

SPOP REPORT

SPRING ASSEMBLY

MAY 2018

District 3 proposed the following SPOP which was approved at AWSC in February.

SUMMARY:

District 3 wants to reapply for an opportunity to have a free Al-Anon ad placed on Clear Channel Outdoor's digital billboards throughout Northeast Florida. In 2017 with the Area's support, we applied and were selected to have the ads appear during March, to honor Lois W's birthday, and September, for National Recovery Month.

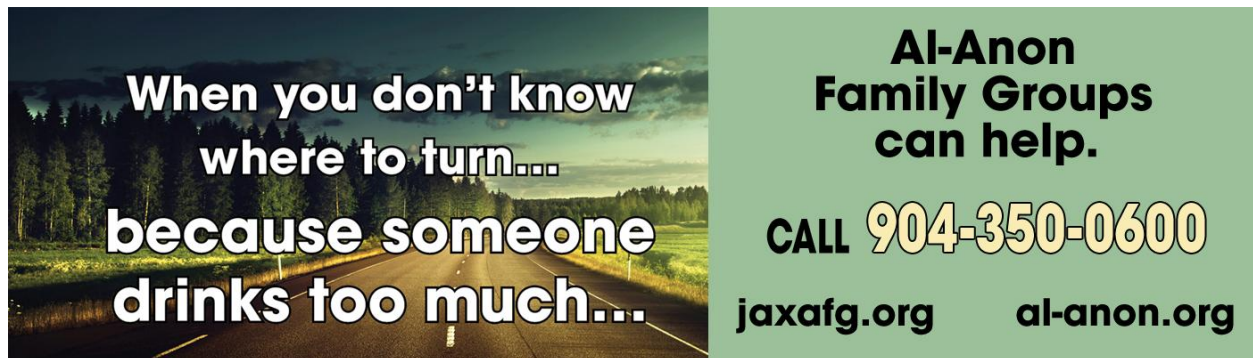
This year, we plan to ask to have the billboards posted during March, to honor Lois W's birthday, and September, for National Recovery Month again.

Clear Channel Outdoor, which sells billboard advertising throughout Northeast Florida, offers organizations with 501(c)3 status opportunities to place free ads on its digital billboards for up to eight weeks. The program is managed by Clearly Jacksonville, which is Clear Channel Outdoor's public service arm.

District 3 asks the Area to accept this as a Special Public Outreach Project for 2018 .

OUTCOME:

Area 9 has been given a \$1,500.00 in kind donation through Clearly Jacksonville. Our PSA will run in three locations in the general Jacksonville market, 24/7, at view intervals of 64 seconds to 15 minutes, according to the number of free PSA's that are running at that time for generally a 4 week period.



We submitted the road sign artwork for consideration; however Clearly Jacksonville rejected that artwork as too distracting. We didn't like the artwork they offered, so we submitted the artwork above to WSO. WSO approved this artwork and Clearly Jacksonville accepted it.

Respectfully submitted, Gage M (DR) and Freddie S (AISL), District 3