

V.

AA GRAPEVINE

AGENDA

Conference Committee on AA Grapevine

Monday, April 23, 2018 – tbd - tbd

Room: tbd

Chairperson: Jason Rivkin

Secretary: Jon Witherspoon

Conference Committee Members

Panel 67

Ben B.

Paul M.

Melvin M.

Jason R.

Panel 68

Don B.

Earl C.

Allen D.I

Sara P.

Roger W.

- A. Review social media report regarding Instagram, Facebook, and Google for Nonprofits.
- B. Review Audio Strategy status update.
- C. Review report on 2004 Conference Advisory Action on Outside Sales.
- D. Reconsider the 2010 Conference Advisory Action regarding La Viña.
- E. Review revised text of the pamphlet "A.A. Grapevine and La Viña: Our Meeting in Print."
- F. Consider the list of suggested Grapevine book topics for 2019 and later.
- G. Review Grapevine Workbook.

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.

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM A: Review social media report regarding Instagram, Facebook, and Google for Nonprofits.

Background Notes:

From 2017 Additional Consideration:

- *The committee discussed AA Grapevine, Inc.'s continued exploration of an Instagram account and requested AA Grapevine, Inc. continue exploration and develop a plan to bring back to the 2018 Conference Committee on Grapevine for consideration.*
 - *The committee discussed AA Grapevine, Inc.'s continued exploration of a Facebook page and requested AA Grapevine, Inc. continue exploration and develop a plan to bring back to the 2018 Conference Committee on Grapevine for consideration.*
 - *The committee discussed AA Grapevine, Inc.'s continued exploration of a Google for Nonprofits account and requested AA Grapevine, Inc. continue exploration and develop a plan to bring back to the 2018 Conference Committee on Grapevine for consideration.*
-

Background documents attached:

1. A.A. Grapevine, Inc. Social Media Strategies Report
2. Proposal: An Evaluation of the Usefulness of Social Media proposal
3. 2017 Background on Social Media
4. 2017 GSC A.A. Grapevine floor action regarding Google for Nonprofits
5. A.A. Grapevine YouTube page
6. Trustees' PI presentation on Google Ad Words and Google Grants
(mailed to committee members only for additional information)

A.A. Grapevine, Inc.
Social Media Strategies Report
to the
68th General Service Conference

- A.A. Grapevine, Inc. is committed to creating a viable plan to develop, design, and implement a social media strategy to increase engagement and sales of its magazine subscriptions, online app, and related books and products.
- The Grapevine Board and staff are currently working on a comprehensive three to five-year strategic plan. A pragmatic approach on the use of additional social media relative to the resources that would be needed to implement and maintain such platforms will be included in the strategic plan.

Digital Marketing Proposal

AA Grapevine, Inc.: An Evaluation of The Usefulness of Social Media

Presented to:

AAGRAPEVINE

The International Journal of Alcoholics Anonymous

1 of 18



<u>AA GRAPEVINE, INC.: AN EVALUATION OF THE USEFULNESS OF SOCIAL MEDIA</u>	<u>3</u>
SOCIAL MEDIA IS NOT CUT AND DRY	3
SOCIAL MEDIA IMPACTS MORE THAN JUST SOCIAL	3
BEFORE STARTING WITH SOCIAL MEDIA	3
DETERMINE WHAT YOU WANT TO ACCOMPLISH	4
INSPIRE PEOPLE TO LEAD	5
<u>WHAT IS A FACEBOOK PAGE?</u>	<u>5</u>
WHEN TO USE A FACEBOOK PAGE?	5
WHAT IS A FACEBOOK PAGE FOR?	5
WE HAVE A PAGE, NOW WHAT?	6
VERIFIED FACEBOOK BUSINESS PAGE	6
POSTING TO YOUR FACEBOOK BUSINESS PAGE	7
VIDEO ON FACEBOOK	7
CONTROL YOUR FACEBOOK BUSINESS PAGE CONTENT	7
<u>WHY YOUTUBE?</u>	<u>8</u>
YOUTUBE NONPROFIT PROGRAM OVERVIEW	9
<u>WHY USE INSTAGRAM?</u>	<u>11</u>
NONPROFITS DOING INSTAGRAM RIGHT	13
<u>WHY USE TWITTER?</u>	<u>13</u>
FIND YOUR VOICE	13
TWEETS THAT WORK WELL TEND TO:	13
TWEET ENGAGEMENT	14
<u>WHY USE AUDIOBOOKS?</u>	<u>15</u>
AUDIOBOOKS BEST PRACTICES	15
GET MORE REVIEWS EVERYWHERE	15
INTERVIEWS	15
FREE SAMPLES	16
GOOGLE FOR NONPROFITS	16
INSIGHTS INTO YOUR ANALYTICS	16
PROFOUND AND SIMPLE	16
SUCCESS STORY: GOOGLE FOR NON-PROFIT	16
<u>POSSIBLE LEVELS OF ENGAGEMENT</u>	<u>17</u>
<u>CONCLUSION</u>	<u>18</u>



AA Grapevine, Inc.: An Evaluation of The Usefulness of Social Media

The largest non-profit organizations are outpacing corporations and academic institutions in the adoption of social media. - The White Paper Non-profit Series

Many non-profits are just beginning to dip their toes into the social media waters, while others have embraced it fully. AA Grapevine, Inc. might consider the opportunities online engagement presents, as well as the implications of staying away. There is a heightened level of expectation amongst subscribers, the media, and community leaders that they will have the ability to enter into a relationship with a non-profit organization. Adopting certain forms of social media, or increasing an already existing involvement, can provide significant benefits with end-user engagement and build long-term support for and within your online community.

According to a recent Dartmouth study; the largest non-profit organizations are outpacing corporations and academic institutions in the adoption of social media. Over 80 percent of respondents feel that social media is at least somewhat important to the non-profit's future strategy.

Social media is not Cut and Dry

The direct link between social media and a new customer might not always be as direct as other forms of engagement. The response non-profits get from Facebook, Twitter, Instagram, YouTube and other networks is often stronger than "traditional" communication channels.

Social Media Impacts More Than Just Social

When evaluating social media, it is important to consider the value it brings to all aspects of AA Grapevine, Inc. Whether it is learning more about members and subscribers to better serve them; building awareness beyond the fellowship; or reaching those in need, social media can have a positive helping hand in every aspect of AA Grapevine, Inc.'s mission statement, while respecting the complete anonymity of its members.

Before Starting with Social Media

First and foremost, AA Grapevine, Inc. needs to define its goals and determine what it wants to accomplish through social media. A presence on social media shouldn't be a standalone occurrence; it should be integrated and aligned with strategic plans and intended audiences. The actions taken and the content created should echo AA Grapevine's overall communications and digital strategy. Consider how to connect the organization's social media efforts to the website, content, and archived material.



