

# SURVEY REPORT FOR MASS MEDIA OUTREACH COMMITTEE WORK

(Survey October~December 2007, Report April 2008 by Karen Y./Committee Chair)

**EXPECTING THIS REPORT TO BE POSTED ON THE OIG WEBSITE IN APRIL OR MAY (WWW.OREGON-OA.ORG)**

## EXECUTIVE SUMMARY

Top projects: Informational ads inside transit vehicles, and free internet listings. After those were large circulation newspapers, and local newspapers.

Geographical distribution of resources: Opinions vary with some favoring effort equivalent to the amount of meetings, but a modest majority favor weighting efforts toward less populated areas.

Weighting distribution of media funds based on areas' contributions to the fund: A range of opinion, weighted toward not differentiating based on source of funds.

## INTRODUCTION TO SURVEY REPORT

Oregon Intergroup (OIG) has a Mass Media Outreach Committee tasked with raising public awareness of OA through **mass media**, such as newspapers and the internet. A Mass Media Outreach Fund exists to fund projects for this work. Members and groups from the OIG area send donations earmarked for Mass Media Outreach to OIG, and these go to the Fund. We hope donations to the Fund are in addition to regular donations to OIG and other OA service bodies, since they continue to be responsible for essential services.

Recently a survey was performed to provide input to Oregon Intergroup about what mass media projects to pursue and how to distribute projects across our geographical area. The Oregon Intergroup area ranges from SW Washington (Seaview, Longview, Battleground, Vancouver), down the Oregon coast to Lincoln City, inland from Salem up to Portland and their surrounding areas, and east to Hood River.

A few people responded to the survey with concern about putting out information about OA by mass media. It's important people know the term "ad" is used in the OA sense, geared to make people aware of our organization and basic contact information. Local contact information may be included in local media. Also, the Public Information Service Manual published by the World Service Office of OA (WSO) has this to say:

*Tradition 11 states 'Our public relations policy is based on attraction rather than promotion...'. Simply put, this means we do not 'sell' OA. Instead, when others see that we've found something they want, they'll be attracted to OA. Our job is to make sure that compulsive overeaters know our program exists and how to find us.*

One respondent suggested we should have a blog or website. If people are unaware, please spread the word that OIG does have a website ([www.oregon-oa.org](http://www.oregon-oa.org)), and World Service also has an extensive website ([www.oa.org](http://www.oa.org)). There is a website as well for the several states and provinces which make up Region One of OA ([www.oaregion1.org](http://www.oaregion1.org)). All these web addresses are given on the back of the OIG meeting directory.

*Note) Some survey respondents suggested projects outside the scope of the Mass Media Outreach Committee. OIG has a separate Public Information/Professionals Committee whose tasks would cover some of these suggestions, such as raising the awareness of doctors and dentists (Professionals), and putting WSO OA cards up on bulletin boards or making bookmarks for libraries (Public Information). We are currently looking for a volunteer to chair this committee. There is a Public Information Service Handbook to serve as a guide, as well as the support of Intergroup. Outreach to schools and young people is also outside the scope of the Mass Media Outreach Committee, although there was an interesting idea about reaching young people by providing information at gyms.*

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## CONTINUED - INTRODUCTORY INFORMATION

### Survey Distribution was to a sampling of the fellowship (designed to be manageable so the survey would get done).

Distributed at the October 2007 Region One Convention in Vancouver Washington, in the registration packets and available on a table.

Distributed at a few Oregon Intergroup meetings, suggesting people could fill one out and take other survey forms to their meetings.

Distributed by mail to outlying meetings which aren't represented at OIG, i.e. Dallas, Hood River, Lincoln City, St. Helens, & Tillamook, but current addresses for Dallas and Independence weren't found.

### Surveys Returned (from about 200 distributed):

- 5 from OIG groups
  - 15 from individual OIG members
  - 3 from OA members outside of OIG (from the Convention attendees)
  - 2 from OIG area, but unclear whether they are from members or groups
  - 2 no indication of OA member or group
- 
- 27 Total

### Respondents Willing to Assist:

The survey asked "Are you willing to discuss ideas or help out?" Here is the tally of willing folks.

