VIII.

PUBLIC INFORMATION

AGENDA

Conference Committee on Public Information
Monday, April 24, 2023, 9 a.m. – Noon
Room: TBD
Chairperson: Mary M.
Secretary: Patrick C.

Conference Committee Members

Panel 72	Panel 73
Fred A.	Mary A.
Mary M.	Jeannie M.
Richard M.	Christopher M.
Ben N.	Jake S.
	Jan V.

♦ Discussion and acceptance of trustees' Committee report.

A. Review the 2023 Public Information Comprehensive Media Plan.

B. Public Service Announcements (PSAs):

    1. Review the distribution and tracking information for two video PSAs:

        i. "Sobriety in A.A.: My Drinking Built a Wall"

        ii. "Sobriety in A.A.: When Drinking is no longer a Party."

    2. Review the 2022 report on the "Relevance and Usefulness of Video PSAs."

C. Review progress report on the development of a GSO Podcast.

D. Review report on "YouTube Performance."

NOTE: 1989 Conference Advisory Action

Each Conference Committee carefully consider their agenda items and strive to make their recommendations for Advisory Actions to the Conference at the policy level. To be more financially responsible, when a Conference Committee recommendation involves a substantial expenditure of money, an estimate of cost and its impact on the budget be part of that recommendation.

E.   Review report on "Google Ads Performance."

F.   Review report on "Meeting Guide Performance."

G.   Review the "2022 Third Quarter Report on A.A.W.S. Board Oversight of G.S.O.'s A.A. website."

H.   Review report on "AAGV/La Viña Website, Marketing and Podcast."

I.   Review report for "Online Business Profiles"

J.   Review report on analytics

K.   Review progress report on the Young People's Video Project

L.   Discuss feasibility research on paid placement of PSA videos on streaming platforms.

M.   Discuss Public Information pamphlets/materials:

   1.   Review progress report on revision to the flyer "A.A. At a Glance."

   2.   Review progress report on revision to the pamphlet "Speaking at Non-A.A. Meetings."

   3.   Review progress report on revision to the flyer "A Message to Teenagers"

N.   Review progress report on the request to create a new form of communication to address anonymity on social media.

O.   Review report on 2022 A.A. Membership Survey process

P.   Review report on 2022 A.A. Membership Survey results reporting

Q.   Review content and format of P.I. Kit and Workbook

R.   Consider request to implement an Alcoholics Anonymous World Services, Inc. Instagram account.

2023 Conference Committee on Public Information

ITEM A: Review the 2023 P.I. Comprehensive Media Plan

Background notes:

2022 Committee Consideration of the Conference Committee on Public Information:

The committee reviewed and accepted the 2022 Public Information Comprehensive Media Plan (CMP). The committee expressed support for the vision and architecture and reported that this version of the CMP brings a practical and implementable plan into vision. The committee agrees it serves as an inventory of ongoing work and plans, a guideline for the General Service Office and AA Grapevine Office in their work, budgeting processes, and HR planning to effectively support A.A. members in carrying the message to all who suffer from alcoholism.

The committee offered the following suggestions for the next iteration of the CMP to be brought back to the 2023 Conference Committee on Public Information.

- Continue to focus on standardizing a unified stylistic approach in our messaging and media.

- Create a synopsis or executive summary of the CMP as the complete document is detailed.

- Now that we have a CMP that outlines many channels of work the committee requested the Trustees ensure we do not lose the work that is captured and avoid trying to branch off into too many directions and digital platforms.

- Consider the creation of a short video capturing how a Comprehensive Media Plan can be a helpful guidepost as we seek to use new and existing communication platforms, in keeping with our Traditions.

  o ***Staff Note: PI Staff secretary has a PPT presentation that may support the topics to cover if such a video is determined to be needed.***

- The committee recognized that we are a Fellowship of varying technical abilities. The committee noted the importance of ensuring we are not leaving anyone with technical barriers behind.

- Include additional information in the CMP on how Alcoholics Anonymous can connect with the professional community.

- Use consistent A.A. language throughout the CMP versus more marketing or business terminology.

The Staff secretary received additional documentation regarding 2023 CMP updates being requested. One is a March 8, 2022, memorandum from the Communication Services department. Another is a memorandum received June 13, 2022, from the Conference Committee on C.P.C. suggesting further exploration and use of QR Codes.

In 2021 Morgan B., Appointed Committee Member worked to build the framework and structure for the revised CMP full plan. We are seeking to bring transparency to our three-corporation media plan, content, channels, short term work and long-term strategies.

This year, through discussions with the trustees' Public Information Committee, chair, it has been suggested that the committee consider appointing a subcommittee to manage the updates for this year's 2023 CMP.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the need for the development of an updated 2023 Comprehensive Media Plan. The chair appointed a subcommittee to include Morgan B. (chair), Molly A., Al M., and David S., who will review and incorporate the revision considerations as follows:

- 2021 Committee Consideration regarding a deeper understanding of targeted audiences within A.A. relating to all genders and reaching potential members.
- March 2022 CSD memorandum suggested updates
- 2022 PI Committee Considerations
- June 2022 CPC Committee Consideration suggesting exploring QR code use
- A list of ongoing PI projects to be reviewed

The committee enjoyed a demonstration of a draft content calendar that will be incorporated into the 2023 CMP. The committee looks forward to a progress report at the October 2022 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee accepted the report of the Subcommittee on 2023 CMP. The chair of the subcommittee shared a verbal update of the timeline and workplan to complete the 2023 update to the Comprehensive Media Plan. A suggestion was made to ensure that the content creation section of the CMP includes specifications on optimal media production,

including length of audiovisual material created. The committee looks forward to a progress report and a revised CMP at the January 2023 meeting.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2023 Conference Committee on Public Information the final report and the 2023 CMP.

Background:

1. Final Report on 2023 Comprehensive Media Plan

2. 2023 Comprehensive Media Plan

Final Report from 2022-2023 trustees' Public Information Committee (TPIC)

Subcommittee on 2023 Comprehensive Media Plan

January 28, 2023

Subcommittee: Morgan B., chair; Al M., Molly O., David S., and Patrick C. secretary

At the July 2022 meeting of the trustees' Public Information Committee, the chair appointed a subcommittee, with the members listed above to review and update the 2023 Comprehensive Media Plan.

A content calendar was developed by the Communication Services department. It is an internal document only and was determined to not need to be included as part of the actual Comprehensive Media Plan document itself.

Scope: The scope of the committee is based on the following and each item has an "action taken to address the suggestion" to report how the subcommittee dealt with them:

2022 Public Information Committee Consideration

- The committee reviewed and accepted the 2022 Public Information Comprehensive Media Plan (CMP). The committee expressed support for the vision and architecture and reported that this version of the CMP brings a practical and implementable plan into vision. The committee agrees it serves as an inventory of ongoing work and plans, a guideline for the General Service Office and AA Grapevine Office in their work, budgeting processes, and HR planning to effectively support A.A. members in carrying the message to all who suffer from alcoholism.

  The committee offered the following suggestions for the next iteration of the CMP to be brought back to the 2023 Conference Committee on Public Information.

  ➢ Continue to focus on standardizing a unified stylistic approach in our messaging and media.

Action taken to address suggestion: The *2023 CMP "AAWS Analysis Section" now includes the new AAWS website has set an improved and consistent standard for visual branding that we are working to integrate across our communications platforms and collateral, including social media and digital publications. GSO has developed an internal style guide containing current versions of our logos, colors, fonts, and other branding elements for use within the office to further aid branding consistency across all our*

materials.

➢ Create a synopsis or executive summary of the CMP as the complete document is detailed.

Action taken to address suggestion: The *2023 CMP subcommittee reviewed various formats for creating a cover page synopsis or executive summary document and decided to focus more on the content within each section update throughout the 2023 CMP to bring more clarity the plan and continuity to how the information is being presented. The opening and closing statements to the 2023 CMP are meant to provide an overview and vision of next actions going forward.*

➢ Now that we have a CMP that outlines many channels of work the committee requested the Trustees ensure we do not lose the work that is captured and avoid trying to branch off into too many directions and digital platforms.

Action taken to address suggestion: The *2023 CMP subcommittee discussed that the work projects and channels of communication that the GSO and GV offices are focused on are driven by the guiding direction of the Fellowship through the Conference and committee process.*

➢ Consider the creation of a short video capturing how a Comprehensive Media Plan can be a helpful guidepost as we seek to use new and existing communication platforms, in keeping with our Traditions.

Action taken to address suggestion: The *2023 CMP subcommittee discussed the need for such a video and decided to focus more on the content within each section update throughout the 2023 CMP to bring more clarity the plan and continuity to how the information is being presented. Interestingly, a local area held four virtual workshop sessions with the goal "Demystifying the CMP." Several members of the trustees' PI Committee as the Staff secretary and other GSO staff were included in the presentation and discussion panels.*

➢ The committee recognized that we are a Fellowship of varying technical abilities. The committee noted the importance of ensuring we are not leaving anyone with technical barriers behind.

Action taken to address suggestion: The 2023 CMP "Opening page" now includes *as we continue to make our message available in* traditional *and* new formats and channels, *it is always important to remain true to who we are and what we do. Staying consistent with our principles and identity is critical to clearly communicating our message of hope and recovery from alcoholism, regardless of the format or channel through which we communicate.*

➤ Include additional information in the CMP on how Alcoholics Anonymous can connect with the professional community.

Action taken to address suggestion: *The 2023 CMP "addressing outreach to Professionals" in the following ways: We're currently running three Google Search Ads campaigns; "Find a Meeting," "Get Help," and "For the Professionals." Our GSO website includes content and navigation for the professional community; I need help for a patient/congregant/client, I'd like to connect with local A.A, I need A.A. meeting information and What kind of medication can I safely administer to an A.A. member? AA Grapevine website works in progress include creating and deploying landing pages such as "Welcome, Professionals" aagrapevine.org/professionals.*

➤ Use consistent A.A. language throughout the CMP versus more marketing or business terminology.

Action taken to address suggestion: *The updated 2023 CMP "Introduction" and "Key Terms and Definition" shares that the still sick and suffering alcoholic (our "target audience") is seeking our message online, and an online visibility strategy is needed to ensure people can find us. Any online visibility strategy is based on digital marketing principles and tools. We're using marketing not to sell anything but to carry our message. Our ability to carry the message requires our corporations to learn and ascribe to digital marketing best practices and hold our online presence to the highest possible standards.*

From the July 2022 trustees' Public Information Committee report:

<u>Comprehensive Media Plan (CMP)</u>: The committee discussed the need for the development of an updated 2023 Comprehensive Media Plan. The chair appointed a subcommittee who will review and incorporate the revision considerations as follows:

• 2021 Committee Consideration regarding a deeper understanding of targeted audiences within A.A. relating to all genders and reaching potential members.

Action taken to address suggestion: *The subcommittee chair, trustees' PI Committee chair, and the staff secretary discussed adding inclusive language information to the CMP, but we decided against it for this year as GSO is already working on establishing guidance around inclusive language internally.*

• March 2022 CSD memorandum suggested updates

Action taken to address suggestion: *The subcommittee chair incorporated these suggested updates into the 2023 CMP from the Communication Services Department. In addition, CSD, GSO and GV employees supported the section updates applicable to their departments and job responsibilities.*

- June 2022 CPC Committee Consideration suggesting exploring QR code use

Action taken to address suggestion: *The subcommittee was provided an internal document of QR code best practices that is in initial stages of its development. We do not currently have QR codes for any general pages on aa.org or our other digital properties. QR codes are usually used for specific announcements or focused actions to be taken, not for general pages on a website. We do not have anything like that for these pages currently. If a local entity chooses to employ QR codes, even for our website, they will create and manage them.*

What is planned to be provided at the January 2023 trustees' PI Committee meeting to move forward to Conference Committee on Public Information?

The 2023 Comprehensive Media Plan.

Subcommittee's recommendation:

The subcommittee <u>recommends</u> That the trustees' Public Information Committee forward the 2023 Comprehensive Media Plan to the Conference Committee on Public Information. This will allow the fellowship to participate in the development and discussion of all the ongoing work and to allow Conference delegates to capture feedback from the members on these efforts.

##

Trustees' Public Information Committee

Alcoholics Anonymous Comprehensive Media Plan

January 28, 2023

The following is intended to serve as an inventory of ongoing work and plans, a guideline for the A.A. Offices in their work, budgeting processes, and HR planning to effectively carry the message to the alcoholic who still suffers. Overall, this document can be considered a plan for supporting A.A. members in carrying the message to all who suffer from alcoholism. The development of this document occurs through close collaboration between the General Service Board, General Service Office, and AA Grapevine Office and is being presented to the fellowship through the conference process to better communicate all the ongoing work and to capture feedback from the fellowship on these efforts. The structure of this document and the content will evolve over time. Still, its use will remain critical in our efforts to effectively communicate our message of hope and recovery from alcoholism to the world.

As we continue to make our message available in traditional and new formats and channels, it is always important to remain true to who we are and what we do. Staying consistent with our principles and identity is critical to clearly communicating our message of hope and recovery from alcoholism, regardless of the format or channel through which we communicate.

Regular communication about our lifesaving content is vitally important in today's colossus of communication. We seek to make our public service announcements more available to the suffering alcoholic by making them available wherever people consume information. We can also make our content more shareable to support recovering alcoholics already carrying the message of hope and recovery. A focused effort is underway to develop content that is more readily available across multiple formats for our fellowship to share while staying well within our spiritual principles.

As we go on learning how to be more effective with this information in a multitude of channels such as our websites, Instagram, YouTube, LinkedIn, Meeting Guide App, Online Business Profile listings, and Podcasts, we will need to allow our employees the flexibility to pilot different approaches that fall within our guiding principles and measure their effectiveness in carrying the message. For each new experiment, we will want to

ask ourselves how to determine if this was more effective in carrying the message. We will need to continue to ask ourselves if we are making the most of the strengths that each of our corporations brings. As our Executive Editor recently shared, AAWS publishes the collective voice of A.A., and Grapevine publishes the collected voices of A.A. members. Are we allowing each to shine as brightly as possible in carrying the message?

Detailed Plan Table of Contents

Section 1: Introduction

Introduction

The Comprehensive Media Plan and its subsequent tactical implementation is a primary focus of the Trustees' Public Information Committee. It is submitted to the Conference Committee on Public Information annually for review. This document serves as a strategic communications plan and review for Alcoholics Anonymous and its incorporated brands. The following pages represent current business standards in outlining such plans and serve as a benchmark to build on year over year. These documents are prepared to chart a course for communication strategy, measure effectiveness and accomplishments, and reevaluate their effectiveness as things change. The guiding principles for this plan are firmly rooted in the Twelve Steps and the Twelve Traditions of Alcoholics Anonymous.

Each year, the Trustees' Public Information Committee will update this document regarding suggested items for action in the upcoming calendar year and topics for consideration in the following year. The trustees' P.I. Committee shares information about the plan and seeks input from AAWS, AAGV, and other Trustees' Committees as needed.

Communication is at the heart of A.A.'s mission to extend the hand of recovery from alcoholism to anyone who seeks help. It begins with one alcoholic sharing their experience, strength, and hope with another alcoholic. From there, it takes on more forms: group meetings, district committees, area assemblies—an entire Conference structure served by three Boards and two corporations. This "upside-down triangle" is the pathway for A.A.'s internal communication structure. This document should speak to both internal messaging and external communications. Storytelling is an integral part of A.A.'s history; how the message of sobriety and hope is carried to the members, potential members, and the people they affect is the basis of this plan.

Key Tenets Developed for Technology/Communications Strategy

- Our goal is to get the still suffering alcoholic to local resources that can provide immediate help
- Our content needs to be inclusive and accessible to all we serve
- We need to be present where our audiences are searching for our messages
- Our message needs to resonate with each of our core audiences in voice and tone
- We must identify and address any unnecessary internal obstacles to be more responsive and agile

- Provide consistent/stable anchor points for members and partners to seamlessly connect to, utilize and engage with our content
- Identify opportunities to better coordinate and share content from and across PI, CPC, AAGV, Boards, and office

We further discussed that our success in future communications and sharing of content would require that we find solutions that can balance our Conference mandated Governance with the current culture's:

- Affinity for social media
- Desire for more concise, engaging, and frequent communications
- Preference for mobile app-like experiences

Media has been a key outreach tool for Alcoholics Anonymous since our earliest days. Still, over the last few decades, the media and technology landscape has evolved far beyond what our founders would have imagined. Balancing our traditions with the ways we utilize technology is of critical importance. That being said, "attraction rather than promotion" cannot be an excuse for failing to carry the message online. It is our responsibility to adapt to new technologies and hold ourselves to the highest standards as a Fellowship. What sets us apart from a typical business is that our success is measured in lives saved rather than profit.

The still sick and suffering alcoholic (our "target audience") is seeking our message online, and an online visibility strategy is needed to ensure people are able to find us. Any online visibility strategy is based on digital marketing principles and tools. We are using marketing not to sell anything but to carry our message. Our ability to carry the message requires our corporations to learn and ascribe to digital marketing best practices and hold our online presence to the highest possible standards.

Key Terms and Definitions

1. **Brand Identity** – This section represents the "voice" of our messaging. For example, a Digital or PDF pamphlet may have a different look or feel to teenage alcoholics vs. professionals. Still, it would contain some consistencies to make it look like it came from the same organization.
2. **Budget** - We should be strategic and mindful of utilizing Seventh Tradition contributions, keeping within the Board's fiduciary responsibility when embarking on projects.
3. **KPIs** – Key performance indicators are necessary to show our goals have merit and that we are adequately working towards executing them. KPIs are the foundation of accountability and reporting.

4. **Media Objective** – To help the sick and suffering alcoholic and provide accurate information to the public about A.A.
5. **Recovery Landscape** – A.A. and Non-A.A. entities that provide similar or overlapping help to problem drinkers **or** provide the help that A.A. does *not* provide.
6. **SEO** – Search engine optimization is the practice of improving your website's rankings for relevant search terms in search engine organic search results.
7. **Target Audience** – Those seeking help with a drinking problem and those that serve on the frontlines with alcoholics.

Section 2: Creative & Identity

This section covers the look and feel of the Alcoholics Anonymous brands, including AAWS, Grapevine/La Viña (the publications), and much of its communication assets as it currently stands in 2023.

A brand is easily identifiable marks, messaging, and imagery that conveys its identity to its target audience. It should be very closely tied to the communication strategy and voice of the brand. A brand voice is a uniformity in the selection of words, the attitude, and values of the brand while addressing the target audience or others. It is how a brand conveys its brand personality to the external audience.

Key Message: There Is a Solution
Value Proposition: What Is the Problem A.A. Addresses?
● Need for recovery from alcoholism.
● Dependence on alcohol and wreckage of life

AAWS Analysis

The new AAWS website has set an improved and consistent standard for visual branding that we are working to integrate across our communications platforms and collateral, including social media and digital publications. GSO has developed an internal style guide containing current versions of our logos, colors, fonts, and other branding elements for use within the office to further aid branding consistency across all our materials.

The challenge now is to bring this visual standard to our older, more traditional collateral, including pamphlets and books that were not created or revised recently. All our literature would benefit from an automatic review schedule in which their content *and appearance* would be evaluated to ensure it is still accurate and appealing to current audiences. Any

outdated materials could then be brought to the attention of the conference or the appropriate office/board.

Literature and Pamphlets are a key representation of our fellowship; if they are perceived to be outdated, irrelevant, and even ridiculous, we are perceived to be those things as well. Pamphlets might easily be someone's first impression of our fellowship, and we must stop undermining our credibility by offering outdated materials. Keeping our materials updated, appealing, and available in a mobile-friendly digital format is critical to improving public perception of A.A.

Progress is being made, but there are ongoing concerns that are still needing to be addressed. The AAWS Board has stated that there is already a process in place to ensure the appearance of the pamphlets is routinely evaluated, but pamphlet covers are often not being updated when their content is updated or when needed. It has also been said that updating cover art is an edit that is already within the power of the publishing department but, again, it is still not being done at the pace that's needed.

Ongoing Concerns:
- Lack of consistency in appearance between old and new materials.
- Materials do not work together visually, which sends an unclear message.
- The wording/written content of some pamphlets is being updated as needed, but the covers/artwork is not, leading to materials *looking* outdated, despite being current, which decreases their odds of being read and credibility.
- Poor image/design quality: images across the assets are often quite poor—clip art, old-fashioned looking, stock photos, and many that do not add any visual value that aligns with the corresponding message AAWS is trying to put forth.
- Young people are unable to access or identify with our lifesaving message because the materials being presented to them appear to be outdated to the point of ridiculousness.
- The A.A. name and identity marks are used by many other entities, which is confusing to key audiences, and, most importantly—to the still-suffering alcoholic.

GV Analysis

GV and La Viña have a better, more modern, and clear identity. Their assets mirror each other more closely and have a more visible voice. They do not come up in searches under ancillary keywords but do come up with direct keywords. Their consistency across all platforms is better than AAWS with a clearer understanding of their purpose: to gather and tell the personal stories of A.A. members recovering from Alcoholism.

GV and La Viña are one of our most powerful tools in helping alcoholics find recovery. We are storytellers; the first thing that resonates with us is one alcoholic talking to another. Beyond everything else, identification leads to the process of recovery.

Section 3: Websites

The intent of this section is to focus on the primary websites for AAWS and AAGV. This includes the sites' main landing pages, associated subpages, and store websites that sell AAWS or AAGV products. These sites support AA.org and AAGrapevine.org.

AA.org

Current Status

The 2004 General Service Conference recommended that:
- The AAWS Board should continue to manage the Website through its
- Technology/Communication/Services Committee.
- Any correspondence, requests for changes, or requests for reports on the Website would continue to be responded to by the AAWS Board.
- The AAWS Board would be responsible for preparing a quarterly report for the trustees' Public Information Committee for their review. The report would include the following information:
  - Changes to the Website
  - Updates on Website activity
  - A summary of requests or correspondence from the Fellowship regarding the Website and a summary of actions taken by the AAWS Board in response to those requests or correspondence.
- The AAWS Board would prepare an annual report for the trustees' P.I. Committee summarizing all Website quarterly report information. The report, along with any additional comments from the trustees' Committee, would be forwarded to the Conference P.I. Committee for their consideration.

AAWS launched the new aa.org website in late 2021. The goal of the new website was to make the site more accessible, responsive, usable, and modern. The new website presents Alcoholics Anonymous as a credible, relevant resource to new visitors and delivers value to existing members. It still consists largely of the content of the previous website but provides a consistent experience across desktop and mobile devices.

Improvements in Progress:

- Improved search capability
- Compatibility with assistive technology standards (ADA compliant)
- Search engine optimization (SEO) strategy and backend implementation
- A working group has been established to evaluate and provide recommendations for improving our analytics tracking and reporting.

Planned Future Projects for 2023:

- Dynamic FAQ function
- News/press room
- Enhancement of Daily Reflections
- Additional improvements in accessibility, search, and SEO

Key Ongoing Website Requirements

Content and Navigation for Key Audiences

The information architecture should define the best path and best content to meet the needs of each user group. As part of discovery, we want to research and test the message and use of media content for primary segments. We strive to create the highest quality content and user experience for the key audiences we have defined and help them find the information they seek as efficiently as possible.

Key Audiences:

- Still sick and suffering - active alcoholics/potential A.A. members and their family and friends
    - How do I stop drinking?
    - How do I find a meeting?
    - I'm looking for help for a loved one.
    - Am I an alcoholic?
    - Is A.A. for me? Will I fit in?
- Current A.A. members, inside and outside the service structure
    - How do I find a meeting?
    - How do I keep from relapsing?
    - How should a meeting run?
    - Where/when are upcoming conventions?
    - I need to order literature.
    - I need information about the GSO service structure.

- ○ I'm looking for service opportunities.
- The professional community
  - ○ I need help for a patient/congregant/client.
  - ○ I'd like to connect with local A.A.
  - ○ I need A.A. meeting information.
  - ○ What kind of medication can I safely administer to an A.A. member?

We have created landing pages to address the needs of each audience, but these should be continuously improved based on feedback and the needs of the user. Analytics data should also play a key role in how we assess our efficacy.

The pamphlet pages can serve as landing pages for visitors reaching our website from organic search results or links from external websites but are currently not providing nearly as much value as possible from a user experience perspective or a search engine optimization perspective. The webpage for each pamphlet currently contains a picture of the cover, a link to the store for purchase, and a link to the PDF version of the pamphlet. Having the content on the webpage itself instead of requiring the user to click through to the PDF would be highly beneficial for the user experience by removing a step between the user and the information they are seeking and for search engine optimization.

The General Service Office is currently exploring solutions for embedding the pamphlets into the webpage. Outside of having the pamphlet's content on the webpage, we could also add links to related literature and other useful information for the intended audience of the pamphlet.

Advanced search capabilities

Search needs to deliver fast, accurate, easily understood results. Advanced search options may be necessary for some content areas. In addition, the search functions independently in each language. All features of our website are typically available in English, Spanish, and French for audiences in the U.S., Canada, and Puerto Rico. We handle our own translations, but this aspect of the site does impact the overall design and number of pages.

Currently, we are still dealing with data issues on the backend and working towards our core functionality goals. Still, in the future, we would like to improve search functionality in several ways:

- displaying targeted search results that only include results for the specific criteria searched on - for example, postal code, city, and state.

- search results taking language into account (for example, searches in Spanish should prioritize Spanish-language organizations in results)

Connect Users to Their Local AA

One core purpose of AA.org is to help users connect with AA and find meetings in their local area. The new AA.org does not provide AA meeting information; instead, it links to the local sources of this information. See the Find AA page for how we present the information: https://www.aa.org/find-aa. This is one of the most used and frequently complained about features on aa.org.

Several years ago, we conducted a focus group with local entities, and they were overwhelmingly opposed to adding meeting finder functionality to aa.org. The commonly held belief was that people looking for meetings were a primary source of online traffic and general exposure for local entities and the services they provide for their local communities.

Providing accurate meeting information is one of the main responsibilities of local A.A. intergroups, central offices, areas, districts, and answering services. These entities are also local and better equipped to connect individuals with A.A. resources in their local area, and many have 24-hour phone coverage to provide assistance at any hour.

Ability for A.A. members to access service materials

A.A. provides a variety of services through a local committee system. These committees are provided with resources by AAWS, Inc., most of which are available on our current website at aa.org/service-committees.

This area of the website could be improved to better support the critical tasks of service members by expanding the individual committee pages to include links to the digital contents of their kit. We currently have links to the workbook and a list of the contents in the kit, but not the content of the kit itself. The PDF lists the kit contents and links to the content, but it is difficult for the user to understand and navigate. This is especially important in light of current supply chain issues affecting the availability of the physical kits.

Updated visual style

The visual style of the site needs to be continuously refined and updated while maintaining the current logo and blue people graphic.

Optimized performance

AA.org is a heavily trafficked site and needs to deliver industry-standard response times both on desktop and mobile devices. Back-end performance, front-end performance, mobile versus desktop, payload sizes, and the number of assets, as well as time to first byte, should be continuously maintained and improved to meet rising technological standards.

Flexible and easy-to-understand website framework

The backend content management needs to be understandable for those with less technical knowledge but comprehensive enough to maintain and update all aspects of the website properly. AAWS staff can now create and edit content independently of the web developer.

Security compliance

This site is required to be PCI compliant.

Cookies and Privacy

AA.org is compliant with current national and international privacy laws as they apply to non-profits and continues to work with appropriate parties to review our privacy policies and practices.

SEO and Metadata

- Basic descriptions and cleaned-up titles to match the visible titles on items have been applied to most assets in English, Spanish, and French; work continues to develop any missing content.
- As often as possible, we will use the same descriptions on aa.org and the online store. Simplifies writing/translation and helps SEO to relate items across platforms.
- A review of filters will be undertaken in 2023.
- All Newsletters in English, Spanish and French titles and dates/years were updated to be uniform.
- Descriptions have been prepared for most newsletters based on article titles in each issue. No entry field is available yet. This issue was identified to our vendor.
- Improved H1 tags have been applied to many top-level pages. Work continues to draft, review and translate the remaining page H1 tags and alt tags for all images.

Translations

Any new content must be translated and added to the French and Spanish versions of the website.

Next Steps for AA.org

Moving forward, it is essential we continue to prioritize website functionality, content, domain authority, expertise, authoritativeness, trustworthiness, video aggregation, and search engine optimization.

When anyone, anywhere, reaches out for help, we want the hand of A.A. always to be there. Potential members seek help across all online platforms and search engines, making search engine optimization and improving online visibility critical. To increase our visibility, we are in the process of implementing an ongoing search engine optimization (SEO) plan for the AA.org website.

Analytics

We moved to Google Analytics for AA.org and Meeting Guide in 2021 in conjunction with the relaunch of aa.org. This brought our website, online bookstore, app, and Google Ads together under one analytics software for easier comparison and holistic planning. We have also successfully updated our implementation to GA4, as Universal Analytics will no longer process data after July 2023. A significant amount of time during the GA4 implementation was spent to ensure our implementation is in line with cookie opt-out and online privacy standards.

Work is underway to reimagine our standard reporting for each online platform beginning with the following preliminary recommendations:

● Use the four key audiences as a basis for segmentation.
● Identify overarching questions about A.A. in general that apply to each platform and then diversify the subset of questions per platform according to their intended audience/s.
● Keep a narrative element to the reports and incorporate those story elements into the data presented, including comparisons, outliers, concerns, and insights.
● Make the data digestible by readers with varied understandings of analytics.

A.A. Grapevine Websites

Grapevine and La Viña Websites

As of December 2022, A.A. Grapevine maintains two websites; one Grapevine site that includes the current magazine, archives, store, and other features and one parallel La Viña site for Spanish-speaking members.

Aagrapevine.org is the primary website for all things Grapevine. This site includes the landing page for A.A. Grapevine with links to the magazine, the archives of A.A. Grapevine stories, a Get Involved page for material related to carrying the message with Grapevine for Grapevine Reps (GVRs), the AA Grapevine store with subscription signup, and books and other products. This main page includes links to the LaViña, Carry the Message Project, Podcast, ePub, and AA.org. The site provides a one-stop shop for users to purchase A.A. Grapevine material. Aalavina.org parallels aagrapevine.org but has unique content from Spanish-speaking members.

Aagrapevine.org contains:
- Stories by A.A. members for anyone interested in recovery from alcoholism
- Digital subscriptions
- Access to the Grapevine Story Archives (every story printed since 1944)
- Audio streaming
- Online store
- Digital calendar of A.A. events
- Information about writing for the magazine
- Guidelines for submitting art and photographs
- Information for Grapevine Reps (GVRs)
- Cartoon contest
- The month's current issue (including all stories recorded so you can listen)

Aalavina.org contains:
- Spanish-language members' stories
- An original Spanish language audio story every other month
- Resources for A.A. Hispanic community members
- Digital calendar of events
- Information about writing for the magazine
- Guidelines for submitting art and photographs
- Spanish language store
- Information for La Viña Reps (RLVs)

Work in progress:

- Defining original vs. duplicate content on the Drupal GV website. More than 400 URLs have been manually checked and updated since the audit process began in March.
- Created and deployed a customizable page on "Linktree" for GV and LV. The "Link in Bio" tool is available on both Instagram accounts as follows:
- linktr.ee/aagrapevine and linktr.ee/aalavina
- Created and deployed landing pages
  - The "Welcome, Professionals" aagrapevine.org/professionals
  - The "Fun in Sobriety Book" aagrapevine.org/fun-in-sobriety-book
  - The "Diversión en sobriedad" aalavina.org/diversion-en-sobriedad
  - The "Concepts 60 years" aagrapevine.org/concepts60years
- Refreshed and deployed a new look for the upper half Homepage for both GV and LV websites. Now it displays three feature boxes that are customizable and editable in-house by the Web Coordinator.
- In coordination with North Studio, work continues to improve the aagrapevine.org and aalavina.org website maintenance and support.
  - The events URL pattern was updated to include the date.
  - Sobriety Calculator: Added a line "You have been sober for" on the home page. On the landing page, add a string and count for "Your total days sober is." Removed the total icons "seconds," "minutes," and "hours."
  - Resources page: Added a new item link to download the "2025 International Convention FAQ" document. This is available on both GV and LV sites.
  - Refresh the content and link under the "We Are Here To Help" GV & LV site.
- Ongoing maintenance work of the mailing distribution lists of the Constant Contact marketing mailing system.
- Ongoing work on creating and setting newsletters:
  - Weekly Web Exclusives,
  - Monthly GV Product News,
  - Quarterly Your Group newsletters,
- Overseeing the setting of the GV & LV daily quotes on the websites and blast emails.
- Ongoing work on building UTM codes and adding them to the AAGV newsletters, blast communications, and the linktree items.

- Ongoing work in collaboration with Stikky Media, improving the metadata for both aagrapevine.org and aalavina.org websites. So far, in 2022, together, we have optimized 52 pages.
- Created and deployed the landing page for the AAWS Armed Forces Interview Project on both GV and LV websites
    - aagrapevine.org/armed-forces-interview-project (GV
    - aalavina.org/proyecto-fuerzas-armadas (LV)
- Updated the content under the Important Updates landing pages, displaying links to information/notices/projects in G.S.O. and AAGV, Inc.
    - aalavina.org/actualizaciones-importantes (LV)
    - aagrapevine.org/important-updates (GV)
- Updates were deployed to the GV and LV Drupal websites to hide the month and year from the start and end of the article and audio titles. In coordination with the web vendor, developed and implemented new "Magazine section fields" dropdowns on the GV and LV Drupal websites. Now articles and audios display what section they belong to.
- Ongoing work on building UTM codes and adding them to the AAGV newsletters and blast communications to better track data in google analytics. Ongoing work with the website marketing team on improving the metadata for both aagrapevine.org and aalavina.org websites.

Online Listings Management Plan

Online business listings are pages that display your business's information on directory websites, search engine result pages, social media, and business review sites. We currently have business listings on Google, Bing, and Yelp. The individual search platforms automatically generated these with our publicly available company contact information. We took ownership of all three in 2019 to correct inaccuracies and use the opportunity for improved public relations. Currently, the information on each listing is correct.

There are public review, comment, and question features on these listings that cannot be turned off or removed. By ignoring these comments in the past, we were leaving inaccurate/inappropriate comments in place and missing an opportunity to provide help and contact information. Work is underway to respond to all comments and questions in the backlog weekly.

Approved actions:

- Review listing information monthly. Correct any inaccuracies or update with new information.
- Fully update business information.
- Interaction with comments/questions: Depending on the comment, use short, accurate response text from a Staff member on Public Information or provide contact information for the person at the office who can best address their concern.
- For reviews that are aimed at A.A. in general or local entities and not G.S.O. specifically, we attempt to remove them when possible because the listing is for G.S.O. specifically. If they're looking for general information that we can provide, we'll respond appropriately.

Actions to be discussed in the future:
- Use of "special announcements" and other features offered by the platforms.
- Add office photos as appropriate (Not currently approved).

Google Ads

We're currently running three Google Search Ads campaigns; "Find a Meeting," "Get Help," and "For the Professionals." For each of these campaigns, we provided Google with a list of keywords that, when searched for, we'd like our ad to appear. Our ads will never be shown unless someone searches for keywords directly related to our ads, restricting our potential audience to those actively seeking our message.

- All links in the ads lead back to aa.org.
- The highest click-through rates continue to relate to finding a meeting.
- Our ads are reaching a wide range of ages and genders. Men between 25-34 are currently the top group interacting with our ads.

Our Google Ads campaigns are funded through a Google Ads grant for nonprofits. We're given up to $10,000 per month, but we only spend about $2,000 per month. We're not spending the full amount available because the Google Ads are "pay-per-click," and we're not getting enough clicks to spend our budget. We're not getting enough clicks partly because our keywords are so specific that they don't have a high enough search volume and partly because the campaigns aren't fully optimized. Ongoing management should improve performance and allow us to utilize more of our budget. We're currently reevaluating our analytics reporting so future iterations of the CMP will have more information about our campaign performance.

A.A. running ads of any sort naturally raises questions about how we're adhering to the 7th, 11th, and 12th traditions. The 7th tradition states that A.A. groups should be fully self-supporting, declining outside contributions. Many A.A. bodies have interpreted this to not apply to resources equally available to any non-profits. Donated television and radio airtime for PSAs has long been acceptable to A.A., and the Google Ads grant program is very similar. The grant has no "strings" or affiliation in the same way that we aren't beholden to or affiliated with the television networks that air our PSAs.

The 11th tradition states that our public relations policy is based on attraction rather than promotion. What this is really referring to is self-promotion, i.e., "tooting our own horn." This doesn't mean A.A. is a secret society or we should stop engaging in P.I. work. The Google Ads are a P.I. tool no different than those we've utilized since our founding. Google is one of many online search engines people use to seek help with a drinking problem. Google's organic (non-paid) search results are dominated by for-profit recovery centers that can afford to spend thousands of dollars per month on search engine optimization. We can't and shouldn't compete with them, but the Google Ads grant gives us an opportunity to be visible where we otherwise wouldn't have the opportunity and reach people who otherwise wouldn't have found us.

Some members have voiced concerns about anonymity and Google Ads because of things like cookies and data tracking. Anonymity and online privacy are very different concepts. Users have control over their own online privacy; Google Safety has a Privacy Controls dashboard that allows users to see, control, and delete the data that Google tracks. Google Ads also has policies that prohibit advertisers from targeting users based on personal hardships or medical conditions, meaning that no one will ever be served an ad for a for-profit recovery center because they clicked one of our ads.

Current Status:

The G.S.O.'s Communication Services Department is currently responsible for managing and updating Google Ads campaigns. Managing includes tasks such as:

● Evaluating and experimenting with ad targeting
● A/B testing ad copy and design
● Adding/removing keywords and negative keywords
● Changing keyword match type
● Testing multiple landing page options
● Approving/denying basic campaign suggestions provided by Google Ads
● Generating quarterly reports

2022 Completed Tasks:

- Updates to tagging and tracking using Google Tag Manager
- Updated bidding strategy and conversion settings
- Created and implemented a new campaign for professionals
- Converted original ad sets to responsive ads
- Developed new ad copy to fill empty options in original responsive ad campaigns

2023 Goals:

- Ensure all ads have as many variations of copy as possible
- Develop new ad sets based on analytics and keyword research
- Monitor the performance of existing ads and explore opportunities to improve
- Ensure that each ad has the right conversions set and that they're being properly tracked

QR Codes and UTM Codes

QR codes are machine-readable codes consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a smartphone. Exploring ways to utilize QR Codes on our P.I. materials has been an ongoing conversation in the trustee's P.I. committee and the publishing department. Publishing is planning on gradually adding QR codes to different materials to gauge usefulness and efficacy before making decisions on further usage.

One of the first materials to include a QR code is the forthcoming pamphlet on the results of the 2022 A.A. membership survey. The QR code will direct users to a dedicated landing page with more information.

When using QR codes, it's important to consider the destination of the link and implement a UTM code into the link to track engagement properly. A UTM code is a basic snippet of code added to the end of your URL to assist with tracking the performance of content campaigns. There are 5 URL parameters available for tracking, including content, term, campaign, medium, and source. Including a UTM code in a link allows us to use analytics to track exactly where the click came from, so we know how many people scanned the QR code.

UTM codes are already used at the Grapevine and GSO in various applications. Communication Services uses UTM codes on the Meeting Guide news items, and Grapevine uses UTM codes in its newsletters. Data tracking and analytics are key to gauging the reach of our efforts and making decisions in planning future campaigns.

GSO and Grapevine will continue to deploy UTM codes when appropriate and explore further applications.