Determine What You Want to Accomplish

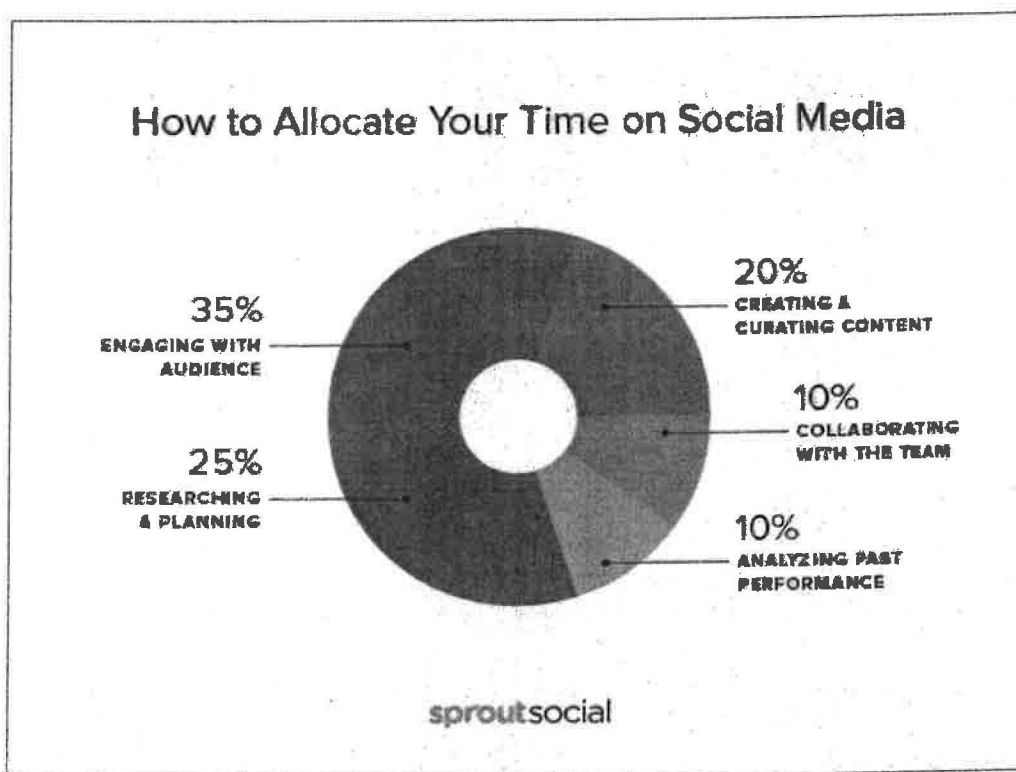
Social media provides opportunities for connection that other channels may not. As part of a non-profit team, there is a well-defined mission. With AA Grapevine, Inc., this mission is as follows:

1. Carry the message of recovery through stories and other content
2. Brand (reputation) management
3. Subscriptions and related content sales
4. Service information

Who are the subscribers and non-subscribers (i.e. the Target Audience)? Successful non-profits develop audience personas, which are representations of their ideal supporters based on a combination of demographic data and information.

Successful non-profits develop audience personas, which engage their subscribers through a mixture of conversational posts and visual presentations.

Don't worry about adopting every social media network especially in the beginning. Focus on doing an excellent job on two or three networks with a large potential for reaching your audience





Inspire People to Carry The Message

Involved social media followers can support the recovery of themselves and others, expand awareness of Alcoholics Anonymous, and perform the essential service of transmitting the message of recovery to others. By finding ways to connect with an inspire people who care deeply about the message, and by giving them opportunities to participate, both online and offline, AA Grapevine, Inc. might enhance the overall benefit to the fellowship and subscribers.

What is A Facebook Page?

A Facebook page will give AA Grapevine, Inc. a voice and presence on Facebook that it currently does not have. An active Facebook page creates opportunities for new people to discover AA Grapevine, Inc., and can serve as a path for connecting subscribers, fellowship members, friends of AA, and with those in need of assistance. At the very least, a business-centric Facebook page can contain contact information allowing visitors to update themselves about Grapevine and La Viña. Furthermore, people who like your page may see your posts in the News Feed when they visit Facebook. People can also like your posts and share your post with friends of AA.

When to Use a Facebook Page?

A Facebook Page is an ideal option for AA Grapevine, Inc. to expand and connect with its community of subscribers, members, those seeking recovery, and friends of AA. In addition, a Facebook page will allow AA Grapevine, Inc. to connect to a global network of over one billion people. For many non-profit organizations, having a single Facebook page helps people find, and stay up-to-date with, a unified voice and message.

What is a Facebook Page For?

An AA Grapevine, Inc. page could educate subscribers, the fellowship, and others about latest issue the Grapevine, information, and offerings; help find and connect with those seeking recovery or professionals who interact with alcoholics; and assist others with taking action by sharing the message of AA, being of service to those in need, and demonstrating a life of sobriety.



We Have a Page, Now What?

Creating a business-centric Facebook page is simple, as it only requires the following:

- **About** – Give people a quick preview of what the magazines Grapevine and La Viña offer, an example of magazine content, and present opportunities for submitting articles or for volunteer service.
- **Profile Image** - Help people recognize AA Grapevine, Inc. when they receive a post from AAGV, Inc.'s page in News Feed.
- **Videos** – Present personal messages in audio-only format (thus preserving anonymity) demonstration what AA means to members and how it has assisted them.
- **Milestones** – Share with others the latest information and magazine issues, as well as documenting the progress made on any annual outreach efforts, such as the 2018 Subscription Challenge.
- **Events** - Your page is a great way to direct followers to AAGV, Inc.'s online calendar and the board member's travel calendar.
- **Notes** - A section that can be used for longer messages or statements.

Verified Facebook Business Page

AA Grapevine, Inc. would be eligible for a Verification Badge, which would tell followers that content being posted is official and from AA Grapevine, Inc. itself. In addition, a verified page will show up higher in search results to attract more visitors.



Posting to Your Facebook Business Page

The primary communication channel on Facebook is through posts from AAGV, Inc. This is the easiest and simplest way to contact followers. The actual posts themselves are simple to create – your updates can be about anything you think subscribers would be interested in, such as the Grapevine Quote of the Day or the La Viña Weekly Quote or important content from the Grapevine Archive. After you published your post, Facebook gives the option to:

- Give Important Posts More Attention.
- Hide a Public Post from Your Timeline so not visible to the public.
- Delete a Post from Your Page.

Video on Facebook

Video posts perform well on Facebook and are an effective way to create a visual connection between the information presented and subscribers. More than 65% of all video views are happening on mobile devices as people turn to Facebook at different times and places throughout the day.

AA Grapevine, Inc. has a YouTube channel, but videos uploaded directly to Facebook have proven more successful than those linked to other video players. Part of the reason is that videos uploaded directly to Facebook fill the entire width of and play directly in one's News Feed, offering a seamless viewing experience. Directly upload videos also autoplay, making them more eye-catching than a video thumbnail. If you link to a video hosted on another site like YouTube, the link appears with a small thumbnail from the video.

Control your Facebook Business Page Content

In the Settings section, you have control over your page and the way your content appears. You have general controls for page and post visibility, whether people can post and/or comment on your page, and who can make changes to your page. You can also control the apps you use on your page, and create posts from AA Grapevine, Inc.'s email.

Achievement: A Non-profit Facebook Page Success Story

Alzheimer's Association Walk to End Alzheimer's

Campaign Goals: The Alzheimer's Association Walk to End Alzheimer's is an event to raise awareness and funds for Alzheimer's care, support, and research. The Facebook campaign aimed to recruit participants for the walk, as well as fundraising for the organization.



Impact: Using Facebook, the Alzheimer's Association organized and rallied supporters from across the country to its yearly fundraising efforts.

The Alzheimer's Association Facebook page directed users to the Alzheimer's Association website in order to create awareness about the Walk. During the 2015 Walk season, nearly one-quarter of overall traffic to the Walk to End Alzheimer's website was referred from Facebook. Facebook was a significant source of referral traffic for online registrations.

Based on anecdotal evidence, members often want to help, but do not always know, while those seeking help or additional information may not necessarily know where and how to find out it. By creating a Facebook page and offering information about specific ways members can subscribe, serve, and support AA Grapevine, Inc., they will know more, and what they can do to share this message of hope.

Why YouTube?

Optimize the new AAGrapevine YouTube channel.

One-and-a-half billion people come to YouTube every single month. That is the equivalent of one in every five people around the world. YouTube will enable AA Grapevine, Inc. to reach this those members of this large and passionate audience who reside in Canada and the United States, amplifying awareness of Alcoholics Anonymous and its message of hope. YouTube's built-in tools will help improve your video's performance and subsequently allow you to connect with even more viewers.



