



**ACA Monterey Bay Intergroup
Outreach Committee Report
Tuesday, June 27, 2020
Committee Meeting Held June 23, 2020**

Review of Long-Range Goals

Since this Committee started, we have developed, updated and implemented several projects, including Radio Public Service Announcements (PSAs), Therapist letter, Public Information flyer, and printed announcements in newspapers.

The COVID-19 pandemic has put most of our Committee's efforts on hold until further notice. However, in order not to lose momentum, we have re-established regular Committee meetings.

Updates

- Follow up will be made with the two radio stations (KSQD and KSDC) on the status of the PSAs, with referral in the PSA to the acamontereybay.org website for meeting information.
- More Outreach Committee members are still needed. Announcements at meetings will be solicited by asking IGRs to announce at their meetings, and will be included in the IGR Follow Up Items list attached to the Intergroup minutes. We are seeking ideas on other avenues for Outreach.
- Social Media is a new area for Outreach. Ursula has volunteered to assist with gathering information about costs of Instagram and Facebook accounts. In keeping with the 11th Tradition, emphasis will be on attraction rather than promotion. The Committee welcomes questions from Intergroup, and will be answered by Ursula either at the time the questions have been asked or after further research.
- The Committee is asking IGRs to continue keeping attendance counts at their meetings through October. Attendance data will be compiled for a report to Intergroup in November. Attendance counts can be submitted directly to Ursula via email or text by the IGRs. Basically, we need the date of each meeting, number of attendees and number of any newcomers identified. This information should be emailed directly to Ursula at ursulastauder@gmail.com or text at 831-888-7923. The monthly counts should be kept and one email should be sent after the last meetings are held in October.
- The Public Outreach flyers are ready for distribution/posting once the Shelter-In-Place order has been lifted.
- *The Good Times* was contacted to publish the Santa Cruz area meeting list but the publication was suspended due to the pandemic.
- The *Los Gatos Times Weekly* will be contacted to see if the Calendar section it is still being published and the Los Gatos Friday night meeting is still being listed. The listing will be changed to cite the acamontereybay.org website for meeting information.
- The Therapist letter has been edited to exclude reference to enclosed pamphlets. Substitution has been made to reference the acamontereybay.org website. Also, this letter can be requested to be sent to a therapist by sending an email to acamonterebay@gmail.com with the therapist's email address. See attached.

The next Outreach Committee Zoom meeting will be **Tuesday, July 21, 2020 at 2pm**. Please contact Jeannie at 650-380-5254 (text) or email at jeanniemac40@gmail.com for upcoming meeting information.

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