Section 4: Public Relations

"We are trying our best to reach more of those 25 million alcoholics who today inhabit the world. We have to reach them directly and indirectly. In order to accomplish this, it will be necessary that understanding of A.A. and public goodwill towards A.A. go on growing everywhere. We need to be on even better terms with medicine, religion, employers, governments, courts, prisons, mental hospitals, and all those conducting enterprises in the alcohol field. We need the increasing goodwill of editors, writers, television, and radio channels. These publicity outlets—local, national, and international—should be opened wider and wider, always forgoing, however, high-pressure promotion tactics. It is to, and through, all these resources that we must try to carry A.A.'s message to those who suffer alcoholism and its consequences."
Bill W. Concept XI page C38 Twelve Concepts for World Service 1962

Strategy

Public Information strategy includes messaging and content dissemination through utilizing key stakeholders as the vehicle of the brand voice. Here are some key tactics:

- Annually develop a content and public information calendar.
- Identify representatives to speak about A.A. to the public, professionals, and the press.
- Build and keep a current press list, including friendly press outlets and cultivate those relationships.
- Maintain a tracking matrix covering press releases and media contacts that include the reach of all coverage.

Talking Points:

No matter what your age, no matter what your gender, or background, if you are drinking too much, A.A. offers a solution.

Our competence to speak about alcoholism is limited in subject matter to Alcoholics Anonymous and its recovery program.

Alcoholics Anonymous is a fellowship of people who share their experience, strength, and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership is a desire to stop drinking.

Current Efforts

Press Releases

The General Service Office currently contracts with Cision/PR Newswire for the professional electronic distribution of press releases. The current contract allows for the distribution of 6 releases annually.

Releases are generated and coordinated through the Public Information assignment. Press release content creation is the three-way responsibility of Public Information, Publishing, and Communications. All releases are made available in English, French, and Spanish. Also, the PI desk provides electronic press kits on request as background to releases. A recent list of press releases may be found on the Press and Media page.

Identification of individuals to speak about the topic(s) covered by the content is determined by the Public Information Coordinator and Communications, based on the specific need and always bearing in mind the principles outlined in A.A.'s 12 Traditions.

Cision/PR Newswire provides analytic data for releases it distributes. Releases are also placed on the aa.org website, which has its own analytics.

Grapevine and La Viña have their own processes for press releases. They don't do press releases such as AAWS might do to announce a new GSB Chair or the like, out to the general public through the media. Rather their communications and announcements, like announcing a new Publisher or a podcast, are done within the fellowship with email blasts and in our newsletters.

Direct Communications

This includes announcements sent to members, staff, board members, Delegates, Districts, Areas, and local Intergroup/Central offices.

Types of announcements include messages from the General Manager on any number of topics, including but certainly not limited to 7th Tradition updates and news about GSO of interest to the Fellowship. The current General Manager has stated a personal goal of one "announcement" per month. Announcements are sent out using the e-mail marketing platform Campaign Monitor, using the available data in the GSO NetSuite software.

Box 459 is an inward-facing publication sent out four times a year on a seasonal (Winter, Spring, Summer, Fall) rotation, both electronically and as hard copy to a small subscription base, as well as to all groups in the Fellowship Connections database.

Quarterly Reports are sent out from the General Service Board to all Conference members, and AAWS sends out "Highlights from AAWS" on a Quarterly basis as well.

Improvements

The timing of releases traditionally was based on internal events such as new publications or International Conventions. We now have an expanded Public Information calendar, which incorporates external events (i.e., Alcohol Awareness month, public holidays, Sober January) as an opportunity to increase understanding and highlight of our message. And as previously mentioned, it now includes Grapevine and La Viña efforts. All Direct Communications are now included in the Content and Public Information calendar.

Next Steps

As part of a longer-term strategy, consideration of a media relations position/assignment would give the ability to tactically target specific members of the media with story ideas and feature coverage in conjunction with broad press releases.

There are many opportunities for Public Information to raise awareness about Alcoholics Anonymous in the lead-up to the quinquennial convention. Conference actions, such as electing a new board chair, as well. These news opportunities around Conference actions and noteworthy Board elections follow a regular schedule and so can easily be incorporated into a PI calendar.

External Messaging around events can provide significant opportunities for PI to work with local media outlets in the host cities before, during, and after the International Convention. Also, it has been the practice of GSO to hire a local media professional in the host city to leverage the most publicity possible before, during, and after the International Convention.

Consider media training for Class A Trustees to help them best serve as effective messengers of A.A.'s core messages.

Section 5: Content Creation

Content Calendar

The GSO content calendar, maintained by the Communication Services department, contains regularly scheduled announcements and content to be distributed to the Fellowship via appropriate channels and platforms. With the goal to keep a record of and track GSO's content on an annual basis, staff members and departments are responsible for sending to CSD up-to-date information on planned content.

Calendar content includes regular newsletters such as Box 4-5-9, About A.A., and Sharing from Behind the Walls. Also included are planned announcements from Publishing, monthly Grapevine News, Meeting Guide app news, press releases, quarterly reports, LIM bulletins, and more.

TV PSAs

Public Service Announcements (PSAs) have long been recognized and used as PI tools for many non-profit organizations, including Alcoholics Anonymous. The first mention in the History & Actions of the Trustee's Committee on Public Information is 1966, with the continual production of 15-second, 30-second, and 60-second television PSAs throughout the following decades. Changes in the industry can be detected through the actions from the first mentions of cable TV requirements in the early 1980s to the increased need for professionals to get the PSAs distributed because of the sheer volume of TV outlets, to changes in submission formats, right up to current requests to research the placement on streaming services.

Television stations air public service announcements in unsold commercial airtime. Whenever a station has a commercial break, if the ads during that break are not entirely sold out, stations will turn to PSAs to fill that gap. A.A. makes an investment in the production of the content, distribution, and tracking, and the stations provide the airtime. Therefore, PSAs fill a content need for the stations. The commercial value of the airtime provided to A.A. (as well as other nonprofits) over the years is in the hundreds of millions of dollars.

The professional production quality of our PSAs is key to the success of the campaigns over the years. The better the quality of a PSA and the messaging, the more stations will play them. While it used to be that stations were mandated to provide airtime, that is no longer true. With the vast numbers of PSAs that come to the stations, high production values are essential for successful placement.

Local Public Information Committees also use PSAs within their committees and at information sessions. The PSAs are also available on the aa.org website for viewing. Local committees are also very helpful in getting broadcast quality PSAs to television stations and outlets that may not have been covered by GSO's initial distribution or providing an extra push to elevate the playing of our PSAs by building local cooperative relationships.

Each year through the General Service Conference process, the Trustee's Public Information Committee and Conference Committee on Public Information, in partnership with the Public Information Coordinator at GSO, work with the Fellowship to review the usefulness and relevance of the PSAs developed for Alcoholics Anonymous through this process:

- Existing PSAs are reviewed, and each is assigned a status: continue their distribution in their present form, perform select edits or retire the PSA.
- New PSAs may be requested for development.
- New distribution channels may be considered.

The GSO Staff on the P.I. Assignment leads any project to produce new PSAs, whether they are for broadcast television or radio placement, as well as to edit any existing PSAs. The production process includes our Publishing Department and third-party service providers to create or edit a PSA. All new creative content is sent through the committee process to Conference for approval. Once approved, a service provider is engaged to ensure that the broadest possible distribution occurs throughout the U.S. and Canada service structure. Analytics and tracking data are provided to the committees for review.

We also seek ways to repurpose or update creatives to ensure that if straightforward revisions are made, it may maintain the relevance and usefulness of a PSA for a longer period. This could mean something as simple as updating a voice-over tagline recording.

The freshness of content is also important. At about the six-month mark of distribution for newly developed TV-PSAs, we typically start to see a dip in usage over time. Often, stations start to focus on newer campaigns, and airings start to decline. So, we re-distribute or "refresh" the PSAs to give the campaign a second wind and keep the results momentum. This gives stations another shot at airing the PSAs if they did not run them the first time. For stations that aired the spots and have taken them out of rotation, this also helps generate new airings. On average, we typically see a 10-25% increase in stations airing PSAs following a refresh. We use new station airings as the primary benchmark for refresh increases because growth in airings, impressions, and media value can come from existing stations.

Strategy
- Create high-quality content to ensure the broadest possible distribution
- Refresh content as needed
- Track performance to measure the impact of various executions and the overall success of the program
- The continued effective use of resources such as our PI Appointed Committee members, who are professionals in the field, is essential in terms of keeping an active eye on the ever-changing media landscape, ensuring we do not miss new opportunities.

Progress Report
- In 2022 TV PSAs in the US in English and Spanish reached 94,624 airings, 459,786,475 impressions, and $24,672,294 in media value. Canadian airings total 8,390 (unfortunately, we do not have impressions or media value for our Canadian distribution).
- The Conference Committee reviewed and accepted the distribution and tracking information for two new video PSAs:
    1. Sobriety in A.A.: My Drinking Built a Wall
    2. Sobriety in A.A.: When Drinking is no longer a Party
- A call-to-action plan was developed to enable local committees to support the distribution of new PSAs.

- Including links to our PSAs at the bottom of signature lines in emails or in email communications to promote local committees to become additional distributors on their websites and local professional agencies.

Improvements
- As opposed to paying an outside service provider to edit and repurpose content or the time on the PSA, we could use internal editors to make multiple stories, 15 seconds, 30 seconds, and 1 minute.

Next Steps
- Research is underway to explore the use of paid placement of PSA videos on various streaming platforms, including, but not limited to, Netflix, Hulu, and YouTube. More specifically:
  - Compare paid versus donated media value ads and the effectiveness of these different approaches.
  - Include research on Canadian streaming platforms to better understand PSA regulations and the specific streaming platforms found within Canada.
  - Obtain A.A. member feedback from various age groups on the desire from the Fellowship to embark on A.A. paid placement ads on streaming platforms.
  - Discussions underway with Mesmerize Point PSA Distribution Project. This service would distribute our TV PSAs in select doctor's offices, community-based organizations, and independent pharmacies at no charge. The agreement is currently under review.

Radio PSAs

As with the television PSAs, A.A. has long found radio PSAs to be very effective tools. Currently, this is especially true in small, under-served, and remote locations, where local radio stations play a large part in service to those communities. In parts of the US and Canada, where infrastructure does not support more complex technologies, radio is a true lifeline. Therefore, the importance of providing radio/audio content for those stations about A.A., such as our PSAs, becomes clear. All radio PSAs were reviewed in 2021, and tag lines at the end were updated to reflect the latest contact information for A.A. The broadcast-quality PSAs are available on the website for direct download and through the PI desk.

While radio might at first glance appear to be an older, less effective technology in terms of comparative reach, it is, in practice, one of our most valuable tools for local committees.

We do not directly distribute any radio PSAs. We're not currently tracking downloads from our websites, but this would be useful to implement in the future for tracking usefulness and distribution. There's currently no review schedule for radio PSAs.

Podcasts

GSO Podcast

This was the 2022 Additional Committee Consideration from Conference Committee on Public Information:

- The committee reviewed the progress report and GSO Podcast Plan and considered all the proposals, and the work completed this past year. The committee met with the Grapevine publisher, Communication Services staff, and Publishing staff, who responded to key questions. The committee suggested that the trustees' Public Information Committee, Communication Services Department, and A.A.W.S. Publishing Department, in cooperation with the staff secretary, focus on proposal one, to consider moving in the direction of creating a GSO Podcast using the A.A. Grapevine podcast experience.

The committee shared that the focus described in the 2021 Advisory Action, "Podcasts providing sharing within the Fellowship and information about A.A. to the public be produced and distributed by GSO in cooperation with the Grapevine Office," is on target and that GSO can create episodes on many service-related discussion topics. The committee feels that the different topic focus will help avoid competing with the Grapevine Podcast. To support the successful continued development of the GSO Podcast, the committee offers the following suggestions and looks forward to a progress report to be brought back to the 2023 Conference Committee on Public Information.

- Entrust GSO to manage the podcast's creation and adherence to A.A. principles to allow the seamless production of a regular series of episodes.

- Ask the trustees' Public Information Committee to research the best methods for future podcast episodes to be completed in Spanish and French.

- Develop the methodology to invite participants in recorded sessions based on topics to include our trustees, staff, and members in the episodes.

- Establish internal and external resources to support the production of the GSO Podcast. It may be helpful to engage freelance support that brings experience in creative Podcast development and formatting.

- Implement analytics as described in the GSO Podcast Plan to report annually to the Conference Committee on Public Information.

The General Service Office's podcast work was initiated by a proposed agenda item that led to a Conference Advisory Action of the 71st General Service Conference.

Strategy
- Podcasts providing sharing within the Fellowship and information about A.A. to the public be produced and distributed by GSO in cooperation with the Grapevine Office
- Create episodes on many service-related discussion topics.

Progress Report

The Grapevine podcast team provided the GSO team with a thorough walk-through of the process and tools Grapevine utilized to produce their podcast episodes. The committee discussed a consideration to research the best methods for future podcast episodes to be completed in Spanish and French. This research will follow the development of the English version of the podcast. An idea was presented to consider if the GSO podcast could simultaneously play as a video on the AAWS YouTube channel.

Next Steps

- Clarify and articulate the purpose and mission of the Podcast. The "mission statement" will be included as the public Podcast short description that tells prospective listeners what to expect; this description will also help to inform episode topics.
- Fill in the required roles identified in the Draft Podcast roles spec to support podcast creation.
- Proceed to develop new episodes

AAGV Podcast

History

The Grapevine podcast reflects the magazine as much as possible by being focused on members' recovery from alcoholism. It reflects
- Strong adherence to AA Traditions
- Focus on recovery from alcoholism
- A fun mood, reminiscent of having coffee at a diner after a meeting
- Regular features such as "Ask the Old-timer," "What's in a Name," "Stump the Thumper" (big book trivia)
- Humor from the magazine
- Audience participation is encouraged
- Half-hour program with a new episode released every week.

Distribution

The podcast launched on October 4, 2021. As of November 9, 2022, 59 episodes have been produced. The podcast is available on all the most popular podcast platforms (Apple Podcasts, Spotify, etc.) and via Grapevine's podcast player at https://www.aagrapevine.org/podcast.

Strategy

- Enrich members' sobriety, attract members to Grapevine products, and perhaps attract alcoholics to A.A.
- Provide an immediate, intimate connection with A.A. members.
- Be available anytime and anywhere.
- Use the podcast to enhance the Grapevine brand in the minds of members.
- Attract members to Grapevine magazine, digital subscriptions, and books.
- Attract alcoholics to A.A.

Progress Report

- As of 12/17/22, the podcast has had more than 300,000 downloads.

- Listeners peak on Mondays, the day new episodes publish, which indicates the podcast is developing a loyal following.
- Approximately 54% of listeners use Apple Podcasts, 15% use the AAGV site, and 13% use Spotify —other platforms making up the difference.
- The audience listens overwhelmingly on mobile devices, with mobile apps at 78% and mobile browsers at 12% or 90% total. Desktop listens account for 4%.
- Operating device numbers confirm the overwhelming use of mobile devices with iOS and Android by 87% of listeners.
- The podcast was the fifth-highest landing page on aagrapevine.org during September (the home page, sobriety calculator, login, and magazine are the top four).
- The audience is 88% in the United States, with Canada making up 7%. Great Britain brings about 1% of the audience, and we reach members as far and wide as Panama, Kenya, and Estonia.

Comparisons

Here is an excerpt from an article on Podcast.co:

"One of the key sections that'll be interesting to any podcaster.
If your new episode gets, within seven days of its release:

- more than 29 downloads, you're in the top 50% of podcasts.
- more than 101 downloads, you're in the top 25% of podcasts.
- more than 386 downloads, you're in the top 10% of podcasts.
- more than 938 downloads, you're in the top 5% of podcasts.
- more than 4,683 downloads, you're in the top 1% of podcasts.

Grapevine currently averages 2,000+ downloads within the first seven days of release, so by this standard firmly in the top 5%.

Next Steps

- AAGV is exploring launching a second podcast with a female host and a different content strategy.
- Leverage the podcast as a building block to the larger goal of the digital Grapevine on a smartphone app, with all things Grapevine with subscribers at all times.

Section 6: Literature

AAWS Publishing Department

Very early in our history, A.A. made the decision to be its own publisher, a decision that has meant a great deal to the unity, growth, and good health of the movement.

Starting with the Big Book, A.A. has developed a broad range of materials designed to carry the A.A. message of recovery and articulate the principles of the A.A. program.

The Publishing department coordinates all aspects of creating and publishing these materials, including all books, pamphlets, CDs, and other formats. The department is also responsible for translating literature into French and Spanish for A.A. members in the U.S. and Canada and working with other countries to have A.A. materials translated into multiple languages as requested by those countries. The department also handles all customer service for our literature, monitors inventory and warehousing, and keeps track of all copyrights and permissions.

In addition to Conference-approved materials, AAWS publishes service materials such as guidelines and bulletins, reports, and A.A. directories. Much of the material published by AAWS is also available in different formats, including large print editions, audio, CD and DVD editions, braille, and ASL.
The department also:

- Creates catalogs and order forms
- Oversees translations/licensing of A.A. World Services copyrighted material
- Handles research and development for new publications and new formats
- Processes all literature orders
- Maintains inventory control
- Addresses customer inquiries regarding orders
- Maintains small in-house shipping department
- Manages outsourced warehousing and shipping companies

The Conference Approval Process

The addition of a new book or pamphlet is not approached lightly. Here is an outline of the process:

- Usually, the need is well researched by Conference and trustees' committees, which move the idea forward. If the need does not appear to be urgent or broad enough to justify a new publication, the project is abandoned or deferred; if the need is clear, work is started.
- From the first draft to the last, committee and staff members — and occasionally a broadly representative special panel — are free to criticize and to suggest, underlining what they feel will best express the A.A. point of view. This process takes time — months or even years.
- When all the preparation work is completed, a manuscript is forwarded to the appropriate Conference committee for discussion. If the committee recommends approval, it moves to the Conference as a whole. If not, it returns to the appropriate trustees' committee or the Publishing department for further revision or discussion.
- If two-thirds of Conference members agree to the manuscript as presented or with specific edits approved by the body, the new piece of literature is entitled to bear the designation, "This is A.A. General Service Conference-approved literature." The same process is used for developing audiovisual and digital materials.

For AA Grapevine and La Viña, the Conference reviews proposed topics for every Grapevine and La Viña book as well as Grapevine policies. The Conference does not review material in advance of publication in the Grapevine or La Viña magazines; to attempt this as a matter of procedure or policy is viewed as impractical for a monthly or bimonthly magazine, and the Conference Charter notes that "nothing herein shall compromise the Grapevine editor's right to accept or reject material for publication."

Grapevine & La Viña

The A.A. Grapevine is the international journal of Alcoholics Anonymous. Written, edited, illustrated, and read by A.A. members and others interested in the A.A. program of recovery from alcoholism, the Grapevine is a lifeline linking one alcoholic to another. Often referred to as our "meeting in print," the A.A. Grapevine communicates the experience, strength, and hope of its contributors and reflects a broad geographic spectrum of current A.A. experience with recovery, unity, and service.

The awareness that every A.A. member has an individual way of working the program permeates the pages of the Grapevine, and throughout its history, the magazine has been a forum for the varied and often divergent opinions of A.A.s around the world. As

such, articles are not intended to be statements of A.A. policy, nor does publication of any article imply endorsement by either A.A. or the Grapevine.

A.A. Grapevine also publishes books and related items in English, as well as Spanish and French. The best-selling Grapevine and La Viña book title is Language of the Heart, which contains all of Bill W.'s 150+ Grapevine articles. All titles are also available as eBooks and a number as audiobooks as well.

La Viña History

In 1995, the General Service Conference addressed the expressed need within the United States and Canada for a Spanish-language edition of the Grapevine and gave its approval to the idea. In July 1995, a special edition of the Grapevine in Spanish was produced, containing articles that had already appeared in the English magazine. La Viña launched as a bimonthly publication for Spanish-speaking members of A.A. in June 1996.

Grapevine Story Archive

Almost every Grapevine article and letter ever published has been preserved online. With articles written by A.A. members from June 1944 to the present, the Story Archive offers a vivid account of A.A. history (including every article published in Grapevine by co-founder Bill W.) as well as a view of the Fellowship today.

The Archive is available through a seven-day free trial or with the purchase of a subscription, and visitors can search it by location, author, or subject to find the first version of the Traditions, to learn what A.A.s have said about such topics as sponsorship and self-support, and to explore how much — and how little — A.A. has changed. Readers may also browse through the collection by department, topic, or date to find hundreds of jokes and cartoons, along with thousands of articles. La Viña digital archives are also available. Digital subscriptions to the Grapevine or La Viña include access to 20 stories per month in the Archive.

Books & Pamphlets

"Today, as in the early days of Alcoholics Anonymous, the A.A. mes-sage of recovery from alcoholism is carried by one alcoholic talking to another. However, since the publication of the first edition of the Big Book in 1939, literature has played an important

role in spreading the A.A. message and imparting information about the A.A. Twelve Step program of recovery. A.A. co-founder Bill W., who often called the influence of A.A. literature "incalculable," wrote in the May 1964 issue of the Grapevine, "Suppose, for instance, that during the last twenty-five years, A.A. had never pub-lished any standard literature…no books, no pamphlets. We need little imagination to see that by now, our message would be hopelessly garbled. Our relations with medicine and religion would have become a shambles. To alcoholics, generally, we would today be a joke and the public would have thought us a riddle. Without its literature, A.A. would certainly have bogged down in a welter of controversy and disunity." (The Language of the Heart, p. 348) Bill's words ring just as true today." Source: A.A. Guidelines – Literature Committees.

The cornerstone of our program and A.A. literature is "Alcoholics Anonymous" generally known as the Big Book, which was first published in 1939. More than 37 million copies of the title have been sold across 73 different languages, with 28 translations pending in various stages of development. Today the title is available in a range of formats, including print, digital, audio, braille, large print, and ASL.

A.A. World Services Inc. (A.A.W.S.), one of the two service corporations of A.A. (the other being A.A. Grapevine Inc. or AAGV)), publishes not only the Big Book but additional book titles, including "Twelve Steps and Twelve Traditions", "Daily Reflections," "Came to Believe," "As Bill Sees It," "Living Sober" and more. Each title is available in a variety of formats and a number of different languages as well. In addition, A.A.W.S. publishes more than 60 pamphlets on a wide range of topics. In addition to Conference-approved materials, A.A.W.S. publishes service materials such as guidelines, newsletters and bulletins, reports, and A.A. directories.

A.A. Grapevine Inc. publishes a monthly magazine, the Grapevine, in English as well as a bimonthly Spanish language magazine, La Viña. In addition, Grapevine publishes books derived from the magazines, of which "Language of the Heart", the collected Grapevine writings of Bill W., is the best seller. Grapevine has a robust multimedia presence, including a website featuring the Grapevine archives as well as a podcast, Instagram and YouTube accounts, and a daily email.

Strategy

Develop a broad range of materials designed to carry the message of recovery and articulate the principles of the A.A. program.

Publish the historical and contemporary experiences of recovering members of A.A. through their personal stories.

Ensure A.A. content reaches the broadest possible audience through a variety of tactics:

- Translate materials into a variety of languages, with Spanish and French being primary in North America
- Create a wide range of formats so the message of recovery can be carried to the fellowship in whatever forms they prefer to consume content.
- Develop a variety of accessible formats to ensure the message can reach those with various accessibility challenges. And complement that format strategy with distribution strategies to reach audiences such as incarcerated persons.
- Develop targeted content to reach the broad scope of the fellowship and enable our diverse members to see themselves easily in the program. Ranging from Black and Hispanic members to the young and LGBT to those of various faiths and many more.
- Develop targeted content to reach those outside the fellowship who serve as important referrals of the still sick and suffering alcoholic to the program, including medical, human resources, legal, and corrections professionals as well as faith leaders and educators

Progress

Revised Pamphlets published this year:
- "Is A.A. for You?"
- "This Is A.A."

New A.A. Grapevine / La Viña books published this year:
- Fun in Sobriety
- Sobriedad Emocional

Managing through Supply Chain Disruptions and Backorder
Worldwide paper, printing, manufacturing, trucking, and other delivery disruptions continue to beset the supply chain — and cause backorders of books and other items throughout the publishing industry. This has resulted in late replenishment dates for

a number of titles and, as a result, a dramatic increase in the number of titles out of stock.

A.A. Service Manual Revisions

A number of errors were identified in the most recent edition of the service manual. Corrections are in process.

Twelve Steps and Twelve Traditions Printing Error

A printing error was found in the most recent printing of the 12 and 12 and an erratum slip was printed and inserted to acknowledge the error. Six different English editions with erratum are now available for ordering.

Current Efforts

Literature Revisions in Progress
- Big Book – Fifth Edition
  - A Fifth Edition of the Big Book, Alcoholics Anonymous, is being developed that will include an update of stories to better reflect current membership, keeping in mind the 1995 Advisory Action that: "The first 164 pages of the Big Book, Alcoholics Anonymous, the Preface, the Forewords, 'The Doctor's Opinion,' 'Dr. Bob's Nightmare,' and the Appendices remain as is". The draft Fifth Edition of the Big Book would include a new foreword, an updated preface, and updates to expand on existing ideas in Appendices III and V. 2,500 new stories have been submitted for consideration and are currently under review.
- Alcohólicos Anónimos – Fourth Edition
  - A Fourth Edition of the book is in development, including an update of stories to better reflect current membership. New stories have been submitted for consideration and are currently under review.
- Plain and Simple Language Big Book
  - Alcoholics Anonymous (Fourth Edition), is being translated into plain and simple language and developed in a way that is accessible and relatable to as wide of an audience as possible.
- Twelve Steps and Twelve Traditions - Revisions
  - Firstly, a revision is being made to page 117 in the book, Twelve Steps and Twelve Traditions, replacing the phrase "opposite sex" with the word "partner," and a footnote will be added to provide context to the change as it relates to inclusivity.

- ○ Secondly, the sentence which includes the phrase "lustful enough to rape" in paragraph one on page 66 in the chapter "Step Six" will be revised to refer to the Seven Deadly Sins without specific mention of examples that are severe in nature and a footnote will be added to provide context as to the basis for the change.
- The booklet Living Sober is being revised to add language regarding safety and A.A.
- A number of existing pamphlets are being updated to better reflect the current membership.
- "A.A. for the Black and African-American Alcoholic" is being updated to include fresh stories and a new title that is respectful and inclusive.
- "Frequently Asked Questions About A.A." is being revised by omitting the text on page 17 "…including coffee, sandwiches, cakes or whatever else may be served".
- "Questions and Answers on Sponsorship" is being revised to update the language around the suggestion that a sponsor and newcomer be of the same sex on page 12.
- "A.A. for the Native North American" is being updated to include language that is both respectful and inclusive of all Indigenous peoples, as well as adding fresh stories and updating inaccuracies contained in the current pamphlet.
- "Questions and Answers on Sponsorship" is being revised to add text regarding safety and A.A.
- "Twelve Traditions Illustrated" is being updated with non-offensive, contemporary text and illustrations.
- "The Twelve Steps Illustrated" is being updated with new illustrations keeping in mind color, diverse expressions of spirituality, and accessible interpretation of meaning in the illustrations.
- "Young People and A.A." is being updated to better reflect the experiences of young people in A.A. today.
- "A.A. in your Community" (P-31) is being updated to provide more current information for professionals who work with Alcoholics.
- "A.A. and the Older Alcoholic" is being updated to better reflect the experiences of people over 60 years of age getting sober in A.A. today.
- "For Professionals: How A.A. 'Bridges the Gap' to Help Alcoholics" is being updated for currency and inclusion to reach a broader scope of treatment settings about temporary contact services.
- "Is There an Alcoholic in Your Life?" is being updated.

New Pamphlets in Development

- "Alcoholics Anonymous: 2022 Membership Survey" is being developed to share the results of the 2022 membership survey.
- A video animation of the pamphlet "The Twelve Concepts Illustrated" (currently published by the General Service Board of A.A. Great Britain) is being adapted and produced.

Audiobook Production
- Daily Reflections audiobook
  - Corrections in Spanish and French have been narrated, recorded, replacing errors, and completed in post-production. Download is projected to be available in March 2023.

Video Production
- LSQ / QSL Video of "Access to A.A." pamphlet. Production Completed.

Digital Distribution Update

Digital sales are managed through AAWS distribution partner Ingram CoreSource. Net Sales (January 2022 – September 2022): $143,394 across 73,371 units

Top 5 Titles (last 30 days)
- Alcoholics Anonymous, Fourth Edition (audiobook)
- Alcoholics Anonymous, Fourth Edition (ebook)
- Twelve Steps and Twelve Traditions (ebook)
- Twelve Steps and Twelve Traditions (audiobook)
- Daily Reflections (ebook)

Accessibility

ASL video of the pamphlet "Access to A.A." is underway with talent selected and translation underway with video production scheduled for the second quarter of 2023.

Military Audio Project - anonymity-protected audio interviews are in development with military professionals about their experience with A.A. as a resource for posting online.

Top Selling AAWS Titles in 2022

English

1. Big Book, hardcover
2. Big Book, softcover
3. Is A.A. for You?
4. A Newcomer Asks
5. A.A. at a Glance
6. Q&A on Sponsorship
7. This is A.A.
8. Twelve & Twelve, softcover
9. Twelve & Twelve, hardcover
10. Problems Other than Alcohol

Spanish

1. A.A. at a Glance
2. Information on A.A.
3. Where do I Go from Here?
4. Problems Other than Alcohol
5. Twelve & Twelve, softcover
6. A Message to Teenagers
7. Big Book, hardcover
8. Living Sober
9. Is A.A. for Me?
10. FAQ About A.A.

French

1. How it Works
2. Information on A.A.
3. Where Do I Go from Here?
4. Is A.A. for You?
5. Problems Other Than Alcohol
6. A.A. at a Glance
7. A Newcomer Asks
8. This is A.A.
9. Big Book, hardcover
10. Many Paths to Spirituality

Top Selling AAGV Titles in 2022 (English, Spanish and French)

1. Prayer and Meditation
2. Emotional Sobriety: The Next Frontier
3. Language of the Heart (softcover)
4. Fun in Sobriety
5. Women in AA
6. Emotional Sobriety II
7. El Lenguaje Del Corazón
8. Voices of Women in AA
9. Free on the Inside
10. Language of the Heart (hardcover)

Next Steps

Given the multi-year nature of the AAWS publishing process for books and pamphlets, most of the projects underway will continue into 2023 and some well beyond. Additional tasks will likely be identified at the 2023 Conference.

Grapevine tentatively plans to publish 2 new book titles in 2023, including 1 Spanish title(s).

Grapevine is exploring the development of a mobile app, which will provide access to the many features and formats of AAGV for a modest monthly cost.

GSO Newsletters and Bulletins

- Box 4-5-9: quarterly; special articles cover public information, cooperation with the professional community, and correctional and treatment facilities activities; English, French and Spanish editions. Free digital subscriptions are available through aa.org.
- About A.A.: published semiannually; designed to inform professionals interested in alcoholism (the only bulletin aimed primarily at non-A.A.s). English, French and Spanish editions. Free digital subscriptions are available through aa.org.
- Loners-Internationalist Meeting (LIM): confidential bimonthly bulletin of A.A. Loners (Lone Members), Homers (housebound members), and Internationalists

(seagoing A.A.s); excerpts of correspondence and lists of names and addresses of LIM members who wish to correspond with each other.

- Quarterly Report: covers activities of the General Service Board, including A.A. World Services Inc., and A.A. Grapevine, Inc. English, French and Spanish editions.
- Sharing from Behind the Walls: four issues a year; contains excerpts from letters by people in custody received at GSO and distributed by local correctional facilities committees to A.A. groups behind the walls. English, French and Spanish editions.

Literature in Corrections Settings

Conference-approved AAWS and Grapevine copyrighted eBooks and audiobooks are available on tablets and desktops in corrections venues, prisons, and jails. They can now be accessed by incarcerated people and by the professionals who serve them.

Strategy

Grapevine and AAWS continue to work to create contracts with vendors who supply tablets in correctional facilities in the United States. The plan is to continue to enlarge the number of vendors we have contracts with and increase the range of items of A.A. literature available. The Canadian Corrections Working Group has been appointed to help get literature on tablets in Canada and to increase awareness and participation in the Corrections Correspondence Service.

Progress report

The current number of tablets managed is approximately 317,000, but it will soon increase to more than 400,000 throughout the United States.

Current Statistics

- GTL & Edovo (These vendors share content)
    - Tablets – a total of 117,100 in 209 facilities across 44 Areas.
    - E-Books – 12 English titles, 9 French & Spanish titles.

- For the period March-November there have been 4,855 new starts, and 694 completes.
- Audio Books – 3 titles in English, French, & Spanish. 13,892 total starts, 9,724 completes.
- The Big Book and *Living Sober* are the most downloaded audiobooks. We are currently in the finishing stages of producing an audiobook for *Daily Reflections (first quarter 2023 release).*

- Securus Jpay – (Lantern educational portal)
  - Tablets – a total of 200,000+ in 240 facilities
  - Same ebooks (no audiobooks) as on GTL/Edovo
  - Reporting yet to be accessed

- Ingram CoreSource – OverDrive (Libraries and Institutions)
  - Same selection on ebooks and audiobooks are available for access via institutional Libraries and venues that use this vendor hub (primarily jails).
  - Reporting is yet to be accessed – vendor dashboard is being redesigned

New and emerging vendor development

- ViaPath has merged with GTL, the technology arm of Edovo)
- Tablets – a total of 200,000+ additional tablets will soon include our literature for access by persons in custody across 50 states.
- The CypherWorx "Learner" educational portal may be soon populated with our items (in the exploratory stage now; target 2023 possible go-live).

Literature Currently Available

AAWS (English/Spanish/French)

- Alcoholics Anonymous/Alcohólicos Anónimos/Les Alcooliques Anonymes
- Twelve Steps and Twelve Traditions/Doce Pasos y Doce Tradiciones/Les Douze Étapes et les Douze Traditions
- Daily Reflections/Reflexiones Diarias/Réflexions quotidiennes
- Living Sober/Viviendo Sobrio/Vivre… sans alcool!

- Alcoholics Anonymous Comes of Age/Alcohólicos Anónimos llega a su mayoría de edad/Le Mouvement des Alcooliques anonymes devient adulte
- Came to Believe/Llegamos a Creer/Nous en sommes venus à croire
- Dr. Bob and the Good Oldtimers
- As Bill Sees It/Como lo ve Bill/Réflexions de Bill
- Experience, Strength & Hope/Expérience, force et Espoir
- A.A. in Prison: Message of Hope/Les AA en prison: d'un detenu a l'autre
- Pass It On
- Our Great Responsibility

Grapevine

English/Spanish:
- The Language of the Heart
- The Beginners Book
- Voices of Women in A.A.
- Step by Step/ Frente a Frente
- One on One
- No Matter What
- Making Amends
- Happy, Joyous and Free/ Felices, Alegres & Libres
- Real AAs, Real Recovery
- Un Dia a la Vez

English language audiobooks:
- The Language of the Heart
- The Twelve Traditions
- The Best of Bill
- It Works If We Work It

Spanish language audiobooks:
- Lo Mejor de Bill
- Los Doce Tradiciones Y El Bienestar De AA (Volumes One & 2)

GV Magazines
- July Corrections Issues going back to 2015

La Viña Magazines
- July/August issues going back to 2015
- Additional material for ViaPath (GTL/Edovo)
- In May, we also created an AudioProject playlist (member produced audio) specifically for ViaPath (GTL/Edovo), entitled "A Fresh Start."
- Lo Mejor de la Viña

Jpay ebooks
- The Language of the Heart
- Step by Step
- The Daily Quote Book
- Spiritual Awakenings
- The Best of Bill

Current Efforts

AAWS and GV continue to work with key vendors to provide literature on tablets in correctional facilities and continue to increase the number of literature items available on the tablets.

The corrections staff member will send quarterly updates to the Fellowship to provide updates and information on any ongoing steps they can take to ensure that the literature is made available to the members in custody. The corrections staff member also maintains a monthly progress report of literature accessed by the members by area and correctional facility.

Next Steps

There are plans to get demonstrations on how persons in custody access literature on tablets from the vendors to help us serve and inform our committees and the Fellowship.

The Canadian Corrections Working Group will meet with CSC and provide an update on tablet use in Canada.

Section 7: Social Media

AAWS YouTube Channel

The current AAWS YouTube channel was launched in 2017. There are over 7,800 subscribers to the channel, with 100+ videos uploaded.

The videos include informational videos for members of the fellowship, physicians, and employers, and all of the current video PSAs. Through YouTube analytics, we can gain

some idea of visitors' demographics to our channel, including geographic location, age, and gender.

Strategy

- To create an online video channel for access to online videos developed by Alcoholics Anonymous with a clean, attractive design.
- To house AAWS video content, offering local service structures and Inter-groups the ability to embed video content directly into their local websites.
- To share AAWS video content more broadly in a contemporary medium while significantly improving the ability to find videos online.

Current Efforts

Due to concern over the fact that YouTube plays other videos and advertisements before and after the uploaded video, we have posted disclaimers to support our tradition of no affiliation. Suggested Videos are a personalized collection of videos that an individual viewer may be interested in watching next based on prior activity. AAWS cannot control suggested videos, but we add a disclaimer at the end of each video and attempt to optimize our YouTube analytics, so that suggested videos are appropriate and relevant. Still, much like a television PSA, we have no absolute control over what ad, commercial, or suggested video appears after our video.

The most important thing we can do as we establish and expand our YouTube channel is establish one consistent brand and focus on building high-quality content. While optimizing our existing videos is essential, creating a publication calendar and considering ways to utilize our existing A.A. content and transfer it to video form is even more critical. A YouTube channel that is not fresh and frequently updated languishes as viewers lose interest. We lose the potential benefits of the Google/YouTube relationship if we don't consistently improve our channel.

We can utilize our existing analytics to guide us as we schedule our videos. It's evident that healthcare and other professionals are already using our channel. What other ways can we carry the message to professionals and make our channel easy and attractive to them? How are we letting them know that our channel exists?

Videos include a mix of conference approved videos and service-related videos that are approved by staff - following the same processes in place for similar literature.

Efforts are underway to bring our videos into alignment with best practices to help the platform better find and serve our content to viewers:

- A "Subscribe to Channel" end card. (Status: we have a tiny button on most, if not all, videos that leads to subscribe, but we have not added a big subscribe button due to concerns over "promotion")
- A video promotion playlist or recently uploaded end card (status: we have several playlists but are not creating enough ongoing new content to warrant added development)
- A compelling, SEO-friendly title (status: implemented for all videos)
- An appropriate thumbnail image that matches the video and engages the viewer. (Status: part of rebranding project)
- Descriptions and tags should always be utilized, including best practices for inclusion of keywords (status: implemented for all videos)
- Use industry standards for closed captioning for increased accessibility of the videos (status: underway)

In addition, work is underway to present new video branding, replacing the bumpers that slow down our video creation and posting process. This single change will allow us to move significantly faster in posting and creating video content.

Next Steps:
- Continue adding most, if not all, video content to the YouTube channel. (Note: some fellowship-oriented content that would not be understood by the general public out of the context of aa.org is not posted to the public YouTube channel).
- Move on to phase 2 of keyword research/updates to further optimize SEO.

GV YouTube Channel

The AAGV / La Viña YouTube channel currently has more than 9,000 subscribers. In an average month, 2,800 videos are viewed. The most popular videos on the channel receive between 100 and 500 monthly views each. In a typical month, 1-3 of the top 10 most viewed videos are in Spanish. Topics include information on Grapevine and La Viña and stories recorded by members of the fellowship that are presented in an audio-only format to protect anonymity.

AAWS LinkedIn

Linkedin serves as the professional social networking platform which hosts more than 600 million professional profiles along with 55 million companies listed on the site. AAWS's presence on Linkedin allows us to communicate and share our mission with the professional community by providing relevant and informative content.

