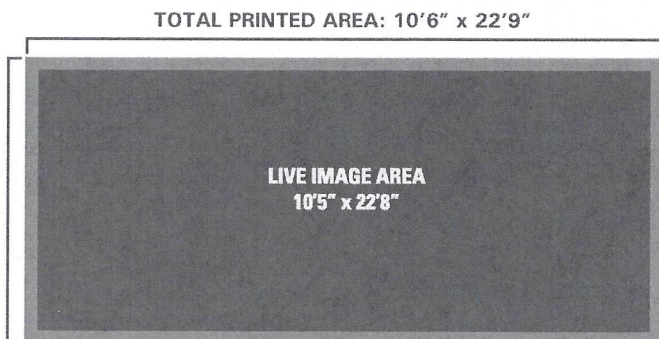
Hold your design to 10'5" x 22'8".

Bleed your background by 3/4" on all four sides.

Overall vinyl size (final size) cannot be any larger than 10'6.5" x 22'9.5" or any smaller than 10'6" x 22'9". Any other size will not fit in the structure.

The production facility should make 3" pockets on the back of the vinyl for installation. This does not change the overall size (final size) of the vinyl.

Use the illustration below as an example:



■ LIVE IMAGE AREA - 10'5" x 22'8"

■ TOTAL PRINTED AREA - 10'6" x 22'9"

MAXIMUM BLANK SIZE: 10'6.5" x 22'9.5"

MINIMUM BLANK SIZE: 10'6" x 22'9"

BLEED THE BACKGROUND BY 3/4" ON ALL FOUR SIDES  
3" MECHANICAL POCKET ON BACK

### MATERIAL, SUBSTRATE, INKS & WARRANTIES

#### Material/Substrate - Vinyl:

Recommended: Ecoflexx 3.0

Weight: 3 oz./sqyd

Warranty: 1 year

#### Material/Substrate - Polyethylene Paper Replacement:

Recommended: Lamar Poster Flex

Weight: 2.9 oz./sqyd

Warranty: 60 days

Warranty protects against ink fade ink adhesion, and failure of material or pockets.

### DESIGN SPECIFICATIONS

#### Compatible Software:

Adobe Photoshop, Illustrator, or InDesign.\*

#### Acceptable Formats:

Native formats from the software listed above or .PDF, .TIFF, or .EPS.

*\*Embed fonts when applicable.*





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# Effective Billboard Advertising Design Tips

## How to create an effective outdoor advertising design

Change the visual landscape of the environment. Make headlines. Utilize the latest technologies. Exceptional outdoor advertising design has the ability to do all that and more.

When created successfully, outdoor ads become a part of a city's visual landscape. Learn the simple rules behind creating the most effective ads, what creative possibilities set outdoor advertising apart from other media and how our creative services can take your advertising further.

Get ready to start turning heads.