- **Engage the Next Generation:** YouTube reaches more 18 to 49 year-olds than any cable network in the US, with YouTube's fastest growing demographics being adults aged 35+ (40%) and 55+ (80%). It is where today's most influential audience goes to learn, laugh, and be inspired every day, with Millennials preferring YouTube over traditional television by a 2-1 ratio.
- **Create Deeper Engagement:** YouTube is the place where the most video viewing occurs every day. On average, YouTube viewers spend over an hour a day watching YouTube on mobile devices, meaning that unlike passive viewership, viewers are much more likely to deeply engage with the message presented.
- **Spark Action Through Empathy:** YouTube's easy-to-follow explainer videos assist and encourage involvement and action.

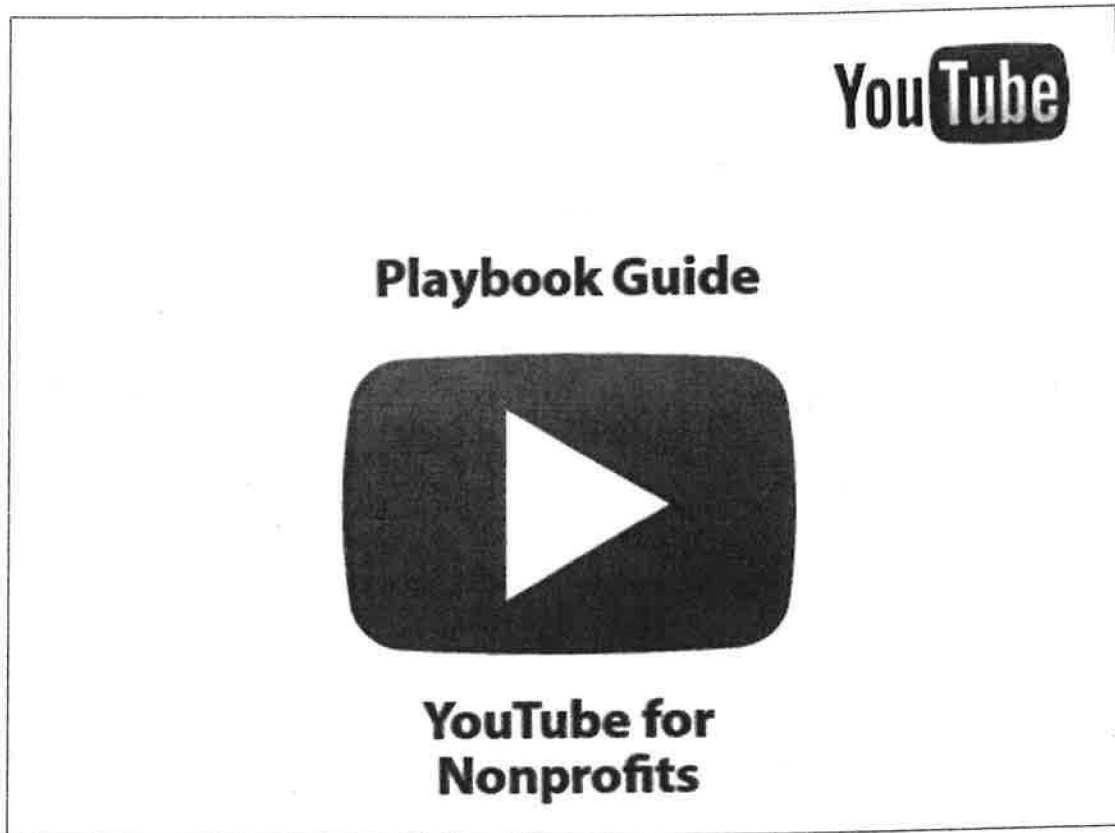
YouTube Nonprofit Program Overview

The YouTube for Non-profit Program gives non-profits access to unique YouTube features to help connect with subscribers, members, alcoholics in need, as well as professionals who encounter alcoholism in the workplace. Take advantage of powerful tools like G Suite for Nonprofits (a cloud-based productivity suite that allows real time collaboration from anywhere in the world) or YouTube for Nonprofit Program (a suite of tools allowing for optimization of video content, dedicated technical support, and other features). In addition, AA Grapevine, Inc. will have access to:

- YouTube Creator Academy lessons
- "Link Anywhere" Cards
- Earlier Access to YouTube Spaces
- YouTube for Nonprofits tools
- Your cause may be featured in Impact Lab
- Dedicated email support



Produce Your Next Video at YouTube



For many causes, a video is a new but essential format for storytelling. With one billion viewers on YouTube every month, non-profits of all sizes can use YouTube videos to share their stories with their audience.

As a YouTube Nonprofit Program partner, AA Grapevine, Inc. would have access to features specifically designed for non-profit partners, such as:

Link directly to your site from your videos: With *link-anywhere* cards you can direct your viewers to your external campaign landing pages like "Carry the Message Project", or book titles like "Voices of Women in AA." This special card -- available only to non-profits -- would let AA Grapevine, Inc. link to an external URL such as AAGrapevine.org.

Call-to-action overlays: You can create overlays for your videos, which appear as soon as the video begins to play. When users click on the overlay, followers are directed to your website. By learning how to place a call-to-action overlay on your video, viewers could click to visit your website or the store in order to purchase a subscription or book.

Optimize Your Content: Use such YouTube resources as Playbook for Good and The Top Ten Fundamentals of Creative Strategy to optimize AAGrapevine.org's content, YouTube channel, and other features.



Use YouTube Production Resources: You can get production access to shoot or edit your videos at YouTube's creator studio in New York simply by becoming a Non-profit partner and meeting a few simple page requirements.

YouTube Offers Dedicated Technical Support: YouTube's Non-profit Program supports its partners with any issues such as setting up your non-profit channel on YouTube.

Note: A YouTube Partner with a paid account allows YouTube to place advertising in, on, and around uploaded video content. However currently, YouTube Nonprofit Program partners may replace these "advertisements" with their own subscription or donation overlays instead at no cost.

Why Use Instagram?

More than the images that it is so well known for, Instagram makes imagery engaging, evoking primal emotions – such as humor, concern, awe, or intrigue.

Instagram is another platform with which to work with non-profits. With most users being of a younger demographic, Instagram will very likely reach many subscribers and members that AA Grapevine, Inc. currently does not reach. More than 500 million people have an Instagram account and 59 percent of online adults ages 18-29 use the network. More than 300 million of them use it daily.

What makes Instagram different from social media networks such as Facebook or Twitter is the way people use it. Instagrammers frequently check the site, often several times a day, and engage with posts at a much higher rate than with other social networks. In short, people who use Instagram LOVE Instagram.

To succeed with Instagram, it helps to have a clearly defined strategy, a noticeable visual style, a commitment to regular posts, and an in-depth knowledge of your target audience (subscribers and members).

On average, non-profits post to Instagram 1.5 times per day. If AAGV, Inc. is creating and sharing great content designed with followers in mind, you will be well received. When used thoughtfully, Instagram is a great way to reach and engage younger volunteers, and advocates.

Non-profit Content Strategy for Instagram

With millions of photos and videos posted daily to Instagram, how will you break through the clutter and reach your audience?



Balance Consistency and Quality: Post regularly so followers have content to examine. The images posted need to be compelling in a way that also provides anonymity. There is a balance in consistency and quality that must be struck for a successful Instagram effort.

Tell a Story: Every post should tell a story about Grapevine and La Viña and the stories they contain. Use the caption to expand on the image – develop the story a visitor may not know just from looking at the picture.