When the LinkedIn channel was approved by the 2018 Conference Committee on Cooperation with the Professional Community, they set out the following narrow scope and use of the profile:

- Offer another digital resource, in addition to www.aa.org, where professionals can find accurate information about A.A.
- Broaden the reach of the *About A.A.* newsletter for professionals
- Provide a platform where our professional friends may recommend us
- Raise awareness of exhibits staffed by local C.P.C. committees at national and local professional conferences.
- Expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates
- Reinforce the continuing relevance and efficacy of A.A. to professionals.

Current Status

The CPC Staff member works closely with CSD to develop a content calendar and regular cadence for posting. Currently, we post twice per month. Recent posts have included a listing of A.A. exhibits at national conferences, A.A. resources for the professional community, information on support for Spanish speakers who are looking for help with a drinking problem, and explanations of A.A.'s steps and traditions. The LinkedIn account is also used by Human Resources at GSO to list current job openings.

Content Strategy & Tactics

LinkedIn's search results algorithm depends on the frequency and relevancy of content. Currently, we do not show up for "AA" search, but only if you search "Alcoholics Anonymous World Services, Inc.". AAWS Communications Dept and the Cooperation with the Professional Community have identified and prioritized the following content for posting:

High Priority:

- "About A.A." releases
- Press releases - 7 per year with Public Information
- Yearly anonymity letter with links to additional anonymity resources
- New videos appropriate to the professional audience
- Vacancy announcements (Boards/Nominating)
- Employment opportunities (Office/Human Resources)
- A.A. Events hosted by GSO or where Board/Office members will be present. Specifically, any event professionals can attend as guests. This can include professional conferences where A.A. may have a C.P.C. display.
- Seek Grapevine and La Viña resources that are relevant for the professionals.
- Hashtags for the Linkedin postings in English are approved and in use.

Low Priority:

- CPC/PI related video highlights
- CPC/PI literature/resources highlights to include FAQs and short, straightforward content
- Call out older issues of "About A.A." with articles that are still relevant
- Open Letter to Health Care Professionals
- Highlight the YouTube channel as a resource
- Who/What are Class A's (for the LinkedIn page, Class A's should be referred to as non-alcoholic trustees which will allow the professional community to understand the difference between the A's and the B's)
- Encourage Class A's to link themselves to the page as a resource. Consider relinking their introduction articles from newsletters and possibly adding headshots.

Next Steps

The following is a list of potential next steps which may be considered to expand the use and visibility of A.A. on Linkedin. Each suggested topic will be carefully assessed concerning our principles and the merit and feasibility of the action.

- Playback in Linkedin

  Video content on social media is huge for engagement. We can link back to the individual video page on A.A.org, but the video will not play on the Linked in platform unless we upload it directly. Our current practice is we do not upload our assets to other platforms but bring people back to aa.org (this is a significant obstacle to increasing engagement on LinkedIn.)

- Video reminders to the calendar after press releases. We can post a press release regarding the new PSAs and put individual posts on the calendar 1-2 months later to highlight each video and serve as a reminder of the previous content.
- Seek ways to increase followers/subscribers to provide information to a broader audience. This can be tied to the strategy of providing posts geared to a category of professionals with FAQs or misconceptions and encouraging them to reach out to the CPC desk.
- Consider Linkedin webinars or go live with a Class A (nonalcoholic) trustees on-screen with CPC off-screen for a Q and A or "Did you Know?" type format
- Use the Linkedin analytics to help shape the work we engage in.
- Hope to expand into Spanish and French hashtag research with the new translations department in place.

Instagram

Currently, AAGV Instagram has more than 8,000 followers on GV and 1,000 on LV, increasing daily. For Grapevine, posts generally receive 100 likes on average. GV posts typically twice per day. Posts include the daily reflection, inspirational quotes, notices of new magazines and books, upcoming events, cartoons/jokes, photos from A.A. events, etc. The top posts for the year were largely "Overheard at A.A." posts, daily quotes, and cartoons. The posts with the least likes were often more directly about sales or products on the website, encouragements to sign up for the newsletter, or subscribe to the magazine. For La Viña, the most popular posts are more serious of inspirational quotes, calls for photo submissions, and photos of events. La Viña posts generally receive around 30 likes.

In keeping with AAGV's mission, posts on both accounts are primarily directed at alcoholics "inside and outside these rooms." We also want to communicate with the professionals who have been instrumental in helping us to reach alcoholics. For both Instagram accounts, comments are disabled. A hashtag strategy is in place to increase visibility

Next Steps

Currently, there is no AAWS Instagram account, but whether or not that should remain the case should be evaluated. Several accounts are impersonating AAWS, which could confuse members or potential members trying to find us on Instagram. The Grapevine Instagram account has been quite successful in terms of the number of subscribers and engagement, indicating an audience. An AAWS account and the GV account could work

in tandem, each increasing the reach of the other through linking and tagging while providing useful content to our audience.

Comments

Currently, per a past conference decision, comments are disabled wherever possible on our social media accounts, namely on the YouTube channels, LinkedIn, and GV Instagram. This decision was made partly to restrict members' ability to break their own anonymity in comments on our content and partly to keep anyone from saying anything disparaging or inaccurate about A.A. on our content.

Social media and our online presence have greatly evolved since this decision was made. Comments and engagement are key factors in social media visibility algorithms. By turning off comments, we're hamstringing our visibility on these platforms and hindering our ability to carry the message in a misguided attempt to police the behavior of our members.

In the places we have been unable to restrict comments, such as the online business listings, it's been a positive experience. Even the most negative comments have given us the opportunity to correct misinformation and engage with the public. Comments have proven to be a significant Public Information opportunity that could be extended to all our social media platforms.

Section 8: Apps

Meeting Guide App

Purpose

- Connect people with the A.A. message of recovery by connecting them with local A.A. meetings
- Connect people with the A.A. service structure
- Serve as a vital 12th-step tool

Strategy

The App Support team holds regular strategy meetings where the team reviews the project backlog which includes client outreach, entity feature requests, bugs, user feature requests, entity outreach, distribution/channel improvements, backend improvements, improved entity access, and data improvements.

Highlights

- Accurate, credible list of A.A. meetings
- Links to purchase literature and read Daily Reflections
- Contact information for A.A. service entities
- Announcements from GSO.

Next Steps

- How are we doing today on our objectives?
  - Are groups continuing to want to get connected?
  - Are people continuing to use the app?
  - Are people using the features of the app?
- How do we want to grow A.A.'s impact by adding or changing the Meeting Guide?
  - What's not working?
  - What could be improved?
- What do our current and future users and data providers consider of value?
  - What are they asking for?

Environmental Considerations

- Different needs for attendance formats (online v. in-person)
- Responsibility for meeting data
- Geographic boundaries getting blurry

Core App Functionality

- List meetings that match user criteria
  - Ability to find natively online meetings
  - Ability to easily specify search criteria
  - Ability to scope your location with filter or map
  - Ability to see results by language
- Connect to local entities
  - Provide support contacts
  - Purchase literature
- Connection to support/documentation
- Connect users with relevant announcements
  - GSO, GV fellowship announcements
  - Ability to access local announcements *(future feature)*

Governance

- GSO Communication Services (CSD) has responsibility for support and maintenance of the App
- Digital Product Manager provides day to day management, including:
    - Strategy
    - User Support
    - App Team leadership
    - Vendor interaction
- AAWS Board TCS Committee
    - Any initiatives that may conflict with existing Board approved policy will need to be approved by the Board
    - Initiatives or budget requests that exceed a typical cost amount will be discussed with the Board
    - Quarterly Board reports provide highlights and analytics

Implementation

- Manage change
- Develop annual implementation plans and budgets
- Draft a way to track progress
- Develop ongoing monitoring and evaluation systems

Operations

- App user and entity support provided by GSO CSD
- Leverage email tool that facilitates multi-person support and allows for ticket tracking
- Backend technical support in tandem with maintenance vendor

Development and Maintenance

- We have a vendor on retainer for maintenance and development to provide
    - Triage for any immediate server related issues
    - Backend administrative site development tasks
    - Front end (UI) development tasks
    - Meet in a regular cadence with GSO team to set priorities
- How new initiatives are identified and prioritized
    - Regular cadence for team meeting to review backlog of ideas and initiatives
    - Review of analytics to identity how features are being used

- - ○ Backlog of user feature requests is reviewed with particular attention to highly requested items
    - ○ User feedback is tagged in the email system for feature requests and then tied to backlog ticket
- Questions for each initiative
    - ○ How does this serve the primary purpose of the App
    - ○ Will any changes need to be scaled or tied into our other platforms for consistency?
    - ○ Will any new functionality or information architecture need to be mirrored on aa.org?
    - ○ Will any proposed functions go against any current office policies? Will any current policies need review/revision? Ex: How Records collects/records entities, which entities we list on aa.org, who has access to be listed and provide data.
- Design
    - ○ Thorough research and comparison to best practices are made when considering any UI or functionality change
    - ○ User Research may include one on one sessions and focus sessions
- Testing
    - ○ Internal GSO team, vendor, and public beta testing for each release
    - ○ Release done incrementally where possible

Analytics

The primary use of analytics is to gather data on what and how features are being used, and to help us determine the App roadmap.

Section 9: Next Steps for the CMP

The CMP is a living document that is meant to be improved and updated yearly. The goal of the 2023 CMP was to create the most accurate picture of the current status of all the P.I. projects currently in progress at AAWS and GV while causing the least disruption to office staff, as well as examine our efforts in light of industry standards, and provide guidance where necessary.

In addition to updating the current status information for next year, we'd like to add more analytics data and establish Key Performance Indicators to measure the success of each project. An example could be setting goals for the number of new Instagram followers for the Grapevine Instagram accounts or aiming to lower the bounce rate for the AAWS

website. The way we are tracking analytics and how we're structuring reports is currently in a state of transition. Once the new reporting standards are in place, we can incorporate performance data into the CMP.

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2022 Conference Committee on Public Information

ITEM B: Public Service Announcements (PSAs):

1. Review the distribution and tracking information for two video PSAs:

   i.   "Sobriety in A.A.: My Drinking Built a Wall"
   ii. "Sobriety in A.A.: When Drinking is no longer a Party."

Background notes:

To view these two current video PSAs, go to the [Downloadable Videos page on G.S.O.'s A.A. website.](#)

Conference advisory action of the 71st General Service Conference:

In addition to the work of local committees, one to two PSAs be centrally distributed to broadcast media, tracked, and evaluated at a cost not to exceed $60,000, and that the information gathered from the process be brought back to the 2022 Conference Committee on Public Information.

2022 Conference Committee on Public Information Committee Consideration:

"The committee reviewed and accepted the distribution and tracking information for the two new video PSAs:

1.   Sobriety in A.A.: My Drinking Built a Wall
2.   Sobriety in A.A.: When Drinking is no longer a Party

The committee encourages enhancing our future tracking and distribution to include comparison analytics to other non-profits with public service announcement distribution."

Here is an email correspondence from Connect360 on an A.A. refresh distribution as of June 27, 2022:

At about the six-month mark of reporting, we typically start to see a dip in usage over time. Often, stations start to focus on newer campaigns and airings start to decline. So, we usually recommend a re-distribution or "refresh" of the PSAs to give the campaign a second wind and keep the results momentum. This gives stations another

shot at airing the PSAs if they did not run them the first time around. For stations that aired the spots and have taken them out of rotation, this also helps generate new airings. On average, we typically see a 10-25% increase in stations airing PSAs following a refresh. We use new station airings as the primary benchmark for refresh increases because growth in airings, impressions and media value can come from existing stations.

Note: The refresh distribution for our Alcoholics Anonymous PSAs to stations occurred the week of June 27, 2022.

Here is an email correspondence from Connect360 with updated tracking analytics foir the two new PSAs as of June 30, 2022:

U.S. Distribution

English
- We added five new stations in June, including in the markets of Macon, Santa Barbara, Gainesville and Jonesboro.
- Airings continue to occur on five regional networks including three New England Sports Network stations and Bally Sports Network stations in the Great Lakes and Ohio.
- Coverage also continues in the top markets of Atlanta, San Francisco, Seattle, Tampa, Cleveland and St. Louis as well as others around the country.
- June results: 5,145 airings, 13,081,829 impressions and $850,304 in media value.
- Cumulative results: 39,978 airings, 107,110,312 impressions and $6,167,472 in media value.
- 74% of airings are occurring during waking dayparts.
- The two top performers last month were "Wall" :30 with 1,361 airings followed by "Party" :30 with 1,235 airings.

Spanish
- Four new stations started airing the PSAs last month, including national network NFL Sunday Ticket and local stations in Colorado Springs and Harlingen.
- The spots continue to receive national network support from Hogar de HGTV, Mexicanal and SBS Mega TV.
- Airings also continue to occur in the top markets of Los Angeles, San Francisco, Houston, Seattle, Phoenix and Miami as well as others.
- June results: 3,852 airings, 35,484,264 impressions and $1,711,471 in media value.
- Cumulative results: 20,808 airings, 212,937,838 impressions and $10,385,018 in media value.

- 77% of airings are occurring during the more prominent non-overnight timeframes.
- The "La Fiesta" :30 spot was the top performer in June with 1,409 airings, followed by the :60 version of that PSA with 957 airings.

Total English & Spanish:
June results: 8,997 airings, 48,566,093 impressions and $2,561,775 in media value.
Cumulative: 60,786 airings, 320,048,150 impressions and $16,552,490 in media value.

Canadian distribution

- In June, the Canadian PSAs aired an additional 563 times, bringing total airings to 4,641.
- New placements began occurring on national network Historia, with continued coverage taking place on several other national networks including Business News Network, Investigation, Much, Réseau des sports (RDS) and RDS2, Vrak, Z and The Sports Network 3.
- Support also continues on local stations in Montreal, Vancouver, Edmonton, Toronto, Victoria, Peterborough, Calgary and Winnipeg.
- Airings continue to occur for all of the English and French PSAs, with the most support occurring for the "Wall" (:30) spot with 1,136 airings and the "Party" (:30) spot with 861 airings.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed current reports for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking Is No Longer a Party." There have been approximately 34,833 English TV airings and 16,956 Spanish TV airings. As of this report the Canadian PSAs aired an additional 1,209 times, bringing total airings to 4,078.

Here is an email correspondence from Connect360 with updated tracking analytics for the two new PSAs as of September 30, 2022:

U.S. Distribution

English
- Last month, national and regional network coverage continued on FOX News, FOX Business, Revolt TV and New England Sports Network stations.
- In addition to airing on new stations in the markets of Paducah, Monterey-Salinas and Billings, we also continue to see support on other local stations throughout the country, including in the top markets of Chicago, Atlanta, San Francisco, Boston, Seattle, Tampa, Miami and more.

- September results: 4,370 airings, 22,418,105 impressions and $1,278,945 in media value.
- Cumulative results: 54,324 airings, 162,457,969 impressions and $9,757,507 in media value.
- 72% of airings are occurring during waking dayparts.
- The two top performers last month were "Wall" :30 with 1,183 airings followed by "Party" :60 with 866 airings.

Spanish
- The spots continue to receive national network support from Hogar de HGTV, Mexicanal and SBS Mega TV as well as Azteca America which fed the PSAs down to local affiliates.
- Airings also continue to occur in the top markets of Los Angeles, Chicago, Dallas, Atlanta, San Francisco, Houston and others.
- September results: 5,939 airings, 21,765,770 impressions and $1,062,692 in media value.
- Cumulative results: 40,300 airings, 297,328,506 impressions and $14,914,787 in media value.
- 78% of airings are occurring during the more prominent non-overnight timeframes.
- The "La Fiesta" :60 spot was the top performer in September with 1,606 airings, followed by "El Muro" :30 with 1,277 airings.

Total English & Spanish:

September results: 10,309 airings, 44,183,875 impressions and $2,341,637 in media value.
Cumulative: 94,624 airings, 459,786,475 impressions and $24,672,294 in media value.

<u>Canadian distribution</u>

- In September, the Canadian PSAs aired an additional 1,303 times, bringing total airings to 8,390.
- National network coverage continued on CBC News Network, Animal Planet, CTV Sci-Fi Channel, Discovery, Aboriginal People's Television Network, Ici ARTV, Ici RDI, RDS, RDS 2 and various Sports Network stations.
- In addition to airing on a new local station in Surrey (CHNU-TV), the PSAs also continued to receive support on stations in Montreal, Toronto, Calgary, Vancouver, Edmonton, Victoria, Peterborough, and Winnipeg.
- Airings continue to occur for all of the English and French PSAs, with the most support taking place for the "Wall" (:30) spot with 2,004 airings and the "Party" (:30) spot with 1,546 airings.

Think Differently • Engage Differently • Empower Your Message

Shaliza T.
Senior Campaign Specialist
Connect360 Multimedia

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed current reports for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking Is No Longer a Party." There have been approximately 94,624 English and Spanish TV airings. Separately, as of this report the Canadian PSAs aired an additional 1,303 times, bringing total airings in Canada to 8,390.

Here is an email correspondence from Connect360 with updated tracking analytics for the two new PSAs as of October 31, 2022:

<u>U.S. Distribution</u>

English
- Last month, YES network began airing the campaign, with ongoing national network coverage continuing to take place on FOX News, FOX Business and Revolt TV.
- In addition to airing on new stations in the markets of Los Angeles, Beaumont and Abilene-Sweetwater, we also continue to see support on other local stations throughout the country, including in the top markets of Chicago, Atlanta, Boston, San Francisco, Tampa, Detroit and more.
- October results: 3,980 airings, 27,371,185 impressions and $1,725,242 in media value.
- Cumulative results: 58,304 airings, 189,829,154 impressions and $11,482,749 in media value.
- 72% of airings are occurring during waking dayparts.
- The two top performers last month were "Wall" :30 with 940 airings followed by "Party" :60 with 894 airings.

Spanish
- The spots continue to receive national network support from Hogar de HGTV, Mexicanal and SBS Mega TV as well as Azteca America which fed the PSAs down to local affiliates.
- In addition to airing on new local stations in the markets of Fresno, El Paso, Boise, Bakersfield, Monterey-Salinas and Abilene-Sweetwater, airings also continue to occur in the top markets of Los Angeles, Chicago, Dallas, Atlanta and others.
- October results: 6,519 airings, 21,930,267 impressions and $1,126,910 in media value.
- Cumulative results: 46,819 airings, 319,258,773 impressions and $16,041,697 in media value.
- 78% of airings are occurring during the more prominent non-overnight timeframes.
- The "La Fiesta" :60 spot was the top performer in October with 1,771 airings, followed by "El Muro" :30 with 1,464 airings.

Total English & Spanish:
October results: 10,499 airings, 49,301,452 impressions and $2,852,152 in media value.
Cumulative: 105,123 airings, 509,087,927 impressions and $27,524,446 in media value.

Canadian distribution

- In October, the Canadian PSAs aired an additional 942 times, bringing total airings to 9,332.
- National network coverage continued on Animal Planet, Aboriginal People's Television Network, Ici ARTV, Ici RDI, RDS, RDS 2 and various Sports Network stations.
- The PSAs also continued to receive support on stations in Montreal, Toronto, Calgary, Vancouver, Victoria, Peterborough, Surrey, Edmonton and Winnipeg.
- Airings continue to occur for all of the English and French PSAs, with the most support taking place for the "Wall" (:30) spot with 2,152 airings and the "Party" (:30) spot with 1,683 airings.

Here is an email correspondence from Connect360 with final tracking analytics for the two new PSAs as of December 31, 2022:

U.S. Distribution

English
- Last month, the campaign began airing on regional network BSN Encompass, with continued network coverage taking place on FOX News, FOX Business, Revolt TV and YES.

- In addition to airing on new stations in the markets of Dallas, Washington, DC, Nashville and Beaumont, airings also continued in the top markets of Los Angles, Chicago, Atlanta, Boston and more.
- December results: 4,272 airings, 39,629,251 impressions and $2,793,233 in media value.
- Final results: 66,363 airings, 257,719,560 impressions and $16,218,063 in media value.
- Additionally, 70% of airings have occurred during waking dayparts.
- The :30 "Wall" PSA received the most coverage overall with a total of 18,943 airings, followed by the :60 "Wall" spot with 13,166 airings.

Spanish
- In December, the spots continued to receive national network support from Hogar de HGTV and Mexicanal as well as Mega TV and Azteca America which fed the PSAs down to local affiliates.
- Airings also continued to occur in the top markets of Los Angeles, Chicago, Dallas, Atlanta, Houston, Boston, San Francisco and others.
- December results: 6,099 airings, 19,362,146 impressions and $1,162,164 in media value.
- Final results: 58,829 airings, 358,237,281 impressions and $18,288,517 in media value.
- Additionally, 78% of airings have occurred during the more prominent non-overnight timeframes.
- The :60 "La Fiesta" spot received the most coverage overall with a total of 15,374 airings, followed by the :30 "La Fiesta" spot with 15,228 airings.

Total English & Spanish:
December results: 10,371 airings, 58,991,397 impressions and $3,955,397 in media value.
Final Results: 125,192 airings, 615,956,841 impressions and $34,506,580 in media value.

Canadian distribution

- In December, the Canadian PSAs aired an additional 1,269 times, bringing total airings to 11,485.
- In addition to new airings occurring on VisionTV, national network coverage also continued to take place on CBC News Network, Aboriginal People's Television Network, CTV Sci-Fi Channel, Much, Ici ARTV, Ici RDI, RDS, RDS 2 and various Sports Network stations.
- The PSAs began airing on new local stations in Toronto and Ottawa last month, with continued support taking place on stations in Montreal, Vancouver, Victoria, Peterborough, Surrey, Calgary and Edmonton.

- Airings continue to occur for all of the English and French PSAs, with the most support taking place for the "Wall" (:30) spot with 2,607 airings and the "Party" (:30) spot with 1,799 airings.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee reviewed current reports for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking is no longer a Party." The U.S. results for December 2022 were 10,371 airings, 58,991,397 impressions and $3,955,397 in media value. The Canadian PSAs aired an additional 1,269 times.

The final one-year campaign results were 125,192 airings, 615,956,841 impressions and $34,506,580 in media value. The final Canadian results for the campaign were 11,485 airings.

The committee **agreed to forward** to the 2023 Conference Committee on Public Information the PSA tracking and distribution reports.

Background:

1. The most recent reports on the *Connect 360* extranet site:
   http://reportcenter.c360m.com/

   Username: AA2021
   Password: connect!

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2023 Conference Committee on Public Information

ITEM B: Public Service Announcements (PSAs):

2. Review the 2022 report on the "Relevance and Usefulness of Video PSAs."

_____

Background notes:

2008 Advisory Actions:

The Conference Committee on Public Information annually review current television public service announcements for relevance and usefulness, retiring a PSA only when it is no longer relevant and/or useful to the Fellowship.

The Conference Committee on Public Information annually assess the need for a new television public service announcement.

Background:

1. 2022 Report on the relevance and usefulness of video PSAs
2. History on the relevance and usefulness of video PSAs

CONFIDENTIAL: 73rd General Service Conference Background

2022 trustees' Committee on Public Information
Report on the Relevance and Usefulness of
Audio/Video Public Service Announcements

Tom H., chair of the trustees' Committee on Public Information, had requested that the full committee review the current video PSAs prior to the July meeting. At the July 2022 meeting, the committee reviewed and discussed the current video PSAs for relevance and usefulness.

The committee reviewed the current video PSAs (www.aa.org) and found them to be relevant and useful and agreed to forward their findings to the 2022 Conference Committee on Public Information.

1. "Sobriety in A.A.: We made <u>changes</u> to stop drinking"
2. "Sobriety in A.A.: Opening <u>doors</u> to a life without drinking"
3. "Sobriety in A.A.: Since getting sober, I have hope"
4. "Sobriety in A.A.: My Drinking Built a Wall"
5. "Sobriety in A.A.: When Drinking is no longer a Party."

2017 – Current
History of Annual Review of A.A. Television P.S.A.s
From Trustees' and Conference P.I. Committee Reports
Updated December 2022

2017

(TRUSTEES) The committee determined that all three current video P.S.A.s remain relevant. In assessing the need for a new video P.S.A., the committee did not see the need for one at this time.

(CONFERENCE) It was recommended that a new video public service announcement be developed for a cost not to exceed $40,000.

2018

(TRUSTEES) The committee reviewed, and agreed to forward to the 2018 Conference Public Information Committee, the rough cut of the proposed video P.S.A. and a recommendation that the new P.S.A. be centrally distributed, tracked and evaluated at a cost not to exceed $42,000, in addition to the distribution work of local Public Information Committees

(CONFERENCE) That the video PSA "Changes" be approved with the following revision: That the line "That's where A.A. came to my rescue" be replaced with "A.A. offered a solution."

In addition to the work of local committees, the video PSA, "Changes" be centrally distributed, tracked and evaluated at a cost not to exceed $42,000 and that the information gathered from the process be forwarded to the 2019 Conference Public Information Committee for their review.

Additional Committee Consideration:

The committee reviewed and accepted the 2017 report from the trustees' Public Information Committee regarding the usefulness and relevance of video public service announcements.

2019

(TRUSTEES) The Committee discussed a request "that the General Service Board of Alcoholics Anonymous and the General Service Conference of Alcoholics Anonymous approve the development of a new public service announcement in video format that utilizes full-face actors (not members of A.A.)." The committee agreed to forward to the 2019 Conference Committee on Public Information a request to approve the development of a new Public Service Announcement (PSA) in video format that utilizes full-face actors (not members of A.A.).

(TRUSTEES) The committee reviewed the current video PSAs relevance and usefulness and found them to be relevant and useful.

(CONFERENCE) The video PSA "My World" be discontinued.

(CONFERENCE) The "Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or its Affiliates" be reaffirmed.

(CONFERENCE) Two PSAs be developed at a cost not to exceed $50,000 for each PSA, and that if full-face characters are shown, to include an "actor portrayal" disclaimer on screen.

(TRUSTEES) The committee discussed the 2019 Advisory Action that two PSAs be developed at a cost not to exceed $50,000 for each PSA, and that if full-face characters are shown, to include an "actor portrayal" disclaimer on screen. The committee asked that the development of a plan with focus on PSA messaging be included for discussion in the Public Information (P.I.) Comprehensive Media Plan.

(TRUSTEES) The committee discussed a request from an area to create and facilitate a targeted PSA to educate seniors about alcoholism and Alcoholics Anonymous. The committee asked that further discussion about this item and PSA messaging be forwarded to the Comprehensive Media Plan subcommittee.

2020

(TRUSTEES) The committee reviewed the current video PSAs and found them to be relevant and useful.

(CONFERENCE) The committee reviewed and accepted the 2019 report on the "Relevance and Usefulness of Video Public Service Announcements." The committee noted the recent efforts by G.S.O. to explore editing a Conference-approved PSA to remain useful for local committees reflecting "social distancing" by A.A. groups and members.

(TRUSTEES) The committee noted that the audio PSAs and the video PSA "La sobriedad en A.A.: Desde que logré mi sobriedad, tengo esperanza" tagline (English, French and Spanish) should be updated with minor edits and that this be budgeted for 2021. This is seen as a top priority. The committee agreed to forward to the 2021 Conference Committee on Public Information the 2020 report on the Relevance and Usefulness of Video PSAs.

(TRUSTEES) In keeping with a 2019 Advisory Action the committee reviewed draft storyboards and scripts for the development of two new PSAs. The committee supported the general concept and vision and looks forward to progress reports on final storyboards before production this fall.

(TRUSTEES) The committee discussed a request to create and facilitate a targeted PSA to educate seniors about alcoholism and Alcoholics Anonymous and took no action. The committee noted the Comprehensive Media Plan subcommittee report that while it would be important to include seniors in a PSA messaging, they would not want to limit the messaging to one demographic.

2021

(TRUSTEES) The committee agreed to forward to the 2021 Conference Committee on Public Information a progress report of the development of two PSAs. The committee will continue to meet to review the current rough cuts and to provide feedback. The committee asked that the Conference P.I. chair be included in their next meeting. The committee noted that if draft PSAs are completed prior to the 71st General Service Conference that they be forwarded to the 2021 Conference Public Information Committee for review.

(TRUSTEES) The committee suggested that if a new PSA were approved that the PSA be centrally distributed, tracked and evaluated at a cost not to exceed $40,000, in addition to the work of local Public Information committees. The committee also noted that a targeted online paid PSA placement might be explored.

(CONFERENCE) In keeping with the "Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or Its Affiliates," the video PSA utilizing full face actors "Party" (working title) be approved with the following revisions: That the voiceover "scratch tracks" be replaced, and other minor editorial edits to be conducted in post-production.

(CONFERENCE) In keeping with the "Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or Its Affiliates," the video PSA utilizing full face actors "Wall" (working title) be approved with the following

revisions: That the voiceover "scratch tracks" be replaced, and other minor editorial edits to be conducted in post-production.

(CONFERENCE) In addition to the work of local committees, one to two PSAs be centrally distributed to broadcast media, tracked and evaluated at a cost not to exceed $60,000, and that the information gathered from the process be brought back to the 2022 Conference Committee on Public Information.

(TRUSTEES) The committee reviewed the current video PSAs and found them to be relevant and useful and agreed to forward their findings to the 2022 Conference Committee on Public Information. The committee noted that while the content and messaging of the existing three PSAs *listed below remain relevant, the contact tag lines may need editorial updates to reflect consistent contact A.A. tag lines found in the recently produced PSAs to include Meeting Guide. The committee secretary shared that the tag lines in all radio PSAs have been updated in all three languages. The committee looks forward to the revised PSAs being made available on aa.org.

- Sobriety in A.A.: We made changes to stop drinking (PSA)
- Sobriety in A.A.: Opening doors to a life without drinking (PSA)
- La sobriedad en A.A.: Desde que logré mi sobriedad, tengo esperanza (ASP)

Titles reflect SEO retitling

(TRUSTEES) The committee discussed the post-production efforts of the two 2021 Conference-approved PSAs. The committee secretary reported that the target distribution date and press release is November 2021. The committee looks forward to a progress report on the broadcast distribution and tracking of the two PSAs at the January 2022 meeting.

<u>(TRUSTEES)</u> The staff secretary shared progress is underway with Publishing to update the existing relevant PSAs to reflect consistent contact A.A. tag lines found in the recently produced PSAs to include reference to the Meeting Guide.

- Sobriety in A.A.: We made changes to stop drinking (PSA)
- Sobriety in A.A.: Opening doors to a life without drinking (PSA)
- La sobriedad en A.A.: Desde que logré mi sobriedad, tengo esperanza (ASP)

(TRUSTEES) The committee reviewed current reports for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking is no longer a Party." There have been approximately 8,000 English TV airings and 3,400 Spanish TV airings.

The committee agreed to forward to the 2022 Conference Committee on Public Information the PSA tracking and distribution reports.

(TRUSTEES) The committee received an update from the staff secretary on 18 HD Broadcast-quality PSA download files, related to the following:

- "Sobriety in A.A.: Since getting sober, I have hope";
- "La sobriedad en A.A.: Desde que logré mi sobriedad, tengo esperanza";
- "L'abstinence chez les AA : « Depuis que je ne bois plus, j'ai de l'espoir. »

The committee acknowledged that the PSA files require an edit to the contact A.A. tag line which currently state as follows: "look for us in the phone book or on the web at aa.org." The Publishing department plans to complete the project by March 2022. The committee looks forward to a progress report at the July 2022 meeting.

2022

(TRUSTEES) The committee reviewed current reports for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking Is No Longer a Party." There have been approximately 34,833 English TV airings and 16,956 Spanish TV airings. As of this report the Canadian PSAs aired an additional 1,209 times, bringing total airings to 4,078.

(TRUSTEES) The committee reviewed the current video PSAs and found them to be relevant and useful, and **agreed to forward** their findings to the 2023 Conference Committee on Public Information.

(CONFERENCE) The committee reviewed and accepted the distribution and tracking information for the video PSAs:

1. Sobriety in A.A.: My Drinking Built a Wall
2. Sobriety in A.A.: When Drinking is no longer a Party.

The committee encourages enhancing our future tracking and distribution to include comparison analytics to other non-profits with public service announcement distribution.

(CONFERENCE) The committee reviewed and accepted the 2022 report on the "Relevance and Usefulness of Video Public Service Announcements." The committee found the current Conference-approved PSAs to be relevant and useful. In assessing the need for a new video PSA, the committee did not see the need at this time.

(CONFERENCE) The committee reviewed and accepted the 2022 trustees' Public Information Committee feasibility research on paid placement of PSA videos on streaming platforms and requested that further research be conducted. The committee offered the following suggestions and looks forward to a report to be brought back to the 2023 Conference Committee on Public Information.

➢ Committee members would like to see additional research comparing paid versus donated media value ads and the effectiveness of these different approaches.

➢ Include research on Canadian streaming platforms to better understand PSA regulations and the specific streaming platforms found within Canada.

➢ Focus on obtaining A.A. member feedback from various age groups on the desire from the Fellowship to embark on A.A. paid placement ads on streaming platforms.

(TRUSTEES) The committee discussed the feasibility study on paid placement of PSA videos on streaming platforms. The committee agreed with the research suggestions from the 2022 committee consideration. The committee requested that the staff secretary incorporate a cost benefit analysis that includes information about paying for the PSA broadcast TV distribution versus paying for the guaranteed paid PSA placement. The staff secretary will also include the Connect360 report on how the world of communications has shifted.

(TRUSTEES) The committee reviewed and agreed that, if approved, the Mesmerize Point PSA distribution channel project should move forward with oversight and analytic reporting to trustees' Public Information Committee.

(TRUSTEES) The committee reviewed current reports for "Sobriety in A.A.: My Drinking Built a Wall" and "Sobriety in A.A.: When Drinking Is No Longer a Party." There have been approximately 94,624 English and Spanish TV airings. Separately, as of this report the Canadian PSAs aired an additional 1,303 times, bringing total airings in Canada to 8,390.

(TRUSTEES) The committee discussed the feasibility study on paid placement of PSA videos on streaming platforms. The staff secretary has begun research on Canadian streaming platforms. The additional research and survey work requested will continue and the committee looks forward to a progress report at the January 2023 meeting.

(TRUSTEESS) The committee discussed the idea that general health and wellness content will run surrounding AA's PSAs. The committee agreed that a solution will be to ensure that a non-affiliation disclaimer bumper will appear on all PSA videos supplied to air on this service. The next step is to have a legal review of the agreement before signing and implementing the service. The committee looks forward to a progress report at the January 2023 meeting.

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2023 Conference Committee on Public Information

ITEM C: Review progress report on the development of a GSO Podcast

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Background Note:

From the 2021 Public Information Advisory Action:

That podcasts providing sharing within the Fellowship and information about A.A. to the public be produced and distributed by G.S.O. in cooperation with the Grapevine Office. The committee requested that a progress report on the development and implementation of podcasts be forwarded to the 2022 Conference Committee on Public Information. The committee noted that podcasts would serve as a new format to produce "service material" to communicate on topics with similar sharing that can be found in *Box 4-5-9*, *About AA*, aa.org, and sharing from AA Grapevine and La Viña.

From the January 29, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the 2022 progress report and GSO Podcast Plan, including the collaborative work that went into the production of a GSO podcast pilot episode. A working group, that included AA Grapevine staff, guided the creation of this episode. The corporate boards and office staff listened to the pilot and provided feedback via a podcast survey.

The committee asked the staff to produce another edit to the pilot episode, using the survey feedback, to include in the Conference background. The committee also asked that documentation be produced that details the specific suggestions incorporated into the new iteration of the pilot.

The committee also discussed three proposals in the GSO Podcast Plan of a path forward for the GSO Podcast. The committee is asking the Conference committee to discuss the proposals as part of the forwarded Podcast Plan. The committee looks forward to the Conference committee's feedback.

The committee **agreed to forward** the following to the 2022 Conference Committee on Public Information:

1) The Progress Report and GSO Podcast Plan;
2) The corporate boards' and office staff feedback survey results;
3) The new iteration of the pilot episode which incorporates specific committee suggestions, as well as any additional pertinent information for the discussion.

From 2022 Additional Committee Consideration of the Conference Committee on Public Information:

The committee reviewed the progress report and G.S.O. Podcast Plan and considered all the proposals, and the work completed this past year. The committee met with the Grapevine publisher, Communication Services staff, and Publishing staff who responded to key questions. The committee suggested that the trustees' Public Information Committee, Communication Services Department, and A.A.W.S. Publishing Department in cooperation with the staff secretary, focus on proposal one, to consider moving in the direction of creating a G.S.O. Podcast using the AA Grapevine podcast experience.

The committee shared that the focus described in the 2021 Advisory Action, "Podcasts providing sharing within the Fellowship and information about A.A. to the public be produced and distributed by G.S.O. in cooperation with the Grapevine Office," is on target and that G.S.O. can create episodes on many service-related discussion topics. The committee feels that the different topic focus will help avoid competing with the Grapevine Podcast. To support the successful continued development of the G.S.O. Podcast the committee offers the following suggestions and looks forward to a progress report to be brought back to the 2023 Conference Committee on Public Information.

- Entrust G.S.O. to manage the podcast's creation and adherence to A.A. principles to allow the seamless production of a regular series of episodes.

- Ask the trustees' Public Information Committee to research the best methods for future podcast episodes to be completed in Spanish and French.

- Develop the methodology to invite participants in recorded sessions based on topics to include our trustees, staffs, and members in the episodes.

- Establish internal and external resources to support the production of the G.S.O. Podcast. It may be helpful to engage freelance support that brings experience on creative Podcast development and formatting.

- Implement analytics as described in the G.S.O. Podcast Plan to report annually to the Conference Committee on Public Information.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the progress reports on the GSO Podcast. The Grapevine podcast team provided the GSO team a thorough walk-through of the process and tools Grapevine utilized to produce their podcast episodes. The committee discussed a consideration to research the best methods for future podcast episodes to be

completed in Spanish and French. This research will follow the development of the English version of the podcast. An idea was presented to consider if the GSO podcast could simultaneously play as a video on the AAWS YouTube channel. The committee looks forward to a progress report at the October 2022 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the third quarter GSO podcast report. The Communication Services director shared that a mission statement is being developed for the podcast and we have internal office talent to support the production process moving forward.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2023 Conference Committee on Public Information a progress report on the development of the GSO podcast.

Background:

1. Q4 Communication Services department Podcast summary report

Platform icon TBD

Podcast: Fourth Quarter Report 2022

October - December

PROGRESS:

The department continues its work with PI and Publishing on creation of a GSO Podcast with the podcast team. Several meetings have been held to further refine the mission statement, discuss an overall episode format, and determine initial episode ideas. The team was recently expanded to include a GSO employee who can provide on-air and production support.

Specific activities this quarter included:

- Working group met and created guidelines for copy that will clarify and articulate the purpose and mission of the Podcast. Copy will be created for the public Podcast short description that tells prospective listeners what to expect; this description will also help to inform episode topics.

- Met with GSO employee to assess the possibility and extent of their participation in the Podcast. Follow up meetings with management to confirm their involvement will fit within their current required work role and duties.

- Working group members met and discussed series ideas and narrowed down potential pilot podcast themes.

- Identified potential production locations, discussed production logistics.

NEXT STEPS:

The working group has identified the priorities as:

- Copywriter (to be identified) to create prospective copy, such as podcast description and podcast host introduction.

- Define workflow and specify roles and responsibilities; identify resource gaps.

- Finalize logistics and strategy for initial pilot series production.

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CONFIDENTIAL: 73rd General Service Conference Background

2023 Conference Committee on Public Information

ITEM D: Review report on "YouTube Performance."

Background note:

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the trustees' PI Committee report on the usefulness and effectiveness of the A.A.W.S. YouTube account. The committee offered the following suggestions and looks forward to a report to be brought back to the 2023 Conference Committee on Public Information.