- |           |   |
|-----------|---|
| 1 person  | [a] Are you willing to have a Media committee person contact you to chat about doing a project in your area?            |
| 4 people  | [b] Are you possibly willing to assist with a media project in your area?   |
| 2 people  | [c] Would you like to help out the Media committee (either a little or occasionally, or a lot, or anything in between)? |
| 3 people  | [d] Do you have experience related to media projects, and are you willing to give advice or input sometime?             |
| 10 people | Total members offering to assist at some level  |

*(Members offering to do more than one thing are tallied at the last one offered in the list, e.g. offering a & c counts at [c]).*

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## QUESTION #1- RESULTS: VOTES FOR POSSIBLE PROJECTS

Respondent Category →	OIG Groups	OIG Members	OA Members outside OIG	Unspecified OA	Total Surveys Returned		
Number of responses →	5 groups	15 people	3 people	4	27		
					<b>Total votes per idea</b>	<b>% of votes per idea</b>	<b>Cumulative %</b>
1) Ads inside public transportation vehicles, such as buses and light rail	3	12	2	1	<b>18</b>	<b>14%</b>	14%
2) Free internet resource listings. <i>(Note we currently do have one Craigslist posting)</i>	3	12	1	1	<b>17</b>	<b>13%</b>	28%
3) Large circulation papers (e.g. Oregonian, Tribune, Statesman, Journal, and Columbian)	2	9		2	<b>13</b>	<b>10%</b>	38%
4) Local newspapers and neighborhood newspapers	3	7		2	<b>12</b>	<b>9%</b>	47%
5) Radio	2	4	1	2	<b>9</b>	<b>7%</b>	54%
6) Community cable TV	1	7			<b>8</b>	<b>6.3%</b>	61%
7) Ads on outside of buses	3	4	1		<b>8</b>	<b>6.3%</b>	67%
8) Ads on benches at public transportation stops	1	4	1	1	<b>7</b>	<b>5.5%</b>	72%
9) Ads on the reverse side of grocery store receipts	1	2	2	1	<b>6</b>	<b>5%</b>	77%
10) Regular TV ads	1	3	1		<b>5</b>	<b>4%</b>	81%
11) Electronic billboards (where ours is one of several rotating ads per hour)	1	2	1	1	<b>5</b>	<b>4%</b>	85%
12) Magazines. (Respondents suggested: Prevention, O, Cosmo, Family Circle, womens/mens/glamour mag)	2	1		1	<b>4</b>	<b>3%</b>	88%
13) Paid internet resource listings. (No suggestions from respondents)		4			<b>4</b>	<b>3%</b>	91%
14) Inclusion with shopping ads such as newspaper inserts	1	3			<b>4</b>	<b>3%</b>	94%
15) Inclusion with shopping ads such as mailed coupon packets	1	3			<b>4</b>	<b>3%</b>	98%
16) Banners on buildings in transportation corridors		3			<b>3</b>	<b>2%</b>	100%
17) Regular billboards (expected to be very expensive, so conflicts with doing several smaller projects)					<b>0</b>	<b>0%</b>	100%
<b>Total votes</b>	<b>25</b>	<b>80</b>	<b>10</b>	<b>12</b>	<b>127</b>	<b>100%</b>	

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## CONTINUED – QUESTION #1 RESULTS

### **Note)**

*WSO has several public service announcements (PSAs) which can be used in our mass media work. I believe OIG has had at least a few, and Region One can be a source from which to borrow. Also, the Mass Media Committee purchased a sample of the Poster Kit from WSO as well as the Public Information Service Manual. -K.Y.*

### **Some Other Ideas Suggested relevant to Mass Media:**

Articles about OA in the media.

Someone indicated "The 'Unity with Diversity' Intergroup (Bellingham, Wash.) has developed a lovely sign for use in transit buses."