Our Creative Process | Lamar Advertising



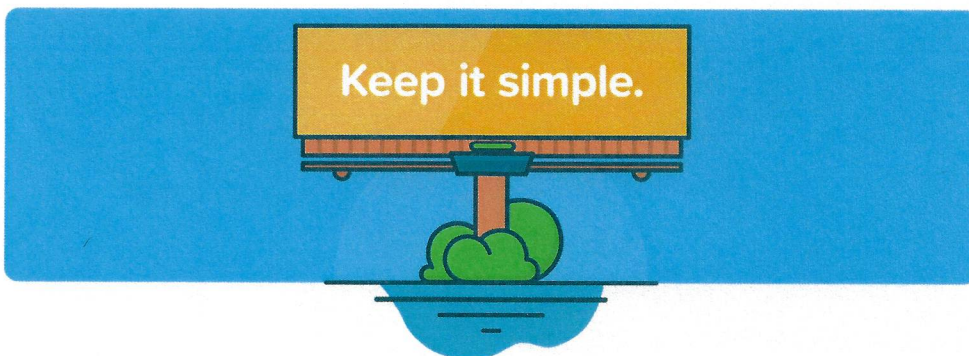
Effective Outdoor Advertising

Only in Outdoor Advertising

Creative Services

## Effective Billboard, Transit and Airport Advertising Designs

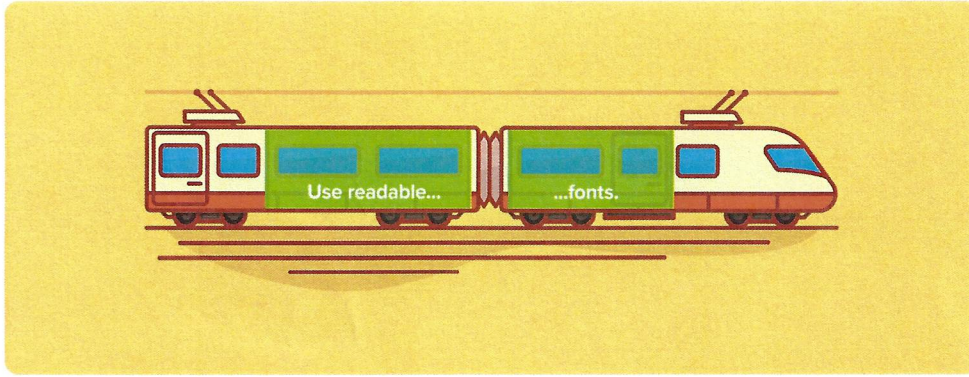
Lamar's designers share their simple tips for creating effective billboard, transit and airport designs. Keep these basic principles in mind as your advertising creative begins to take shape. [Download Outdoor Advertising Design Tips »](#)



### Keep Your Outdoor Advertising Design Simple

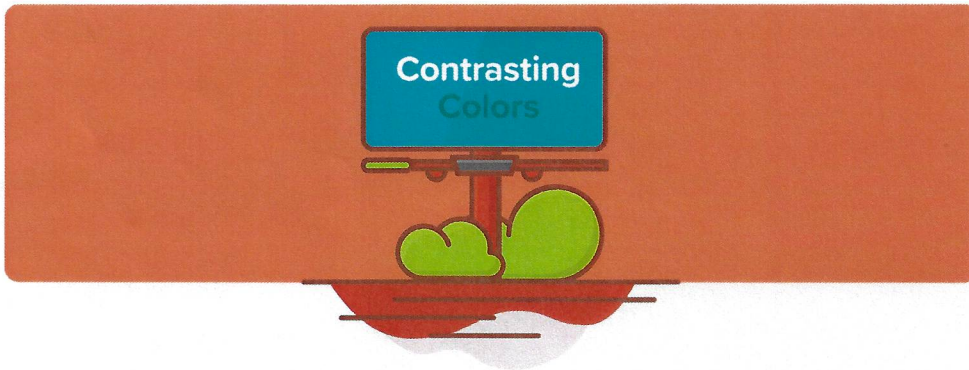
Outdoor advertisements should be straightforward and to the point. Go with one creative idea. In many cases, billboards, transit and airport ads are used to help your audience get somewhere or suggest what they should be doing. Resist the urge to pack a lot of information onto a billboard. If you keep the message simple, you'll get a better response. Because our

audience is mobile, exposure time is typically four to five seconds. So say it loud and say it clear and in seven words or less.



