

Public Information Committee Report (11/2/06) submitted by Carol B.

Since November 2005, the Public Information Committee has met and actively explored ways of “carrying the message” to people unaware of OA through the distribution of informational flyers, the airing of free PSA’s on Cablevision and local TV stations and providing information at community fairs. We now think that it is best to expand our efforts to include paid advertising.

Before describing our initiative, we would like to read a statement from the Public Information Manual produced by World Services regarding Tradition Eleven - “attraction vs. promotion.” It states that “our job is to make sure that compulsive overeaters know our program exists and how to find us.” As the OA 12 & 12 explains, we “use the public media of communication...to provide factual information about our program...” without “personal appeals, celebrity endorsements, or other ... means of persuasion.”

In light of this and, especially with the holiday season quickly approaching, the Public Information Committee investigated three possible medias: (1) movie theaters, (2) newspapers, and (3) diner placemats. We attempted to compare media type, location, cost and potential number of people reached. We also took an informal survey of OAers, marketing professionals and other advertisers. Here are the details of each media and our recommendations:

Movie Theaters (for 12 weeks)

Advertising in local theaters are run by two companies: Screenvision and National Communication Media, each with different types of ads. Screenvision handles at least 9 local theaters including the WP City Center, Greenburgh, Clearview, and Hawthorne. National Communication Media handles Yonkers Movieland and the New Roc. We decided to compare two local theaters: the White Plains City Center (due to its location – 43% of OA meetings are in White Plains) and Movieland in Yonkers. Each has different types of ads but cost of both depends on the number of screens used. Movieland has 6 screens while City Center has 15 screens. Since cost of advertising in 15 screens was prohibitive, we calculated the cost for 5 screens at City Center. We got two widely different figures for the number of viewers. Screenvision had no numbers for a specific theater but stated that for a 12 week period there are on average 60,000 viewers (1,000 viewers per screen per week x 5 screens x 12 wks); whereas NCM stated 330,000 viewers (110,000 viewers per month.)

White Plains City Center: (5 screens for 12 weeks)

The ad is a still image on the screen with no audio for 10 seconds and is run 3 times within the pre-movie program. (It is estimated that people arrive at the movie theater 20 minutes prior to a movie. The program prior to a movie is 15 minutes long and contains trivia as well as local ads. Each screen shows the movie 5 times daily (holiday times more). Therefore the ad will be shown at least 6300 times (3 times before each movie x 5 movies per day x 7 days a week x 12 weeks x 5 screens). Cost per ad is 23cents (\$100 per week x 12 weeks = \$1200 + a one time production fee of \$300 = \$1500 divided by 6300 showings = 23 cents.) (The usual charge per week is \$202; they are charging us \$100/wk.) Ad is not our property.

Cost for 12 wks: \$1500 – cost per ad 23 cents – reaching potentially 60,000 people ???

Yonkers Movieland: (6 screens for 12 weeks)

The ad is a high definition movie ad that will run for 15 seconds and one time within the pre-movie program. The program is 20 minutes long and is shown before each movie and on the big screen TV in the lobby. Each screen shows 5 movies daily (more on weekends). The ad will be shown at least 2520 times (1 time before each movie x 5 movies a day x 7 days a week x 12 weeks x 6 screens.) (No data on the number of showings on the lobby TV.) Cost per ad is 52 cents (\$80 per week x 12 weeks = \$960 + a one time production fee of \$275 and implementation fee of \$75 = \$1310 divided by 2520 showings = 52 cents.) (Usual charge per week is \$150; they are charging us \$80/wk.) Ad is our property.

Cost for 12 wks: \$1310 – cost per ad 52 cents – reaching potentially 330,000 people ???

Diner Placemats

We contacted two companies that publish ads on diner placemats: The Dining Times and Media Mat. Each company handles different diners. Since the majority of the meetings are in White Plains and north of Route 287, we focused on diners in this area. Also, Media Mat sells ads only in individual diners whereas The Dining Times sells ads by district (5 – 7 diners) as well as individual diners.

The Dining Times – We chose the Central District which includes the Eldorado Elmsford, Eldorado West, Pleasantville, Thornwood and Hawthorne. 125,000 placemats are distributed per month – totaling 375,000 placemats distributed in 5 diners in 3 months at a cost of \$1200. Size of the ad is 3 ½ inches x 2 ½ inches. Cost per ad is less than 1 cent (\$1200 divided by 375,000).