### **Some Comments for Question #1:**

Ensure groups do free listings in local newspapers.

Build relationships with users and providers of electronic media; the newspaper industry is in decline.

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## QUESTION #2- SURVEY QUESTION & RESULTS

### Question #2) Distribution of resources considering geographical areas.

Given the percentage of meetings in different areas, what percent of Mass Media Outreach do you think should go to an area?

	VANCOUVER, Washington	OTHER WASHINGTON meetings (Seaview, Longview, Battleground)	OREGON COAST	PORTLAND METRO area	SALEM AREA (includes Dallas & Independence)	OTHER OREGON meetings (McMinn, Hood Rvr, Sherwd, Canby)	
<b>% of OIG groups</b>	5%	6.5%	6.5%	59%	15%	8%	
<b>% of Media effort</b>							
<i>number of responses</i>							
4	5%	6.5%	6.5%	59%	15%	8%	Exactly the same as proportion of meetings.
average of 4	11.5%	11.5%	11.5%	32.5%	19%	14%	Weighted toward smaller subgroups of meetings.
1	15%						From a Vancouver resident with comment "Vancouver population is exploding."
1							50% Portland&Vancouver, 50% Rural outreach.
1							Weighted toward areas with fewer members relative to demographics. (no %'s)

### Some Comments for Question #2:

"Probably the most fair distribution is to use the OIG% of meetings, although I'd like to see more for the more isolated areas."

"How the distribution happens differs not in amount, but in type. Smaller towns and rural areas respond more to local newspapers."

"I think community newspapers play a much more important role in small communities. Bus-type transportation is good for.....metro areas."

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## QUESTION #3- SURVEY QUESTION & RESULTS

### Question #3) Consideration of resource distribution related to donations.

Say, for example, 65% of the OIG affiliated groups provide 90% of the mass media outreach donations, 20% of groups provide 10% of donations, 15% of groups do not donate to this fund, and the difference in contributions is related to geographical areas. Should this difference in donations make a difference in where we spend our funds? If so, what kind of difference should it make?

### SURVEY QUESTION #3 RESPONSES:

Differentiate Based on Source of Funds?	Group Votes	Member Votes	Some Comments
No	1	6	1. (Differentiating based on contributions) seems a little divisive. 2. Smaller areas don't have the same number of people to draw funds from, but the need is just as great in the smaller areas. 3. Meetings unable to donate need support. Meetings not interested in donating need to feel included. Meetings able to donate should feel they have some return, but also can support meetings with less resources. Therefore, include all areas. "Unity and inclusion". 4. I think areas that struggle are areas that cannot afford to generate as many funds. The only way for this to change is for them to grow in size, so , no, I don't think this should be a huge consideration.
sort of No		1	Unless we know that the non-contributors are doing something locally, maybe we need MORE outreach there.
Depends		1	(Paraphrased). Small struggling groups may not be able to afford media donations, so I'm willing to donate money to other areas. But if a large group doesn't contribute to the media fund, I don't favor distributing funds to their area.
maybe a little Yes		1	Perhaps a small difference. OIG needs to determine what goals it has and distribute accordingly.
Yes	1		Spend money where money is coming in from, because support is stronger and new people are more likely to be (retained??sp?) in the meeting emotionally too.

### Other Survey Comments to Question #3:

The smaller areas are made up of people in a lower economic base (generally).

"From each according to his ability, to each according to his need."

I think that perhaps overall donations, rather than that silly "second collection" fund, might be a fairer statistic.

### ONE FINAL SURVEY COMMENT:

"Individual groups which are donating need to know WHAT is being done with the money. Some stopped collecting because nothing was happening (or that they heard about)."

### FINAL REMARK:

*Karen Y.*

Thank you for participating or reading. The survey helps provide direction for projects and allocation of resources.

Since the committee is active again, we'll aim to be more communicative as well.

FYI, since Fall 2007 we've usually kept a posting up on Craigslist (internet resource site), and will see about extending this to Salem.