

Public Outreach

June 5, 2021



Greetings from Public Outreach!

As I write this, it certainly *feels* like summertime in the Midwest. The good news is I believe public outreach is beginning to sizzle too.

Have you been hearing or seeing the Al-Anon 20 Questions PSA being played in your districts? The vendor that is running WSO's current public outreach campaign, Nielson Media, has a reporting program that Public Outreach Coordinators have access to. This program, Tableau Public, has self-reported data that shows the number of plays by radio and television stations. The "bubbles" watermark on this report is one of the many different graphs that can be printed. As of this report, the most current data that I pulled runs from 8/25/2020 – 5/15/2021. The largest numbers of plays (by far) are in the Cedar Rapids, Waterloo, Iowa City & Dubuque DMA. They have 1,195 out of 1,642 total plays in Iowa. They are followed by Ottumwa & Kirksville DMA at 232. There are also plays in Davenport, Ames and Sioux City. If you would like a list of these stations, please contact me.

One of the best resources that I have is in the Public Outreach Community on AFG Connects. Everyone is happy to share what they're doing in their state. This was where I first heard of using QR codes to make contactless flyers. In fact, one of the states with very active public outreach is Washington. Their coordinator is putting together a zoom amongst us other coordinators on June 12th to discuss more ideas. All of this enthusiasm stemmed from the WSO Public Outreach conference call in February. It seems I wasn't the only one inspired 😊 I look forward to the next WSO Public Outreach Call in August!

Public Outreach chairs across Iowa have been communicating with me through a POP's (Public Outreach Peeps) email exchange. I've learned what districts are doing in their communities. If you know of anyone doing public outreach in the districts that do not have a DR, please have them contact me or give me their contact information. An exciting Public Outreach endeavor has come to fruition in Mason City. They have contracted for six months with Midwest Truck Advertising for a half tail bus ad featuring the WSO summer road sign design. The route runs from city center to west Mason City. I'm excited to hear how the response is from the ad!

Last, if you get a chance please check out the public outreach display for ideas. These include the new public outreach posters from WSO and different contactless flyer concepts.

Yours in Service,

Michelle K.
PO Coordinator