**NFI Meeting – 12.9.2023**

**PIPO Report**

* I sent in an order for addt’l PIPO pamphlets; WSO promotional posters; and the newly revised PIPO manual, using the ‘Reduced Literature’ Form. Original cost without the reduced price would be $780.50 + S & H of $117.18. **With the discount**, it will be approximately $450 (including S & H). We save roughly 50%. Current balance in PIPO is **$665**; remaining balance will be approx**. $200**.
* In conjunction with our PIPO Committee’s roll-out of the ‘Professional Folders’ at Region 8 Assembly/Conv, I’m about half way through creating a google spreadsheet (in the shared drive); which contains all the contact info and numbers of folders members took to give to a professional(s) of their choosing. As a reminder, 33 members took a total of 56 folders. It’s been very time consuming trying to make out phone #’s and email addresses, so I contacted Augusta and she shared with me the Region 8 registration list so I have that as a guide now.
* I rec’d the following email announcement from our Region 8 Chair, although it appears to have been written by Trustee Cindy C, Professional Tradeshows /Public Awareness Committee.

“After several months of dedicated work by many of our trustees; staff and OA’s advertising firm, the new **OA public service announcement** (PSA) **video** has been released. PIPO Committees have used the PSA format in the past to carry the message. The last release was 2009 and is in a format that’s no longer accepted by broadcast media and doesn’t reflect our current unity with diversity standards.”

Several versions of the PSA are now available on a new [oa.org](http://oa.org/) <<http://oa.org/>> Public Information/Professional Outreach (PIPO) page:

* <https://oa.org/service-bodies/public-information-and-professional-outreach/> <<https://oa.org/service-bodies/public-information-and-professional-outreach/>>
* full-length PSA (75-second) for embedding on websites and sharing on social media <https://vimeo.com/overeatersanonymous/oa-has-your-back-psa> <<https://vimeo.com/overeatersanonymous/oa-has-your-back-psa>>
* 30-second PSA for online advertising <https://vimeo.com/overeatersanonymous/oa-has-your-back-psa-30s> <<https://vimeo.com/overeatersanonymous/oa-has-your-back-psa-30s>>
* 60-second English-language PSA package for broadcast television in Canada, USA, Mexico, and South Korea (coming soon)
* 60-second English-language PSA for broadcast television in most countries outside of North America (coming soon)