- Staff continue to update the A.A.W.S. YouTube account to maximize its effectiveness as a social media channel to carry the message to the alcoholic.

- Improve the ability to search and locate our A.A.W.S. YouTube channel as members have shared it is difficult to find and many are unaware that we have a YouTube channel.

- Consider adding more Spanish video content.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed and accepted the GSO 2022 first and second quarter AAWS YouTube Channel reports. CSD was asked to update the analytics to include country and language reporting going forward.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the third quarter AAWS YouTube Channel report. Key analytics regarding how people are finding our channel through online searches were outlined. Analytics indicate that people are not watching our entire videos because our content is older and lengthy. The PI Coordinator reported on two projects in progress to produce new content: converting audio PSAs to video files and the young people video submissions. Communication Services shared the development of a streamlined process for producing videos that include the non-affiliated disclaimer bumpers required for all videos posted to our YouTube channel. This process will allow for the bumpers to be added to our two latest PSAs so they can be added to the channel.

CONFIDENTIAL: 73rd General Service Conference Background

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the AAWS YouTube Channel report and recognized that the analytics reflect the rising Spanish language viewership. It was suggested to expand the use of the playlist as well as the suggested next video functions, among others to determine if these capabilities might prove beneficial to improve the user experience for this population. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the "YouTube Performance: July to September 2022" report.

Background:

1. Report on A.A.W.S. YouTube Channel 2022 Q3

YouTube: Third Quarter Report 2022

July - September

PROGRESS:

- No new videos have been added to the YouTube channel in the third quarter of 2022. Pending, awaiting addition of bumpers*:
    - Sobriety in A.A.: My Drinking Built a Wall (ESF)
    - Sobriety in A.A.: When Drinking is no longer a Party (ESF)
    - Military audios (3E)

NEXT STEPS:

- *With Senior Production Manager Digital and CSD, continue discussion on standardizing video branding for a cleaner, more professional look. Intention is to retire the intro/outro bumpers since they significantly slow down workflow and add cost to production.
- Continue to add content as it is completed.
- Draft designs to update header banner are in the early, idea stage.
- Future discussion: Consider the "go live" feature for future use.
    - Training for Contributions portal or Fellowship Connection,
    - Streaming workshops from Regional Forums or the International Convention (anonymity protection would need discussion)
    - Meet your Class A's, or Class A's hosting short Q&As for their area of expertise as it related to A.A. – Suggested by CMP working group

ANALYTICS:

- Channel stats this quarter:
    - Total views: 24,351 (-7,593)
    - Total watch time: 995 hours (-105)
    - Change in subscribers: +284 (total 7,626)
- Top 10 videos in Q2:

Video title	Views	Watch time (hours)	Impressions	Impressions CTR (%)
Alcohólicos Anónimos	5814	178.6	6,838	2.5%
Alcoholics Anonymous	4,854	58.7	4,910	2.6%
Esperanza: Alcohólicos Anónimos	4,163	250.1	9,799	4.1%

Hope: Alcoholics Anonymous	1,785	117.2	13,311	4.7%
Sobriety in A.A.: Opening doors to a life without drinking (Public Service Announcement)	673	8.0	2,868	5.7%
Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	394	19.2	3,854	5.9%
A.A. Video for Employment/Human Resources Professionals	370	4.9	465	5.0%
Les Alcooliques anonymes: un espoir	341	28.6	3,099	5.4%
A.A. Big Book in ASL: The Doctor's Opinion	341	24.6	878	4.3%
Your A.A. General Service Office, the Grapevine and the General Service Structure	320	21.7	2,743	6.4%

Geography	Views	Average view duration	Watch time (hours)
Total	24,351	2:27	995.5
Mexico	5,937	3:24	229.8
United States	5,796	0:38	329.2
India	5,190	3:19	54.9
Canada	251	2:35	13.9
Guatemala	234	3:27	10.1
Colombia	164	2:22	9.5
Francs	105	0:44	4.2
Japan	57	1:56	0.7

Impressions and how they led to watch time

Data available Jul 1 – Sep 30, 2022 (92 days)

Impressions
103.1K

11.3% from YouTube recommending your content ⓘ

3.8% click-through rate

Views from impressions
3.9K

4:00 average view duration

Watch time from impressions (hours)
258.16

HISTORICAL ACTIONS:

We were getting a lot of questions about these two actions. They are included for reference.

In the March 2021 Website Committee meeting, the committee voted unanimously in favor of including bumpers in the beginning and at the tail on YouTube, aa.org, and other platforms as needed. This will not be retroactive to videos already completed, but all future videos will be prepared with the bumpers at the beginning and the end. That way we will have a single, completed version of each video that can be used for all platforms with little to no alteration.

In the June 2020 Website Committee meeting, the committee voted unanimously in favor of suspending work on preparing "A.A. in Correctional Facilities and "Carrying the Message Behind these Walls" for YouTube. Continuing to work on these would pull resources from higher priority projects with no guarantee they can be posted in the future.

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2023 Conference Committee on Public Information

ITEM E: Review report on "Google Ads Performance."

Background Notes:

Staff member background notes for the January 29, 2022, trustees' Public Information Committee meeting:

This is a comprehensive update on the progress of Google Ads. The background includes the standard quarterly Public Information Media Platform report on Google Ads from the Communication Services Department.

This past quarter the staff secretary coordinated with staff to complete the work of a 2021 Conference Committee on P.I Committee Consideration where that committee supported suggestions provided to them in a report from the G.S.O. senior digital communications analyst and the 2021 Public Information A.C.M.

New Google Ads campaign with multiple ad sets for the professional community.

If the committee agrees with the language, the G.S.O. senior digital communications analyst along with support from the P.I. Coordinator, C.P.C Coordinator and, as needed, the current P.I. A.C.M.s can start to do some research on the Google Ads platform for search terms to use on each ad and determine the cadence for implementing and tracking the new professional community Google Ads.

See background Item E.2 for the ad language.

> **Staff Note:** From the G.S.O. senior digital communications analyst: As for the suggestion from the 2021 Committee Consideration about creating two new ad sets with different conversion goals and similar language. The analyst is working towards next steps with the A.C.M.s. They are planning to meet again once the website is launched and stable.

From the January 29, 2022, trustees' Public Information Committee report:

The committee agreed to forward to the 2022 Conference Committee on Public Information a report, "Google Ads Performance: October to December 2021."

The committee reviewed and approved a new Google Ads campaign developed with multiple ad sets for the professional community. Eight ads were created for the following professional categories: corrections, education, faith, HR, legal, medical, military and treatment. The committee requested the staff secretary partner with the Communication Services

department and CPC coordinator to develop a schedule for implementing and tracking these ads. The committee requested that the staff secretary include the schedule's progress report for ongoing discussions on Google Ads at their July 2022 meeting.

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2022 trustees' Public Information Committee report on the Google Ads performance. The committee encouraged G.S.O. to develop an annual project calendar relating to Google Ads. The committee noted that the office should continuously optimize the Google Ads campaigns based on standard best practices in keeping with A.A. Traditions focusing on target audiences utilizing A.A. literature we currently have and that may be developed. The committee offered the following suggestions and looks forward to the report to be brought back to the 2023 Conference Committee on Public Information:

The G.S.O. Communications Department in cooperation with the staff secretary should make the following updates to the campaigns to ensure improved campaign performance.

- Evaluate and experiment with ad targeting
- Creation of more and diverse content
- A/B test ad copy and design
- Add/remove keywords and negative keywords
- Change keyword match type
- Test multiple landing page options
- Approve/deny basic campaign suggestions provided by Google Ads
- Review analytics on messaging to ensure it is reaching the target audience
- Include keyword testing of AA Google Ads searches to ensure they are being made available to those seeking help with a drinking problem.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed and accepted the GSO 2022 first and second quarter Google Ads reports. The committee agreed with the best practices being implemented to manage our Google Ads. The committee requested consideration be given on how to obtain useful analytic information to show that our ads are making a real impact for people seeking help and information about Alcoholics Anonymous.

From the Google Ads 2022 Second Quarter Report:

PROGRESS/NEXT STEPS:

- Updates to Google Ads are still on hold while we work to redeploy the analytics.
- As shared in the first quarter report, the following steps will be taken with Morgan, PI ACM when the analytics deploy is complete:

- o Update bidding strategy and conversion settings.
- o Implement ads
- o Develop the missing content on current ads
- o Expand into new ads
- To continue forward motion while awaiting the Google Analytics redeploy, Communication Services Department (CSD) is drafting content to fill the empty fields for the responsive ads. Will bring to P.I and C.P.C. Coordinators in August to begin review and feedback.
- As of 6/30/22, with the sunsetting of standard/extended ads, all future ads will be created as responsive. To quote from Google's support page on responsive ads:
  - o The more headlines and descriptions you enter, the more opportunities Google Ads has to serve ads that more closely match your potential customers' search queries, which can improve your ad performance.
  - o After you enter headlines and descriptions, Google Ads assembles the text into multiple ad combinations in a way that avoids redundancy. Unlike expanded text ads, you can provide up to 15 headlines and 4 descriptions for a single responsive search ad.
  - o Next, in any given ad, a maximum of 3 headlines and 2 descriptions will be selected to show in different combinations and orders. Part of your ad text may automatically appear in bold when it matches or closely matches a user's search query. Over time, Google Ads will test the most promising ad combinations, and learn which combinations are the most relevant for different queries.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the third quarter Google Ads report. The committee appreciated the progress made to update our content to the responsive ads format required by Google Ads. After the responsive ads are live with new bidding and conversions, we will explore steps for expanding ads, keyword research and more active management of the account.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the Google Ads report. It was highlighted by Communication Services that the new responsive ads have increased the effectiveness of the ads showing up in searches by 94%. The trustees suggested monitoring the monthly allotment of ad spend usage each month. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the "Google Ads Performance: July to September 2022" report.

Background:

1. Progress report on Google Ads 2022 Q3

 Google Ads: Third Quarter Report 2022

July - September

PROGRESS/NEXT STEPS:

- Content development to fill the empty fields for the planned responsive ads is complete.

- Implementation of the new ads began on 10/10/22

- After the responsive ads are live with new bidding and conversions, we will explore steps for expanding ads, keyword research and more active management of the account.

- The below issues are resolved as of 9/26 with no communication from Google Ads.

  - On 9/9 we received an alert that one of our ad extensions was impacted by a change in Google Ads policy. 14 keywords in the "Get Help" campaign were flagged as "not eligible with the following explanation:

    "This keyword can't run ads. This campaign is paused. Quality Score There aren't enough impressions or clicks to accurately determine this keyword's Quality Score."

    All 14 were paused manually and will be reviewed when we enter the responsive ad sets.

  - On 9/13 we received copyright flags on all our ads for "Alcoholics Anonymous".

    "Not eligible Ad may run to a limited audience: warning Trademarks in ad text
    Contains: Alcoholics Anonymous and alcoholics anonymous
    Doesn't meet reseller and informational site requirements"

    We resolved this same issue in December 2020 after an automated routine flagged our trademarks. Submitted appeal policy decision 9/13.

ANALYTICS:

In the 92 days of the third quarter, we have seen the following performance statistics for the overall account. The total Grant spend for this period was $7,729.89 which is 9% increase from last quarter ($7,085.52).
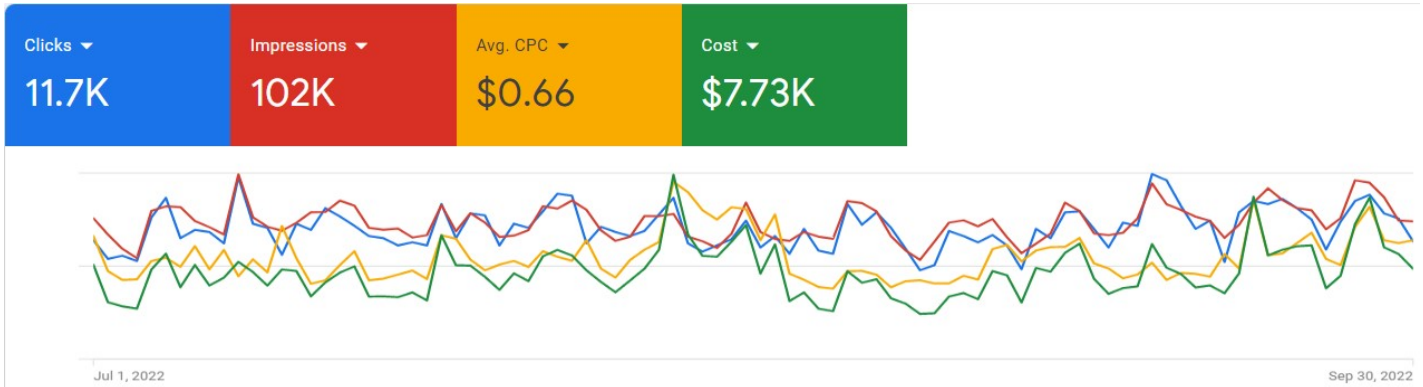
The cost and average CPC (cost per click) are based on the keyword bidding system. The recommended bid setting for Google Grants automatically sets keywords to a $2 maximum bid limit.

The Find a Meeting ad group continues to see greater attention and engagement than Get Help. This has been the trend for our entire time on Google Ads.

Ad groups	Cost	Clicks	CTR
● FindMtg	$6,231.55	10,110	12.08%
● GetHelp	$1,498.34	1,562	8.63%

All links in the ads lead back to aa.org, as required by Google Ads:

- "FindMtg https://www.aa.org/find-aa or https://www.aa.org/meeting-guide-app.
- "GetHelp" www.aa.org/new-to-aa or https://www.aa.org/what-is-aa

The highest click through rates continue to relate to finding a meeting.

Ad	Ad group	Clicks	↓ Impr.	CTR	Avg. CPC	Cost
Find an A.A. meeting near you. | Meeting Guide can help. www.aa.org/meetingguide Learn about the app that helps you find Alcoholics Anonymous Meeting information.	FindMtg	7,740	59,164	13.08%	$0.50	$3,831.78
Looking for an A.A. meeting? | Contact A.A. near you. www.aa.org/aanearyou A list of local Alcoholics Anonymous by state, province and country	FindMtg	1,667	16,212	10.28%	$1.27	$2,111.14
Want to stop drinking? | See if A.A. is right for you. www.aa.org/gethelp Information about the program of Alcoholics Anonymous	GetHelp	1,185	12,514	9.47%	$0.97	$1,150.40
Looking for an A.A. meeting? | Meeting Guide can help. www.aa.org/meetingguide Learn about the app that helps you find Alcoholics Anonymous meeting information	FindMtg	703	8,304	8.47%	$0.41	$288.63
Can't stop drinking? | Maybe A.A. can help you. www.aa.org/gethelp Information about the program of Alcoholics Anonymous	GetHelp	347	4,775	7.27%	$0.94	$326.83
Is drinking causing problems? | Maybe A.A. can help. www.aa.org/gethelp A brief look at the program of Alcoholics Anonymous	GetHelp	30	811	3.70%	$0.70	$21.11

Keywords	Cost	Clicks	CTR
aa meetings near me	3259.14	4,915	10.57%
AA meetings	1141.7	1,902	15.32%
aa website	696.07	749	9.63%
alcohol anonymous	524.17	443	6.12%
aaa meetings	361.03	548	8.94%
aa online	309.41	450	10.06%
aa org meetings	300.52	458	11.94%
aa org	290.89	907	30.26%
aa org	210.05	315	24.78%
online aa meetings	126.73	181	8.67%

Meeting Guide	110.67	212	33.02%
aa near me	108.33	143	11.07%
AA meeting finder	42.89	57	12.36%
Meeting Guide app	41.15	96	35.82%
alcoholics anonymous online	31.87	56	10.09%
Alcoholics Anonymous	30.68	16	4.64%
alcoholics anonymous meeting	30.31	53	8.85%
aa groups near me	23.19	30	8.55%
AA app	19.04	41	10.33%
aa zoom meetings	17.54	33	10.22%
aa pamphlet	12.94	10	10.20%
12 step meetings near me	9.01	14	9.33%
join aa	8.1	9	8.41%
Alcohol problem	7.15	10	1.55%
AA meeting directory	3.76	5	10.00%
Find AA meeting	3.47	7	7.78%
help for alcoholism	3.25	4	1.81%
how to stop drinking	3.17	3	5.88%
alcohol abuse and dependence	1.91	1	0.68%
AA meeting list	0.9	2	18.18%
Alcohol abuse	0.6	1	16.67%
Recovery from alcoholism	0.25	1	0.79%

Any additional keywords in our account received no traffic this quarter.

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2023 Conference Committee on Public Information

ITEM F: Review report on "Meeting Guide Performance."

Background note:

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the Communication Services Department report on the A.A.W.S. Meeting Guide App. The committee looks forward to a report to be brought back to the 2023 Conference Committee on Public Information. The committee suggested that the Meeting Guide App keep its focus on providing information on locating A.A. meetings.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed and accepted the GSO 2022 first and second quarter AAWS Meetings Guide app reports. The committee looks forward to the filter functionality being implemented as tested.

From the 2022 Meeting Guide First Quarter Report:

APP DEVELOPMENT AND MAINTENANCE/SUPPORT

Summary: During Q1 the App team worked with Perficient on development and testing of release 3.9.30. The team continued discovery and prototype review of the next major release which will include improved UI and functionality related to filters; this next step will also set the stage for a future improvement related to online v. in-person meetings.

Release 3.9.30 features:
- a reorganized Contact screen with a new link to the Meeting Guide online support site.
- minor bug fix to display meeting types with a dash "-", such as Wheelchair-Accessible

From the 2022 Meeting Guide Second Quarter Report:

Summary: During Q2 the App team continued to work with Perficient on the design and testing of improved meeting filters (detailed in previous reports). The team completed User Research related to the filters and that report is included. Based on

this research the plan is to move forward with most of the functionality as tested; bug fixes and improvements to be made by the vendor per the report findings and post research discussions

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the third quarter AAWS Meeting Guide app report. The committee discussed analytics regarding mobile device types on which our app is used as well as analytics regarding language breakdown of app users. To enhance the quarterly reports going forward Communication services is requested to include a section on feedback received about the app.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2023 Conference Committee on Public Information the, "Meeting Guide Performance: July to September 2022" report.

Background:

   1. Report on A.A.W.S. Meetings Guide app 2022 Q3

Meeting Guide: Third Quarter Report 2022

August - September

APP DEVELOPMENT AND MAINTENANCE/SUPPORT

Summary: Version 4.0 was released in September, concluding many months of design, development, user research and testing. No bugs have been reported and based on the feedback it appears to be regarded as an intuitive and natural progression of the user interface and app functionality. After many months of focusing on front end work the team and Foster Made have shifted focus to back end and data improvements.

Design and Development Highlights:

- Version 4.0 of Meeting Guide was released on September 9. This release includes the following:
    - Improvements to meeting filtering: on the main landing page users can easily tap to change day, time, or attend options.
    - Support for multiple filter selection: Users can swipe left on the filter bar to access the All-Filters panel. This option allows users to select multiple criteria to narrow meeting results.
- Foster Made development shifted to working on improving the data returned to the App, especially with respect to interpreting Google geocoding
- The Administrative backend was updated with functionality to better support the App
- UP NEXT:
    - No major releases, as the team focuses on design and discovery for UI improvements in representing online v. in-person meetings
    - Design and prototyping for an Entity dashboard – the team is exploring exposing certain information available on the back end such as connection status, contact information and more, to entities in view mode.

Collaboration with Code for Recovery (CFR):

- Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas

Support Highlights:

- Snippet from Front Q2 report which shows the number of conversations:

| < | 📅 Jul 1, 2022 → Sep 30, 2022 ∨ > | ✉ All team inboxes ∨ | 👥 Teammates ∨ | More filters ∨ | ⋯ |

Main Metrics   ⚙

All time metrics shown are averages. All comparisons are made with the previous period of the same length. Previous period: Mar 31, 2022 - Jun 30, 2022.

Active conversations	New conversations	Reply time (avg)	Archived conversations
710	659	1d 11h	639
↗ 1.4% • +10	↗ 3.1% • +20	↗ 9.1% • +2h 59m	↗ 3.2% • +20

- Snippet from Front Q1 report which shows the top conversation topics:

Top Tags ⓘ   ↑

🏷 Education Needed	172	↗	+88
🏷 Add/Update (local entity)	102	↘	-11
🏷 Find a Meeting	76	↗	+7
🏷 Add/Update Meeting or Local Ent...	61	↘	-1
🏷 App Data/Import/WP Plugin Issue	50	—	
🏷 Feedback/Feature Request	49	↗	+7
🏷 Temp/Online/Closures	48	↗	+17
🏷 No Coverage/Nonparticipating O...	29	↗	+8
🏷 Other Program (Al-Anon, NA etc.)	20	↘	-1
🏷 Cry for help	15	↘	-6

This quarter there has been an increase in the email received by App Support, though the increase does not correlate to issues or bugs. The increase appears to be due to a larger number of queries comping from our HelpDocs site, leading to a higher percentage of "Education Needed" inquiries. HelpDocs inquiries can be made irrespective of the person having the App.

HelpDocs:

- The support site **Article Views, Searches** and **Contact Forms** usage have continued to go up since Q2

Article Views	Searches	Contact Forms	Tickets Avoided ⓘ
7,273	2,097	249	3,436

Top Articles		⋮
TITLE		VIEWS
Finding online or in-person meetings	10.94%	⚹ 796
How to Connect to Meeting Guide	10.75%	⚹ 782
Deciding to Connect	10.13%	⚹ 737
Finding meetings in other locations	8.79%	⚹ 639
What is Meeting Guide?	8.41%	⚹ 612
Minimum requirements for participating in Meeting Guide	7.19%	⚹ 523
How to add online meeting information	4.91%	357
Finding Meetings by Day, Time, Attend option or Type	3.95%	287
Software platforms	3.24%	236
Finding meetings by keyword	2.94%	214

Top Categories		⋮
CATEGORY		VIEWS
Using Meeting Guide	33.32%	2,423
Getting Started	26.07%	1,896
How To...	22.89%	1,665
About Meeting Guide	11.60%	844
Troubleshooting	3.49%	254

COMMUNICATIONS AND OUTREACH

The Summer Quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs. An App Update announcement of release 4.0 went out to the same audience.

Meeting Guide highlights and analytics were presented at the NAATW conference.

ANALYTICS:

Google Analytics, included below, shows an increase in Total users from Q2 575,927 to 627,460.

2022 Q3 - Meeting Guide Overview

Jul 1, 2022 - Sep 30, 2022

Audience at a glance

Total users	Sessions per user	Sessions
627,460	11.33	6,752,559

Active users	New users
595,780	229,688

Device used

92%

● Apple ● Samsung ● others

Use of app features

	Page title and screen name	Views ▾
1.	(not set)	18,315,161
2.	MeetingList	4,441,885
3.	MeetingsDetail	4,353,388
4.	MeetingsFilter	1,385,977
5.	MeetingsSearch	1,259,394
6.	QuoteScreen	452,383
7.	NewsScreen	312,201
8.	FavoritesScreen	267,549
9.	MeetingsList	253,885
10.	ContactScreen	161,261
11.	FavoritesMeetingsDetail	75,504
12.	ContactUpdate	11,426
13.	ContactLocal	11,287
14.	ContactLiterature	9,635
15.	Quote	7,415
16.	AboutScreen	7,195
17.	News	3,160
18.	ContactConnect	2,798
19.	ContactSuggestion	2,385
20.	Favorites	2,192
21.	Contact	1,871
22.	ContactPrivacy	173

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Language breakdown

	Language	Views	Total users	New users
1.	English	30,694,601	605,761	222,879
2.	French	516,931	12,659	4,209
3.	Spanish	39,720	1,883	827
4.	Polish	30,545	2,183	855
5.	German	25,311	658	257
6.	Norwegian…	7,316	233	127
7.	Japanese	4,548	180	50
8.	Dutch	2,942	168	73
9.	Russian	2,889	103	61
10.	Corsican	2,374	5	5

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Top Countries

	Country	Views ▾	Total users
1.	United States	29,148,102	572,825
2.	Canada	1,706,831	38,563
3.	Australia	143,181	2,672
4.	United Kingdom	45,261	4,317
5.	Germany	37,312	1,317
6.	Poland	33,097	2,237
7.	New Zealand	31,205	683
8.	France	21,360	1,110
9.	Spain	13,737	713
…	South Africa	11,620	617

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	City	Views ▾	Total users
1.	(not set)	2,115,657	100,067
2.	New York	1,499,596	47,196
3.	Los Angeles	1,079,923	37,548
4.	Philadelphia	738,438	29,167
5.	Chicago	659,759	31,684
6.	Seattle	544,964	21,853
7.	Dallas	458,652	22,104
8.	Boston	443,318	18,084
9.	Atlanta	429,918	20,890
…	Washington	427,236	15,032
…	Miami	403,503	17,933
…	San Francisco	403,203	16,541
…	Denver	359,379	19,616
…	Houston	358,214	16,395
…	Charlotte	349,538	17,205
…	Phoenix	346,869	13,325
…	Orlando	332,189	18,881
…	San Diego	309,457	9,958
…	Montreal	299,043	11,116
…	Columbus	295,633	12,036
…	Raleigh	289,533	10,549
…	Nashville	282,664	11,961
…	Tampa	278,511	12,197
…	Sacramento	247,796	10,598
…	Portland	219,170	8,367

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Custom metrics groups to be included from Google Analytics Firebase: Search terms, Online joins, Phone joins, Click to Contribute, Outlinks (GSO/GV % vs all others %) CSD will work with vendor to implement.

Return to Agenda

2023 Conference Committee on Public Information

ITEM G: Review the "2022 Third Quarter Report on A.A.W.S. Board Oversight of G.S.O.'s A.A. website."

Background Notes:

Staff member background notes for the January 29, 2022, trustees' Public Information Committee meeting:

Per the staff secretary of T.C.S. there was no Q4 Website Committee meeting due to the Q4 launch of the new website.   The following reports cover Q4 Design, Development and launch for the new website, as well as post-launch highlights and tasks (both completed and outstanding).

From the January 29, 2022, trustees' Public Information Committee report:

The committee agreed to forward to the 2022 Conference Committee on Public Information a report, the "2021 Fourth Quarter Report on A.A.W.S. Board Oversight of G.S.O.'s A.A. website."

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2021 annual reports from the trustees' Public Information Committee regarding aa.org. The committee finds the website is easier to navigate and user-friendly. The committee suggested that G.S.O. continue to improve our search engine optimization, setting priorities and reasonable goals to move forward.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed and accepted the GSO 2022 first and second quarter GSO A.A. Website reports.

From the 2022 First Quarter GSO Website Report:

Summary: During Q1 CSD team has continued to work with Perficient on website development projects, including features identified pre-launch (phase 2 items), updates based on internal and public feedback post-launch feedback, bugs or immediate improvement needs and newly identified site enhancements.

The team also moved into website maintenance mode with on-going website support such as: fulfilling internal GSO department website update requests, regular website content postings such as news and events and asset updates: audio, video, and literature.

Development Highlights:
- Transition from prior hosting vendor Rackspace completed, including DNS move
- Production Release 2/15/22: Align prod with repo, apply Drupal security patches and Daily Reflection critical updates
- Daily Reflections (DR) updates: Time Zone fix, DR text and date added to share email, DR share email link copy changed to "View today's…"
- Production Release 3/15/22: AANY import updates, AANY Locations backend updates, SoundCloud updates, small bug fixes
- SoundCloud implementation in 2 different variations: downloadable, on page embedded player (used in individual pages and media library)
- 5th Edition Sharing Submissions project discovery
- Initial research to solve site form spamming
- CMS Workflow requirements gathering and education

From the 2022 Second Quarter GSO Website Report:

Summary: During Q2 CSD team has continued to work with Perficient on website development projects, including features identified pre-launch (phase 2 items), updates based on internal and public feedback post-launch feedback, bugs or immediate improvement needs and newly identified site enhancements. CSD worked with the Publishing Translation team to establish an on-going process for identifying and completing translations. CSD worked with the Tech Services Project Manager and Perficient to establish an on-going UAT process. The team also continued on-going website support such as: fulfilling internal GSO department website update requests, regular website content postings such as news and events and asset updates: audio, video, and literature.

Development Highlights:
- Collaboration with Tech Services Project Manager and Perficient for 5th Edition Submission Process, WebForm and Workflow
- Discussion and initial design discovery for presenting Daily Reflections Audio on the website
- Site backup discovery presented by Perficient to Tech Services and CSD, determined to move forward with AWS as the solution
- Perficient working with Tech Services to resolve form spamming

- Calendar discovery with Perficient, requirements gathering, meetings and user stories
- Production Release 5/18/22: AANY alpha-ordering select lists and overview content access; HTML sitemap; Security update; field label and title translations; open import confirmation tasks; enable content moderation; daily reflections email typo; update favicon; direct link on images to correctly translated page; file scanning tool module; add AANY icon to mobile header; import: update country mapping, create/delete Spanish and French nodes; anchor link capabilities
- Press/Media and Press Release discovery with Perficient and PI
- Production Release 6/22/22: Match homepage + Daily Reflection calendar, T4 book ordering, Eval limitations of node translations, webform and content time zone display, creating dynamic AA area views, modifying friendly sitemap to be dynamic (still in refinement, not public), webform role

Content Maintenance/Support Highlights:
- North/South Connections Forum page and related callouts implemented on the website.
- A Twelve Concepts page was published on the website.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the third quarter GSO A.A. Website report. The committee asked for a status on improving search engine optimization and learned that Communication services has plans to update on-page description and search engine results descriptions in all three languages. These short pieces of text will better describe our site's content.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the quarterly report on Oversight of GSO's A.A. Website. It was highlighted by Communication Services that the launch of the newest iteration of Google Analytics (G4) has impacted reporting and that the office is working to obtain more information on next steps. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the "2022 Third Quarter on AAWS Board Oversight of GSO's A.A. website: July to September report."

Background:

1. 2022 3Q Report on A.A.W.S. Board Oversight of G.S.O.'s A.A. website

Website Report: Third Quarter Report 2022

July - September

AA.ORG DEVELOPMENT, CONTENT UPDATE AND MAINTENANCE/SUPPORT

Summary: During Q3 CSD team has continued to work with Perficient on website development projects, including features identified pre-launch (phase 2 items), updates based on internal and public feedback post-launch feedback, bugs or immediate improvement needs and newly identified site enhancements.

The team also continued on-going website support such as: fulfilling internal GSO department website update requests, regular website content postings such as news and events and asset updates: audio, video, and literature.

Development Highlights:

- Design and development for Calendar functionality on aa.org
- Content setup for the new Sitemap functionality (go-live waiting for final development fixes)
- Discovery for dynamic FAQ functionality
- Production Release 7/26/22: PHP 8.0 upgrade, Add ability to delete files, enable honeypot, enable redirect 404, update FE newsletter page styling, Enable APM monitoring, remove translation settings from config
- Production Release 8/23/2022: Drupal core 9.4 upgrade, restrict internal media field file size upload, Update AANY translated labels, Update configs for GA4, Correct system level 404s
- GA4 Implementation

Content Maintenance/Support Highlights:

- Content setup for the new Sitemap functionality (go-live waiting for final development fixes)
- Young People's Video Project 2022 Submission landing page and webform submission

ANALYTICS:

Google Analytics are now available for aa.org and as expected, site traffic and usage continue to be higher on the new version of the site. Also as expected, the Daily Reflections page continues to be the number one draw to the site.

2022 Q3 - aa.org Audience Overview

Jul 1, 2022 - Sep 30, 2022

Audience at a glance

— Users

Users	New Users	Number of Sessions per User	Sessions
4,337,380	4,233,437	1.45	6,276,569

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
7,825,012	1.25	00:00:41	80.99%

How do visitors get to aa.org? (Medium)

42.4% 55.2%

- (none)
- organic
- referral
- cpc
- others

	Medium	Users	New Users ▾
1.	(none)	2,389,401	2,336,561
2.	organic	1,906,399	1,796,494
3.	referral	100,663	90,839
4.	cpc	11,361	9,665
5.	Display	429	429

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Where did they find us? (Source)

	Source	Pageviews ▾
1.	(direct)	4,048,547
2.	google	3,305,241
3.	bing	150,920
4.	yahoo	60,412
5.	duckduckgo	38,751
6.	optisigns.com	16,390
7.	aa-intergroup.org	13,152
8.	m.facebook.com	10,320
9.	canada.ca	7,639
10.	lm.facebook.com	5,289
11.	recoverydaily.com	5,248
12.	aa-quebec.org	3,891
13.	intherooms.com	3,462
14.	l.facebook.com	3,329
15.	ecosia.org	2,971
16.	medlineplus.gov	2,595
17.	verywellmind.com	2,494
18.	linkedin.com	2,421
19.	aaegroupusa.com	2,008
20.	12steps.nz	1,987
21.	secure.myspiritualtoolkit.c...	1,958
22.	aanorthcarolina.org	1,900
23.	alcooliques-anonymes.fr	1,817
24.	meetingguide.helpdocs.io	1,754
25.	out.reddit.com	1,750

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Percentage of users who are new

- New Visitor
- Returning Visitor

36%
64%

What device are people using?

26.9%
71%

- mobile
- desktop
- tablet

Country breakdown

	Country	Users	New Users
1.	United States	3,409,828	3,323,182
2.	Mexico	237,890	232,403
3.	Canada	228,507	221,154
4.	United Kingdo...	89,169	84,199
5.	India	36,611	36,677
6.	Netherlands	29,946	25,523
7.	Australia	28,077	27,112
8.	Spain	22,126	21,393
9.	France	19,021	18,264
10.	Colombia	18,118	17,664

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Language breakdown

	Language	Users	New Users
1.	en-us	3,454,727	3,360,217
2.	en-gb	168,391	162,953
3.	es-419	135,959	130,885
4.	en-ca	128,953	126,150
5.	es-us	106,483	103,004
6.	es-mx	71,189	69,428
7.	es-es	58,258	56,667
8.	en-au	35,603	34,887
9.	en	31,175	30,686
10.	fr-ca	26,624	26,314

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2022 Q3 - aa.org Behavior Overview

Jul 1, 2022 - Sep 30, 2022 ▾

Overview of your user behaviors

Pageviews — Unique Pageviews

Pageviews	Unique Pageviews	Avg. Time on Page
7,825,012	7,153,218	00:02:46
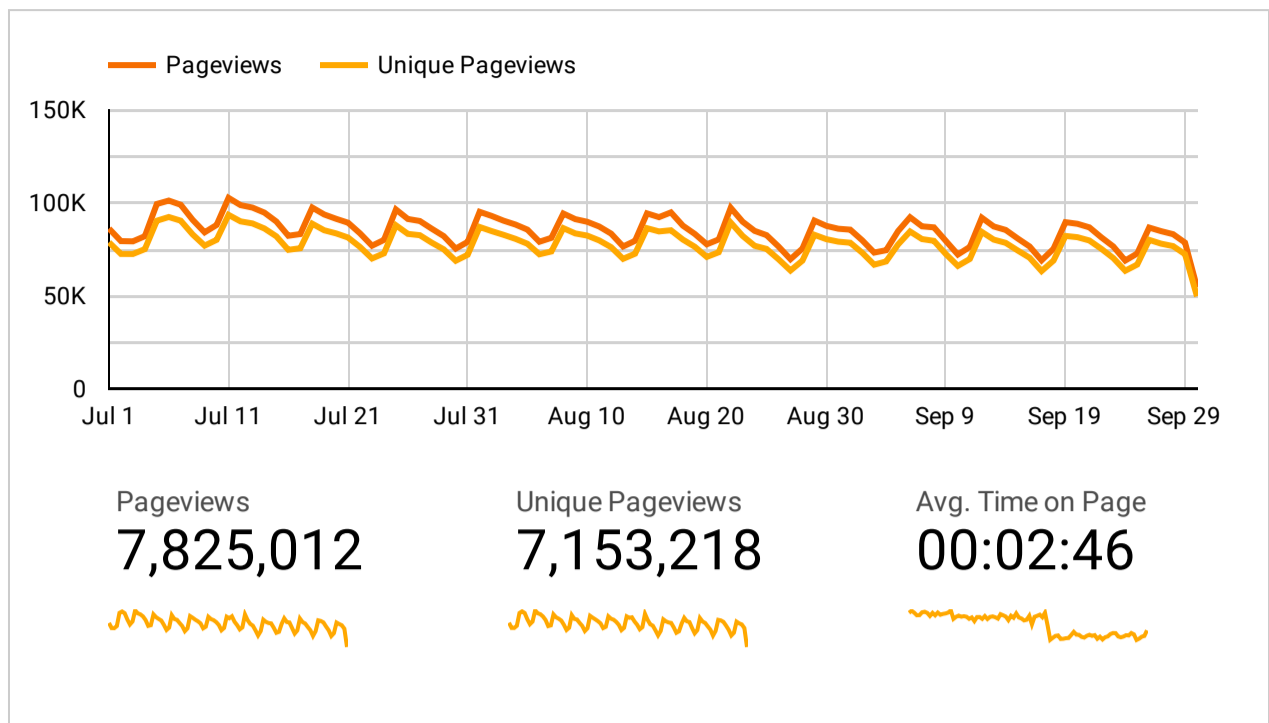
Interaction with Contact forms

Custom metric to be developed after analytics redeploy.

Show top forms across the site with volume of correspondence. Include language breakout?

What do visitors see when they are on aa.org?

Most popular pages

- Daily Reflections | Alcoholics Anonymous — 41.5%
- Have a problem with alcohol? There is a solution. | Alc…
- The Big Book | Alcoholics Anonymous
- Find A.A. Near You (North America) |…
- Reflexiones Diarias | Alcoholics Anony…
- Find A.A. Near You | Alcoholics Anony…
- The Twelve Steps | Alcoholics Anony…
- Twelve Steps and Twelve Traditions…
- Meeting Guide | Alcoholics Anony…
- others — 21.5%

10.6%

	Page Title	Pageviews
1.	Daily Reflections	Alcoholics Anony…	3,240,477
2.	Have a problem with alcohol? There i…	829,353
3.	The Big Book	Alcoholics Anonymous	395,395
4.	Find A.A. Near You (North America)	…	354,905
5.	Reflexiones Diarias	Alcoholics Anon…	338,462
6.	Find A.A. Near You	Alcoholics Anon…	295,198
7.	The Twelve Steps	Alcoholics Anony…	268,722
8.	Twelve Steps and Twelve Traditions B…	243,791
9.	Meeting Guide	Alcoholics Anonymo…	155,706
10.	Search Results	Alcoholics Anonymo…	119,269
11.	Literature Listing	Alcoholics Anony…	79,505
12.	Is A.A. for You?	Alcoholics Anonym…	77,198
13.	Los Doce Pasos	Alcoholics Anonym…	59,947
14.	Doce Pasos y Doce Tradiciones	Alco…	56,678
15.	The Twelve Traditions	Alcoholics An…	51,812
16.	Réflexions Quotidiennes	Alcoholics …	46,809
17.	What is A.A.?	Alcoholics Anonymous	42,795
18.	A.A. Preamble	Alcoholics Anonymo…	40,951
19.	Find A.A. Near You (World)	Alcoholi…	37,549
20.	What to Expect at an A.A. Meeting	A…	35,783
21.	El Libro Grande de AA	Alcoholics An…	32,403
22.	How It Works	Alcoholics Anonymous	31,962
23.	Page not found	Alcoholics Anonym…	31,513
24.	Living Sober	Alcoholics Anonymous	30,888
25.	Need help with a drinking problem?	…	26,370

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What are visitors searching for on aa.org?