Bring Hope to Subscribers and Beyond: Hope is essential. A conscious effort to showcase hope and recovery makes a difference.

Inspirational Sheet-Cheat

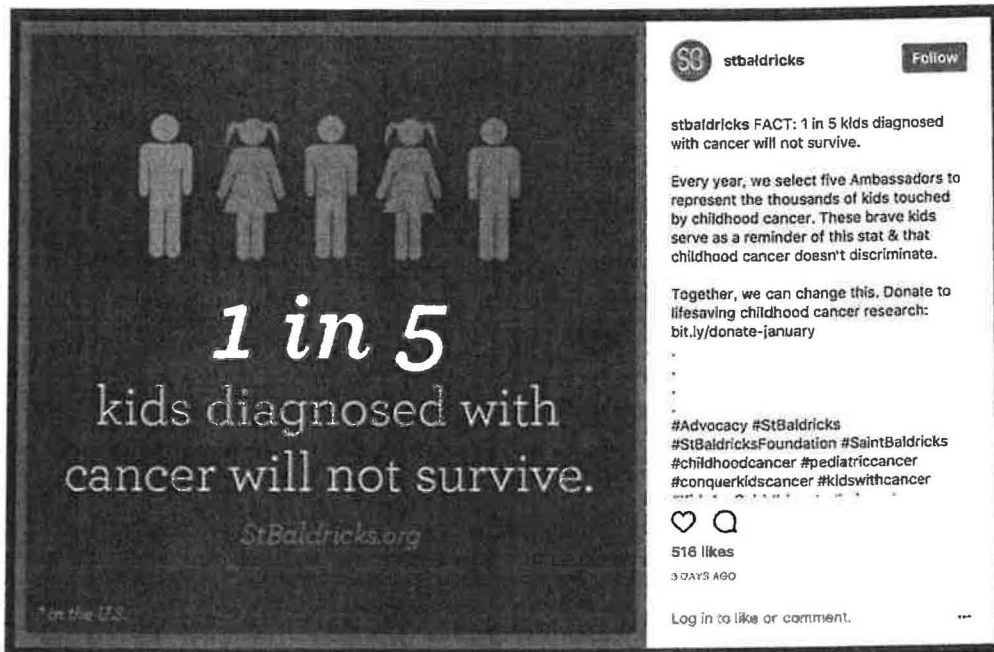
The ability to inspire is an important social media skill. But it must be authentic and from the heart, As AAVG, Inc.'s purpose is to inspire hope for recovery from alcoholism.

Define Your Audience - Get a comprehensive view of the subscriber, the members, the person in need, and the friends of AA. What helps them?



Nonprofits Doing Instagram Right

St Baldrick's Foundation is the self-proclaimed "crazy head-shaving charity," trying to make a difference for kids with cancer. They use a combination of photos that tell personal stories and graphics that educate and inform. All of the funding that they have received goes to the most promising childhood cancer research. They focus on "passing it on" in every post.



Why Use Twitter?

Twitter is a tricky to work with due to the limitations of the media. Tweets are limited to 240 characters, meaning your message must either be brief and to the point, or split over multiple tweets. IN addition, there is no tried-and-true formula for creating the perfect tweet. Your audience may respond to content that another group's audience may not. The best judge of audience response is likes and retweets, with the latter helping spread your message to others who might not be subscribed to your feed Finally, as AA Grapevine, Inc. could post as AAGV, Inc. to help in concerns regarding anonymity..

Find Your Voice

It is best to develop a distinct voice for your AAGV, Inc., allowing tweets to be differentiated from the rest. For a non-profit like AA Grapevine this can be challenging and an asset because an organization reflects distinct voices. Find a voice that works for the organization, the subscribers, the members, the person seeking recovery, and friends of AA. Social media is about trial and error. Try something, look at how people react, adjust, and try again.

Tweets that work well tend to:

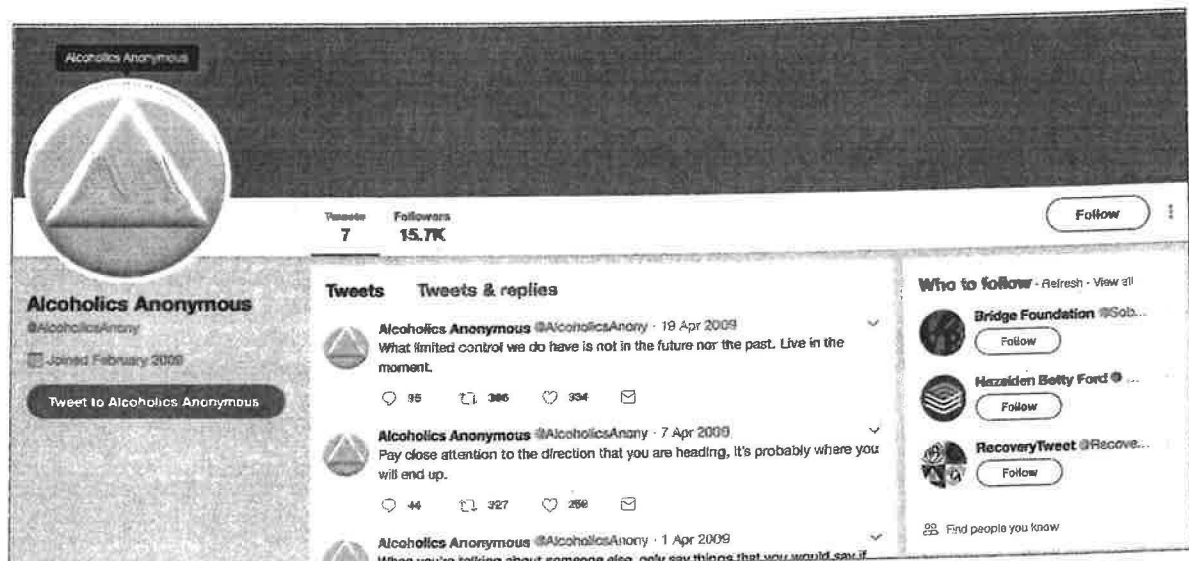


- Have a personal, human voice (such as the stories in the magazine and the Story Archive).
- Contain interactive media (meme [material – such as images or snippets of text, that is rapidly passed around the internet], photo, vine, video, link).
- Provide updates of real interest to followers.
- Start a discussion among followers.
- Inspire the readers with compelling and inspiring quotes

Tweet Engagement

The image below shows the result of searching “Alcoholics Anonymous” on Twitter. While the account hasn’t been active in nearly seven years, it still has over 15,000 followers. In addition, its tweets all have significant numbers of replies, retweets, and responses. Despite being separate organisations, AA Grapevine can easily pick up where this Twitter account has left off, tweeting messages of hope, and contact information for those seeking help, and links to inspiration stories from the magazine Archive to their followers.

If AAGrapevine, Inc. decided to start a Twitter account, it could request a take over or close any unauthorized accounts given its trademark and copyright. Importantly though, the below statistics speak to the pent-up demand - 15,000 followers from 7 tweets in 2009 is quite a strong response.



In order for tweets to reach as many people as possible, some general rules of thumb apply:

- Keep your tweet at 100 characters or less.
- Use no more than two hashtags per tweet (Hashtags are keywords related to the topic or theme of your tweet. A hashtag is marked with the pound sign (#) before the word or phrase.)



- Tell your followers to re-tweet (or "pass it on" as we say).
- Tweet during business hours and on weekends
- Ask service leaders to tweet to their audience for you.

Why Use Audiobooks?

Audiobooks Best Practices

AA Grapevine, Inc. has an audio book entitled *The Language of the Heart*, recordings of every story published in Grapevine since 2006, as well as one from every issue of *La Viña* since 2010. AA Grapevine also has CDs of the book in both English and Spanish.