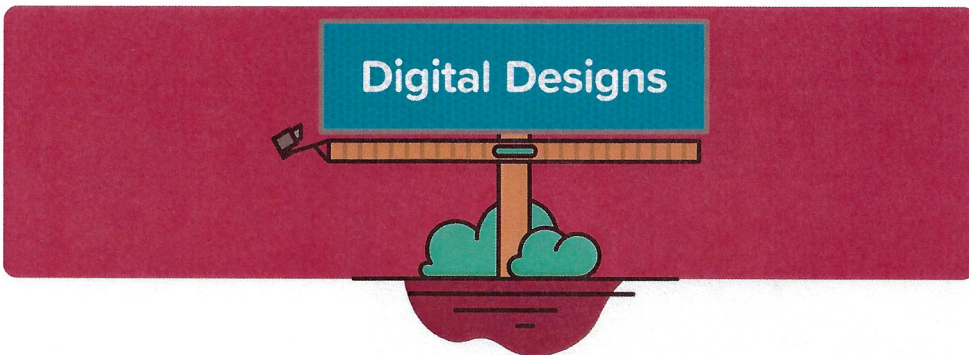
## Use Readable Fonts

Fonts selected for outdoor ad designs must be easy to read from variable distances. Use large, legible typefaces. Fonts with thin strokes or ornate script will be difficult to read, so stay away from those. Adequate spacing between letters, words and lines will enhance visibility. Another tip: words with both upper and lower case characters are generally easier to read than all uppercase characters. [Download Letter Height Guide »](#)



## Use Contrasting Colors

Color weighs heavily on the success of an advertising campaign. Research demonstrates that high color contrast can improve outdoor advertising recall by 38%. Choose colors with high contrast in both hue and value. Contrasting colors are easy to see from great distances, while colors with low contrast will blend together and make the message harder to interpret.



## Digital Billboard Design Tips

The same design tips (keep it simple, readable fonts and contrasting colors) apply when for [digital billboard designs](#). Avoid using a solid white background on digital billboards because it doesn't carry the same vibrancy that it does on vinyl. White is a mixture of color vs. an absence of color, therefore it has a tendency to look subdued or muddy. Take advantage of the flexibility that digital outdoor advertising offers. Change your message weekly, daily or even hourly.



Design with a creative strategy that tells a story or communicates numerous details using multiple design layouts.

## Billboard, Transit & Airport Ad Production Guidelines and Spec Sheets

When preparing a file to be printed for an outdoor product, keep in mind that the file that we need is actually smaller than you think. For most products, you do not have to set up a file at 100% of its actual size. Visit our [Products](#) section to locate a spec sheet with the exact design and printing specifications that you need to get started.

## Outdoor Advertisement Mockup Generator

Want to see how your ad will look on a billboard? The OAAA's Mockup Generator Tool allows you to view billboard, street furniture and transit creative in the environment. Once you have uploaded your creative, you will be able to zoom in and out to see the work at a range of distances, share the rendering and print a copy for your records. Visit the [Outdoor Advertising Mockup Generator Tool](#) to get started.

\*This tool requires an active OAAA account. Non-members can register for a free account [here](#).

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**LARNA**  
**Video PSA Pitch Deck**

- Jared L



# Visuals

Warm and inviting shots of people sitting together in a circle. The lighting will be dark, with some warm lights accenting the people in the circle. We see hands and gestures hinting at people sharing their stories.

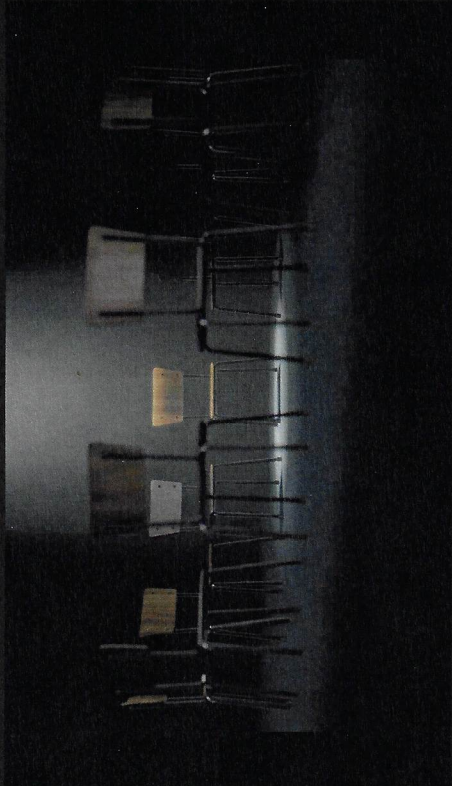
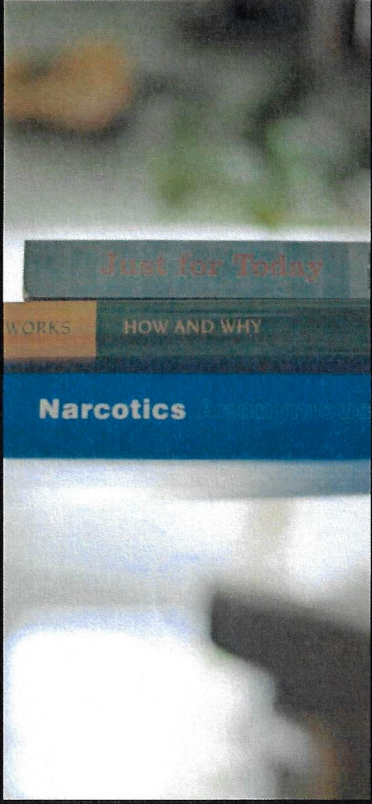
We see hands of multiple ethnicities - hands with tattoos - hands with scars. These shots will establish the fact that Narcotics Anonymous is for everyone.