	Search Term	Pageviews
1.	Big book	1,195
2.	Meetings	1,143
3.	Pamphlets	549
4.	Online meetings	499
5.	Meeting	464
6.	big book	427
7.	online meetings	425
8.	12 steps	424
9.	Daily reflections	424
10.	Living sober	377
11.	Daily reflection	375
12.	preamble	372
13.	how it works	367
14.	How it works	355
15.	Zoom meetings	352
16.	promises	350
17.	Preamble	337
18.	living sober	311
19.	pamphlets	308
20.	Zoom	305
21.	guidelines	301
22.	12 and 12	298
23.	Literature	296
24.	12 traditions	295
25.	Service manual	272

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Audio/video interactions

Custom metrics to be developed after analytics redeploy.

Top media, views and watch times.

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Behavior on A.A. Near You

Custom metrics to be developed after analytics redeploy.

Include "go to another A.A. site", top searches/clicks

Behavior on Big Book, 12x12 book pages

Custom metrics to be developed after analytics redeploy.

Top event interactions for each page Read/watch listen. Breakout by language if possible? Include Living Sober?

Press/Media page

Enhancement of this page is under discussion/discovery. Custom metrics to be developed after project is done.

Events

	Event Category	Pageviews
1.	Downloads	574,009
2.	Outbound links	472,993
3.	Mails	67,697

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2023 Conference Committee on Public Information

ITEM H: Review report on "AAGV/La Viña Website, Marketing and Podcast."

Background Notes:

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2021 annual report "AAGV/La Viña Website, Marketing and Podcast" regarding aagrapevine.org. The committee finds recent modernization of the Grapevine website to be effective and inviting. The committee finds the AA Grapevine Podcast is well received by many A.A. members and an effective method for sharing the collected voices of A.A. members. The committee noted that the current hosts might limit attraction to all members, potential members, or professionals and to consider the full intended audience regarding diversity, attraction, and belonging.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed and accepted the GSO 2022 first and second quarter AAGV/La Viña Website, Marketing and Podcast reports.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the third quarter AAGV/La Viña Website, Marketing and Podcast report. The AA Grapevine Publisher shared that there are over 250K downloads of the weekly podcast. Initial feedback surveys have been distributed to help with the initial creative planning of a new AA Grapevine app.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2023 Conference Committee on Public Information the "AAGV/La Viña Website, Marketing and Podcast" report.

Background attached:

1. GV Web Report 06-24-22

2. GV Audience Web Report 6.22

3. a. 10.28.22 Public Information Report

b. As-of-OCT-12-2022_Audience_Web

c. Instagram Metrics Jul 1, 2022 – Sep 30, 2022

d. gvr resources Performance Jan 1, 2022 – Sep 30, 2022

e. AA Grapevine Web Traffic Performance Jan 1, 2022 – Sep 30, 2022

f. AA Grapevine E-commerce Performance Jan 1, 2022 – Sep 30, 2022

g. La Vina Web Traffic Performance Jan 1, 2022 – Sep 30, 2022

h. La Vina E-Commerce Performance Jan 1, 2022 – Sep 30, 2022

AAGRAPEVINE,Inc.

Web Report June 24,
2022 Niurka Meléndez[+],
Grapevine Web
Coordinator

- Work in progress: Defining original vs duplicate content on the Drupal GV website. More than 400 URLs have been manually checked and updated since the audit process began in March.
- Work in progress: Adding e-Commerce to the main websites project. (Exporting data from ESP, Analyzing the API from PSA, Understanding shipping and provider methods)
- Created and deployed a customizable page on "Linktree" for GV and LV. The "Link in Bio" tool is available on both Instagram accounts as follows:
    - linktr.ee/aagrapevine and linktr.ee/aalavina
- Created and deployed landing pages
    - The "Welcome, Professionals" aagrapevine.org/professionals
    - The "Fun in Sobriety Book" aagrapevine.org/fun-in-sobriety-book
    - The "Diversión en sobriedad" aalavina.org/diversion-en-sobriedad
    - The "Concepts 60 years" aagrapevine.org/concepts60years
- Refreshed and deployed of the look for the upper half Homepage redesign (Web Maintenance) for both GV and LV websites. Now it displays three feature boxes that are customizable and editable in-house by the Web Coordinator.
- In coordination with North Studio, work continues to improve the aagrapevine.org and aaglavina.org website maintenance and support.
    - The events URL pattern was updated to include the date.
    - Sobriety Calculator: Added a line "You have been sober for" on the home page. On the landing page, add a string and count for "Your total days sober is." Removed the total icons "seconds," "minutes," and "hours."
    - Resources page: Added a new item link to download "2025 International Convention FAQ" document. This is available on both GV and LV sites.
    - Refresh the content and link under the "We Are Here To help" GV & LV site.
- Set the email campaigns:
    - "AA Grapevine Half-Hour Variety Hour" blasted it on April 10.
    - "Fun In Sobriety Book" blasted it on April 22.
- Ongoing maintenance work of the mailing distribution lists of the Constant Contact marketing mailing system.
    - Mailing lists subscribers' performance (Past 30 days): GV: 419↑ and LV: 19↑
- Ongoing work on creating and setting newsletters:
    - Weekly Web Exclusives,
    - Monthly GV Product News,
    - Quarterly Your Group newsletters,

        o   And overseeing the setting of the GV & LV daily quotes on the websites and blast emails.

†nonalcoholic employee

- Ongoing work on building UTM codes and adding them to the AAGV newsletters, blast communications, and the linktree items.
- Ongoing work in collaboration with Stikky Media, improving the metadata for both aagrapevine.org and aalavina.org websites. So far, in 2022, together, we have optimized 52 pages.
- Participate in bi-weekly Stikky Media SEO meetings.
- Continue supporting G.S.O. now in their "Podcast Plan- PI/CSD/GV" meetings.
- Created and deployed the landing page for the AAWS "Armed Forces Interview Project" on both GV and LV websites
    - aagrapevine.org/armed-forces-interview-project (GV)
    - aalavina.org/proyecto-fuerzas-armadas (LV)
- Updated the content under the "Important Updates" landing pages, displaying links to information/notices/projects in G.S.O. and AAGV, Inc.
    - aalavina.org/actualizaciones-importantes (LV)
    - https://www.aagrapevine.org/important-updates (GV)

Podcast Report
As of July 11, 2022
Episodes = 41
Episode downloads = 163,402
Averaging 3,985 downloads per episode. According to the website *podcast.co*, if an episode gets more than 1,000 downloads, it's in the top 20%. If it gets more than 2,900 downloads, it's in the top 10%. Podcast downloads have grown 7% in the last 28 days, compared to previous 28 days.

Where they listen:
Apple 5**0**%
Grapevine site 23%
Spotify 12%
Amazon, Overcast, Stitcher, Podbean, others make up remaining.

How they listen:
Mobile app 74%
Mobile browser 12%
Desktop browser 4%

Operating systems:
iOS 68%
Android 16%
Other 9%
Windows 3%
macOS 2%
Also chromeOS, AmazonOS, Linux.

AAGRAPEVINE, Inc.
Audience Overview

DESCRIPTION	AAGRAPEVINE.ORG			GRAPEVINE STORE			AALAVINA.ORG			LA VINA STORE			Acquisition: THROUGH AAGV, INC CAMPAIGNS				Meeting Guide App	
MONTHS	APRIL	MAY	JUNE (*)	APRIL	MAY	JUNE (*)	APRIL	MAY	JUNE (*)	APRIL	MAY	JUNE (*)	AAGRAPEVINE	CAMPAIGN	AALAVINA	CAMPAIGN	AAGV	AALV
Sessions	110,936	102,834	46,065	21,214	19,537	7,730	3,961	4,594	1,815	1,504	2,152	573	2,616	Fun Book Blast	169	New Book Blast	18	6
New Users	87,695	81,065	36,069	13,909	13,040	5,559	2,981	3,528	1,392	985	1,442	391	1,576	GV-Prod News	156	LV-DQ	14	6
Returning visitor	9,963	9,080	4,743	4,093	3,893	1,884	271	471	151	249	441	105		Podcast-DQ				
Page views	185,427	172,622	78,665	226,909	198,818	80,009	6,511	6,997	3,061	14,521	15,092	5,455		CTM-DQ				
Average pg views per session	1.67	1.68	1.71	10.7	10.18	10.35	1.64	1.52	1.69	9.65	7.01	9.52		AFI-Project-DQ				

Projects

AS OF 06/15/2022*

Audio Stories Collected	381
Daily Quote	45,965
Weekly Stories	17,348
Monthly News	54,805
Quarterly GV and Your Group	82,459
La Cita Semanal Con La Viña	1,939
Noticias desde de La Viña	1,540

Source: Constant Contact | Simple Voice Center

GV Top visits pages

1. Homepage	7. /archive
2. /sobriety-calculator	8. /site-search
3. /magazine	9. /carry-the-message
4. /login	10. /fun-in-sobriety-book
5. /podcast	11. /sobriety-card
6. /gvr-resources	12. /get-involved

LV Top visits pages

1. /inicio	7. /servicio
2. /la-revista	8. /calculadora
4. /usuario/inicio-	9. /diversion-en-sobriedad
5. /recursos	10. /estamos-aquí-para-ayud r
5. /archivo	11. /actualizaciones-importantes
6. /lleve-el-mensaje	12. /comparte

Sessions - This is the number of visits to the website within the date range.

New users - This is the number of new visitors during the reporting date range.

Page views - The number of pages that have been viewed during the time range.

Avg. pg. views per visit - This is the average number of pages a visitor sees per visit.

UTM CODES: Traffic directed to the aagrapevine.org and aalavin.org websites through the AAGV mailing campaigns

Campaign	Acquisition		
AAGRAPEVINE.ORG	Users: 7,737 % of Total: 3.73% (207,332)	New Users: 6,869 % of Total: 3.37% (203,645)	Sessions: 10,299 % of Total: 3.96% (260,222)
1. Fun-Sobriety-Book	2,616 (32.70%)	2,389 (34.78%)	3,050 (29.61%)
2. GV-Product-News	1,576 (19.70%)	1,255 (18.27%)	2,340 (22.72%)
3. Podcast-DQ	1,479 (18.49%)	1,283 (18.68%)	2,099 (20.38%)
4. CTM-DQ	1,358 (16.97%)	1,155 (16.91%)	1,573 (15.27%)
5. AFI-Project-DQ	229 (2.86%)	208 (3.03%)	253 (2.46%)
6. GV-News-June2021	172 (2.15%)	129 (1.86%)	206 (2.00%)
7. GV_Podcast	164 (2.05%)	145 (2.11%)	230 (2.23%)
8. GV-News	124 (1.55%)	77 (1.12%)	186 (1.81%)
9. Back-in-stock	63 (0.79%)	52 (0.76%)	108 (1.05%)
10. IG-Linktree	57 (0.71%)	50 (0.72%)	63 (0.61%)

Campaign	Acquisition		
AALAVINA.ORG	Users: 432 % of Total: 5.25% (8,231)	New Users: 383 % of Total: 4.84% (7,912)	Sessions: 611 % of Total: 5.88% (10,394)
1. Nuevo-libro	169 (38.24%)	153 (39.95%)	195 (31.91%)
2. LV Homepage Ad	156 (35.29%)	136 (35.51%)	278 (45.50%)
3. LV-CM_DQ	65 (14.71%)	49 (12.79%)	82 (13.42%)
4. LV-Linktree	16 (3.62%)	15 (3.92%)	16 (2.62%)
5. FA-Proyecto-DQ	13 (2.94%)	9 (2.35%)	14 (2.29%)
6. 03-16-15	9 (2.04%)	9 (2.35%)	9 (1.47%)
7. IG-Linktree	4 (0.90%)	2 (0.52%)	7 (1.15%)
8. GV05122021	3 (0.68%)	3 (0.78%)	3 (0.49%)
9. GV10192020	3 (0.68%)	3 (0.78%)	3 (0.49%)
10. Free-Access	1 (0.23%)	1 (0.26%)	1 (0.16%)

AAGRAPEVINE, Inc.

To: Trustees' Public Information
From: Chris C., Publisher, AA Grapevine, Inc.
Date: October 13, 2022
Subject: AA Grapevine, Inc. Website

- Work in progress: e-Commerce project:
    - Files of audiobooks: Production and Customer Service loading MP3/MP4 files; I will transferring to North Studio for Drupal store access.
    - Subscriber info, credit card info transferring from Omeda to PSA
    - ESP providing database dump to PSA. (File with DB structure and content.)

- Landing pages created and available on the leading websites:
    - Price increase:
      www.aagrapevine.org/news-release
      www.aalavina.org/comunicado
    - GV and LV Apps Information Flyer:
      www.aagrapevine.org/sites/default/files/2022-08/Future_GV-App_Ideas.pdf
      www.aalavina.org/sites/default/files/2022-08/Futuro_LV-App_Ideas.pdf
    - New Book:
      www.aagrapevine.org/New_Book_Sobriedad_Emocional
      www.aalavina.org/Sobriedad_Emocional

- Web Coordinator attended the National AA Technology Workshop. Directors, Publisher and Senior Editor presented the plan for building the smartphone GV and LV App to several events. We solicited feedback from participants, to be sent to email address social@aagrapevine.org. Using this address for:
    - Ideas and or feedback for the GV & LV App.
    - Photo submissions for the Instagram Contest.

- Emails created and blasted:
    - Quarterly GV and Your Group newsletter - Sent Sep 16. 81,661 sends. 22,162 opens.
    - New Book! Sobriedad Emocional - Sent Sep 20. 139,823 sends. 39,459 opens.
    - Grapevine's Podcast First Anniversary - Sent Oct 2. 139,812 sends. 39,795 opens.
  Side note: According to the trends, AAGV's "Open Rate" is +11%↑ vs. the industry average.

- Collaborating with NPS, WC created the 301 redirects to the promotional paths/URLs set.

- Ongoing maintenance work of the mailing distribution lists of the Constant Contact marketing mailing system. In the past 30 days: GV: 61↑ and LV: 35↑

- Ongoing work on creating and setting the AAGV newsletters: Weekly Web Exclusives, Monthly GV Product News, and overseeing the GV & LV Daily Quote.

- Ongoing work on building UTM codes and improving the metadata.
- Overseeing the Instagram accounts executed by Stikky Media. We upload the photos submitted for the IG Photo Contest, and events happening around the US and Canada.

Podcast Report
As of October 13, 2022

Episodes = 56
Episode downloads = 252,216
Averaging 4,504 downloads per episode, a 13% increase since July '22. Podcast downloads have grown 15% in the last 28 days. compared to previous 28 days.

Top episodes this quarter:
Live Your Way into Right Thinking   9/26/22, 3,525 downloads to date
ICYPAA   9/19/22, 3,368 downloads to date
Tough Love   10/3/22, 2,584 downloads to date

Context
From podcasthost.com:
If within seven days of release a new episode gets more than 938 downloads, you're in the top 5% of podcasts. Our most recent episode has 1916 downloads in three days.

Where they listen:

	Oct.	July
Apple Podcasts	54%	50%
Grapevine site	15%	23%
Spotify	13%	12%

Amazon, Overcast, Stitcher, Podbean, others make up remaining.

How they listen:

	Oct.	July
Mobile app	78%	74%
Mobile browser	12%	8%
Desktop browser	4%	4%
Mobile Browser	3%	--
Smart Home	1%	--

Operating systems:

	Oct.	July
iOS	71%	68%
Android	16%	16%
Other	6%	9%
Windows	4%	3%
macOS	2%	2%

Also chromeOS, AmazonOS, Linux.

AAGRAPEVINE,Inc.

Audience Overview

DESCRIPTION	AAGRAPEVINE.ORG			GRAPEVINE STORE			AALAVINA.ORG			LA VINA STORE		
MONTHS	JULY	AUGUST	SEPT.	JULY	AUGUST	SEPT.	JULY	AUGUST	SEPT.	JULY	AUGUST	SEPT.
Sessions	63,473	112,323	100,904	12,124	17,496	15,490	2,303	4,592	5,086	815	1,444	1,645
New Users	49,079	91,424	78,183	7,986	11,569	9,824	1,719	3,599	4,083	575	972	1,140
Returning visitor	6,224	8,124	9,136	2,348	3,087	3,108	194	293	352	127	227	225
Page views	108,410	183,391	171,494	119,464	183,121	177,595	3,251	7,067	7,392	7,175	13,679	13,478
Average pg views per session	1.71	1.63	1.7	9.85	10.47	11.47	1.41	1.54	1.45	8.8	9.47	8.19

Acquisition: THROUGH AAGV, INC CAMPAIGNS				Meeting Guide App	
AAGRAPEVINE	CAMPAIGN	AALAVINA	CAMPAIGN	AAGV	AALV
6,188	MGAPP	265	LV-DQ		
2,211	GVDQ	127	New Book Annct	6,129	21

Projects	
AS OF 10/12/2022	
Audio Stories Collected	382
Daily Quote	46,419
Weekly Stories	17,248
Monthly News	54,997
Quarterly GV and Your Group	82,529
La Cita Semanal Con La Viña	1,970
Noticias desde de La Viña	1,557

Source: Constant Contact | Simple Voice Center

GV Top visits pages

1. Homepage
2. /sobriety-calculator
3. /login
4. /magazine
5. /podcast
6. /gvr-resoirces
7. /archive
8. /site-search
9. **/news-release**
10. /sobriety-card
11. /carry-the-
12. **/important-updates**

LV Top visits pages

1. /inicio
2. /la-revista
3. /inicio-sesion
4. **/servicio**
5. /recursos
6. /calculadora
7. **/actualizaciones-importantes**
8. /archivo
9. /lleve-el-mensaje
10. /historia-Grapevine
11. **/sobriedad-emocional**
12. **/temas-sugeridos**

Sessions - This is the number of visits to the website within the date range.

New users - This is the number of new visitors during the reporting date range.

Page views - The number of pages that have been viewed during the time range.

Avg. pg. views per visit - This is the average number of pages a visitor sees per visit.

UTM CODES: Traffic directed to the aagrapevine.org and aalavin.org websites through the AAGV mailing campaigns

Campaign	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	10,467 % of Total: 7.76% (134,961)	9,598 % of Total: 7.24% (132,647)	12,961 % of Total: 7.69% (168,442)	78.98% Avg for View: 76.64% (3.06%)	1.45 Avg for View: 1.67 (-12.95%)	00:00:50 Avg for View: 00:00:58 (-14.36%)
1. GV09202022	3,400 (31.70%)	3,249 (33.85%)	3,905 (30.13%)	85.48%	1.17	00:00:36
2. GV0817022	2,788 (25.99%)	2,584 (26.92%)	3,157 (24.36%)	83.05%	1.20	00:00:26
3. CTM-DQ	1,109 (10.34%)	915 (9.53%)	1,326 (10.23%)	80.39%	1.30	00:00:31
4. Podcast-DQ	1,103 (10.28%)	943 (9.82%)	1,514 (11.68%)	81.31%	1.38	00:00:39
5. GV-Product-News	774 (7.22%)	615 (6.41%)	1,217 (9.39%)	54.48%	2.94	00:02:50
6. Sobriedad-Emocional	758 (7.07%)	684 (7.13%)	848 (6.54%)	72.41%	1.30	00:00:36
7. Increase-Price	205 (1.91%)	179 (1.86%)	235 (1.81%)	72.34%	1.68	00:01:06
8. GV-News	149 (1.39%)	107 (1.11%)	229 (1.77%)	63.32%	2.35	00:02:15

Campaign	Acquisition			Behavior		
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	443 % of Total: 6.67% (6,644)	390 % of Total: 6.06% (6,437)	586 % of Total: 7.29% (8,033)	76.28% Avg for View: 78.61% (-2.97%)	1.49 Avg for View: 1.48 (0.79%)	00:01:32 Avg for View: 00:00:55 (67.72%)
1. LV Homepage Ad	184 (41.07%)	170 (43.59%)	252 (43.00%)	92.86%	1.13	00:00:09
2. Sobriedad-Emocional	127 (28.35%)	116 (29.74%)	159 (27.13%)	55.97%	1.61	00:02:08
3. LV-CM_DQ	81 (18.08%)	55 (14.10%)	107 (18.26%)	68.22%	1.86	00:01:43
4. Increase-Price	26 (5.80%)	24 (6.15%)	36 (6.14%)	69.44%	2.72	00:09:04
5. GV0817022	21 (4.69%)	18 (4.62%)	23 (3.92%)	86.96%	1.09	00:00:23
6. LV-Linktree	6 (1.34%)	4 (1.03%)	6 (1.02%)	66.67%	1.33	00:00:10

Instagram Metrics – July 1, 2022, thru September 30, 2022

Instagram Metrics

Marketing Report by **STIKKY** MEDIA

Jul 1, 2022 - Sep 30, 2022

AAGRAPEVINE
The International Journal of Alcoholics Anonymous

@AlcoholicsAnonymous_GV
Quarter over Quarter Comparisons

Total Posts	Total Likes
157	15,554
↓ -3.1%	↑ 2.9%

Average Number of Likes per Post
99
↑ 6.2%

Likes over Time
Trendline in brown

LA VIÑA

@AlcoholicosAnonimos_LV
Quarter over Quarter Comparisons

Total Posts	Total Likes
100	3,322
↓ -9.9%	↑ 22.0%

Average Number of Likes per Post
33
↑ 35.5%

Likes over Time
Trendline in brown

GVR Resources Performance – Jan 1, 2022, thru September 30, 2022

AAGRAPEVINE
The International Journal of Alcoholics Anonymous

Website
/gvr-resources Performance

Jan 1, 2022 - Dec 31, 2022

Marketing Report by **STIKKY MEDIA**

Web Traffic Metrics
Year over Year

	Users	Sessions	Pageviews	Avg. Session Duration (sec)
	82,134	90.3K	104.7K	35
	↑ 186.3%	↑ 200.8%	↑ 172.0%	↓ -24.0%

How Are Site Sessions Trending?

Top Sources of Traffic

	Default Channel Grouping	Users	Sessions ▾
1.	Direct	59,171	64,731
2.	(Other)	19,186	21,516
3.	Email	2,275	2,401
4.	Organic Search	1,712	1,210
5.	Referral	866	571
6.	Social	59	59
7.	Paid Search	36	28

Top Queries for /gvr-resources

Query	Impressions ▾	Url Clicks	Average Position
gvr	2,907	0	30.79
grapevine news	529	0	22.18
aa resources	217	2	14.66
aa grapevine traditions checklist	202	0	10.5
traditions checklist	179	0	9.55
aa meetings auburn ca	97	0	66.84
gv	96	0	56.91
grapevine traditions checklist	84	0	10.9
aa grapevine meeting format	76	0	7.8
aa materials	70	0	63.71

Top Email Campaigns

Legend:
- Newsletter
- Blast
- Monthly-News
- blast
- Second-Blast
- Ancmt
- Monthly
- newsletter
- Zbaguyl-Afjf
- others

7.8%
84.7%

Top Referral Sources

	Full Referrer	Users ▾
1.	aa.org/	342
2.	aa.org/daily-reflections	91
3.	aa.org/news-and-announcements	43
4.	aalavina.org/	35
5.	aa.org/aa-grapevine-la-vina	35
6.	store.aagrapevine.org/	29

AA Grapevine Web Traffic Performance Jan 1, 2022 – Sep 30, 2022

Marketing Report by **STIKKY** M E D I A

AA GRAPEVINE
The International Journal of Alcoholics Anonymous

Web Traffic Performance
Jan 1, 2022 - Sep 30, 2022

	Users	Sessions	Pageviews	Bounce Rate
	786.6K	**993.3K**	**1.7M**	**77.67%**
	↑ 16.9%	↑ 17.2%	↑ 9.5%	↓ 0.0%

Web Traffic Metrics
Year over Year

	Avg. Session Duration	Pages / Session	% New Sessions
	00:00:58	**1.67**	**78.75%**
	↓ -4.0%	↓ -6.6%	↓ -1.9%

How Are Sessions Trending?

— Sessions ---- Sessions (previous year)

150K

100K

50K

Jan 2022 Feb 2022 Mar 2022 Apr 2022 May 2022 Jun 2022 Jul 2022 Aug 2022 Sep 2022

AA Grapevine E-commerce Performance Jan 1, 2022 – Sep 30, 2022

La Vina Web Traffic Performance Jan 1, 2022 – Sep 30, 2022

Marketing Report by **STIKKY** MEDIA

LA VIÑA

Web Traffic Performance

Jan 1, 2022 - Sep 30, 2022

Web Traffic Metrics
Year over Year

Users	Sessions	Pageviews	Bounce Rate
30.2K	39.3K	60.4K	74.88%
-13.4%	-7.0%	-14.3%	0.3%

Avg. Session Duration	Pages / Session	% New Sessions
00:00:59	1.53	76.60%
-11.9%	-7.9%	-6.5%

How Are Sessions Trending?

Sessions — Sessions (previous year)

La Vina E-Commerce Performance Jan 1, 2022 – Sep 30, 2022

LA VIÑA

Marketing Report by **STIKKY** MEDIA

E-Commerce Performance

Jan 1, 2022 - Sep 30, 2022

Web Traffic Metrics

Users	Sessions	Revenue	Transactions
9.4K	14.0K	$115.87K	1,455
↑ 50.1%	↑ 32.6%	↑ 60.5%	↑ 42.4%

Avg. Session Duration	Pages / Session	% New Sessions	Avg. Order Value
00:03:31	8.95	65.44%	$79.64
↓ -10.6%	↓ -9.4%	↑ 14.3%	↑ 12.8%

Revenue Trend

— Revenue — Revenue (previous year)

Back to Agenda

2023 Conference Committee on Public Information

ITEM I: Review report for "Online Business Profiles"

_____

Background Notes:

Online Business Profile Plan

The Communication Services department and the Public Information Coordinator and Staff Assistant met on June 28, 2022. to review the plan to manage the Online Business Profiles that we have claimed ownership.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the plan to manage the three business profiles on Google, Bing, and Yelp. In 2019, we took ownership of all three to correct inaccuracies. It was reported that the information provided is basic but correct. The committee understands there is a public comment feature on each of the three claimed profiles that cannot be turned off or removed and agreed that this is an opportunity to further our public relations in this channel and to answer basic questions with standardized answers, ultimately guiding users to our communication channels on aa.org. The committee requested that the standardized answers be revised to appear less generic.

The committee approved GSO Communication Services department's request to implement the Online Business Profiles management process presented for their consideration. The committee looks forward to a progress report at the October 2022 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the Quarterly report on Oversight of the A.A.W.S. Online Business Profiles. The project will begin by working on a backlog of reviews, followed by questions. The committee appreciated the simple standardized responses created for the review comments. The Communication Services will annually review and update details on each online business profile.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee agreed to forward to the 2023 Conference Committee on Public Information the "Online Business Profiles: July to September 2022" report.

Background:

1. Online Business Profiles - 2022 Q3

2. 9.9.22 Online comment responses

3. 9.30.22 Online comment responses

4. 10.7.22 Online comment responses

Online Business Profiles:

Third Quarter Report 2022

July - September

PROGRESS:

- In the July 2022 trustees' committee on Public Information the action plan for this platform was approved.

- As of September 9, 2022 the Communication Services Department and Public Information coordinator have begun a weekly cadence of review and response, 5 per week.

- Project will begin working backlog of comments, followed by questions.

NEXT STEPS:

- Continue review and response cadence to clear the backlog (2019-present).
  - Kicked off with 17 comments and 74 questions.
- In first weeks of project, PI Coordinator will present comments to GSO Staff for feedback. Finalized comments from PI Coordinator will be checked by CSD Director before publicly posted.
- After backlog is cleared, next steps for platform will be discussed.

ANALYTICS:

Total interactions with Google Business Profile up 7.8% from last year. Inclusive of all calls, direction requests and website clicks

2,592

Business Profile interactions ⓘ

📈 **+7.8%** (vs Jul 2021–Sep 2021)

Total Google Business Profile views up 89.9% from last year

62,054

👁 People viewed your Business Profile

📈 +89.9% (vs Jul 2021–Sep 2021)

Platform and device breakdown
Platform and devices that people used to find your profile

● **31,539 · 51%**
Google Search – desktop

● **28,637 · 46%**
Google Search – mobile

● **1,659 · 3%**
Google Maps – mobile

● **219 · 0%**
Google Maps – desktop

Total calls July 2022-Septmber 2022

530

Calls made from your Business Profile

📉 -10.0% (vs Jul 2021–Sep 2021)
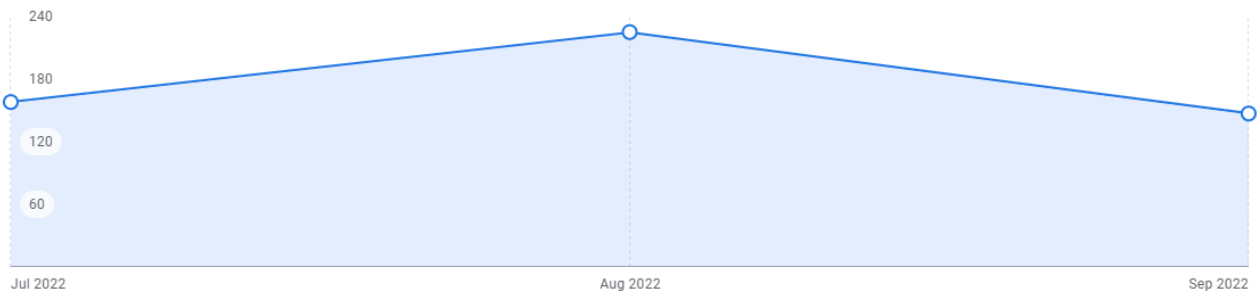
Total direction requests

256

Direction requests made from your Business Profile

↘ **-10.2%** (vs Jul 2021–Sep 2021)

100

75

50

25

Jul 2022   Aug 2022   Sep 2022
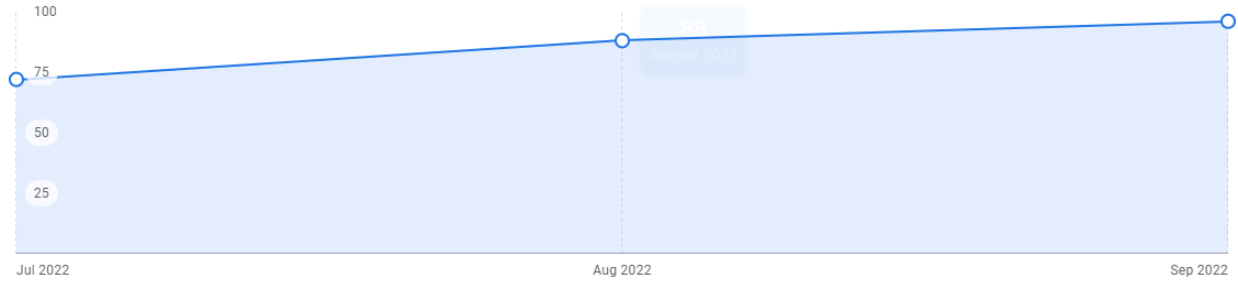
Total website clicks

1,806

Website clicks made from your Business Profile

↗ **+18.0%** (vs Jul 2021–Sep 2021)

800

600

400

200

Jul 2022   Aug 2022   Sep 2022

	A	B	C	D
1	**Rating (out of 5)**	**Comment**	**PI Coordinator Response as of 9.9.22**	**Notes**
2	5	Life saving organisation. The greatest spiritual movement of the 20th century. Helping people and saving lives, for free, for over 80 years. Wonderful, friendly, welcoming staff.	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO) of A.A. also feel. Thank you for sharing your thoughts with us. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
3	1	The office purpose is for the care and feeding of the staff and management of the New York office. Its bread and butter is selling literature, fund raising and selling tickets to conferences. Invoking the names of the founders and claiming to help other alcoholics the AA main office brings in millions of dollars annually (According to The 3 IRS form 990s AA has to submit every year)	The General Service Office serves as a hub of communication for A.A. groups in the U.S. and Canada and as an exchange point for A.A. experience accumulated over the years. GSO staff coordinate a wide array of activities and services. Also located at GSO is Alcoholics Anonymous World Services, Inc., which oversees the publication, translation and distribution of A.A. literature. A.A.'s Seventh Tradition states: "Every A.A. group ought to be fully self-supporting, declining outside contributions." This means that only A.A. members contribute financially to A.A. To find out about more the General Service Office please review the following illustrated digital pamphlet at https://www.aa.org/your-aa-general-service-office. ou can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to https://www.aa.org/your-aa-general-service-office and to the contact us page.
4	5	Fantastic people and great location. They provide such wonderful information and services for those who need help. They are a blessing to work with.	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO of A.A. also feel. Thank you for sharing your thoughts with us. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page.
5	1	It is my understanding that AA was reformatted from a group called the Oxford group if which there was political contention due to the prohibition. Their mission was to go houase to house daily and break bread. Not a building for 1 hour a week. Compassion heals. Thinking I could get an answer I spoke someone in New York, who generously gave me 90 seconds of his time, and concluded this is not a self help group. There are more problematic people to speak to, ask this question to yourself. I questioned if this was how Bill Wilson and Dr.Bob conducted AA in the beginning. He said yes go to meetings, and hung up. I've seen people in meetings open their heart and are shut down after 2 minutes, because anything more than that was bullpoop. Plug in the jug, play the tape through. Fake it till you make it...would these phrases hold true to someone with a disease, by which they are wheelchair bound. Does the sarcasm and lectures that go on encourage sobriety, how about isolation, coming from a cordial person who asked 4 people to be a sponsor who said no. It took over a year my life when one finally said yes, I lost my house, friends, family relationships, not to mention in the name of servanthood became their personal slave. I don't even recognize myself as an alcoholic, no craving, no obsession. Due to the PTSD i will because I want to stay out of psyche wards. This is what I was asking a representative in New York, (I called them from a completely different country, thinking they are the experts) who felt it too menial to answer the question and replied this not a self help group before they hung up...90 seconds, that's the servant, like spirit, I recieved. Give me a day, I am forgiving. Long since we've come from brotherhood.	We appreciate the sharing of your experience. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page.
6	5	Just to witness how GSO works World Wide. Wonderful People and Staff, Thank You for all your doing for US..	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO of A.A. also feel. Thank you for sharing your thoughts with us. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page.
7				
8		CONFIDENTIAL: This is background for the General Service Conference, and as such may be a confidential A.A. document. Distribution is limited to A.A. members. Placement of this material in a location accessible to the public, including aspects of the Internet, such as Web sites available to the public, may breach the confidentiality of the material and the anonymity of members, since it may contain members' full names and addresses.		

Rating (out of 5)	Comment	PI Coordinator Response as of 10.10.22	Notes
5	Great excellent Love it !	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO) of A.A. also feel. Thank you for sharing your thoughts with us. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
5	ZOOM MEETING LEADERS AND PARTICIPANTS SHOULD FOLLOW THE PRIMARY PURPOSE OF BEING SOBER AT LEAST 90 DAYS AND HAVING AN HONEST DESIRE TO STOP DRINKING. Methadone maintainance mania is hysterical and cunning. Steer clear. The fraud is in the rooms.	What is A.A.? Alcoholics Anonymous is a fellowship of people who come together to solve their drinking problem. It doesn't cost anything to attend A.A. meetings. There are no age or education requirements to participate. Membership is open to anyone who wants to do something about their drinking problem. A.A.'s primary purpose is to help alcoholics to achieve sobriety. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
1	Word of advice the 12 step programs are all getting a bad name behind clubs and meetings who abduct and use the program to lie to everyone they call it harvesting. I thought I was alcoholic addict I don't crave and had over 17 years clean and sober the steps helped me but the lying members who had no time and stealing my 4th steps and sponsors not knowing how to work the steps leave a death taste in my mouth. I did it you way for over 20 years your convicts don't change they have always used the good to hide the bad. Its going to cause a bad back lash thought you should know	Membership is open to anyone who wants to do something about their drinking problem. A.A.'s primary purpose is to help alcoholics to achieve sobriety. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
5	I joined AA last week. It has brought me such a great relief and spiritual enlightenment hope and a desire to serve and grow along spiritual ways. One day at a time. Thankyou for my recovery and new found friends. Kind Regards James B	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO) of A.A. also feel. Thank you for sharing your thoughts with us. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
2	As usual	No comment reply to add. PC	No comment reply to add. PC

Rating (out of 5)	Comment	PI Coordinator Response	Notes
5	Look what A.A. has done for me and my family Great things through a higher power	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO) of A.A. also feel. Thank you for sharing your thoughts with us. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
5	Spectacular history going all the way back to the beginning of this life changing program in the archives room. Exceptionally helpful people willing to spend time with you answering questions. And it has worked for me for almost 33 years. April 10 1989.	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO) of A.A. also feel. Thank you for sharing your thoughts with us. Since its beginnings in 1935, the success of Alcoholics Anonymous has sparked interest. A.A. members, professionals and the general public want to learn more about A.A. and how it works to help alcoholics. Here we have collected historical information thanks to the General Service Office Archives. You can explore online exhibits and also find resources for more learning here. https://www.aa.org/aa-history	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
5	AWESOME!!!!!!!!	Your comment expressed much of the gratitude for A.A. and sobriety that we here at the General Service Office (GSO) of A.A. also feel. Thank you for sharing your thoughts with us.	
5	I appreciate everything that AA does but I think there should be more awareness of the 13th step. When I try to bring it up in clubs they shy away from it. I see 13 stepping going on all the time and it does Chase the woman out of the groups. I know it's meant and women I can only speak from my experience.	Alcoholics Anonymous is a microcosm of the larger society within which we live. Problems found in the world can also make their way into A.A. As we strive to share in a safe environment, alcoholics can focus on maintaining sobriety and the group can fulfill its primary purpose — to carry the A.A. message to the alcoholic who still suffers. To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.
1	I went to southside fellowship and Alcoholics anoymous asked me not to come to meetings again due to a medication i was taking for cancer. They do not keep to singleness of purpose of alcohol. It seems its more important policing and acting as if they are gods of political power. Which they are not. I flipped trucks when i drank alcohol. I havent drank in 4 years. But vines always ruin wood as i have been told. They should only care about men and women who have had problems with alcohol. The traditions arent held to this either. Alot ofr Bilaws being broken. Police, Politicians church and aa should never be mixed.	The A.A. Member—Medications and Other Drugs pamphlet is directed to A.A. members who must take medication as well as to medical professionals, this pamphlet offers suggestions for minimizing the threat of relapse while taking prescribed medications. Nine A.A. members also share their personal experience with medications and other drugs. It is suggested that: No A.A. member should "play doctor"; all medical advice and treatment should come from a qualified physician. Give your doctor copies of this pamphlet. https://www.aa.org/sites/default/files/literature/assets/p-11_aamembersMedDrug.pdf To find out about A.A.'s program of recovery or local/online A.A. please reach out to us at the following link: www.aa.org. You can also visit the Contact Us page to connect with someone at GSO.	Please make sure the links are connected to aa.org main page and to the contact us page. Please copy and paste the following links to a new browser to visit the official website of Alcoholics Anonymous. We can run this wording by your team as needed and adjust is accordingly.

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2023 Conference Committee on Public Information

ITEM J: Review report on Analytics

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Background Notes:

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

> The committee discussed the current process enacted by the 2004 Advisory Action that requires GSO to compile quarterly and annual website reports. The committee agreed that a review is warranted regarding the types of analytics reports that are produced and if they are meeting the needs of the Conference Committee on Public Information and trustees' Public Information Committee. The chair appointed a working group on analytics reports that will include Julie Gonzalez (Project lead), Kirk Holmes and John Weis. The working group will seek to present a new packet of template analytics reports for consideration. The committee looks forward to a progress report at the October 2022 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the Working Group on Analytics report. The focus of this working group is to re-develop the analytics reporting for trustees' and Conference Public Information committees with the following goals in mind:

- Primary goal: Quarterly and yearly reporting for main digital platforms.
- Secondary goal: Other reports that tie directly into those platforms.
- Tertiary goal: Reports not currently being reported on formally

The committee looks forward to a progress report at the January 2023 meeting.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the progress report from the Working Group on Analytics Reporting. The committee highlighted that the 2004 Advisory Action requested annual analytics reporting on the aa.org website only. While this annual reporting is being completed, enhanced analytics reporting is also occurring on many new channels of communication (e.g., AAWS YouTube, Google Ads, Meeting Guide, etc.) that have been added since the 2004 Conference. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the "2022 Working Group on Analytics" report.

