

SENY AREA 49
PUBLIC INFORMATION
PI@AASENY.ORG

5/21/25

PROPOSAL

A proposal for Area 49 to send \$500.00 (Five Hundred Dollars and no cents) to the committee that has been organized by the Area 47 Public Information Committee , a portion of the funds needed to purchase a table/ spot for an A.A. P.I. exhibit located in the Science and Technology Building alongside health and wellness exhibitors.

The New York State Fair attracts almost a million people each year and in the last few years this has meant reaching thousands of people about Alcoholics Anonymous: what it is and what it does and what it is not.

The Public Information committee is asking that this be an Area contribution rather than a budgetary item in their 2025 budget line due to the hit it would place on their limited funding.

BACKGROUND

The fee for such a table is in the thousands and in the past the cost has been shared by all the Areas of the State, due to the informational value that it has for those who may be seeking information or the need for loved ones or personally for AA and what it has to offer.

Our area sent them the \$500.00 last year and the report back on contacts made was very encouraging for this type of PI work.

In addition, please see the attached information report.

Respectfully submitted to the Area by

Kevin F.

SENY AREA 49 Public Information Chair-Panel 75

HOW IT WORKED



We used clickers donated by a member to track how many people saw our booth, thereby becoming aware of AA's presence in the community.

According to the state fair website, **868,745** people attended the fair this year.

Based on our Daily Log, approximately **3,779** fairgoers saw our exhibit which was located in the Science and Industry Building alongside other health, community-support and state-agency exhibitors.

The approximately **986** fair attendees who stopped at the booth had the opportunity to ask questions, pick up a variety of AA pamphlets, and request more information about AA. We went through 100s of Meeting Guide App cards.

Approximately, **35** professionals signed up to receive newsletters from aa.org and **18** others requested additional information, literature or PI/CPC presentations.

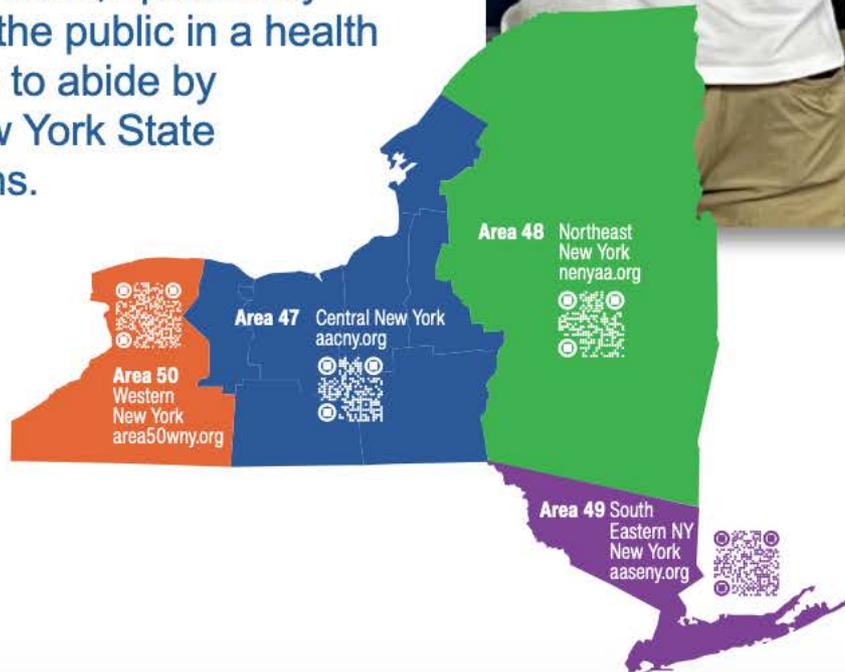
OUTCOMES

Approximately **80** members of Alcoholics Anonymous participated in this Public Information Service Committee project.

They were scheduled and trained by **13** individual Lead Coordinators—one for each of the 13 days of the fair.

The Leads participated in an orientation workshop that covered basic information about PI Committee work, specifically how to interact with the public in a health fair setting, and how to abide by requirements of New York State Fair Vendor Relations.

They came from Syracuse, Rochester, Cortland, Watertown and beyond.



Alcoholics Anonymous® For more information visit AA.org or download the Meeting Guide app.

Alcoholics Anonymous





2024 FINANACIAL SUPPORT

Syracuse Intergroup	\$1800
Area 47 Central New York (CNY)	\$500
Area 48 Northeast New York (NENY)	\$500
Area 49 Southeast New York (SENY)	\$500
John K., Syracuse	\$100
Eric Y., Hamlin, NY	\$20
Eric O., Personal Donation	Pamphlets