Any time the camera shows a person, it will be out of focus, so we will always preserve anonymity.

Aside from shots of people in a circle, we will have images of our literature, coffee/snack stations, key tags, etc.



# Examples





# Proposed Script

Voice 1

"I didn't grow up wanting to be an addict."

Voice 2

"I started using because it was fun."

Voice 3

"I used because it eased my pain."

Voice 4

"My whole life became centered in drugs. Always needing more."

Voice 5

"I hit my bottom and was desperate. So I joined Narcotics Anonymous, a fellowship of people in recovery"

Voice 6

" We are addicts helping other addicts."

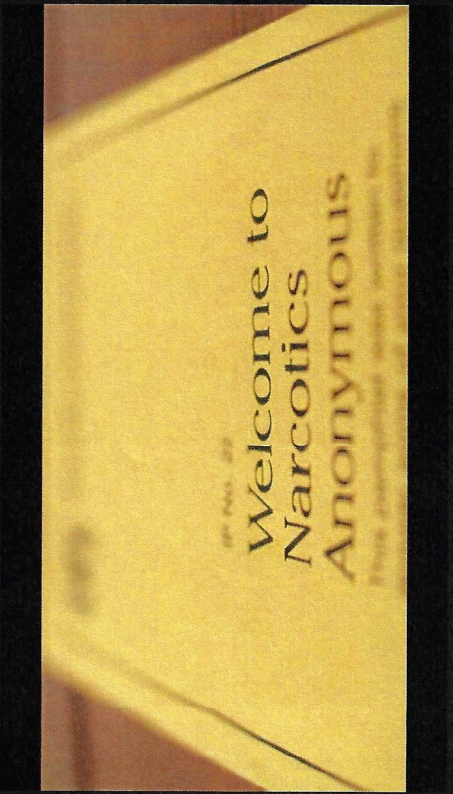
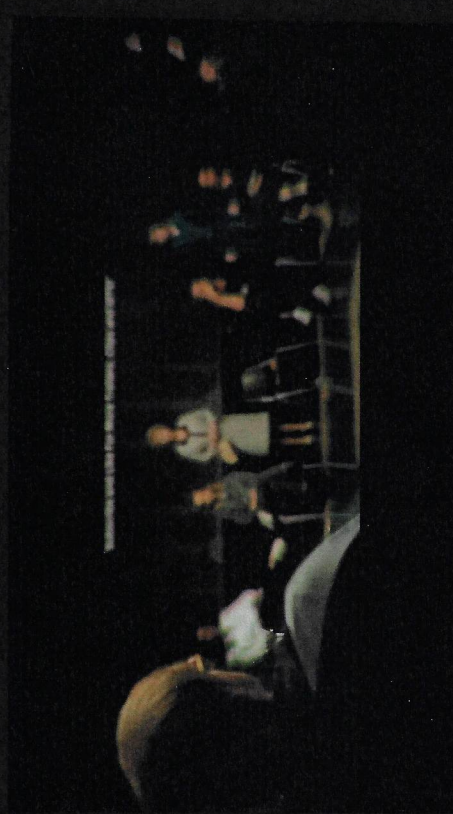
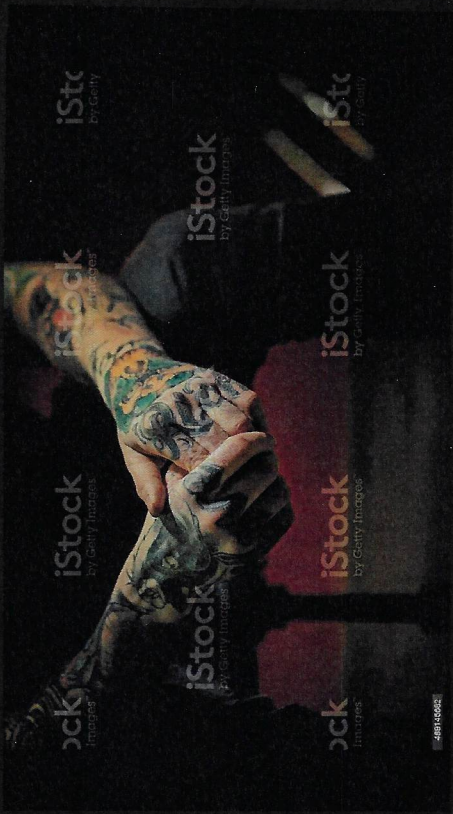
Voice 8