Background:

1. 1.28.23 Progress report from the 2022 Analytics Working Group

**Progress report from the 2022 Analytics Working Group
January 28, 2023**

From the minutes of the July 2022 Trustees PI meeting:

"The committee discussed the current process enacted by the 2004 Advisory Action that requires GSO to compile quarterly and annual website reports. The committee agreed that a review is warranted regarding the types of analytics reports that are produced and if they are meeting the needs of the Conference Committee on Public Information and trustees' Public Information Committee. The chair appointed a working group on analytics reports that will include Julie Gonzalez (Project lead), Kirk Holmes and John Weis. The working group will seek to present a new packet of template analytics reports for consideration. The committee looks forward to a progress report at the October 2022 meeting."

The Analytics Working group has met 7 times since August. Our focus has been to develop a plan for reporting to trustees' and Conference Public Information (PI). The purpose of reporting to PI is to use data to gauge if we are being successful in carrying the message to the alcoholics who still suffer.

Our conversation has included reviewing history of current reports, cross platform analytics planning, short and long-term goals identified in the Comprehensive Media Plan (CMP) and 2018 A.A.W.S. Strategic Plan, and ways we could deliver data in a more digestible way; especially considering rotation of the Boards and Conference.

Advisory Action

We have not discussed the 2004 Advisory Action in depth and do not have a specific recommendation. What we have discussed are two ideas:

- Acknowledgement from the Trustees and Conference Committees that sections B, C and D in the 2004 Advisory Action are outdated and should no longer serve as the basis of our reporting requirements.

  OR

- Something more flexible and general to allow for reports to be created as needed and changed or discontinued when they are no longer useful.

For context, when this Advisory Action was written, changes to the website and requests or correspondence were infrequent and simple. Today, there are tons of changes and mountains of correspondence. In addition, for the past few years, the reports aren't getting the attention they once merited and seldom aid in any decision making at the Board or Conference level, which makes them obsolete.

<u>There is no intention to cease reporting.</u> We see value in regular reporting to both trustees' and Conference Public Information via A.A.W.S.

Technology/Communication/Services (TCS) Committee. We hope to have the flexibility to overhaul reporting in a meaningful way without going against the Advisory Action.

Reporting

After considering a simple restructuring of the current quarterly platform reports, we have started to identify what an executive level summary for all digital platforms could encompass. Our goal is to present a first draft for review and feedback along with high level thinking of what we believe can be accomplished in 2023 and what may need to wait for 2024. There is no draft to review currently as we tackle the learning curve of adjusting to GA4 (the new iteration of Google Analytics).

To structure this executive summary, we will focus on the 4 main user groups identified for aa.org:
- New to A.A.
- Members (In service/not in service)
- Friends and Family
- Professionals

As a starting point, the report will identify at least 2 main goals (pages or actions) for each user group to give context for if we've been reaching them and if traffic is increasing or decreasing. Over time, the goal would be to expand this report to include multiple platforms giving a more comprehensive overview of analytics in general. Priority and feasibility of data that could appear in this summary were determined by level of effort, available resources, and budgeting.

- Short term examples –
  - Functionality that is automatically, natively tracked in GA4.
  - Reporting that is only waiting on properly defined KPIs (Key Performance Indicators).
  - Broader use of UTM (Urchin Tracking Module) codes in our platforms and communications to understand impact of outward messaging.
- Long term examples –
  - Custom reports that need implementation in GA4.
  - Segmentation that is not well defined and needs planning in the office.
  - Cross platform data aggregation that is not native or available in GA4; may explore incorporating additional technology/tools in the future.

When we do make the final switch from Universal Analytics to GA4 (both are running in tandem on aa.org while we get acclimated to the changes), many of the newly available privacy and cookie settings will be in place. This will mean less direct user flow or click streaming data and more behavioral modeling* depending on cookie opt in/out. It will be a shift in our standard reporting, but all companies moving to GA4 face this same shift.

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*[GA4] Behavioral modeling for consent mode (excerpt)
https://support.google.com/analytics/answer/11161109?hl=en

"When you implement a consent banner for your website or app, Analytics will be missing data for users who decline consent. Behavioral modeling for consent mode uses machine learning to model the behavior of users who decline analytics cookies based on the behavior of similar users who accept analytics cookies. Modeled data allows you to gain useful insights from your Analytics reports while respecting your users' privacy.

For example, behavioral modeling estimates data based on user and session metrics, such as daily active users and conversion rate, that may be unobservable when identifiers like cookies or user IDs are not fully available. It helps you answer important questions like:

- How many Daily Active Users do I have?
- How many new users did I acquire from my last campaign?
- What is the user journey from landing on my website to actually making a purchase?
- How many of my site visitors are based in Germany vs. the UK?
- What is the difference in user behavior between mobile vs. web visitors?

Modeled data vs. observed data

When users visit your site and grant consent for Analytics cookies or when they don't opt out of personalization using advertising ID in Android Settings, Analytics associates user behavior with various identifiers to provide continuity in measurement. We refer to this kind of data as observable data because it comes from users who have given Analytics permission to observe their behavior.

When users don't grant consent, events are not associated with a persistent user identifier. For example, if Analytics collects 10 page view events, it can't observe and report whether that's 10 users or 1 user. Instead, Analytics applies machine learning to estimate the behavior of those users based on the behavior of similar users who do accept analytics cookies or equivalent app identifiers.

The training data used for modeling is based on the observed user data from the property where modeling is activated. "

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CONFIDENTIAL: 73rd General Service Conference Background

2023 Conference Committee on Public Information

ITEM K: Review progress report on the Young People's Video project

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Background notes:

From the January 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed and approved a new digital and print version of the Young People's Video Project communication (flyer). The staff secretary will work with Publishing to create a plan that includes an annual timeline of how this project of Fellowship video submissions can be completed each year. The committee looks forward to a progress report at the July 2022 meeting.

Since January, Publishing and the PI Coordinator met two times to develop a proposed annual timeline of actions for 2022/2023 for the Young People's Video Project.

We are seeking the trustees' PI Committees approval to move forward with this year's project.

Proposed action:

- The PI Coordinator has partnered with Publishing to provide an annual timeline that would allow the request for Young People's Video Project submissions within a timeframe that could allow for trustee PI committee and Conference PI Committee review and approval. In the past, we have provided a target video submission deadline to incorporate enough time for review and edits of the videos.   The PI Coordinator/Publishing works with the submitters to get the videos in good shape. At this point, submitters are making edits themselves.

  ➢ August 10, 2022, communicate the 2022/2023 project submission window in appropriate channels.

  ➢ August 15 to November 7, 2022, is the submission timeframe.

  ➢ November 7 to January 10, 2022, is the review, rating and editing period.

  ➢ January 2023 board weekend, present any videos to trustees' PI Committee for review, approval and forward to Conference Committee on Public Information.

  ➢ Conference 2023 review and possible recommendation to post to aa.org website.

  ➢ May/June 2023 work internally with Communication Services department to post.

Action completed:

1. A minimum technical specification sheet will be included with the approved communication flyer, including a QR Code that guides members to our aa.org website and submission process. This will also include our release form for submitters to complete.

2. Communication Services Department will be engaged to support the update to the website young people's video project page.

3. A video rating analysis and tracking sheet needs to be developed to support decisions on what moves forward.

4. Technology services has supported developing how we can accept submissions of the videos using the AA/box network attached storage (NAS)

5. Develop communication and excitement for the Young People's Video Project.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee approved the Young People's Video Project to move forward as presented in 2022. The committee looks forward to a progress report at the October 2022 meeting.

Staff secretary update as of October 29, 2022:

The Young People's Video Project has been communicated to the Fellowship in all channels of communication from our website to the meeting guide app and even Grapevine's Instagram. We are seeking submissions through November 7, 2022. As of October 23, 2022, we have a great submission that we will be working to edit with the submitter. It is three minutes in length. There is initial discussion that this message might be able to be broken down into smaller content messaging to young people. GSO staff on Public Information and in Publishing will be working together with Communication Services to provide video submissions to consider sending to the 2023 General Service Conference at the January 2023 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the progress report on the 2022 Young People's Video Project. The project is asking for submissions through November 7, 2022. The committee asked the staff secretary to communicate with the chair regarding the concept of extending the deadline. The committee looks forward to a progress report at the January 2023 meeting.

Staff secretary update as of January 28, 2023:

Submissions: The results of this year's 2022 Young People's Video Project are that we received submissions from seven different members.

Of the seven, we determined one member's submissions had previously been posted on their own social media platform and we are unable to move them forward.

Release forms: To date, we have received four release forms on four of the submission we can potentially use. Two of four have been edited. We will continue to see what we might do with the remaining two video submissions.

Anonymity: One of the challenges we found is that even with our webpage instructions, several video submissions were members in full-face without anonymity protection. The sharing of experience is good.

Extension and communication deadlines: The PI Coordinator will work to develop updates to the Young People's Video Project webpage and communications to the Fellowship to ensure that we can obtain future submissions, sharing how this project can fit into the annual calendar of Conference deadlines and needed approval.

Ready for review: Two videos have been edited by our Publishing department in cooperation with an outside service provider to present to the trustees' PI Committee at the January 28, 2023, meeting.

1. <u>J.M. Video summary</u>: My story along with a series of video clips taken over the last couple weeks compiled in hopes of attracting a young member to alcoholics anonymous.

2. <u>I.F. Video summary</u>: A story of the "real" night out for the problem drinker.

Please view them and provide your insight into the readiness for the to move forward to the 73rd General Service Conference Committee on Public Information for consideration as new content created under this ongoing project.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the progress report on the Young People's Video Project. The committee also viewed two video submissions edited by GSO Publishing. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the progress report and two complete Young People's video submissions for consideration.

Background:

1. Review of two video submissions by PI Assignment

Updates to JM's Young Peoples Video – Message to young potential problem drinkers who are young.

Per review by Patrick C. and Marissa S.

Requested edits:

1. Update the quote "My first blackout" to "My first black out drunk."
2. Show picture of man lying in street longer onscreen. Goes by to quickly now because Jaime is still talking about this dramatic story, but we see picture of the dog and beautiful river/forest.
3. Update "The Devilments" to "The Bedevilments"
4. We would like to see the bedevilments come up on the screen in wording as he states them.
    a. The We were having trouble with personal relationships, we couldn't control our emotional natures, we were a prey to misery and depression, we couldn't make a living, we had a feeling of uselessness, we were full of fear, we were unhappy, we couldn't seem to be of real help to other people—
5. Add the quote "There is Freedom" starting around 2:20 seconds in.
6. Update Thank you A.A. to "Thank you for being there A.A." That's what he says.
7. Color of side panel background. We suggest it change from the Hot Pink to Fall Autumn tones to better support the video being shown.
8. "No Money" quote comes up to soon for his telling of the story and leaves the screen too fast.

Requested Edits after updates on 1/20/23:

1. "My first black out drunk" appears too early.
2. Can the bedevilments come up on the sides because they currently are displayed over the video itself while it's still playing in the background?

Requested Edits after January 28, 2023, trustees' PI Committee:

Here are the updates to this ONE video J's that were requested to be completed before I send them to the Conference Committee on PI.

This is the list of edits I have:

1. Updates for the YP video for J use the style of the Instagram automated captions that come up in the modern different size ways.
2. Update font of the label to make is more modern – Sans Serif Font

3. No quotations around the captioned language
4. The bedevilments: We would like the bedevilments so that they fade in and stay one at a time, building the list as he states them to end with the full list on screen.
5. Can we leave video running in the center and have the bedevilments on the sides of the Video screen?

Updates to IF.'s Young Peoples Video – Club and 5 suggestions.

Per review by Patrick C. and Marissa S.

Requested edits:

1. Overall update is that the underlying background music is competing with the club scenes music. Make sure that the club scene music is louder when those scenes are depicted onscreen. Lower underlying background for these specific scenes.
2. .54 seconds, you can barely hear the club music.
3. 1.08 seconds you can barely hear the club music.

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CONFIDENTIAL: 73rd General Service Conference Background

2023 Conference Committee on Public Information

ITEM L: Discuss feasibility research on paid placement of PSA videos on streaming platforms.

Background Notes:

2021 Public Information Advisory Action:

That a feasibility study on paid placement of PSA videos on streaming platforms including, but not limited to, Netflix, Hulu, and YouTube be conducted and that a report on the research be brought back to the 2022 Conference Committee on Public Information.

From the July 31, 2021, trustees' Public Information Committee report:

The committee discussed the PI advisory action that a feasibility study on paid placement of PSA videos on streaming platforms including, but not limited to, Netflix, Hulu, and YouTube be conducted. The committee looks forward to research conducted by G.S.O. regarding these platforms at the October 2021 meeting.

From the October 30, 2021, trustees' Public Information Committee report:

The committee discussed the research conducted by G.S.O. regarding these platforms. The committee asked that the staff secretary research information on the price, the reach and the active versus passive viewing of the PSA and that a report be brought to the January 2022 meeting.

Staff member background notes for the January 29, 2022, trustees' Public Information Committee meeting:

The Communication Services Department Project Coordinator initiated research on this topic. This will hopefully provide solid information that will spark discussion that will lead to decisions on next steps, additional research needed, if any, and eventually the content of the report on the research to bring back to the 2022 Conference Committee on Public Information.

As requested at the October 2021 trustees' Public Information Committee meeting the staff secretary is providing the additional research information requested on active versus passive viewing of a PSA.

CONFIDENTIAL: 73rd General Service Conference Background

What is passive placement of ads?

Passive ads attract your services in seemingly small, subtle, more native ways that doesn't inconvenience or overwhelm people. It involves efforts that reach people whether they know it or not, such as placing ads in locations where they are looking anyway.

Example:

A display ad in the margin of a website, or in between website content, is a passive form of advertising.

Since visitors have the option of looking at the ad or other content nearby, passive advertising doesn't feel forced or annoying, but rather optional and expected from customers. It makes content and opportunity available to online users through smart positioning–but then waits for consumers to view the content on their own.

What is active placement of ads?

Active ads generally involve invading people's space or time in larger, more aggressive (direct) ways. These efforts are more obvious and intrusive, so people know right away they are seeing ads.

Examples

Pop-up ads are the most obvious example.

The person wasn't looking for the pop-up or expecting it, but it was put in front of them regardless. Once they see it, there's no question they're being targeted, and they must take action to remove it from their view. Either click through to see the ad or close the window.

The research performed to date includes an attached two-page document detailing the "Digital & Social Media Opportunities" cost of paid placement services.

In addition, attached as a background document is a solid "Concept of a Distribution Plan" based on Connect 360s digital streaming services. This includes the details on the platforms, service, duration, targeting, estimated results and budgets.

The research:

Communication Services reviewed an RFI proposal (see excerpt below), did a bit more research, and confirmed with a vendor - paid placement is in fact a form of paid

advertising. Anything beyond broadcast is considered Pay for Play (P4P) and it's an internet/online advertising model.

The research did not find anything in the Public Information Committee's History & Action documents or our department files stating we cannot do paid advertising. In fact, we already partake in unsolicited paid email marketing/advertising for communication distribution via Campaign Monitor.

Therefore, Communication Services Project Coordinator was recommending moving forward with broadcast (which we are performing with Connect360) and paid online distribution (which we have no plans to do at this time) for "Wall" and "Party."

The following is an excerpted vendor services statement on paid placement advertising from their RFI:

Connect 360 Digital & Social Media/Streaming Services

I understand you are interested in looking down the road to put your PSAs on some streaming services. I'm attaching an overview of the services we offer. As you look at the chart I've provided, here is clarification of the column headings:

1. Platform – This is the platform where we can place your PSAs

2. Service - Explains more about the platform

3. Duration – Most placements are for one or two months

4. Targeting – As I mentioned earlier, with digital media you can target key audience demographics (age groups) or other lifestyle options

5. Estimated results - this is what we estimate the coverage to be; deliverables are either in terms of "video streams" (meaning, one person saw your video) or impressions

6. Budgets – the amount it would cost

Connect360 shared that while this gives you a great overview of options and price-points, please know we can customize programs and budgets and often spread over more months. Keep in mind that these are all fully PAID placements, it's not donated space. In all cases at the end of a campaign we provided you with a detailed report including the different metrics available (whether it's video views, impressions, clicks to your website, etc.)

From the January 29, 2022, trustees' Public Information Committee report:

The committee discussed the feasibility study on paid placement of PSA videos on streaming platforms. The committee agreed to forward to the 2022 Conference Committee on Public Information the research conducted by GSO regarding paid placement of PSA videos on streaming platforms, including added detail on the variety of streaming and video platforms that are available.

The trustees' discussion led to some questions that might start the conversation:

1. Does this feel like a direction that the Conference would like to try?
2. What sort of target audience demographics might be reached with this type of PSA message?
3. What sort of messaging?

Note: It might be best not to include specific named platforms to allow for flexibility.

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2022 trustees' Public Information Committee feasibility research on paid placement of PSA videos on streaming platforms and <u>requested that further research be conducted</u>. The committee offered the following suggestions and looks forward to a report to be brought back to the 2023 Conference Committee on Public Information.

- Committee members would like to see additional research comparing paid versus donated media value ads and the effectiveness of these different approaches.

- Include research on Canadian streaming platforms to better understand PSA regulations and the specific streaming platforms found within Canada.
- Focus on obtaining A.A. member feedback from various age groups on the desire from the Fellowship to embark on A.A. paid placement ads on streaming platforms.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the feasibility study on paid placement of PSA videos on streaming platforms. The committee agreed with the research suggestions from the 2022 committee consideration. The committee requested that the staff secretary incorporate a cost benefit analysis that includes information about paying for the PSA broadcast TV distribution versus paying for the guaranteed paid PSA placement. The staff secretary will also include the Connect360 report on how the

world of communications has shifted.

The Staff secretary has determined that it is important to provide the research performed to date as background for the 2022/2023 trustees' PI Committee members.

Staff secretary update as of October 29, 2022:

1. We have begun research on Canadian streaming platforms found within Canada.

The additional research and survey work requested in the July 30, 2022; trustees' PI Committee meeting report will be focused on during the period from November 2022 to January 2023.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the feasibility study on paid placement of PSA videos on streaming platforms. The staff secretary has begun research on Canadian streaming platforms. The additional research and survey work requested will continue and the committee looks forward to a progress report at the January 2023 meeting.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the updated feasibility research on paid placement of PSA videos on streaming platforms and agreed that it includes sufficient information. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the research conducted by GSO to consider an approach for testing paid placement PSAs.

Background:

1. 2023 Compilation of paid placement research

2. Connect360 Digital & Social Media Marketing Opportunities

3. TV Streaming Placements

4. Amazon TV Marketing

A compilation of research on the feasibility of paid placement PSAs on streaming platforms

January 28, 2023

Timeframe of research: July 2019 to January 28, 2023

Introduction and an overview on the updates to this research since last year's 72nd General Service Conference:

The PI Coordinator has framed this research to share first what we do today to develop, produce, distribute, and track the successful outreach of any new TV Public Service Announcements (PSA) approved by a General Service Conference.

The hope is this research will prove helpful as everyone contemplates if paid placement of PSA videos on streaming platforms is potential new and effective media channel service to use with our self-tradition self-support contributions from the Fellowship.

Current Process for PSAs:

Our current process of is outlined in detail in our 2023 Comprehensive Media Plan. Here are a few excerpted sections to consider within the context of this research.

The GSO Staff on the P.I. Assignment leads any project to produce new PSAs, whether they are for broadcast television or radio placement, as well as to edit any existing PSAs.

Using our latest 2020 produced PSAs, "Wall" and "Party" the production process includes our Publishing Department and third-party service providers to create or edit a PSA. All new creative content is sent through the committee process to Conference for approval.

  a. The two were created and developed totaling a cost of $78,000.
  b. The two were edited totaling a cost of $8.700.

Once approved, a service provider is engaged to ensure that the broadest possible distribution occurs throughout the U.S. and Canada service structure. Analytics and tracking data are provided to the committees for review.

  c. The two were distributed and tracked for <u>one-year</u> totaling a cost of $57,000.

This adds up to a spend of $143,700 on our two latest Public Service Announcements.

CONFIDENTIAL: 73rd General Service Conference Background

<u>Relevance and Usefulness and Ongoing Use of PSAs</u>:

Each year our trustees' PI Committee and Conference Committee on PI review our PSAs for ongoing relevance and usefulness (i.e., is the message still relevant, looks modern and not outdated)

We have five total PSAs that are still relevant and useful located on our aa.org website found at https://www.aa.org/downloadable-videos.

A secondary distribution channel is the fact that these are regularly provided to TV stations by local PI Committees who perform outreach to make a connection to get them aired. This work is in addition to the professional distribution and tracking for the one year each time we produce a new PSA mentioned above.

<u>Questions to consider as you review research</u>:

1. Could we use some Tradition Seven self-support contributions to continue distribution of our produced, relevant, and useful PSAs as a General Service Office service, beyond the one-year after new PSAs are produced?

2. Is paid placement an avenue for this type of additional distribution of airing our message on streaming platforms?

3. Will this allow us to be seen through channels that the general public, professionals and potential alcoholics are using?

The Research:

<u>July 2019</u>

The following is the content of a Memo from Connect 360 Multimedia regarding Online PSA Distribution originally provided to the trustees' PI committee at the July 2019 meeting.

Public Information 2019 Additional Committee Consideration –

The committee suggested that the trustees' Committee on Public Information explore online platforms as a possible additional media outlet for future public service announcement distribution.

<u>Memo from Connect 360 Multimedia regarding Online PSA Distribution:</u>

Alcoholics Anonymous & Social/Digital Media

The Digital Landscape

Decades ago, the main media to work with included television, radio, and print.Today, nonprofits can't ignore the shift in habits in terms of *where* people get their news, information, or entertainment. Television audiences are moving away from broadcast TV and moving to Hulu, Netflix. Radio stations are losing listeners to Pandora, iHeart radio or music on mobile devices. Newspapers and magazines have either gone out of business or are struggling as people get their news free online from any number of websites. The world of communications has shifted.

To capture the attention of online audiences, many nonprofits are gravitating to an "integrated approach" -- maintaining traditional media but expanding to online platforms in order to widen their audience reach, especially younger audiences. While these nonprofits continue to take advantage of donated media space as available through broadcast PSAs, they also supplement with paid social media campaigns and digital placements.

Messaging Longevity

Broadcast PSAs stay on the air for many, many months and up to a year or longer. But digital campaigns are for a specified period of time (usually about a month). This is why many nonprofits follow an integrated approach as they use TV PSAs for broad awareness over an extended period of time and use digital tactics for certain months where there is a particular relevance to their topic. For example, a breast cancer organization may heavy up with digital campaigns in October, Breast Cancer Awareness Month. As it relates to A.A., I know your messaging has no particular timeframe of relevance, but I know April is Alcohol Awareness Month or December (holidays) or January (New Year's resolutions) might be special periods for extra visibility and awareness.

Donated versus Paid in Digital and social media

In the world of digital and social media, there was a time websites would place banners for nonprofits at no cost and bloggers would happily write about nonprofit causes. Today that has completely changed because there are so many advertisers willing to pay, the platforms sell out their space. Even bloggers have gone to a fee-based model…and they get the money.

Remember that TV stations air PSAs to be good corporate citizens which helps during license renewal periods with the FCC. They also have a *need* for PSA to fill unsold advertising space because they simply can't sell all slots. But in the case of digital and social media, there is no overarching government agency or license renewal that forces a platform to be altruistic -- for these it's really more about shareholders and profits. The most that can be hoped for is that the platforms offer a reduced rate for nonprofit messages, called nonprofit rates or "low bono" rates.

For any organization wanting to have messaging on digital and social media platforms, it must be on a paid basis as there really are no "donated" options.   Yes, other nonprofits who want to be online do pay.   If you are searching online and you see a banner come up for a nonprofit organization, that organization is paying to have that banner appear.

Is it then considered a commercial if the placement is paid?

There really is no expert ruling that defines what is considered a commercial.   It can be looked at two ways.   If the definition rests on <u>whether the time was bought or donated</u>, then one could say it's a "PSA" when airing in donated space but is a "commercial" if the time is purchased.   However, if it's a <u>function of the *message*</u>, then a "commercial" can be a for-profit entity selling a product or service, while a PSA continues to be a public service if the message is in the public's interest, regardless of if the airtime was purchased or not.   <u>It's just a paid public service campaign.</u>

Ultimately this is a grey area and because it can be argued both ways, A.A. will need to properly evaluate to determine its comfort level related to this matter.

Is there any way to note that A.A. does not endorse any program or have an opinion on the show being aired? A disclaimer?

It will depend on the platform. We did ask Hulu, and they said they would allow a disclaimer but A.A. would need to add the disclaimer to their video and have it scroll across the lower third of their spot.   That said, Hulu still reserves the right to final approval based on review after their standard quality check.

While we can appreciate the need for the disclaimer, keep in mind it could be distracting. The viewer could potentially focus on the disclaimer scrolling across their screen and lose sight of the message of the video.

In online versions can a banner be placed on a PSA to link back to aa.org?

Some of the digital campaigns include an accompanying campaign banner, which can click back to A.A.'s website, while others allow an overlay button on the video (see sample below).

This example was from a veteran's organization with a campaign to recruit new members. The A.A. video could have an overlay button as the PSA plays that says (for example) "click here to learn about A.A."

How long a placement for a trial airing would be needed to determine "success" in reaching people?

Most placements are for one month and each platform comes with estimated deliverables for the placement. For example, Hulu comes with an estimated 350,000 video streams. A placement on the news websites of CNN, Fox and USA Today has 220,000 video streams. YouTube comes with 140,000 to 425,000 video streams (based on package purchased).

Our role is to meet or exceed the deliverable (video streams) estimated. What happens beyond that – how many clicks to your website -- is a function outside of our control but is something A.A. should measure to evaluate the effectiveness of the campaign/platform.

My suggestion is to try a one-month digital placement and evaluate after the performance. We would work with you to determine the best placement option, based on your objectives and budget.

How necessary is it for entities to be on online platforms? Is there an audience that we are not reaching that we would be taping into?

From experience I can tell you major nonprofits are moving to "digital fundraising" to find new donors. Once popular appeal methods like phone calls and direct mail are becoming less effective as the older generation of donors pass on. Nonprofits know to sustain fundraising dollars it's imperative to get their mission in front of other generations.

While I recognize A.A. is not about raising funds, the point is this – as an organization, you need to continually reach new audiences with your message. To find them, newer strategies

need to be adapted. Much like the fundraisers continue with older methods but have had to expanded to newer technologies.

Even with A.A.'s successful TV PSA generating tens of thousands of airings, consider that the median age of a live TV viewer is 56 (according to Nielsen). This means certain audiences are not as exposed to the A.A. message as much as others because they are not frequent TV watchers. From Nielsen:

    59% of live TV viewers are 55+
    18% of live TV viewers are 45-54
    12% of live TV viewers are 35-44
     3% of live TV viewers are 18-24

While there is definitely a role for the broadcast PSAs, this points to the need for A.A. to also expand its visibility to be where these other audiences are frequenting, which is largely social and digital media platforms.

If members of the A.A. committee take a step back and consider their own use of the Internet…. be it Facebook, or searching YouTube for an instructional video, checking WebMD for information on an illness, watching a show on Hulu…. I feel it will become evident there is a need for A.A. to be part of the online world in order to reach a new pool of audiences with their message.

April 2021:

The Communication Services Department Project Coordinator initiated this additional research on this topic. This will hopefully provide solid information that will spark discussion that can lead to decisions on next steps.

The research from April 2021:

Communication Services reviewed an RFI proposal (see excerpt below), did a bit more research, and confirmed with a vendor - paid placement is in fact a form of paid advertising. Anything beyond broadcast is considered Pay for Play (P4P) and it's an internet/online advertising model.

The research did not find anything in the Public Information Committee's History & Action documents or our department files stating we cannot do paid advertising. In fact, we already partake in unsolicited paid email marketing/advertising for communication distribution via Campaign Monitor.

Therefore, Communication Services Project Coordinator was recommending moving forward with broadcast (which we are performing with Connect360) and paid online distribution (which we have no plans to do at this time) for "Wall" and "Party."   This did not occur.

The following is an excerpted vendor services statement on paid placement advertising from

their RFI dated April 2021:

Connect 360 Digital & social media/Streaming Services

I understand you are interested in looking down the road to put your PSAs on some streaming services. I'm attaching an overview of the services we offer. As you look at the chart I've provided, here is clarification of the <u>column headings</u>:

1. <u>Platform</u> – This is the platform where we can place your PSAs

2. <u>Service</u> - Explains more about the platform

3. <u>Duration</u> – Most placements are for one or two months

4. <u>Targeting</u> – As I mentioned earlier, with digital media you can target key audience demographics (age groups) or other lifestyle options

5. <u>Estimated results</u> - this is what we estimate the coverage to be; deliverables are either in terms of "video streams" (meaning, one person saw your video) or impressions

6. <u>Budgets</u> – the amount it would cost

Connect360 shared that while this gives you a great overview of options and price-points, please know we can customize programs and budgets and often spread over more months. Keep in mind that these are all fully PAID placements, it's not donated space. In all cases at the end of a campaign we provided you with a detailed report including the different metrics available (whether it's video views, impressions, clicks to your website, etc.)

<u>October 2021</u>:

As requested at the October 2021 trustees' Public Information Committee meeting the staff secretary provided information requested on active versus passive viewing of a PSA.

<u>What is passive placement of ads?</u>

Passive ads attract your services in seemingly small, subtle, more native ways that doesn't

inconvenience or overwhelm people. It involves efforts that reach people whether they know it or not, such as placing ads in locations where they are looking anyway.

Example:

A display ad in the margin of a website, or in between website content, is a passive form of advertising.

Since visitors have the option of looking at the ad or other content nearby, passive advertising doesn't feel forced or annoying, but rather optional and expected from customers. It makes content and opportunity available to online users through smart positioning–but then waits for consumers to view the content on their own.

<u>What is active placement of ads?</u>

Active ads generally involve invading people's space or time in larger, more aggressive (direct) ways. These efforts are more obvious and intrusive, so people know right away they are seeing ads.

Examples

Pop-up ads are the most obvious example.

The person wasn't looking for the pop-up or expecting it, but it was put in front of them regardless. Once they see it, there's no question they're being targeted, and they must take action to remove it from their view. Either click through to see the ad or close the window.

The research performed to date includes an attached five-page document detailing the "Digital & Social Media Opportunities" cost of paid placement services.

<u>July 2022 to January 2023</u>: Request from the trustees' PI Committee on Conference Committee on PI.

1. Committee members would like to see additional research comparing paid versus donated media value ads and the effectiveness of these different approaches.

   a. To fulfill this request the PI Coordinator is providing to analysis. One of the donated media value analyses from Connect360 for the year of tracking December 2021 to December 2022.

      Total English & Spanish:
      - Final Results: 125,192 airings, 615,956,841 impressions and $34,506,580 in media value.

      Total Canadian: Final Results:
      - In December, the Canadian PSAs aired an additional 1,269 times, bringing total

airings to 11,485.

- In addition to new airings occurring on VisionTV, national network coverage also continued to take place on CBC News Network, Aboriginal People's Television Network, CTV Sci-Fi Channel, Much, Ici ARTV, Ici RDI, RDS, RDS 2 and various Sports Network stations.
- The PSAs began airing on new local stations in Toronto and Ottawa last month, with continued support taking place on stations in Montreal, Vancouver, Victoria, Peterborough, Surrey, Calgary, and Edmonton.

b. In addition, the PI Coordinator is providing some local committee experience with engaging in paid placement advertising services. This was a December 2022 to February 2023 period totaling $3k. This is an example of the local committee's analytics report.

Campaign Summary

Order	Line item	Ad server impressions	Ad server clicks	Ad server CTR	Spent ($)	Completion Rate
#15004 NETWORK - ANON BC - Dec 2022 - Feb 2023	#1 Bell Media (EN) - RON - All Platforms - :15 In-stream Video	9,002.00	43.00	0.48%	$369.08	90.99%
#15004 NETWORK - ANON BC - Dec 2022 - Feb 2023	#2 Bell Media (EN) - RON - Desktop & Mobile Web - :15 Out-stream Video	31,000.00	79.00	0.25%	$434.00	33.84%
#15004 NETWORK - ANON BC - Dec 2022 - Feb 2023	#4 Bell Media (EN) - ROC - Connected TV - :15 In-stream Video	3,855.00	-	0.00%	$158.06	97.69%
#15004 NETWORK - ANON BC - Dec 2022 - Feb 2023	#6 Bell Media (EN) - RON - All Platforms - :15 In-stream Video (1)	6,830.00	53.00	0.78%	$280.03	90.52%
#15004 NETWORK - ANON BC - Dec 2022 - Feb 2023	#7 Bell Media (EN) - RON - Desktop & Mobile Web - :15 Out-stream Video (1)	6,283.00	21.00	0.33%	$87.96	34.57%
#15004 NETWORK - ANON BC - Dec 2022 - Feb 2023	#9 Bell Media (EN) - ROC - Connected TV - :15 In-stream Video (1)	2,120.00	-	0.00%	$86.92	98.49%
Total		**59,090.00**	**196.00**	**0.33%**	**$1,416.05**	**55.67%**

2. Include research on Canadian streaming platforms to better understand PSA regulations and the specific streaming platforms found within Canada.

   Canadian Streaming services:

   - [Disney+](#) *
   - [Netflix](#) *
   - [Apple TV+](#) *
   - [Hayu](#)*
   - [Amazon Prime](#)*
   - [Fubo TV](#)
   - [CBC Gem](#) – has ads on non-premium version only
   - [Roku Channel](#)
   - [DAZN](#)
   - [Tubi](#)
   - [CBS all access](#) - has ads on non-premium version only
   - [Plex](#)
   - [Crave](#) – has been testing ads

   This list includes streaming services that are also in the United States. They might feature different ads as well as content available to stream, so they were included on this list. Services with a * have no ads as of 9/30/22 but might change in the future.

   Note: Hulu is not an individual streaming service in Canada, but an attachment to Disney+ (which is currently ad free). Other shows from Hulu are spread to Amazon Prime and Crave. HBO Max is also not available in Canada, but they do not currently run ads for shows that aren't their own.

3. Focus on obtaining A.A. member feedback from various age groups on the desire from the Fellowship to embark on A.A. paid placement ads on streaming platforms.

   a. The ask here is for Delegates to obtain this feedback from members in the local Area Mock Conferences, Roundtables, Assemblies in preparation for the 73rd General Service Conference.

Final Questions to consider for direction:

   b. Does this feel like a direction that the Conference would like to try?

   c. What sort of target audience demographics might be reached with this type of PSA message?

   d. What sort of messaging?

<p style="text-align:center">##</p>

Connect360 MultiMedia

DIGITAL & SOCIAL MEDIA MARKETING OPPORTUNITIES

Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
VIDEO SEGMENTS					
Amazon TV NEW	Up to :30 video placements on ad-supported Amazon properties (Amazon Prime Video, Twitch, Fire TV and IMDB) through Connected TVs, desktop, laptop and mobile.	Demo targeting includes education levels, income levels, ethnicity, age groups, marital status, donor profiles, category interest millennials, teens, boomers, moms, parents, charitable people, sports, food, health, travelers, etc.	All packages start at 2 months	160,700 video views + 500,00 display ad imp.

226,000 video views + 727,000 display ad imp.

346,000 video views + 1.2 M display ad imp.

500,000 video views + 1.8 M display ad imp. | $13,125

$17,500

$26,250

$35,000 |
| **Connected TV** NEW | Up to :30 video placements on top streaming channels through Smart TVs and devices such as Apple TV, Roku, Xbox and Amazon Fire. Spanish campaigns available. | Demo targeting such as Gen Z, millennials, women, men, seniors and more. | 6 weeks

2 months

3 months

4 months | 303,500 video views

422,000 video views

630,000 video views

875,000 video views | $15,000

$20,000

$30,000

$40,000 |
| **Geofencing** NEW | Location based mobile marketing tracking a user's current location based on their GPS coordinates in real time with addressable audience targeting that reaches specific audience street addresses on a | Demo targeting with hyper-local mobile marketing technology that targets users based on specific geographic areas in real time within a five-mile radius. | 1 month | 2.1 M display ad imp.

3.2 M display ad imp

4.3 M display ad imp. or 2.1 M imp. + 870,000 video views | $17,500

$26,300

$35,000 |

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	1:1 level with display ad and/or video media assets.			3.1 M display ad imp. + 1.2 M video views	$50,000

Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
VIDEO SEGMENTS					
In-App Mobile Video	Up to :30 video placements on premium mobile apps with target audience interaction. Spanish campaigns available.	Demo targeting includes education levels, income levels, ethnicity, age groups, marital status, donor profiles, category interest, millennials, teens, boomers, parents, charitable people, sports, food, health, travelers, etc.	1 month 1 month	370,000 video views + 40,000 clicks 670,000 video views + 50,000 clicks	$20,500 $30,500
Hulu	Up to :30 clickable video placements (excl. OOT) on Hulu's multi-device platform with 100% completed views, full-screen mode. Spanish campaigns available.	Gender, age, millennials, teens, moms, & other audience categories. Options to target regionally, behavioral, genre & more.	1 month	350,000 video streams	$26,950
Targeted Video Pre-Roll	Places your up to :30 video across premium websites. Can include an overlay button on the video while it streams: "Click to Donate." or "Click to Join." Spanish campaigns available.	Household income, gender, education, ethnicity, occupation, life stage, political affiliation, shopping habits, hobbies, children in household, entertainment consumption, religion & more.	1 month	650,000 video streams	$22,500
YouTube	Brand safe up to :30 video coverage on YouTube includes optimized content, 100% video completion & call-to-action overlay button	Demo targeting includes household income, gender, education, ethnicity, occupation, children in household, millennials,	1-2 months	140,000 video views 280,000 video views 425,000 video views	$11,500 $21,500

	linking to campaign website. Spanish campaigns available.	moms, seniors, teens. Geo targeting can be included.			$30,000
Instagram, Snapchat and TikTok	Hyper targeted video / static assets launched and optimized across platforms to achieve high impact.	Demo and geo targeting with custom audiences and interests.	Custom	Custom	Custom

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Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
VIDEO SEGMENTS					
ESPN Digital	Utilizes high impact display ads with video pre-roll on ESPN.com and ESPN Mobile App. :15 or :30 video is clickable with a no-skip option and user initiated. Message receives 100% SOV.	Opportunity to focus on key DMAs.	1 month	1.1 M combined video views and display ad imp.	$30,000
CNN, Fox News, USA Today websites	:30 video pre-roll on the three popular national news sites.	National, general public only.	1 month	220,000 video streams	$10,500
Pandora and Pandora en Español	:30 video placement on Pandora with campaign awareness banner. :15 or :30 audio placements with banners on Pandora en Español's mobile and website platforms.	Demo targeting by age, ethnicity, income, content category, education, marital status, lifestyles, parents with child age breakdown, fathers, boomers, and millennials. Geo targeting options.	Custom	Custom	Custom
Facebook	Up to :60 video and display ads.	Interest, location, gender & age.	1 month	5,000,000 video views and display ad imp.	$10,000
Sling TV	:15 or :30 video placed on Sling channels available live or on-demand on personal devices; both OTT and online. Examples include Disney XD, Freeform, Lifetime, USA, TBS, CNN and MSNBC.	Age, gender, ethnicity, household income and many other profiles. Categorial targeting by interest such as news, sports, music, and entertainment.	1 month	320,000 video views	$21,500

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Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
Spotify	:15 or :30 audio segment placements on Spotify with banner.	National, general public targeting as well as demographic and geographic options.	Custom	Custom	Custom

Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
		VIDEO SEGMENTS			
iHeart Radio	:15 or :30 live-in stream audio segment placements with campaign awareness banner.	Demo targeting by age range, ethnicity, income levels, content category, education level, marital status, lifestyles, parents, boomers, millennials.	Custom	Custom	Custom
WebMD	Utilize programmatic ads with proprietary platform audience targeting along with display ads and/or video content on the #1 health website. Spanish campaigns available.	Custom targeting built at the time of inquiry.	1 month	26 M monthly unique visitors	$21,500
CBS Interactive	Combination video pre-roll and/or banners on the CBS Audience Network, which includes CBS.com, CBS News.com, CBSN, CBS All Access and CBS local O&O sites in the top 23 DMAs.	Gender, age, income levels, ethnicity, lifestyles, parents & moms with child age breakdown, fathers, boomers, and millennials. Geo targeting options available.	Custom	Custom	Custom
		DISPLAY ADS ONLY			
Custom Audience Solution	Controlled display ad campaign utilizes search intent, behavioral profiling, and site re-targeting; can be used for donor targeting.	Demo targeting by age, gender, adults with/out children, pet owners, parents, political affiliation, income levels, education level, homeowners, marital status,	1 month 2 months	2 M online imp. 6 M online imp.	$27,250 $48,750

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Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
		likely to donate, military personnel, millennials, boomers, Gen X, etc.	3 months	9 M online imp.	$71,500
i-Español	Spanish banners placed on leading Hispanic websites along with a targeted mobile/tablet distribution.	Hispanic audience.	Custom	Custom	Custom

Platform	Description	Targeting Opportunities	Duration	Est. Deliverables	Budgets
		SPONSORED CONTENT			
Infographics	Custom design infographic along with editorial feature with hyperlinks & SEO keywords placed on media websites (TV, radio & print).	Broad; core audience tends to be middle to upper-middle class families and homeowners in communities across the country.	Custom	Custom	Custom
Listicle	Sponsored editorial content in list form with photos & hyperlinks to website featured on media websites (TV, radio & print).	Broad; core audience tends to be middle to upper-middle class families and homeowners in communities across the country.	Custom	Custom	Custom
STATNews	Sponsored health editorial feature with live links within editorial flow of site, homepage and sections based on topic.	National audience looking for health related audience including business executives, policy makers, researchers, scientists, and consumers/patients.	Custom	Custom	Custom

NOTE: Budgets provided are based on current digital platform partner pricing and are subject to change. Content is required to go through editorial review by all platforms.