With this in mind, AAGV, Inc. can use free tools and/or professional services to create additional audiobooks and distribute them broadly on Amazon, Audible, and iTunes, while earning up to 40% in royalties (Currently, *The Language of the Heart* is available on AAGV's website at <https://store.aagrapevine.org/LOH.aspx>). Get audiobooks published with free platforms like Audiobook Creation Exchange, but make sure to use a professional to narrate the audiobook. Let customers switch seamlessly between listening to your audiobook and reading your companion eBook using Whispersync.

Get More Reviews Everywhere

Technically audio books are not social media but following, sharing likes or reviews is. Similar to reviewers for print, there are reviewers who specialize in audiobooks. There are traditional publications, like AudioFile Magazine, which is published in print and digital formats and is dedicated solely to audiobooks. In addition, there are audiobook review blogs that are always looking for new titles to review. These reviewers can be found with a simple Google search or by perusing directories like the Book Blogger directory, Indie View, or the Book Blogger List.

Don't forget about your subscribers and members when thinking of likes and sharing.

Interviews

Reach audiobook enthusiasts using other audio formats, such as radio and podcasts. There are thousands of radio stations and podcasts that offer a variety of programs, which are often looking for guests and experts. Think about the subjects explored in your audiobook and how they could translate into an interesting discussion or interview. Then, identify a list of shows that would benefit from having you as a guest and pitch yourself to the shows' producers.

To find radio shows that suit your subject matter, check out the Radio Locator database. It's a useful tool that allows you to search for radio stations by geography or format and then connects you to each station's website. You can learn about upcoming show topics and find the producer's contact information.

For podcasts, visit the Podcasts section of the iTunes store and try searching for different keywords related to your book.



Free Samples

Give subscribers an easy, risk-free way to sample your audiobook. SoundCloud allows you to create a free sample that you can embed on your website, in blog posts, and all throughout your social presence. In addition, it links directly to your audiobook's buying page to allow for easy conversion. When creating a free sample capture a compelling scene leaving listeners wanting more.

Google for Nonprofits

Google for Nonprofits was mentioned in the section talking about YouTube, but there's more. It can bring AA Grapevine greater visibility, more subscriptions, more service involvement, and help more of those who are suffering.

"...it has helped us reach thousands of supporters around the country, helping us effect change through awareness." - Ping Lo, The Fred Hollows Foundation

By using Google for Nonprofits, AA Grapevine will show up in search results allowing you to reach those who are seeking help in general or who are looking for AAGrapevine, Inc. specifically.

Insights into Your Analytics

Deeper insights make for smarter messages. Once you're approved as a non-profit organization by you can use their insights to understand which pages on your website are performing well and which pages are confusing to your members.

Profound and Simple

Even if you're new to Google for Nonprofits it's easy to launch effective campaigns, with custom messages crafted for non-profits. AA Grapevine will get access to powerful tools to create and optimize customized movements. If you prefer to manage your campaigns yourself, this choice is probably best for you, as it allows you to control what is said, how it is said, and who says it.

Success Story: Google for Non-profit

The mission for Make a Difference (MAD) was to increase awareness of children in orphanages and street shelters. MAD was established in 2006, and has operations in 23 cities in India. The organization is based out of Bangalore, India and empowers children to discover their true strengths and unleash their full potential. MAD provides creative learning spaces for these children and works to improve the quality of their education and career opportunities.

To reach their goals, MAD used Google for Nonprofits to recruit passionate volunteers that can make a one-year commitment to the organization, raise awareness, drive online donations, and identify and prioritize locations for international expansion.



Google for Nonprofits had a tremendous impact on MAD's growth. Data showed which cities and countries had the highest interest in MAD, and the organization uses the data to identify where they should expand. In addition, it allowed them to build a network of volunteers that they would not have been able to reach through traditional methods. In the end, approximately 30% of their website traffic came from their new efforts.

Possible Levels of Engagement

Whatever level of engagement is considered, it's important to set reasonable expectations and know that social media and content marketing is a "long game." AGGV, Inc. is not going to put one post out there and instantly get hundreds of dollars in subscriptions. Like any good plan, it takes time to observe the results and adjust accordingly. Over time, AAGV, Inc. will learn what content affects the community, gets them sharing, and thus, how to find tune the non-profit's social media plan to improve results.

Engage a digital marketing agency to provide strategy and provide oversight.

LEVEL	AGENCY HOURS	DETAILS
Toe in the Water - Level One	6 - 9 hours	- Active Presence on one or two social media platforms (Facebook and You Tube) - Content completed in-house - Consistently engage with followers - Strategy provided by agency
Waist Deep - Level Two	10 - 15 hours	- Active presence on 3 or 4 platforms (Facebook, Instagram, Twitter, and YouTube) - Plan and post regularly across all platforms - Profession content mixed with in-house content - Cross Marketing with other social media leaders - In depth strategic social media strategy
Swimming - Level Three	20+	- Use a Social Monitoring platform like Sprout Social or HootSuite - Have a presence on all major social media platforms. - Organization of content, so you know what material go to what platform. - Real-time monitoring - Automated publishing - Scheduling Social specific analytics - Multi-account management - Unique collaboration abilities - Brand monitoring



If you use a social media monitoring platform you can run monthly or weekly presentation-ready reports on everything from sent message performance to audience changes to engagement.

Conclusion

As data shows, expanded social reach can impact outreach engagement and bottom line outcomes for non-profits. If you listen and create a habit of planning and evaluation, over time, AAGV, Inc. will learn what content gets the community likes and responds to and how to fine-tune the social media strategy to improve the content and engagement. The subscribers will appreciate it.

It is important to set reasonable expectations and know that social media and content marketing takes time. Like any good relationship, it is all about learning and communication over time.

"If it doesn't get results,
don't do it. You don't get
impact by wishful thinking."