"No matter what, I never have to use again."

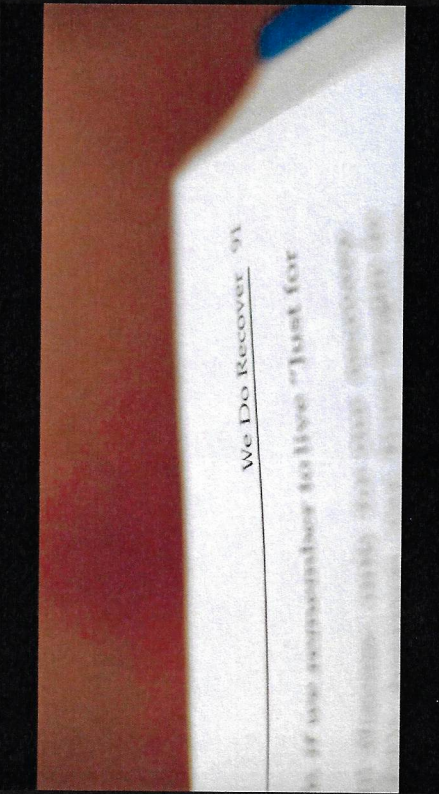
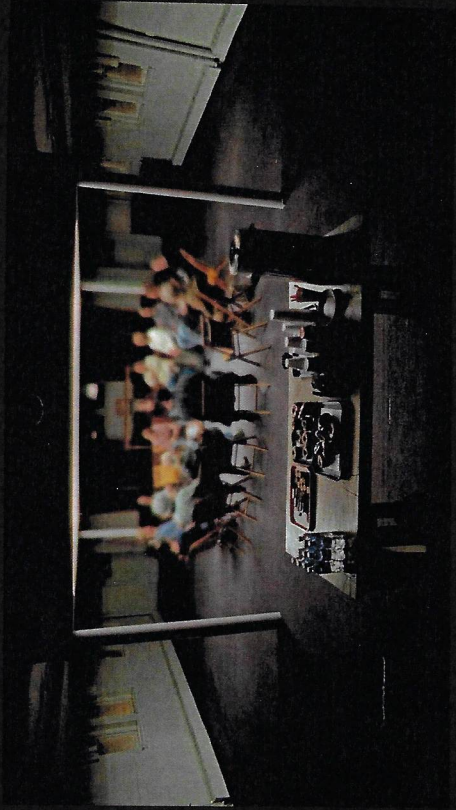
All voices together

"We do recover"













JUST FOR TODAY, YOU NEVER HAVE TO USE AGAIN!