Cost for 12 wks: \$1200 – cost per ad less than 1 cent – reaching potentially 375,000 people

Media Mat – We chose the Coach Diner in White Plains. 100,000 placemats are distributed in 3 months at a cost of \$575. Size of the ad is 3 ½ inches by 2 ½ inches. Cost per ad is less than 1 cent (\$575 divided by 100,000).

Cost for 12 wks: \$575 – cost per ad less than 1 cent – reaching potentially 100,000 people

Newspapers

Journal News – Circulation is 95,000 – 100,000 (home delivery + newsstand) plus 40,000 on line. We investigated 3 types of ads:

- (1) On Tuesdays in the Health and Lifestyle section, we could run an ad for 8 consecutive weeks at a rate of approximately \$1168. (To compare with the other types of media, we estimated the cost for 12 weeks calculating as follows: $\$1168 \div 2 = \$584 + 1168 = \$1752$.) Size of the ad is 4 inches x 2 inches.

Cost for 12 wks: \$1752 – cost per ad \$146 – reaching potentially 140,000 people

- (2) In the Mind and Body section, which is a pull-out, published 4 times a year, we could run an ad. Size is 2 inches x 4 inches (business card.) Cost per ad is \$228. Next published in February.

Cost for one ad in 12 weeks: \$228 – cost per ad \$228 – reaching 140,000 people

- (3) Cost of one ad - no contract – size 2 inches x 4 inches – approx \$231 – app 140,000 people

Comparison of Benefits/Negatives:

Movie Theaters –

Benefits

- (1) Very Captive audience
- (2) Perception of privacy because viewer is in the dark
- (3) The place is food-oriented – even if the viewer is not eating, the smell is present and people around are eating
- (4) Unique – rarely (perhaps never) are 12 Step programs publicized in this media
- (5) Only one ad seen at a time – no sharing space with another ad
- (6) Large size – smallest screen is 20 feet by 40 feet
- (7) Static or video clip possible depending on theater

- (8) Although viewers may not remember our phone number or website, they will become aware that OA exists – and it may encourage those who left the rooms to return.
- (9) Retention rate very high for movie ads vs print ads

Negatives

- (1) Not clip-able
- (2) Our hotline number (which we will use) is not readily remembered
- (3) Recommended that we use the www.oa.org website because it is easier to remember than our local website – therefore it is unlikely that we will be able to track the number of callers.
- (4) Viewers may arrive just before the movie and never see ad – or may talk with others and never view ads

Newspapers

Benefits

- (1) Privacy
- (2) Option of advertising in a section where people are looking for information on health and wellness
- (3) It is clip-able
- (5) It is a customary venue – more predictable to see such an ad – has been used “successfully” in other areas
- (6) Potentially we can track some responses because we can publish our local website and phone number
- (7) Wide distribution

Negatives

- (1) Sharing space with many other ads
- (2) Prices obtained were for a very small ad – and may not be noticeable
- (3) No idea how many people will see ad despite wide distribution

Diner Placemats

Benefits

- (1) Appropriate Venue – reaching people when they are eating – usually while they are waiting for food.
- (2) Unique
- (3) Wide distribution
- (4) Captive audience – depending on the number of people they are with, location on the mat, etc
- (5) Clip-able
- (6) Has our local number and local website

Negatives

- (1) Although clip-able, there is less privacy than other media. Also there may be embarrassment or shame preventing someone from clipping coupon.
- (2) Sharing space with several advertisers
- (3) People may never see ad – depending on people they are with and location of ad on mat – or perhaps they never look at these ads
- (4) People may be offended to see an ad about overeating while they are eating.

Recommendation:

After extensively reviewing the above options, our recommendation is to “carry the message” through movie advertising. We believe the most effective means of communicating our message is with an ad at the White Plains City Center for 3 months at a cost of \$1500. We realize that our current surplus of the 2006 budget is \$1200. This amount of money would give us only 6 weeks of advertising, which is not enough time to effectively run this type of program. Therefore, in order to provide us with a longer running time to better analyze the effectiveness of the initiative, we are requesting an additional investment of \$300 so that we may pursue this project during the coming holiday season.