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TV STREAMING PLACEMENTS
Your Content on Popular Streaming Services such as Roku, Apple TV, Disney+ & More

Connect360 places your video content on popular streaming services like Roku, Apple TV, Disney + and others. These streaming services, also called "Connected TVs," have grown tremendously over the past year. In fact, 84% of U.S. households have at least one Connected TV device with 42.2 million households in America watching TV via a streaming device.

- :15 or :30 video is placed on video streaming services matching audience profiles
- Audience bundles highlight the potential program options within each campaign
  A video ad is not guaranteed to appear in front of all listed programs.
- Reporting includes total video views, completed views, views by quartile, views by device and CTV platform, total clicks and audience demographic breakdown

Popular audience bundles include:

- Women's interest – HGTV, Food Network, Hallmark, Bravo, Own and more
- Men's interest – ESPN, Fantasy Sports, NFL, NHL, NBA, NBC Sports and more
- Millennial interest – Fox, Revolt, Travel, MTV, FX, Sling, E! Online and more
- Senior interest – History Channel, National Geographic, TV Land, Golf TV and more
- Entertainment – TLC, A&E, AMC, Comedy Central, BET+ and more
- News – CNN, NBC, MSNBC, Fox News, BBC News, ABC News, USA Today and more
- Custom – we can customize a list of streaming channels based on your target audiences

Budget	Est. Deliverables	Duration
$15,000	303,500 video views	Six weeks
$20,000	422,000 video views	Two months
$30,000	630,000 video views	Three months
$40,000	875,000 video views	Four month

Note: For higher spend levels, we can develop a custom budget with associated increased deliverables.

Contact Chelsea O. or more details.

AMAZON TV MARKETING
Place Your Content on Amazon's Exclusive Streaming **Properties**

Amazon Prime Video provides the most content of all the streaming providers and has changed the way all generations watch videos. Given its popularity, Amazon TV marketing is one of the best ways to intercept your target audience and grab their attention. There are many unique benefits to advertise on Amazon TV including the ability to:

- Target people demographically and geographically
- Target people based off their Amazon purchase history
- This is especially helpful for organizations, like health nonprofits, that cannot directly target audiences with specific medical conditions but can follow items they commonly purchase.

Now, through a Connect360 partnership with Amazon TV, you can place your video and display media assets on ad-supported Amazon properties; IMDB, FireTV, Twitch and Amazon Prime Video. Your campaign message is delivered to target audiences through Amazon TV apps on their preferred user device; Connected TV, OTT devices (Roku, Amazon Fire, Xbox, Playstation) desktop, mobile and tablet.

Amazon TV Marketing Services Include:
- :15 or :30 video content that runs on ad-supported Amazon properties
- Campaigns are cross-device, including Connected TVs, desktop, laptop, mobile
- Video is offered to a viewer as a pre-roll ad prior to a viewer selected program beginning
- Connect360 designs display ads for client approval. Client provides video content
- All campaigns can be demo and geo-targeted as requested
- Audience targeting includes access to Amazon's proprietary 1st party data
- Campaign duration is <u>two months</u>. Can be extended with additional budget
- Reporting includes, video views, completion rates (VCR), video completions by quartile, video interactions, clicks, impressions, content delivery by screen

Budgets:

<u>English Language Ads</u>
Budget - $13,125 – estimated 288,000 video streams
Budget - $17,500 – estimated 384,000 video streams
Budget - $26,250 – estimated 576,000 video streams

<u>Spanish Language Ads</u>
Budget - $13,125 – estimated 260,000 video streams
Budget - $17,500 – estimated 350,000 video streams
Budget - $26,250 – estimated 535,000 video streams

Back to Agenda

CONFIDENTIAL: 73rd General Service Conference Background

2023 Conference Committee on Public Information

ITEM M   Discuss Public Information pamphlets/materials

　　　　　1.   Review progress report on revision to the flyer "A.A. at a Glance"

Background Notes:

Staff member background notes for the January 29, 2022, trustees' Public Information Committee meeting:

The staff secretary has researched the trustees' Public Information Committee files and discovered the P.I. Pamphlet Review Grid of the Conference-approved pamphlets under the purview of this committee. This is a grid that prior trustees' Public Information Committees have discussed.

For the January 29, 2022, meeting the Review Grid is being provided for discussion.

From the January 29, 2022, trustees' Public Information Committee report:

The committee discussed and agreed to forward to the 2022 Conference Committee on Public Information a suggestion to revise the Conference-approved flyer, "A.A. At a Glance." The committee is asking the Conference Committee to consider if editorial updates and a more modern look would improve the ability to carry the message captured in this flyer.

Committee Consideration of the 2022 Public Information Conference Committee:

The committee considered the suggestion to revise the flyer "A.A. At a Glance" and requested that the trustees' Public Information Committee and staff secretary focus improvements based on the following suggestions and looks forward to a progress report or draft flyer to be brought back to the 2023 Conference Committee on Public Information.

➢ Keeping most of the content messaging of this effective Public Information tool, modernize the look and language of the flyer.

➢ Remove any reference to the word "hopeless drunks" to focus more on the solution, not the problem in this communication.

➢ Update the contribution and self-support language to remove any reference to a dollar amount of contribution.

CONFIDENTIAL: 73rd General Service Conference Background

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee tabled the discussion regarding the progress on the update to the Conference-approved flyer "A.A. at a Glance" to the October 2022 meeting. The committee agreed that a fresh design and updated language are needed.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the tabled motion to revise "A.A. at a Glance." The staff secretary shared that a fresh design and updated language are in the works for this flyer. The committee looks forward to a progress report at the January 2023 meeting.

Staff secretary update as of January 28, 2023:

The Staff secretary has been unable to focus attention onto this pamphlet update due to the other significant Public Information projects that are in progress.

- Membership survey and results reporting
- Young People's Videos
- P.I. Service Cards
- Speaking at Non-A.A. Meetings pamphlet revision
- CMP update

This pamphlet update will be worked on, and a draft pamphlet or progress report can be provided to the July 2023 meeting of the trustees' PI Committee.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2023 Conference Committee on Public Information a progress report on the revision to the Conference-approved flyer, "A.A. At a Glance."

Background:

1. 2023 Review Grid of a P.I. pamphlet

2. **A.A. At a Glance** (F-1) (Conference-approved P.I. literature**)**

2022 P.I. Pamphlet Review Grid

A.A. at a Glance https://www.aa.org/assets/en_US/f-1_AAataGlance.pdf		
History – Earliest reference to its creation 1954. No other mention until 1977. Unable to determine due to its early creation if it was "approved" other than service material however changes to the flyer have occurred through Advisory Action. Most recently 2019.	**Suggestions/observations –** AA.org description: "Flyer condensing facts on the Fellowship." - No charge item - Is it too long? - local committee order it in bulk but is it helpful?	**Suggestions –** Suggest that it be revised with editorial edits and a revamped "look."

Back to Agenda

2023 Conference Committee on Public Information

ITEM M: Discuss a Public Information pamphlet/'materials

2.   Review (progress report) (Final Draft) on revision to the pamphlet "Speaking at Non-A.A. Meetings."

Background Notes:

From the January 29, 2022, trustees' Public Information Committee report:

The committee discussed and agreed to forward substantial revisions to the pamphlet, "Speaking at Non-A.A. Meetings" to the 2022 Conference Committee on Public Information. It was suggested by the committee that the list of available publications in the pamphlet also be reviewed.

Note: *The staff secretary reported to the committee that a suggestion to update to a template PowerPoint presentation for the purpose of providing shared experience on "how to" present about A.A. at non-A.A. events will need to be considered after a decision is made on the revision to the pamphlet, "Speaking at Non-A.A. Meetings." The trustees' P.I. committee looks forward to a progress report on this effort at the July 2022 meeting.*

2022 Committee Consideration of the Conference Committee on Public Information:

The committee considered the suggestion to revise the pamphlet "Speaking at Non-A.A. Meetings" and asked that the trustees' Public Information Committee move forward with the update. The committee asked that the staff secretary start with the draft pamphlet provided for review. In addition, the committee shared their own editorial revisions. Finally, the committee requested the staff secretary send a memorandum to the A.A.W.S. Publishing Department of all changes and looks forward to a progress report or draft pamphlet to be brought back to the 2023 Conference Committee on Public Information.

The Staff secretary is ready to take the following action steps:

1. Send Publishing a memorandum requesting a revision to the pamphlet "Speaking at Non-A.A. Meetings."

2. Provide Publishing the draft pamphlet attached as requested by the Conference Committee on PI.

3. Include the editorial revisions requested by the Conference Committee on PI which were detailed on a printout of the draft pamphlet with handwritten notes and highlights from an area. The committee agreed with these notes, and these will be scanned and attached

to the memorandum. Here are some examples of the types of items noted for revision:

  a. Ensure the A.A. preamble is updated
  b. Capitalizations
  c. Degenderize he/she
  d. Additional information suggestions to how we are answering the FAQ section.

Update since July 2022 trustees' PI Committee meeting:

The staff secretary reporting that A.A.W.S. Publishing has all the information to work on the revision to this pamphlet. The trustees' PI Committee will plan to receive a draft pamphlet or progress report at the January 2023 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The staff secretary shared that the pamphlet "Speaking at Non-A.A. Meetings" revision is underway by Publishing. The committee looks forward to a final draft pamphlet or a progress report at the January 2023 meeting.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed a draft pamphlet revision to "Speaking at Non-A.A. Meetings." The committee reviewed the draft pamphlet and shared that the current version is missing some of the suggestions requested to be included. The committee requested the staff secretary continue working with Publishing and provide a revised draft pamphlet or progress report at the July 2023 meeting. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the progress report on the revision to the Conference-approved pamphlet, "Speaking at Non-A.A. Meetings."

Background:

  1. Memo to Publishing on "Speaking at Non-AA Meetings"

  2. Progress report on revision to "Speaking at Non-AA Meetings"

MEMORANDUM

August 3, 2022

To: David R., publishing director
                Julia D., managing editor
                Ed N., senior production manager, print
                Sofia R., production coordinator

From: Tom H., chair trustees' Public Information Committee
                Patrick C., secretary, trustees' Public Information Committee

Re: G.S.O. Publishing complete a new draft version of the pamphlet, "Speaking at Non-A.A. Meetings" per a 2019 Conference Advisory Action and then additional 2021 & 2022 Committee Considerations

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This memorandum is requesting a revision to the conference-approved pamphlet "Speaking at Non-A.A. Meetings."

From the July 30, 2022, trustees' Public Information Committee report:

> The committee agreed that the suggestions for updating the pamphlet "Speaking at Non-A.A. Meetings" are ready to be sent to Publishing. The committee looks forward to a progress report at the October 2022 meeting.

2022 Committee Consideration of the Conference Committee on Public Information:

> The committee considered the suggestion to revise the pamphlet "Speaking at Non-A.A. Meetings" and asked that the trustees' Public Information Committee move forward with the update. The committee asked that the staff secretary start with the draft pamphlet provided for review (by an Area – see attached). In addition, the committee shared their own editorial revisions. Finally, the committee requested the staff secretary send a memorandum to the A.A.W.S. Publishing Department of all changes and looks forward to a progress report or draft pamphlet to be brought back to the 2023 Conference Committee on Public Information.

The Staff secretary is ready to take the following action steps:

1. Send Publishing a memorandum requesting a revision to the pamphlet "Speaking at Non-A.A. Meetings."

2. Provide Publishing the draft pamphlet attached as requested by the Conference Committee on PI.

3. Include the editorial revisions requested by the Conference Committee on PI which were detailed on a printout of the draft pamphlet with handwritten notes and highlights from an area. The committee agreed with these notes, and these will be scanned and attached to the memorandum. Here are some examples of the types of items noted for revision:

   a. Ensure the A.A. preamble is updated
   b. Capitalizations
   c. Degenderize he/she
   d. Additional information suggestions to how we are answering the FAQ section.

Here is a recap for the trustees' Public Information Committee of the coversheet background notes that were provided to the 2022 Conference Committee on Public Information.

In 2021 the Trustees' P.I. Committee and the Conference Committee on P.I. considered and determined that this pamphlet needed more internal G.S.O. review and work to develop suggestions for a full revision.

The path that led to the suggestions for consideration is outlined in the following Public Information committee actions:

From the October 30, 2021, report of the trustees' Public Information Committee:

The committee discussed the P.I. advisory action, "That the trustees' Public Information Committee revise the pamphlet 'Speaking at Non-A.A. Meetings.'" The committee requested that the staff secretary, in cooperation with the staff members on the C.P.C. and Accessibilities assignments, review the current version and provide suggestions for potential edits that may be helpful in P.I. and C.P.C. efforts. The committee also noted the suggestion that focus is given to A.A. messaging to diverse public audiences in non-A.A. settings and to include a section on media training/press interviews. The committee looks forward to reviewing these suggestions at the January 2022 meeting.

The committee also discussed the 2021 P.I. committee consideration that a PowerPoint presentation be developed for P.I. and C.P.C. committees for the purpose of providing shared experience on "how to" present about A.A. at non-A.A. events. The committee looks forward to a progress report on this effort from the staff secretary at the January 2022 meeting.

Staff Note: The Staff members believe that the update to a template PowerPoint presentation for the purpose of providing shared experience on "how to" present about A.A. at non-A.A. events will need to be developed once a decision is made on the revision the pamphlet, "Speaking at Non-A.A. Meetings."

2021 Public Information Advisory Action:

That the trustees' Public Information Committee revise the pamphlet "Speaking at Non-A.A. Meetings" to better reflect carrying the A.A. message to diverse public audiences in non-A.A. settings and include a section on media training/press interviews, and that a draft or progress report on the revision be brought back to the 2022 Conference Committee on Public Information.

Committee Considerations of the 2021 Conference Public Information Committee

The committee discussed service materials and resources for Public Information committees and suggested that a PowerPoint be developed for the purpose of providing shared experience on "how to" present about A.A. at non-A.A.   events.

From the January 30, 2021, report of the trustees' Public Information Committee:

The committee reviewed a request to consider a revised version of the pamphlet "Speaking at Non-A.A. Meetings." The committee agreed to forward to the 2021 Conference Committee on Public Information the request that the pamphlet "Speaking at Non-A.A. Meetings" be revised.

From the October 30, 2020, report of the trustees' Public Information Committee:

The committee reviewed a request that the P.I. pamphlet "Speaking at Non-A.A. Meetings" be revised. The committee noted the need for a comprehensive review of all P.I. pamphlets. The chair appointed a working group consisting of Cathy B., Christine C. and Ino F. to begin a review of all P.I. pamphlets and materials. The chair requested that working group members provide feedback to the staff secretary, and that the staff secretary compile the feedback and provide a progress report to the January 2021 meeting.

Note: The working group reviewed the suggested updates to "Speaking at Non-A.A. Meetings" and saw the need for a revision to the pamphlet. The committee also noted that there may be a need for a section on media training and press interviews in keeping with A.A.'s public relation's policy within the pamphlet. The working group also discussed whether the pamphlet might regularly reflect the most current shared experience and resources if it were under the "Service Material" umbrella,

to be helpful to committees.

The requested proposed suggestions for change:

The staff secretary is requesting that the trustees' Public Information Committee consider the following suggested revisions that were developed by the Staff members on P.I., C.P.C., and Accessibilities assignments. We believe that pamphlet should not sound like we are setting precedent, but more like we are sharing experience and outlining ways to approach these presentations.

Suggestion 1:
Revise the current version of the pamphlet by starting with the fully revised Draft pamphlet, "Speaking at Non-A.A. Meetings" submitted by the local area (see background Item 10.A.1). Upon review, we agreed they met their stated goal to retain as much information from the current pamphlet as possible, add vital information and useful material, re-organize, and condense.

Suggestion 2:
Two suggested new titles are, "Speaking to Outside Groups about A.A." or "Speaking at Non-A.A. Events."

Suggestion 3:
Underneath opening section of the pamphlet, add section on Singleness of Purpose

Suggestion 4:
Underneath the "Amateur Standing" add a section or statement on what is the difference between Attraction/Promotion for the presenters or speakers.

Suggestion 5:
To address the request to that focus is given to A.A. messaging to diverse public audiences in non-A.A. settings, we feel that the following additions can be made to three sections of the pamphlet. Several of these questions address the ask to include sections on media training/press interviews.

Page 3 section: Types of Non-A.A. Meetings ==add the highlighted language==.

Organizations of any type may ask for our presence. Organizations and institutions that may request us are: schools, medical, lawyers, mental health, military, factory, union, social work, and many others==. Depending on our local area or region you may also receive requests from organizations such as, but not limited to cultural associations and police departments to a local American Sign language school or indigenous population school.== In keeping with our traditions, we attempt to cooperate with these organizations in order to serve the still sick and suffering alcoholic.

Page 4 section: Know your audience and reason for your invitation <mark>add the highlighted language</mark>.

Before committing to speaking at a non-A.A. meeting, reflect on and ask the requestor some questions:

   -- Who is the inviting group and what is their occupation?
-- What is the inviting groups primary interest in A.A.?
-- Why was A.A. invited to talk?
-- <mark>What are the cultural norms that need to be observed?</mark>
-- <mark>What language or accessibility solutions need to be considered to present?</mark>
-- How can an A.A. talk be beneficial to them?
-- How can you carry the A.A. message appropriately for this talk?
-- <mark>Ask if press/media are going to be in attendance and/or contact the presenter?</mark>
-- <mark>If attending, meet with the press representative prior to and at the event to discuss our Tradition of Anonymity.</mark>

Add a new section on Page 5 titled, "Considerations in working with press and media when giving such talks":

On the day of event, meet with the press representatives again, as you may have spoken with a producer and a reporter and camera person are attending the meeting. Review the following with the onsite media representatives:

- Those who are reluctant to seek our help often overcome their fear if they are confident that their anonymity will be respected.

- If an A.A. member is identified in the media, we ask that you please use first names only (e.g., Sofia M. or Ben T.) and that you not use images in which members' faces may be recognized. This helps to provide members with the security that anonymity can bring.

- Anonymity acts as a healthy guardrail for A.A. members, reminding us that we are a program of principles, not personalities

- Our Fellowship does not comment on matters of public controversy, but we are happy to provide information about A.A. to anyone who seeks it.

Suggestion 6:
Under the section "How to Share about A.A." the section "Be familiar with our history, literature and program of action",

Current language: "Our program of action is contained in the first 164 pages of

Alcoholics Anonymous, commonly referenced as "The Big Book."

<u>Suggestion to change to</u>: Known as the "Big Book," the basic text of Alcoholics Anonymous has helped millions of people recover from alcoholism since the first edition appeared in 1939. Chapters describing the A.A. recovery program — the original Twelve Steps — and the personal histories of A.A.'s co-founders remain unchanged since the original, while new stories have been added to the personal histories with each edition.

Suggestion 7:
Add to new section on Page 5: Practical "how to film anonymously." Use language about filming in shadow from Tradition 11 in illustrated pamphlet. If a virtual platform interview and recording, turn off cameras of the A.A. members.

Suggestion 8:
Change the FAQ, "What is the success rate of A.A.?

<u>Current language</u>: Although A.A. does not keep any official records, it is estimated that A.A. has more than 2 million members. The program has been unchanged since 1935, with our literature now available in multiple languages.

<u>Suggestion to change to something such as</u>: Success Rate might best be detailed in statements about the following:

- *Membership*

Alcoholics Anonymous is an informal society of more than 2,000,000 recovered alcoholics in the United States, Canada, and other countries. These members have recovered from a seemingly hopeless state of mind and body. (Forward to the first edition)

- *Countries*

We are aware of A.A. activity in approximately 180 countries, including 64 autonomous general service offices in other lands. Because A.A. has never attempted to keep formal membership lists, it is extremely difficult for A.A.'s General Service Office (G.S.O.) to obtain completely accurate figures on total membership at any given time.

- *Translations*

Add approximate number of how many languages are book, Alcoholics Anonymous is translated.

Change the FAQ, "What makes you an Alcoholic?

Current language: Absolutely any type of person may have this illness, as the unlimited variety of A.A. members indicates. If drinking has an unfavorable effect on any part of a person's life, and that person still cannot stop drinking, then he or she -- in the opinion of most A.A.'s may be an alcoholic.

Suggestion to change to something such as: "If when you honestly want to, you find you cannot quit entirely, or if when drinking, you have little control over the amount you take, you are probably alcoholic." (Page 44 in We Agnostics) Only you can decide whether you want to give A.A. a try — whether you think it can help you. (From Is A.A. for You?)

Background:

Publishing, please consider all the following as you revise the pamphlet.

1. Start with the local area revised version of "Speaking at Non-A.A. Meetings"
2. Use the eight suggested changes documented in this memorandum
3. Use the scanned pamphlet with handwritten notes from 2022 Conference Committee on PI

cc: Sandra W., Director of Staff Services
    Marissa S., Staff Assistant on the PI Assignment

Progress report regarding update of the pamphlet
"Speaking at Non-AA Meetings"

The Trustees' Public Information Committee asked that the staff secretary start with the draft pamphlet provided for review by an Area. In addition, the committee shared their own editorial revisions. Finally, the committee requested the staff secretary send a memorandum to the A.A.W.S. Publishing Department of all changes and looks forward to a progress report or draft pamphlet to be brought back to the 2023 Conference Committee on Public Information.

The committee shared that more work was requited regarding adding language to the pamphlet related to the eight suggested edits that were developed by the Staff members on P.I., C.P.C., and Accessibilities assignments. The committee requested the staff secretary continue working with Publishing and provide a revised draft pamphlet or progress report at the July 2023 meeting.

Return to Agenda

2023 Conference Committee on Public Information

ITEM M: Discuss a Public Information pamphlet/'materials

   3.   Review progress report on revision to the flyer "A Message to Teenagers"

Background Notes:

From the January 29, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the 2021 advisory action, "That the trustees' Public Information Committee revise the flyer 'A Message to Teenagers' to better reflect carrying the A.A. message to young people." The chair led a discussion to reach consensus from the trustees' Public Information Committee on suggestions on how this flyer messaging can be more effectively delivered.

In addition to revisions to language in the twelve questions and updated graphics, the committee agreed that a flyer format is outdated and discussed a variety of options as part of this item's revision including: infographics, a visual representation of information using images and text to convey messages, creating Gifs or memes to cross-post messages on our different media channels. The committee looks forward to continued discussion at the July 2022 meeting.

PI Coordinator progress report for Trustees' Public Information Committee

Date: July 30, 2022

Re: A revision of the information and format of Message to Teenagers

Action taken to date on this project:

a. A March 22, 2022, meeting completed with Communication Services department (CSD), Appointed Committee Members and Publishing to determine a direction for this messaging revision.
b. Meeting held; notes distributed
c. PI Coordinator will setup 2nd meeting post 72nd GS Conference.
d. Submit a CSD request form, if needed.
e. Provide update to Trustees PI in July 2022 in staff report.

6/23/22 Status: - PI Coordinator will setup the 2nd meeting post 72nd GS Conference.

<u>Next Actions</u>:
- PI Staff Assistant resent the March 22, 2022, meeting notes so that CSD can review them and determine who from CSD needs to be involved in the project going forward.
- The next meeting will focus on any revision to the twelve questions.

<u>Notes from the March 22, 2022, meeting</u>:

These notes are provided for the trustee committee's insight into the conversations that are being held on the project. In the end, there will be solid suggestions brought forward to the trustees' PI Committee for review and discussion.

<u>Working Group members</u>: Morgan B., Patrick C., Julisa S., Julie G., Kirk H., Marissa S., and Clorinda V.

Scope: The trustees' PI Committee is asking us to work on delivering a solid list of suggestions on how this flyer "A Message to Teenagers" can be more effectively delivered to young people.

In addition to revisions to language in the twelve questions and updated graphics, the committee agreed that a flyer format is outdated and discussed a variety of options as part of this item's revision including:

- infographics,
- a visual representation of information using images and text to convey messages,
- creating Gifs or memes to cross-post messages on our different media channels.

1. Review and pull up the current flyer, "A Message to Teenagers."

   Attention was drawn to the fact the original flier was for meant for 10–18-year-olds**.**

   It was mentioned that this update can be in any format, "not necessarily in a flier format." The history of the flier, noted that it was commissioned in 1980, planned to be a giveaway at health fairs and other events. It was modeled after our "A.A. at a Glance" flier. Basically, an eye-catching version of the 12 Questions from "Too Young?" Not much has changed to it since then.

   First glance observations from Trustees are that the look and content are outdated, that it is a no charge item, and how can we make this something that is better utilized (gifs, memes, videos, etc.…) The artwork is also deemed to be "unappealing" because it was dark.

Flow charts could be something easily translated into images "to explain something complex." She also mentioned that we shouldn't overload/explain too many things at once for this update, since the old flier has 12 Questions. "It's either a series of things that go together, or what information stays and what goes."

It was pointed out that the formatting is wide open. Can be something digital/online only. We want it to be something "useful."

2. Brainstorm of ideas on updated Formats

It was asked what the options were for print/format/size, and what the purpose will be, and if we are "married" to the 12 Questions. Suggests tap into treatment and college admission brochures to see what they are doing in these terms, as they have a lot of marketing research behind the graphic choices they're making for this generation and how they consume information. She also suggested that a focus group might be a good idea.

It was shared that publishing is looking to redo the pamphlet for "Too Young?" which would help in terms of what direction we could possibly move in. The potential of being animated is on hold. But if we get a new storyline going, she can put a video together to match the other pamphlets so it can be uniform.

ACM stated that from a graphic design point, pamphlets are great because you can pack in a lot of information in pocket size things, so we have a lot of opportunity to communicate.

3. Brainstorm ideas on updated Graphics

ACM suggests focusing on graphics and not (stock) images, as it will help with longevity. Best to commission new graphics. Suggested a few artists. Thinks pamphlets are a good way to get information in people hands cheaply and efficiently, and then we can always break them up into infographics or a slideshow once it is all solidified.

It was suggested that sole pamphlets might not be the best way to deliver the message to this age demographic, and that there should be something else created in addition to it, specifically digital.

ACM proposed working with grapevine to put eventual updated graphics on Instagram and to maybe trial different artists to see which one gets a better response and resonates with our audience the most.
ACM mentions that there are pamphlet racks in school offices, churches, and events, so they have an existing distribution infrastructure that's already in place

even though more people might be viewing social media. Thinks that one of the key media strategies forward is to figure out how to leverage our existing library of conference approved materials, and how to translate that into online content. If we make a high-quality pamphlet, we can break that into five or so social media posts or physical cards and postcards.

It was asked, "What if this replaces the young people's service card?" We can cross from service card/poster/Instagram post so easily and merge these projects so that we are consistent.

It is suggested that the artwork must be relatable/engaging not just to teens but tweens, and that we are working with multiple age demographics. Can't have something that works with one group and not the other. Also suggested that we should find three companies we want to work with so they can give us samples, even a way to develop a future relationship with a vendor.

ACM states we should find a specific artist rather than a company. Says "I want it to look like it looked off the pages of Juxtapoz Magazine" in a way attract this age group.

4. Who would be willing to work on revisions to language in the Twelve Questions?

It was asked if we could change the wording in these twelve questions. Yes, we can make suggestions.

It was thought we might cut them in half to six and to be brief for this audience and age group.

ACM suggests lowering the reading level to appeal to the entire age range. This idea got a consensus.

It was also considered that like the Young People's video project, should we ask people to submit how they would make updates to this piece and how this information would have been useful to them. "Fellowship generated content."

Another member suggests we can send multiple samples of words rather than graphics to make sure we are talking to this age group, rather than talking at them.

5. Open/Questions/Comments?

ACM suggests we should reach out to a group of recovery schools to poll them on what they think about the pamphlet and to get a lot of feedback to bounce off

of. Here is the link: https://recoveryschools.org/ Here is the link to the toolkit: https://recoveryschools.org/toolkit/

The budget for "editing and various projects" is $10,000 for 2022.

It was suggested that we could potentially start social media presence dedicated to youth in A.A.

We all concurred that we have to make use of these digital platforms going forward.

We should cooperate with Grapevine, since they are doing great on Instagram already, working with them in the meantime and send content their way.

ACM asks if we can join organizations as A.A. and Patrick responds that we cannot. We can exhibit at events they hold as A.A. Joining organizations would be against traditions.

ACM suggests we can reach out to Alateen.

All Links from that were shared during the meeting by participants in chat:

- https://www.nyu.edu/content/dam/nyu/ugAdmissions/documents/Visit-nyu/20JS075_Digital_TravelPiece%20(1).pdf
- https://recoveryschools.org/
- https://collegiaterecovery.org/
- The Association of Recovery Schools has a 'Toolkit' might be a place to share our message: https://recoveryschools.org/toolkit/

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee tabled the discussion of the update to the Conference-approved flyer "A Message to Teenagers" to the October 2022 meeting.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee discussed the update to the Conference-approved flyer "A Message to Teenagers" tabled from the October 2022 meeting. The staff secretary shared that the work continues on the update of this flyer. The committee looks forward to a progress report at the January 2023 meeting.

Staff secretary update as of January 28, 2023:

The Staff secretary has been unable to focus attention onto this pamphlet update due to the other significant Public Information projects that are in progress.

- Membership survey and results reporting
- Young People's Videos
- P.I. Service Cards
- Speaking at Non-A.A. Meetings pamphlet revision
- CMP update

This pamphlet update will be worked on and a draft pamphlet or progress report can be provided to the July 2023 meeting of the trustees' PI Committee.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2023 Conference Committee on Public Information the progress report on the revision to the Conference-approved pamphlet, "Message to Teenagers."

Background:

1. A Message to Teenagers Flyer aa.org

Back to Agenda

2023 Conference Committee on Public Information

ITEM N: Review progress report on the request to create a new form of communication to address anonymity on social media.

Background Notes:

From the February 1, 2020, report of the trustees' Public Information Committee:

The committee discussed a request to create a new form of communication specifically addressing the use of social media and anonymity. The committee agreed to forward to the 2020 Conference Committee on Public Information a request to create a new form of communication specifically addressing the use of anonymity on social media.

Committee Considerations of the 2020 Conference Public Information Committee:

The committee reviewed a request "to create a new form of communication" to address anonymity on social media. The committee suggested that the trustees' Public Information Committee continue to discuss this request and that preliminary information be gathered before moving forward.

Information to gather:

o   Shared experience from the Fellowship on how A.A. members adhere to anonymity Traditions on various social media platforms.
o   Suggested safety and etiquette while using social media.
o   Anonymity on video meeting platforms.

While the committee recognizes that A.A. literature on anonymity is available ("Understanding Anonymity," A.A. Guidelines on Internet, etc.) the committee noted that the content is dated and does not accurately reflect current technology or the Fellowship's experience. Specific, updated material is needed and the consideration that a video service piece to communicate this sharing might be explored. The committee requested that the trustees' Public Information Committee continue these discussions and that a progress report or draft proposal be brought back to the 2021 Conference Committee on Public Information.

From the October 31, 2020, report of the trustees' Committee on Public Information:

The committee discussed the request "to create a new form of communication to

address anonymity on social media." The committee reviewed a progress report from the staff secretary on the development of an online survey of the Fellowship to explore their perspectives on anonymity-based Traditions and social media. The committee agreed to continue discussions and requested that the staff secretary provide a progress report on the survey to the January 2021 meeting.

From the January 31, 2021, report of the trustees' Committee on Public Information:

The committee discussed the request to create a new form of communication on anonymity and social media. The committee also noted the 2020 Public Information committee consideration that the trustees' Public Information Committee continue to discuss this request and that preliminary information be gathered before moving forward. The trustees' committee reviewed potential survey questions that could be shared with the Fellowship and requested that notes be provided to the staff secretary regarding the draft survey questions.

From the July 31, 2021, report of the trustees' Committee on Public Information:

The committee continued to discuss and review the proposed agenda item requesting "to create a new form of communication to address anonymity on social media." The committee tabled the discussion and will either meet soon after the board weekend to continue discussion or will discuss at the October 2021 meeting.

From the October 30, 2021, report of the trustees' Public Information Committee:

The committee continued to discuss and review the proposed agenda item requesting "to create a new form of communication to address anonymity on social media." The staff secretary located the request for shared experience survey titled, "Anonymity on Social Media Survey – A Request for Feedback from A.A. Members." The staff secretary will seek guidance from the committee regarding the survey questions and distribution and will provide a progress report at the January 2022 meeting.

On November 15, 2021, the staff secretary sought guidance from the trustees' PI chair and vice-chair regarding the shared experience survey titled, "Anonymity on Social Media Survey – A Request for Feedback from A.A. Members" and asked if several committee members need to gather to review and confirm the survey is ready to send provide edits.

Reminder: We must "provide a response to the submitter from the trustees' PI Committee on the actions that are currently taking place with this outstanding proposed agenda item – post January 2022 meeting." The Staff secretary provided a response to the submitter in January and May 2022.

The trustees' chair responded as follows:

Thank you for uncovering this work and helping this important item move forward. The background in the historical review is very helpful in evaluating the survey. The survey may need some work though, it is not quite ready for fielding as it stands. More than just a little wording may need to be adjusted to really get what we want from it.

The concern is that we are all really jammed up with work given the CMP so asking the committee to review this form seems like a tall order to complete prior to January 2022.

Option taken:

From the January 29, 2022, Meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2022 Conference Committee on Public Information the request "to create a new form of communication to address anonymity on social media" and a draft survey developed to gather shared experience from the Fellowship.

2022 Committee Consideration of the Conference Committee on Public Information:

The committee considered the request to create a new form of communication to address anonymity on social media by reviewing a draft survey developed to gather shared experience from the Fellowship.

The committee requested the trustees' Public Information Committee and staff secretary focus on distributing the survey, to all age demographics, particularly a young population, and obtain results that will inform decisions on any future new form of communication. The committee looks forward to a progress report to be brought back to the 2023 Conference Committee on Public Information.

Does the trustees' PI Committee agree with the suggestion to distribute this survey from the 2022 Conference Committee on PI? Want to add any additional suggestions?

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee tabled sending a survey about anonymity on social media in 2022. The survey is meant to gather shared experience from the Fellowship to inform trustees' Public Information Committee discussions on creating a new form of communication on the subject. The committee believes the survey needs updates to the questions, as they display an informal tone. The committee asked that the survey not be distributed at the same time as the 2022 Membership Survey. The committee looks forward to a progress report at the January 2023 meeting.

CONFIDENTIAL: 73rd General Service Conference Background

Staff secretary update as of January 28, 2023:

The Staff secretary has been unable to focus attention onto this survey questionnaire update due to the other significant Public Information projects that are in progress.

- Membership survey and results reporting
- Young People's Videos
- P.I. Service Cards
- Speaking at Non-A.A. Meetings pamphlet revision
- CMP update

A new survey questionnaire will be worked on with updates to the questions, as they currently display an informal tone. A progress report will be provided to the July 2023 meeting of the trustees' PI Committee.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

> The committee discussed the progress report on the request to create a new form of communication to address anonymity on social media. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the progress report on the request "to create a new form of communication to address anonymity on social media.

2023 Conference Committee on Public Information

ITEM O: Review Report on the A.A. Membership Survey Process

Background notes:

2022 Public Information Advisory Action

> The 2022 Membership Survey questionnaire receive final editorial review by the trustees' Public Information Committee after consulting with our professional survey methodologist, to address concerns raised by the 72nd General Service Conference related to the survey questions about Racial and Ethnic Background, and Employment Status.

A report titled, "Addendum to January 10, 2022, report" was provided to the trustees' PI Committee in July 2022 sharing new recommended wording for the questions about Racial and Ethnic Background, and Employment Status.

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

> The committee approved the revised 2022 Membership Survey questionnaire amended by the survey methodologist according to the 2022 Advisory Action. The committee reviewed and agreed that the project plan to administer the 2022 Membership Survey is comprehensive and will accomplish the goal of producing effective results. The chair appointed a subcommittee to include David S. (chair), Kirk H. and Reilly K., to review the recommendations and develop improved methods to report results of the 2022 Membership Survey.

The second part of this coversheet focuses on the 2022 Advisory Action related to the Membership Survey.

2022 Public Information Advisory Actions (is this an advisory action or committee consideration

> After a thorough review of the professional survey methodologist report detailing actions to perform a sound membership survey, a 2022 A.A. Membership Survey be conducted with a budgeted cost not to exceed $20,000. The process will include mailing, digital back-end response and analysis, creation of message and distribution, including a "How to video" for groups/members.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee reviewed the 2022 A.A. Membership Survey process report. This summary report details the actions taken by the PI Assignment related to the goal of performing a sound survey in collaboration with the regional trustees, delegates and staff. Once the survey is completed, an evaluation will be provided to the parties involved seeking input about the survey process.

The information gathered in this survey is not only of great value but is extremely encouraging. However, survey results should not be used to project figures for either the Fellowship of A.A., alcoholics in general, or the population. A.A. members who filled out the questionnaire represent only those who attended one of the randomly sampled group meetings at which the survey was conducted. Every A.A. Membership Survey has been a current snapshot of a limited number of the total A.A. group population, based on a moment in time.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the report on the 2022 A.A. Membership Survey process. The committee appreciated the documented account of the steps taken to complete the membership survey. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the report on the 2022 A.A. Membership Survey process.