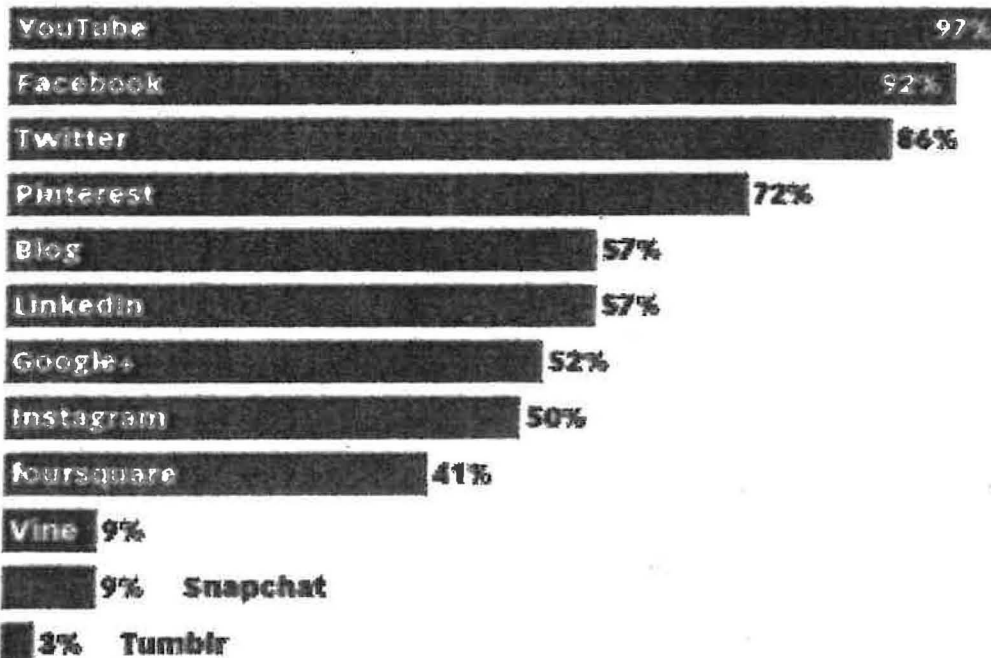
BETH KANTER

SOCIAL MEDIA FOR NONPROFITS

sproutsocial

BENEFITS OF USING SOCIAL MEDIA

- In 2016 around 274.1 million users in North America accessed social networks. This figure is projected to grow to 314.4 million users by 2021.
- 98% of charities and non-profits in the U.S. are active on at least one social media site (See graph below):
- YouTube 97%
- Facebook 92%
- Twitter 86%
- Pinterest 72%
- LinkedIn 57%
- A social media presence and interactions with members offers a more direct and personal touch in direct communication with subscribers/members. They can have a personal dialog with the organization too
- Social media also offers excellent survey and polling tools. Message boards, updates, groups and reviews allow organizations to find out exactly what their members like and don't like.
- Search Engine Optimization (SEO) - Updates and other social media content appear in search engine results pages sometimes ranking high. This is one of the significant ways that an organization can be found online - through their own profile.
- Social media sites offer the easiest way to reach those who might be interested in getting information.
- Facilitates finding new and updated websites by making a profile, another built-in SEO benefit of using an already popular website.
- Cost - free

Social Media Sites and Tools Used by US Charity and Nonprofit Social Media Administrators, Spring 2014
% of respondents


Note: n=129

Source: University of Massachusetts Dartmouth Center for Marketing Research, "Picture This: Top Charities Master Visual and Social Media," June 5, 2014

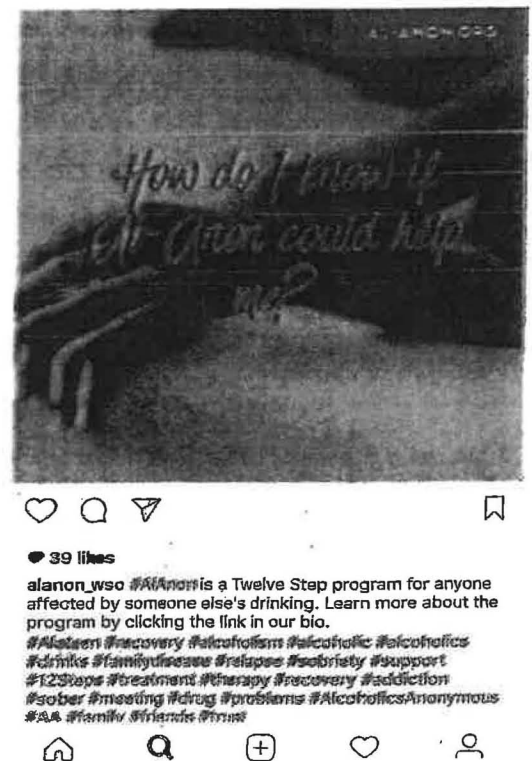
174811

Examples of Alanon_wso's Instagram posts

What are hashtags?

Once your phone's pound sign, hashtags now have a place on most popular social networks, including Twitter, Facebook, Google+, Instagram, Vine and Pinterest.

The hashtag is likely the most popular means of categorizing content on social media. It makes your own content discoverable and allows you to find relevant content from other people and businesses. The hashtag also allows you to connect with and engage other social media users based on a common theme or interest.



What is Instagram?

Instagram is an online mobile photo-sharing site that allows its users to share pictures and videos either publicly or privately on the app, as well as through a variety of other social networking platforms, such as Facebook, Twitter, Tumblr and Flickr. (Wikipedia)

Instagram is a visual social network. It is graphic in nature and offers quick attractive options to draw attention to the message. It offers a visual means to publish short announcements with visual images, animated GIFs and news updates that are currently delivered via email.

As a platform Instagram continues to grow in popularity and offers high engagement rates with the posted messages. It's simplicity offers an avenue to carry the message to potential alcoholics or those seeking information in a very engaging and attractive way.

Instagram's Statistics:

Instagram now has millions of active users. Roughly 79 Million of those are in the North America.

Over 60% of users log in daily, making it the second most engaged network after Facebook

30% of internet users are now on Instagram

90 percent of Instagram users are younger 35 years of age

Over a third of Instagram users have used their mobile to purchase a product online— making them 70% more likely to do so than non-users

32% of US teens list Instagram as their most important social network, more than any other social network

By 2017 it is predicted over 70% of brands will be on Instagram

Outside China, almost 50% of Instagram users conduct product research on social media

Source: www.statista.com

What is Facebook?

Facebook is an online social media and social networking service.

Facebook may be accessed by a large range of desktops, laptops, tablets, and smartphones via the internet and mobile networks.

There are multiple types of Facebook pages:

The most numerous is the basic user profile. These are personal pages where "friends" can build social networks and share information, schedule events and post videos, images and updates.

These pages are not for services or for selling products, in fact, even if a profile is created exclusively for use by a company, it is considered a bad faith practice to use a personal profile solely for promotions.

This is the province of Business or "fan" pages which can be created for free.

Facebook has an option for businesses to make what is called a "fan page" to showcase any aspect of their business.

This is separate from Facebook advertising and is also free.

The page can be set up with or without a wall, the same feature that allows commenting on profiles. Most businesses choose to disable commenting.

A blue check on a Facebook page signifies that it is a verified page. Facebook has confirmed this page as the authentic non-profit, brand, media company or public figure.

Both Facebook users and non-Facebook users can view Business or "fan" pages which can be used to link to and from company's websites, newsletters and to post updates and announcements relating to the enterprise.

By consistently updating Business pages, users can remain informed and current.

On pages that do not disable comments, a user may "like" or comment in a "post". That information is automatically posted to the user's Facebook feed, updating their friends and in turn increasing visibility online.

- **Facebook's Statistics:**

- As of April 2016, Facebook was the most popular social networking site in the world, based on the number of active user accounts.
- Worldwide, there are over 1.79 billion monthly active Facebook users (MAUs), which is a 16% increase year over year.
- 1.18 billion people log onto Facebook as daily active users (DAUs) for September, 2016, which represents a 17% increase year over year.
- The rapidly growing number of Facebook users are active and consistent in their visits to the site, making them a promising audience for engagement efforts.
- There are 1.66 billion mobile active users (Mobile Facebook MAU) as of September, 2016 an increase of 20% year-over-year.
- There are 1.03 billion Mobile DAUs for June, 2016, an increase of 22% year-over-year.
- On average, the "like" and "share" buttons are viewed across almost 10 million websites daily.
- Age 25 to 34, at 29.7% of users, represent the principal and most common age demographic. (Source: Emarketer, 2012)
- 50% of 18-24 year-olds go on Facebook when they wake up.
- Photo uploads total 300 million per day.
- Average time spent per Facebook visit is 20 minutes.
- Every 60 seconds on Facebook: 510,000 comments are posted, 293,000 statuses are updated, and 136,000 photos are uploaded.
- 4.75 billion pieces of content are shared daily as of May 2013 a 94% increase from August, 2012.
- One in five page views in the United States occurs on Facebook.
- Roughly 50 Million businesses have Facebook pages.
- 16 Million local business pages had been created as of May, 2013, a 100% increase from 8 million from June, 2012.
- 42% of brands report that Facebook is critical or important to their business.

Sources: Facebook as of 11/02/16 and eMarketer, 2012

Potential application for Facebook:

Facebook could offer AAGrapevine, nc. a variety of opportunities from an official public page for outreach purposes or a private Facebook page for Grapevine and/or La Viña to create online fellowship opportunities mirroring the secret groups that have been growing regionally.

The Trustees' PI committee recently sent out a call for sharing from the Fellowship about how they are using social media and other online tools in their regions. The principal format reported in active use was the secret FaceBook page. Groups are using those pages as points of fellowship and sharing. They exchange information about service or recovery. Some hold hearing impaired meetings.

A public page could act as a place to share content, announcements and updates. It's a place to share public information about AAGrapevine, Inc. and Alcoholics Anonymous. A public Facebook page would offer Grapevine, Inc. a platform for carrying our message and connecting with potential alcoholics and friends of our fellowship who could benefit from our magazines, books and content.

A secret page offers an opportunity for alcoholics to engage with each other without concern about breaking one other's anonymity.



American Red Cross

American Red Cross

Home

About

Photos

Instagram feed

Likes

Events

Videos

Notes

Do You Know Your CPRs? And AEDs?

Halloween Safety & Fun Fact Quiz

Posts

Create a Page

Like

Follow

Send Message

Featured For You

Get in touch with American Red Cr...



779,953 people like this
Veronica Sterling

Message

Status Photo/Video



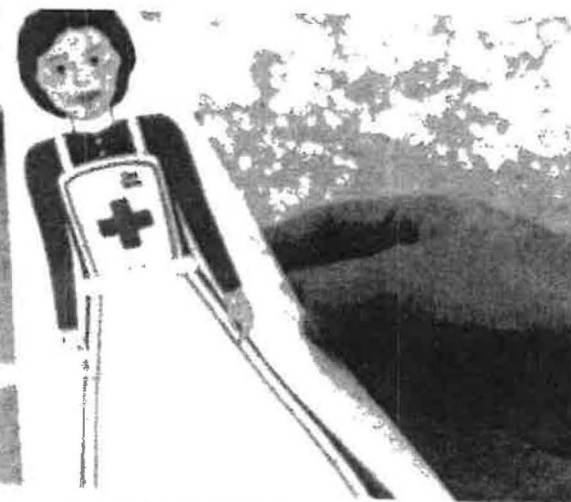
Photos



Save American Red Cross to



Thank you for being a p...



Donate

Non-Profit Organization in Washington, District of Columbia

Invite friends to like this Page

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of volunteers and the generosity of donors.

779,953 Likes
Veronica Sterling

About

1-800-REDCROSS

Typically replies within a few hours
Message Now

redcross.org/

Non-Profit Organization

Visitor Posts



DeeDee Murphy

7 of 11

See All

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.

The world is yours to change.
We're here to help.



G Suite for
Nonprofits



Google Ad Grants



YouTube Nonprofit
Program



Google One Today



Google Earth
Outreach

Google For Non Profits

Google for Nonprofits is a program offering of Google granting a menu of free services to all eligible non-profit customers as an effort to increase the success of their humanitarian missions. Non profits may use one or all of these services as they see fit. While there are a number of possible advantages to the full suite of tools offered by Google for Non-Profits.

As we continue the conversation started in the General Service Board's strategic plan and potential tools discussed in Trustee's Public Information Grapevine has identified three main tools of focus we are suggesting we look at in 2017/18 for potential future recommendations. For Grapevine, Inc. the three main tools of focus are G Suite for Non-Profits, YouTube for Non-Profits, and Google Ad Grants.

In addition Grapevine currently utilizes Google Analytics for it's website. Cooperating with Google For Non-Profits could offer aid in using the vast amount data that's available to decision making in how we develop and improve out website and future offerings. This conversation times out nicely with our current research and development of potential improvements and upgrades to our website and online offering.



G SUITE FOR NONPROFITS

G Suite is the set of business Apps and tools offered by Google, like Google Docs or video conferencing. They are a set of business and collaboration tools that could prove useful to Board work and beyond.

Communicate more efficiently.

Stay in touch with volunteers, supporters, and your community with unlimited email addresses at your custom domain via Gmail.

Collaborate from anywhere.

Keep everyone on the same page with Google Docs – create and edit grant proposals, meeting agendas, and more in real time from anywhere.

Keep your data safe and secure.

With 30GB of storage space per user across Gmail and Google Drive, your Google Docs, Sheets, Forms, and Slides will be accessible from any device, anytime.

Stay on task and on time.

Use Google Calendar to keep schedules organized and appointments updated.

Keep in touch at ease.

Make sure everyone stays connected with video conference calls that host up to 25 participants.

Get 24/7 support.

With a G Suite account, you'll have access to 24/7 support by phone, chat, and email in case you have any questions along the way.

Video is a key component in getting our message out in a world with short attention span and little inclination to read. Video content will be of great importance in succeeding in reaching farther out into the masses of the potential alcoholic and the future Grapevine audience. The ability to find and share video from a single source is a big first step towards increasing the reach of our message.



YOUTUBE NONPROFIT PROGRAM

YouTube has over a billion users — almost one-third of all people on the Internet — and every day people watch hundreds of millions of hours on YouTube and generate billions of views. YouTube overall, and even YouTube on mobile alone, reaches more 18-34 and 18-49 year-olds than any cable network in the U.S.

The YouTube Non-Profit program will allow us to house our video content in a single location, offering the local service structure and Intergroups the ability to embed our video content directly into their local websites. This linking of content and websites will increase the search

rankings of all the sites involved and improve organic search results for all. As we continue to develop the website utilizing a video player with embedded YouTube videos will amplify this connection while offering a more attractive video experience. It would also allow us to track usage and views for each individual piece of content in real time to gauge its effectiveness.



GOOGLE AD GRANTS

While much will be discussed about the potential use of Ad Words for A.A. Service work from the G.S.O., Grapevine Inc.'s application of such tools will require it's own exploration by the Corporate Board. We have an obligation to the fellowship to explore all opportunities for Grapevine, Inc to

be fully self supporting through the sales of magazine subscriptions and other content. The potential use of Ad Grants or paid Adwords requires research and report back so that the corporate board may review all possible avenues to carry Grapevine's reflection of the fellowship and live into the goals set forward in the General Service Board's Strategic plan.

Search Engine Optimization is an attempt to improve the search engine rankings of your site in order to allow your content to appear at the top of a page of results when related terms are searched. In search results Google displays pages it considers relevant and authoritative. Authority is mostly measured by analyzing the number and quality of links from other web pages. Relevant is measured by use of your material as a response to the term searched. Other factors like mobile friendly are added all the time as the search algorithm is improved upon.

YouTube is an opportunity for "Organic" search optimization. Organic in this context means naturally occurring and therefore free.

Adwords is a paid alternative to Organic Search. It allows an organization to bid on key search words so that when they are sent through a search box, your website and information is displayed in the paid box at the top of the page. Adwords would be a paid alternative to organic search allowing for a guarantee that links to aa.org would appear in the paid box at the top of the page should select keywords we bid on be used. Google Ad Grants is an offering from within Google for Non Profits. It is in essence a \$10,000 grant of bids towards keywords that might trigger aagrapevine.org to appear in the search result at the top. This is not new territory for Alcoholics Anonymous as it is directly related to how television stations donate airtime for Public Service Announcements.

Our exploration would need to include a detailed review of both possibilities. Participation in Google For Non Profits would not require that we accept the Ad Grant, nor would we necessarily recommend it. We do however recommend that we pursue a thorough exploration of both paid Ad Words and potential implications of utilizing Ad Grants.

Potential applications for Google for Nonprofits

YouTube Nonprofit Program

Create YouTube channels for Grapevine and La Viña. Broadcast the GV/LV stories, offer "how to videos" and announcements through videos on YouTube.

Google Ad Grants

With this program Grapevine and La Viña may receive AdWords at no charge to assist visitors in locating the aagrapevine.org website on google.com through keyword targeting.