Background:

1. 2022 AA Membership Survey Process Report

2022 AA Membership Survey Process Report
January 28, 2023

Patrick C., Public Information Coordinator

This is a full report outlining the internal process steps taken by the General Service Office (GSO), Public Information Assignment (as guided and supported by the trustees' Public Information committee), to complete the 2022 AA Membership Survey as requested by the 72nd General Service Conference per Advisory Action.

Introduction
AA Membership Surveys reflect a snapshot of a limited number of the total active A.A. group population listed with GSO in their system of record (currently, NetSuite), based on a moment in time.

The last survey was completed in 2014. At that time, A.A. members from the U.S. and Canada participated in a random survey of the membership. Such studies have been conducted periodically since 1968 by the GSO. Alcoholics Anonymous conducts this survey to keep members informed on current trends in membership characteristics. The survey also provides information about AA to the professional community and to the general public as part of AA's purpose, to carry our message to those who still suffer from alcoholism.

Since that time, the General Service Board (GSB) and General Service Conference (GSC) requested that a survey methodologist conduct a thorough analysis of our survey processes and understand how similar General Service Structures perform membership surveys.

The 2022 AA Membership Survey process included the implementation of some of the key recommendations received from this work to improve our process. It is anticipated that additional improvements will be made based on the evaluation of this year's survey process that will be requested at the conclusion of the 2022 survey.

A total active status group population, per area, was pulled from the NetSuite system on Sunday, July 24, 2022. It is important to remember, these are only AA groups who are listed with GSO. This population is used to then determine the random sampling of groups to participate in each year's survey.

The 2022 AA Membership Survey total NetSuite population pull results:

a. Total active status groups – Regular (in person or hybrid) was **56,432.**

b. Total active status groups – Online/Virtual (i.e., not in person, online digital platform, telephone) was **682.** We confirmed with the survey methodologist and decided to pull

one group for each area that has an online active status group listed at GSO which = 86. *(See below for the methodology used)*

Note: Some areas did not have any online active status groups listed.

The Project Plan

1.0 Preparation and meetings with staff and the survey methodologist

a. Reviewed resource materials to understand the process and recommendations made to complete the 2022 Membership Survey.

   1. Addendum to January 10, 2022, report on Questionnaire Dr. Cooper - Provided as background to trustees' PI Committee at July 2022 meeting.
   2. 2022 Membership Survey Dr. Cooper Final Report 6-28-22
   3. Workgroup report on Membership Survey 2020-2021, trustees' PI Committee
   4. 2020 Report: Dr. Alexandra Cooper, Duke University, Social Science Research Institute
   5. 2013 Report: J. Gary (NERT) TCPI Membership Survey Subcommittee
   6. Historical process documents on file with the PI Assignment.

b. Developed several email communications clarifying that the details of the 72nd General Service Conference questionnaire discussion were provided to the consulting survey methodologist to inform a review and provision of an updated 2022 survey questionnaire.

c. Held two project planning meetings with a past GSO Staff member who performed the 2011 (should this be 2014?) Membership survey and with the consulting survey methodologist.

d. PI Staff Assistant held meetings with GSO support staff who participated in past surveys to understand lessons learned from system sample pulling and the concept and time it takes to perform the editing process on all submitted group's surveys. The editing process is to ensure that the survey questionnaires are taken through a criteria-based checklist to sort out any disqualified surveys received from randomly selected groups.

e. PI Staff Assistant created individual area sampling spreadsheets to review with the consulting survey methodologist confirming that our process used to randomly select groups is sound. *(See below for the methodology used)*

f. PI Coordinator discussed the concept and need for a potential Subcommittee on the Membership Survey reporting of results with the trustees' PI Committee chair. The subcommittee was appointed with the scope of reviewing all reporting and

recommendations developed regarding membership survey reporting of results. This subcommittee is charged with developing a recommendation for the trustees' PI Committees consideration of a new template and format concept for reporting results of this survey.

g. Finally, the PI Coordinator developed an *Action Plan* document for the trustees' PI Committee to have a full understanding of the timeline and scope of work the office will be tackling to complete this Conference 2022 PI Advisory Action.

2.0 Random Selection of Groups

In Person Group Random Sampling methodology:

Random sampling methodology is considered to be a highly effective, efficient, and best practice method of data collection to measure a target population.

The methodology uses a sample of the body one wishes to characterize to reflect the whole, and the fact that those sampled are drawn randomly, without bias, ensures that the characterization will be accurate. Specifically, the survey methodology uses true probability sampling, which involves selecting a sample that is drawn randomly from the parent distribution, meaning that each AA group has an equal probability to be selected for inclusion.

Importantly, according to the survey methodologist and past workgroups and trustees our survey "employs a sample size that is more than adequate to generate estimates that are quite precise".

In addition to random sampling, we also correctly use stratification and clustering techniques.

2022 A.A. Membership Survey Sample

✓ 93 areas

780 in-person groups selected in random sample

86 online groups selected in random sample

Delegates confirmed 330 active groups want the paper survey

Delegated confirmed 242 active groups want the digital survey

Notes:

A subset of the 780 in-person sampled groups that did not respond to a delegate request for confirmation of Active Status that GSO sent a paper survey instruction package to a delegate = 200.

A subset of the 86 sampled online groups that did not respond to a delegate request for confirmation of Active Status that GSO sent a digital survey link to a delegate = 15

a. *Created area spreadsheets reflecting the random survey sample selection. (Regular = In person – Hybrid groups)*

The procedure used begins with our system of group records, NetSuite. As we have historically done, we are pulling only groups that have the status of "active" in NetSuite.

The calculation used is a 1.3% of total "active" status groups being pulled from each of our Ninety-three (93) areas. If the result of this calculation is <1, that area's target should be assigned 2 active status groups (thus, no area has less than 2 active groups pulled). (*Recommendation confirmed with Dr. Cooper, Oct 2020).*

Online/Virtual Group Random Sampling methodology:

b. *Created area spreadsheets reflecting the random survey sample selection. (Online groups)*

We finalized a process for pulling a sample of online groups, noting that some areas do not have any online active status groups listed with GSO and some areas only have one online active status group listed with GSO. We confirmed our sample methodology with Dr. Cooper.

An excerpt from the document titled, *"Sampling Strategy Recommendations for the A.A. Membership Survey of (Online) Virtual Groups."*

As it plans its next (2022) membership survey, A.A. is planning to incorporate virtual meetings into its sample for the first time. A.A. is comprised of approximately 54,000 in-person groups across 93 areas in the U.S. and Canada; currently it also has 682 (online) virtual groups serving those same areas. That is, there are fewer virtual than in-person groups, approximately 1.3 virtual groups for every 100 groups within the G.S.O. Moreover, 6 areas have no virtual groups at all, a number have only 1 virtual group, and the most virtual groups any area has is 49.

As has already been described elsewhere, to sample in-person groups, the survey protocol relies on a stratified, clustered sample of 1.3% of groups per area. Applying this approach to virtual groups results in a sample of one group per area, across all areas that have virtual groups – 1.3% of 49, the largest number of virtual groups in any one area, is only 0.64, which rounds up to 1. Such a sample would involve 87 (*In the end, 86 were invited*) virtual groups, one per area, assuming all areas that list virtual groups have at least one virtual group that is active.

This strategy provides surprisingly accurate information about virtual group memberships, generally. The key reason, of course, is that 86 groups out of 682 is not, in fact, 1.3%, but is 13%. This is a large enough proportion – to generate fairly accurate estimates.

The beauty of this approach is that it oversampled virtual groups, allowing for sufficient study of them, as if you dropped the area stratification, 1.3% of the listed 86 virtual groups without concern for the area stratification would have yielded a sample size of about 10 groups, insufficient to yield good data.

The problem with this approach is that we oversampled the virtual groups. The solution is that each virtual group should be down-weighted relative to in-person groups, since there are so many of the in-person relative to virtual, if the goal is to provide the overall snapshot of AA. The beauty of oversampling percentagewise is a reliable snapshot, but the problem is that they are overrepresented without down weighting these virtual group's results.

Note: As of this report writing, January 28, 2023, the GSO PI Coordinator, working with experts, staff and service providers are still working out the final analysis and result calculations to prepare the final results.

We will apply this approach to online/virtual groups resulting in a sample of one meeting per area, across all areas that have online groups. In the end the total number of areas, as of July 24, 2022, that have an online meeting listed in NetSuite is 86.

In NetSuite, there is an Area 95, which according to the Group Services Coordinator, is a miscellaneous bucket of groups that are not part of the active listings and even include some

international groups. These are under review by the assignment. To that end we will not pull a group sample from Area 95 but focus on active online groups (clustering) that are listed under Areas 1-93 (Stratification).

3.0 Calculation of random selection of sampled groups, per area, and reselects:

First Step: The Public Information Staff Assistant was given access to a list of active status groups by the Business Systems Specialist from our database, NetSuite.

Second Step: They downloaded a list of each area's active status groups. The groups were numbered 1- ____ based off how many groups were in each area.

Third Step: The Public Information Staff Assistant calculated 1.3% of the number of groups for each area, rounding up to the nearest whole number, to get the total number of groups that would be randomly selected to take the survey in each area.

- For in-person groups: This procedure should be simplified to 1.3% of groups being pulled from each area. If the result of this calculation is less than or equal to 1, that area's target should be assigned 2, thus, no area had less than 2 groups pulled. *(Recommendation confirmed with Dr. Cooper, Oct. 2020)*

- For Online Groups: Each area with online groups had one group selected. *(Recommendation confirmed with Dr. Cooper, Aug 2022)*

Fourth Step: To randomly select each group, the Public Information Staff Assistant then used a randomizer function in excel: =RANDBETWEEN (1, ___)

The blank is filled in with the area's total number of active status groups. F9 was then pressed to solidify the number so it would not randomize again. A number is produced as the output to this function. The number correlated to a group in the area's list of groups. This was repeated for all 93 areas.

Fifth Step: Each Delegate was contacted with a list of sampled active status groups to determine if they were active. If they were not, we used the randomizer function again to find more numbers, and therefore reselect a new group.

4.0 Initial communication to delegates regarding randomly sampled groups:

We communicated that the survey process success depends on the cooperation of A.A. members throughout the United States and Canada.

The delegate data collectors play a key role as the point of distribution and collection of the survey questionnaires for each area's randomly sampled A.A. groups.

We offered each randomly sampled group a choice of selecting one of two methods to participate in completing the survey questionnaire: digital or paper.

The delegates performed the following three tasks and responded via email to the P.I. staff assistant at publicinfosa@aa.org no later than, Friday, August 26, 2022.

1. First, review the list of the area's randomly sampled groups to confirm if they are active.

    a. If they are not active, please let GSO know as soon as possible so that we can randomly select a new group.

    b. If they are all active, please still respond and confirm this with GSO so that we can proceed with the survey.

2. Second, let GSO know if any of the groups on the sample list are "specialized A.A. groups[1]" and if so, what type. Some delegates provided this information and others were not able to provide it.

3. Third, please respond confirming which format of survey questionnaire that each group will complete. The group can only choose ONE method for all participants to complete.

    a. All the group members want to complete a digital survey.
        i. We will provide a unique digital link to each group for a specified timeframe.

    b. All the group members want to complete a paper survey.
        i. Paper copies of the survey questionnaire will be provided.

This initial validation process was setup to be completed between August 12th to August 19th. After listening to feedback from the delegates and the fact we want the survey to be successful, we reanalyzed the initial response deadline and extended it to Friday August 26th, 2022.

In September 2022, via postal mail, delegates received copies of the survey instructions along with all materials needed to distribute and collect. We shared about the importance of following the instructions as any questionnaires that are not completed precisely as described, will not be counted!

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[1] Note: From "The A.A. Group" pamphlet, pg. 11, some A.A.s come together as specialized A.A. groups — for men, women, young people, doctors, LGBTQ, and others. If the members are all alcoholics, and if they open the door to all alcoholics who seek help, regardless of profession, gender, or other distinction, and meet all the other aspects defining an A.A. group, they may call themselves an A.A. group.

5.0 Our system of groups records is NetSuite:

We learned there are many groups primary contacts or general service representatives that are not up to date, in NetSuite, which hindered the delegates ability to perform the group status validation. There is future local service work that can be done to improve this data. It will take a concerted effort of the members in our general service structure.

Some delegates provided updates to the group's records and GSO is considering a project of making these changes after the 2022 Membership Survey process is complete. Before we make any updates, we will ask for delegate and area registrar agreement to move forward and make the changes we received.

6.0 Select Tabulation Vendor - RFP and Contract process:

The PI Coordinator developed a short list of tabulation house vendors to request quotes on the work to be completed to provide the final coding and analysis results from the 2022 AA survey. Meetings were held with each vendor; a selection was made, and contractual agreements were signed. The cost of this portion of the project is $14k which is within the overall budget not to exceed $20k.

7.0 Training session about survey project and deadlines:

One of the recommendations for improving data collection was to develop a training video for the delegates to accompany the detailed written instructions.

Due to time constraints, instead of creating a video, , it was agreed to hold LIVE informational sessions for Delegates.

- Session #1 9/12/12 at 5 p.m. to 6 p.m.

- Session #2 9/13/12 with FR interpretation at 6 p.m. to 7.p.m.

A session was recorded, and a video/audio file is available for future use.

8.0 Finalize the questionnaire versions and editing process for survey review:

PI Coordinator completed the 72nd General Service Conference Advisory Action that the 2022 Membership Survey questionnaire receive final editorial review by the trustees' Public Information Committee after consulting with our professional survey methodologist, to address concerns raised related to the survey questions about Racial and Ethnic Background, and Employment Status.

The paper survey template created by Publishing is translated into all three Conference languages.

A Survey Monkey Advantage Annual plan purchased for $418.08 allowed for the creation of the digital survey link method of completing and submitting member surveys.

The annual subscription will be cancelled, as needed, to avoid automatic renewal.

9.0 Mail paper packets starting September 9, 2022, and email digital links:

GSO mailed all paper survey packages with instructions and forty copies of the 2022 AA survey questionnaire to each delegate area in the U.S. and Canada.

GSO emailed all digital survey links, per sampled group, to the delegates in each area that had groups who selected this method of completing and submitting the 2022 AA survey questionnaire.

10.0 Data Collection Period - September 19 to October 24, 2022 (extended deadline):

The delegates completed the data collection within the scheduled period, with one extension of the deadline.

11.0 Editing process for surveys to confirm qualified or to disqualify:

All paper surveys received by GSO must go through an editing process to determine qualified surveys.

SORT DISQUALIFIED SURVEYS:

- **FIRST DISQUALIFICATION**:

  o Any survey completed outside the submission window date range of 09/19/22 to 10/24/22.

- **SECOND DISQUALIFICATION:**

  o If either Question 2 or 3 have **no response**, the survey is **NOT VALID** for our purposes. These are **DISQUALIFIED** surveys and will not be tallied. Put them to the side and continue to edit the rest of the questionnaires in the batch.
- **THIRD DISQUALIFICATION:**

  o If **ALL Questions** 14, 15 AND 17 have **no response**, the survey is **NOT VALID** for our purposes. These are **DISQUALIFIED** surveys and will not be tallied. Put them to the side and continue to edit the rest of the questionnaires in the batch.
  o The reason is that we would not be able to categorize the answers to these

surveys to a member's age, gender or racial or ethnic background. This is key to understanding the current A.A. population for this 2022 survey.
- o **If any one or two out of these three questions are answered, the survey should be counted.**
- o Please note that it is okay to have blank answers on all other questions besides 2, 3 and ALL three of 14, 15 and 17. These are addressed by the editing guidelines below.

12.0 Data Tabulation Period - October 24 to November 20, 2022:

The tabulation house vendor is scheduled to complete all analysis, coding, and provision of results at the end of this period.

Additional Work: As of January 24, 2023, the tabulation house vendor has been informed that some additional calculation of results is most likely needed based on the review and needs developing out of the survey results analysis. This is primarily related to the down-weighting suggested by survey methodologist for the online/virtual group results.

13.0 Subcommittee on 2022 Membership Survey results format and reporting:

The Subcommittee on 2022 Membership Survey Results reporting has reviewed all methodologist and trustee committee reporting and suggestions developed regarding improving member survey reporting of results.

The subcommittee is presenting a recommendation to the full trustees' PI Committee that will include the new template and format concepts of reporting results for the 2022 AA Membership Survey.

Once a recommendation is considered by Conference and approved there will be full communication to Publishing and Communication Services departments to produce the final versions of the results reporting package elements. The concept package of a dynamic webpage and final draft pamphlet are planned to be produced, after obtaining 2023 Conference approval.

14.0 Evaluation of survey process – pending action:

Several emails and letters to the Public Information Assignment and the Trustees PI Committee and the General Service Board regarding the 2022 Membership Survey have been received as of January 28, 2023. They were submitted by delegates and even group members who were sampled in the survey.

An evaluation survey about the process is planned, once the 2022 Membership Survey is completed.

These emails and letters received will be included in this evaluation debrief of process documentation so that all input will be considered for future membership survey process improvements.

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<div align="right">**Back to Agenda**</div>

2023 Conference Committee on Public Information

ITEM P: Review report on 2022 AA Membership Survey Results Reporting

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Background Notes:

From the July 30, 2022, Meeting of the trustees' Public Information Committee:

The committee approved the revised 2022 Membership Survey questionnaire amended by the survey methodologist according to the 2022 Advisory Action. The committee reviewed and agreed that the project plan to administer the 2022 Membership Survey is comprehensive and will accomplish the goal of producing effective results. The chair appointed a subcommittee to include David S. (chair), Kirk H. and Reilly K., to review the recommendations and develop improved methods to report results of the 2022 Membership Survey.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The committee accepted the report of the Subcommittee on 2022 Membership Survey Results and approved the following suggestions outlined within the subcommittee report:

- The development of a pamphlet and a dynamic web page to disseminate the results of the 2022 AA Membership Survey. The subcommittee has developed a detailed listing of the elements that will be included in both reporting concepts along with ideas on the layout of each to be provided to the creative design team members.

- Each item in the survey be designed and created in such a way that it will be a standalone element. That a library of all elements be created to be available for use by AA members, the professional community, the media, and other constituents.

The committee looks forward to a mockup of the webpage and draft pamphlet or a progress report at the January 2023 meeting.

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee reviewed the final report from the Subcommittee on the 2022 A.A.

Membership Survey Results Reporting. The committee reviewed the draft survey pamphlet and a dynamic web page mockup. It was discussed that a library of all infographics will be created and made available for use by A.A. members, the professional community, the media, and other constituents. The pamphlet requires Conference-approval. The webpage design and development falls within the purview of GSO's Communication Services team and does not require Conference-approval but will be provided to the Conference Committee on Public Information for consideration.

The committee agreed to forward to the 2023 Conference Committee on Public Information the draft 2022 A.A. Membership Survey pamphlet for consideration.

Background:

1. Final Report - Subcommittee on 2022 AA Membership Survey Results Reporting
   a. Recommendations included.

2. Draft 2022 AA Membership Survey pamphlet (committees' eye only)

3. Draft Mockup of the 2022 AA Membership Survey webpage (committees' eyes only)

Final Report from 2022-2023 trustees' Public Information Committee (TPIC)

Subcommittee on 2022 Membership Survey Results Reporting

January 28, 2023

Subcommittee: David S., chair; Kirk H., Reilly K., and Patrick C. secretary

GSO partners: Communication Services, Publishing, Operations and other supporting GSO staff and vendors such as the survey tabulation house and website design support.

January 28, 2023, subcommittee recommendations:

1. Consider the mockup concept of a dynamic 2022 AA Membership Survey webpage that will be created on aa.org reporting all survey results.

2. Review draft of 2022 AA Membership Survey pamphlet.

Introduction: At the July 2022 meeting of the trustees' Public Information Committee, the chair appointed a subcommittee to review the recommendations and develop improved methods to report results of the 2022 Membership Survey.

Scope: The scope of the committee is:

1. Discuss the plan to complete the 2022 AA Membership Survey: The committee approved the revised 2022 Membership Survey questionnaire amended by the survey methodologist according to the 2022 Advisory Action. The committee reviewed and agreed that the project plan to administer the 2022 Membership Survey is comprehensive and will accomplish the goal of producing effective results. The chair appointed a subcommittee to include David S. (chair), Kirk H. and Reilly K., to review the recommendations and develop improved methods to report results of the 2022 Membership Survey.

   The subcommittee will focus on the scope of reviewing all reporting and recommendations developed regarding member survey reporting of results. Then, determine and recommend to full trustees' PI Committee the new template and

format concepts of reporting results.

Background: The background being provided to complete this work is as follows:

1. Review the 2022 Membership Survey Dr. Cooper Final Report 1.10.22

2. An excerpt from the 2021 Membership Survey Progress Report written by the Workgroup on Membership Survey: 2020-2021 from the Trustees Committee on Public Information:

    As results arrive, it would be prudent to consider the functions and target audiences, including intended and unintended uses of survey results. Note that there are multiple potential consumers for survey findings, and it would be prudent to discuss these audiences and how we might better communicate the best information to them. It may be prudent to ask the Conference Committee on PI to undertake such discussion on the function and audiences of the survey, to advise future study or action. It would also be prudent to consult with our Class A professional trustees about this. Related to this discussion:

    a. The pamphlet states that "Alcoholics Anonymous conducts this survey to keep members informed on current trends in membership characteristics. The survey also provides information about AA to the professional community and to the general public as part of AA's purpose to carry our message to those who still suffer from alcoholism".

    b. Note that one function is an inventory for us, to give us insights into sects of the alcoholic population that may not be finding or staying in AA.

    c. This is very different than the function or purpose of informing our professional community about AA. Indeed, most service organizations do inventory and communicate to the public who they serve and the size of their organization in a general way (e.g., Boy Scouts, youth organization in the US, with ~2.3 million youth participants). It may be important to understand what data elements are important for professionals referring to AA to have. One might question whether or not the trends found in the survey actually negatively impact referral trends (e.g., "I will not send my young patient, my Hispanic client, etc., to AA because his/her/ their group is not well represented"). The survey results (via pamphlets or tabletop display formats) may not be THE message that is best suited for professionals.

    d. With thorough discussion, careful selection of appropriate reporting data for press (via inclusion in press letters or packets), professionals ("snippet data"

on website, in pamphlets), and internal communications to inform 12 step efforts could be made.

    e. Consistent with professional messaging, when we do present outward facing data, we may want to have standard language underscoring inclusion, e.g., "AA welcomes alcoholics of varying abilities, sexual identities, races, ethnicities, gender identities, religions, languages, neighborhoods, socioeconomic backgrounds and ages."

Subcommittee report to the October 29, 2022, trustees' Public Information Committee:

The first phase of work was completed with recommendations of a deliverable of a result reporting packet at the October 2022 board meeting of the trustees' Public Information Committee.

After the October 2022 board meeting, work continued on the following:

- The development of a pamphlet and a dynamic web page to disseminate the results of the 2022 AA Membership Survey. The subcommittee has developed a detailed listing of the elements that will be included in both reporting concepts along with ideas on the layout of each to be provided to the creative design team members.

- Each item in the survey be designed and created in such a way that it will be a standalone element. That a library of all elements be created to be available for use by AA members, the professional community, the media, and other constituents.

The committee confirmed it would provide a mockup of the webpage and a draft pamphlet at the January 2023 meeting.

<u>**The new format of survey reporting of results**</u>

Historically, the process for creation of the results reporting formats for an AA Membership Survey, including Publishing developing the graphic design and ultimate production of a survey pamphlet and survey tabletop display. The work and expense were captured within the employees working in our Publishing department.

At the October 2022 meeting, the Trustees' PI Committee approved a change in results reporting for this year's membership survey. This change was based on the potential

improvements suggested by our survey methodologist through her review and reporting of the pros and cons regarding our current method of results reporting.

A first goal is for the pamphlet to become the initial driving tool that gets people, through the use of a QR code on the pamphlet, to the new webpage for complete 2022 AA Membership Survey results.

A second goal is to create a mockup of a dynamic webpage housing each individual infographic element of the survey results. The webpage will include the ability for local members to download each of the infographics for public information and cooperation with the professional community local service needs.

The subcommittee and staff secretary determined that in order to meet these goals, an adjustment in format was necessary regarding the development of the infographics designed to communicate the results in an effective manner.

The subcommittee was seeking efficiencies by developing an integrated single user experience allowing for the same look and feel all around. The infographics were created once and used in multiple ways. They are to:

1. Live in pamphlet,

2. Live on the webpage,

3. Be used by the Fellowship to do the service work in the local communities. We are seeking for efficiencies.

A new expense was approved by our general manager with support from the chief financial officer to implement this expense within the unused portion of the trustees' PI Committee 2022 budget. The subcommittee came up with a plan that the physical and virtual results reporting should be integrated as a package of information.

The results reporting expense allocation:

On Thursday, November 10, 2022, the staff secretary met with CFO at GSO. The 2022 trustees' PI Budget will need to adjust to accommodate for this new cost based on the recommendation approved by the trustees' PI Committee. The total projected budget for 2022 trustees' PI Committee has not been used.

The staff secretary informed Communication Services and Publishing department of how the costs will be expensed related to the materials needed to report the results of the 2022 AA Membership Survey:

With guidance from the CFO the following actions were taken:

1. Obtained the cost for infographic design needed. The expense was approved by GM and CFO. Shared with trustees' PI Committee. The total design expense is $11,025.

   a. *Note: If any additional work is needed, a change order request might be needed to accommodate any final analysis enhancements required. Will require approval.*

2. The final infographics will be passed on to both Publishing and Communication Services to create the final draft pamphlet and the mockup of the webpage.

3. All costs for creating and producing the pamphlet, pending conference approval, will be part of the Publishing's expenses. Communication provided to Publishing director.

4. All costs for developing the dynamic webpage and all its functionality needed (i.e., downloadable infographics) will be expenses for Communication Services. Communication provided to the CSD Director.

5. We will need to distinguish between the 2022 expenses and potential future 2023 expenses for this project and make any budget adjustments necessary with approval.

6. PI Budget distinguishes the budgeted expense to complete the 2022 AA Membership Survey itself, per the 2022 Advisory Action, and the different and newly approved expenses to create the results reporting items of the 2022 AA Membership Survey.

Committee action completed to address it's scope:

The following is the detail of what is provided to move forward to Conference Committee on Public Information. Since August 2022, the subcommittee has met more than eighteen times to complete the work outlined in its scope. The subcommittee began their work by reviewing the recommendations from 2022 Membership Survey Dr. Cooper, survey methodologists and trustees' PI 2020-2021 working group's final reports.

The subcommittee developed a story of the results which allows them to be bucketed into the following main categories of; an introduction to the survey, "what got you here?", "what keeps you here?", and "who is a member?" Each of the individually developed infographics of results were able to be captured under the category suited for it.

In the end and after much discussion, debate and group conscience have landed on a solid result reporting plan.

The idea of what will be provided to the trustees' PI Committee at the January 2023 meeting is an engaging mockup of the dynamic webpage that will host all the results of the 2022 AA survey.

2022 AA Membership Survey Pamphlet:

The subcommittee requested print estimates from Publishing for two versions of a pamphlet, six-panel, or eight-panel. In the end, it was determined by the subcommittee that an eight-panel pamphlet version was needed to layout the required content and infographics effectively. Production will only occur with conference approval.

P-48 Print Estimates:

2022-2023 Membership Survey – (6 panels):

English:
20,000 copies for $2,178.35 ($.11 ea.)
10,000 copies for $1,308.36 ($.13 ea.)

French:
4,000 copies for $816.06 ($.20 ea.)

Spanish:
8,000 copies for $1,156.63 ($.14 ea.)

Total: $4,151 (20,000 English, French, and Spanish)

2022-2023 Membership Survey – (8 panels):

English:
20,000 copies for $2,998.44 ($.15 ea.)
10,000 copies for $1,746.00 ($.17 ea.)

French:
4,000 copies for $973.22 ($.24 ea.)

Spanish:
8,000 copies for $1,512.25 ($.19 ea.)

Total: $5,483 (20,000 English, French, and Spanish)

Difference: $1,332

Content/element ideas for the pamphlet:

- Updating the pamphlet generally

- Including content related to the purpose of the survey in the pamphlet and how members got to AA and that anyone is welcome in AA. Adding some short definitions of AA specific terms such as to the home group and sponsor.

- Add short descriptions about some of the data. For example, for the data in the current pamphlet length of sobriety might be preceded by a description sentence. To make it easier to consume. Tell them what you want to take away. Both for persons inside and outside of AA.

- Add more detailed and contemporary information about how to connect with AA. This came from professionals. Helping people to connect with the meeting that is right for them. Up-to-date intergroup/central office information and tools like the meeting guide app.

- Consider from refraining or including in the pamphlet information that reflects AA is not inclusive or diverse. If the data shows that key groups are underrepresented in AA, how do we share that information and then talk more about how there are specialized AA meeting groups. Have some sensitivity about the data that AA is an older white people program. How do we get the message across? The committee decided it was key to include all results in the pamphlet.

- Text information and stories. How do we contextualize the stories from members and/or professionals to bring the data to LIFE. The committee concluded that we consider this in the final development on the dynamic webpage and not in the pamphlet.

- How do we create the best messaging to the professionals and potential AA members. What messages do we want to be sending? This is captured in the content of the pamphlet and webpage.

Dynamic webpage mockup:

- The mockup will include the downloadable infographic designs representing the survey results.

- The webpage is planned to also include the ability to view the historical survey pamphlets and be mobile-friendly.

- This mockup will reflect the full list of elements intended to be included on the webpage. Cross-referencing of AA materials is a key concept meant to guide members, the general public, and professionals from the survey results to our other important sources of AA information.

- The mockup will reflect the design style we will use.

Final action pending:

1. Finalize our work with our survey methodologist and tabulation house to determine how to perform the down weighting of Online/Virtual Groups due to oversampling of these groups. As a reminder, the problem of this approach is that we oversampled the virtual groups. The solution is that each virtual group should be down-weighted relative to in-person groups, since there are so many of the in-person relative to virtual, if the goal is to provide the overall snapshot of AA. The beauty of oversampling percentagewise is a reliable snapshot, but the problem is that they are overrepresented in the total sample without down weighting these virtual group's results.

2. As a result of the first action, we would need to update the results included in the webpage and pamphlet as we forward these items to the Conference Committee on Public Information.

Conclusion: The draft pamphlet will be to be provided in its final draft production design format for Conference Committee on Public Information to review and potentially move forward for final approval by the full General Service Conference.

Additionally, we will need to clearly detail the new concepts of results reporting that will be presented and what portions require Conference approval. Specifically, while the pamphlet requires Conference approval, the webpage design and development falls within the purview of A.A.W.S. (GSO's Communication Services team). Of course, we will seek the Conference Committees on Public Information's insight and suggestions on the mockup.

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2023 Conference Committee on Public Information

ITEM Q: Review content and format of P.I. Kit and Workbook.

Background notes:

Kits and Workbooks for C.P.C., Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate Conference Committees during each General Service Conference.

Workbooks and Kits are service pieces. Any suggested changes to their content from the Conference committee are put forth as Committee Considerations rather than recommendations.

Between Conferences, ideas for changes to a Workbook or to the contents of a Kit may be received. These may be reviewed by the appropriate trustees' Committee and implemented, or the trustees' committee may choose to forward an idea to the Conference Committee for review.

Typically, service kits are updated annually each fall. Due to pandemic-induced supply chain and paper shortage challenges, implementation of the updates has been delayed.

From 2022 Committee Consideration of the Conference Committee on Public Information:

The committee discussed the content and format of the P.I. Kit and Workbook. The committee noted the updated content list provided by the staff secretary and agreed to all the changes.

From the October 29, 2022, Meeting of the trustees' Public Information Committee:

The chair shared that it might be helpful for Conference Committee members that have kits and workbooks to review them during the timeframe from May to September each year. The staff secretary is facilitating the Public Information Kit content update for 2022. The committee looks forward to a progress report at the January 2023 meeting.

From the staff report provided to the January 28, 2023, trustees' PI Committee:

Public Information Kit and Workbook:

The 2021/2022 update to the PI Kit content has moved forward and is currently getting finalized by the GSO Operations department and Group Services.

Regarding the PI Workbook, the 2022 Conference Committee on Public Information provided the PI Coordinator suggested changes to the Public Information Workbook to

consider on October 26, 2023. The suggestions will be included in the background for the 2023 Conference Committee on PI to allow for local committee to see what is being contemplated.

Background:

1. Public Information Workbook and Kit Content Lists available to view at the links below:

    Workbook:
    - ENG
    - FR
    - SP

    Kit Content Lists: *revisions will be handled post Conference*
    - ENG
    - FR
    - SP

2. Public Information Kits (provided to Conference Committee on Public Information members only)

3. Suggested changes to the Public Information Workbook being considered.

Who	Suggested changes to the Public Information Workbook being considered.
Mary	Verbiage consistent with advisory actions (ex. Preamble, Faith Leaders instead of clergy, etc.)
Ben	Page 5 - Always mindful of the importance of personal anonymity we believe this can be done by making known to any ~~this~~ individual ~~him~~, and to those who may be interested in their ~~his~~ problems,
Mary	Page 6 - Remove phone directories
Ben	Page 7 - Sometimes you need to correct misconceptions about whether A.A.s should reach ~~be going~~ out to non-A.A.s. A few P.I. committees have reported resistance from members who fear they will be doing "promotion" by letting professionals and the public know about A.A. Have the members read and become familiar with the P.I. Workbook so that they have a clear understanding of ways the A.A. message is carried to the public, and of the Traditions and A.A. experience in this area.
Ben	Page 8: (add) 14. Podcasts? YouTube?
Ben	Page 12: (add) 8. What is the best way to fully prepare for a P.I. appointment/meeting. Checklist?
Mary	Page 12 - 3rd bullet point - faith leaders instead of clergy to be consistent in our literature.
Mary	Page 13 - faith leaders instead of clergy to be consistent in our literature.
Ben	Page 15 - 3rd bullet point - A.A. is for all faiths and those of no faith. It is for people of ~~men and women of~~ all ages.
	~~ ~~
Ben	Page 15 -6th bullet point - A.A. helps keep the member sober, a~~s well as getting him or her sober~~ as getting sober

Ben	Page 15 -7th bullet point - A.A. can be found in most cities and towns. Look for ~~a listing in the local~~
Lauren	~~telephone directory~~ us on the web or check local newspapers. Should this say the meeting app instead of newspapers?
	Page 15. 4. An A.A. member gives ~~his or her~~ their drinking and recovery story in some detail. (A.A. speakers should understand when they are invited that non-A.A.s will be present.)
Mary	Page 15 - 2nd bullet point - change men and women to people to be consistent with preamble.
	Page 15 - 7th bullet point - update verbiage for telephone directory.
	Page 15 - Number 2 - change minister to faith leaders for consistency.
Ben	Page 18. What Is "Real News"?
	Opportunities for news about the Fellowship include facts about the growth of A.A., about an all-inclusive ~~male and female~~ membership, about changing age ratios in the membership;...
Ben	Page 41. Letters Broadcast outlets…. Insert somewhere within **"inclusive to anyone with a drinking problem"**
Ben	Page 42. Do the Yellow Pages still exist?
Lauren	Definitely an outdated method but, yes - still exists. Maybe change to "Phone Listings" or something similar?
Ben	Page 43. Add statistical information of the 2022 Survey
Lauren	Check to see if this is actually an outward facing doc. To the membership too.
Mary	Page 46 - Number 2 - Should we change videos?
Ben	Page 46. Add as 11th note, excerpt from "Understanding Anonymity": Anonymity in the digital age

Mary	Page 47 - A.A. Fact File is retired - update with current information
Mary	Do we need to add Meeting Guide App anywhere?
Lauren	Needs to be translated into French and Spanish
Fred	The problem I think needs to be at least approached for discussion is the use of the word drunks. These are the words of Bill Wilson in the PI workbook. After 43 years it doesn't affect me any. But the people we are trying to reach for example Addiction Counselors, Probation and Parole Officers, Doctors etc. Do not like the use of words that they consider flippant and demeaning. I have worked in Addictions since 1984 am now retired to a certain extent these words were accepted at one time but not as they once were.
Fred	This is just a thought. The need to educate our presenters or to caution these people to be mindful of who we are talking to. I am not saying we don't but just an added precaution.

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2023 Conference Committee on Public Information

ITEM R: Consider request to implement an Alcoholics Anonymous World Services, Inc. Instagram account.

Background Notes:

From the January 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed a request to implement an Alcoholics Anonymous World Services, Inc. Instagram account. The committee **agreed to forward** to the 2023 Conference Committee on Public Information the request to create, implement, and manage an official Alcoholics Anonymous World Services, Instagram account.

Background:

1. Request for AAWS Inc Instagram Account Implementation

Communication Services Department

January 28, 2023

Request to Create, Implement, and Manage an AAWS, Inc. Instagram Account

The Communication Services Department, along with the guidance of Public Information Desk recommends the creation, implementation, and management of an official Alcoholics Anonymous World Services (A.A.W.S.) Instagram account.

Consider request to create, implement, and manage an Alcoholics Anonymous World Services, Inc. Instagram Account

Purpose

To establish a profile in line with the Twelve Traditions and use as a tool to connect with the digital community and expand A.A.'s reach to members and suffering alcoholics by sharing relevant information from the General Service (G.S.O.) Office. Examples include:

- Highlighting the GSO Podcast with scheduled posts to build awareness of upcoming episodes

- Sharing updates from G.S.O., such as calendars and upcoming events i.e., Regional Forums, Conference, etc.

- Posting seasonal literature special offers

- Publicizing Press Releases, Newsletters, news, and more

Strategy

Our current goal is to include the use of existing Conference-approved content and service material that is produced by G.S.O. and potentially produce new imaging and video-related projects, as needed, guided by the Conference. As we become more adept, we will start to solicit new content that is Instagram specific and follow the current example of Grapevine in regard to using the necessary tools to share relevant information and resources with members and suffering alcoholics in a visually engaging way.

Instagram Community Guidelines

Below are examples of what's included in the platform's community guidelines.

- Share only photos and videos that you've taken or have the right to share
- Post photos and videos that are appropriate for a diverse audience
- Foster meaningful and genuine interactions
- Follow the law
- Respect other members of the Instagram community
- Maintain our supportive environment by not glorifying self-injury
- Be thoughtful when posting newsworthy news
- Help keep the community strong

Anonymity & Security

- Publicly accessible aspects of the Internet such as social media sites featuring text, graphics, audio, and video can be considered the same as publishing or broadcasting. A social media site requires the same safeguards that we use at the level of press, radio, and film. Simply put, this means that A.A.s do not identify themselves as A.A. members using their full names and/or full-face photos.

- When the GSO uses social media, we are responsible for maintaining anonymity in the posts we create. When we post or text, we are publishing at the public level. We will not break anonymity in the Instagram account.

- It is the app's user's responsibility to use Instagram in an anonymous way as it does not require any personally identifiable information beyond a phone number or an email address. Any user has the option to make their account private, requiring personal requests for profile access.

- Instagram is a secure platform that allows for two-factor authentication, login activity notifications, and several other safeguards.

Privacy Settings

- The account's manager has control over who can see the posts, who can comment, and who follows the profile. They can also limit how others interact with the Instagram account.

- Instagram allows the option to turn off comments and hide the number of shared likes.

Content Procurement

- The regularly scheduled publication can be handled by the Communication Services department with the content planning assistance of the Public Information desk. Sourcing content will not be difficult as there are plenty of opportunities for resource use and highlighting existing content including literature, newsletters, PSAs, interview audios, videos, historical archives, and other content.

  Ex: Daily Reflection, sobriety calculator, GSO news, etc.

- Instagram has the option of adding more than one image or video per post. Each post can have the same article in all three languages, English, French and Spanish.

Outside Contributions

We will not use this platform to request or promote Seventh Tradition self-support contributions.