G Suite for Nonprofits

G Suite is a collection of cloud computing, productivity and collaboration tools, software and products developed by Google.

Nonprofit organizations such as AAGrapevine, Inc. may be able to qualify for one of Google's special editions of G Suite at no charge.

Google Analytics

This solution is used by AAGrapevine, Inc. now. It offers free and enterprise analytics tools to measure website, app, digital and offline activity data for a deeper understanding of the customer experience.

Google Analytics features could help AAGrapevine, Inc. further improve its engagement across aagrapevine.org and apps.

Data management with Google Analytics provides a single, comprehensive view of the visitor activity that can be customized to specific needs and shared across the whole organization.

Google Earth Outreach

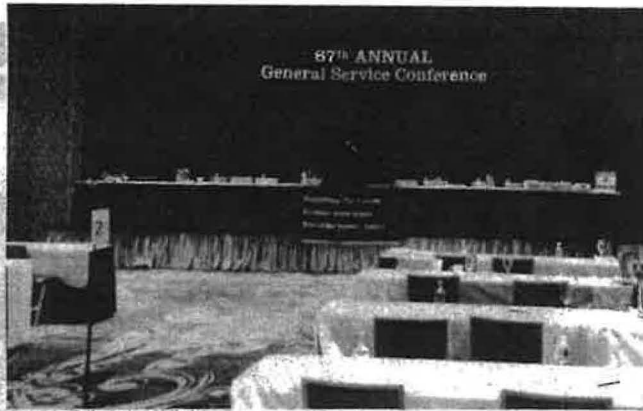
Grapevine and La Viña may bring the stories to life with custom maps and global location data such as within Regional pages online.

AA News

2017 General Service Conference Highlights

On Sunday morning, April 23, 2017, the 67th General Service Conference of Alcoholics Anonymous kicked off a week of discussion, consideration and voting on topics raised throughout the Fellowship. AA's week-long business meeting focused on carrying the message to the alcoholic who still suffers.

Consisting of 133 voting members, the Conference is comprised of 93 delegates from the eight service regions of the United States and Canada (who constitute 69.9% of the body and nearly half of whom are new each year), along with 25 members of the General Service Board of Trustees, the AA World Services



Conference met in Rye, N.Y. to discuss AA's business.

and Grapevine Corporate Boards (who constitute 18.8% of the body), and 15 members of the AA staff of the General Service Office, Grapevine and La Viña (who constitute 11.3% of the body). The Conference has been meeting annually since 1950 to deliberate on matters affecting the Fellowship as a whole. As *The AA Service Manual/Twelve Concepts for World Service* explains in Concept Two, the Conference is "the actual voice and effective conscience for our whole Society."

Held this year at the Hilton Westchester Hotel in Rye Brook, New York, the

theme for the 2017 General Service Conference was "Supporting Our Future."

Conference week is filled with presentations related to the Conference theme, area news and service highlights from first-year delegates, detailed financial and board reports, trustee elections, and a workshop for all Conference members focused on "Anonymity—The Spiritual Foundation."

The main focus of each Conference though, is on the deliberations of each of the 13 Conference committees, and it is during the committee meetings that the major work of the Conference is

done. Meeting early in the week to discuss agenda topics submitted for each committee, committee members seek to develop consensus on the items on their agendas and determine which issues they would like to move forward to the Conference as a whole. Once presented to the Conference body for additional evaluation and discussion, any item then receiving two-thirds vote of the full Conference body becomes an Advisory Action.

Open debate is a hallmark of the Conference process and the 2017 General Service Conference was no exception, achieving substantial unanimity on a number of important topics through discussion, sharing of views and a relentless focus on AA's primary purpose.

One highlight of Conference week was a presentation on Grapevine by one of the Grapevine Board's directors—a PowerPoint presentation keyed in particularly to the Conference theme, "Supporting Our Future," and raising questions about how Grapevine could best serve the Fellowship in an

age dominated by advancing technology.

Digest of Advisory Actions

Some significant Advisory Actions appear below in condensed form. The full listing and complete wording of Advisory Actions can be found in the 2017 Final Conference Report (available through the General Service Office).

It was recommended:

FLOOR ACTIONS: that AA Grapevine create a Google for Nonprofits account, with use of the account limited to the YouTube Nonprofit Program; that the pamphlet "Too Young?" be revised to reflect more current collective experiences of young alcoholics and their welcome to AA; that in the spirit of unity and inclusiveness, the General Service Office strive to provide Conference background materials in English, Spanish and French by the first week in March, beginning with the 68th General Service Conference.

ARCHIVES: that a draft or progress report of the book, *Unity in Action: Bill W.'s General Service Conference Talks, 1951-1970*, be brought back to the 2018

Conference Committee on Archives for review.

COOPERATION WITH THE PROFESSIONAL COMMUNITY: that the pamphlet "Three Talks to Medical Societies by Bill W." be retired.

LITERATURE: that text about young people's conferences be added to the pamphlet "Young People and A.A."; that "The A.A. Group" pamphlet be revised to include text from the service piece "Safety and A.A.: Our Common Welfare." **POLICY/ADMISSIONS:** that the 2018 General Service Conference move ahead with electronic voting; that an anonymity-protected, digital Final Conference Report be published in addition to the current print version.

PUBLIC INFORMATION: that a new video public service announcement be developed; that A.A. World Services, Inc. create a Google for Nonprofits account, with use of the account limited to the YouTube Nonprofit Program.

TREATMENT AND ACCESSIBILITIES: that the pamphlet "A.A. for the Alcoholic with Special Needs" be retitled "Accessibility for All Alcoholics."

Grapevine welcomes reports on state conventions, workshops and other major AA events for AA News. We'd also like to hear about the different ways that your area, district or committee is doing service or carrying the message. Email stories, approximately 150-400 words long, to GVEditorial@aagrapevine.org or mail them to AA Grapevine, attention Grapevine Editorial, 475 Riverside Drive, New York, NY 10115.

AAGRAPEVINE

The International Journal of Alcoholics Anonymous



SUBSCRIBE

AA Grapevine

45 subscribers

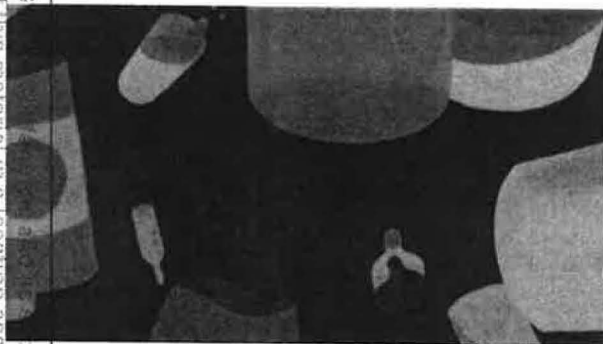
HOME

VIDEOS

PLAYLISTS

CHANNELS

ABOUT



Doors

133 views • 2 months ago

The video PSA "Doors" shares, within a unique visual presentation, the voices of A.A. members talking about their experiences with alcohol and how their lives have been changed in A.A.

Uploads

PLAY ALL



Printer Cutter

88 views • 1 month ago



At the printer

47 views • 1 month ago



Johnny C's Story

56 views • 1 month ago



Doors

133 views • 2 months ago

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM B: Review Audio Strategy status update.

Background notes:

From 2017 Additional Consideration:

The committee reviewed the 2017 Grapevine Office Report on Audio Strategy with appreciation and made the following requests:

- *That an update status and financial report on the project, including practices financials, metrics and a more definitive plan for the future be provided to the 2018 Conference Committee on the Grapevine.*

From 2011 Advisory Action:

In the spirit of being self-supporting while also protecting our Traditions of attraction, anonymity, and non-affiliation, A.A. Grapevine be permitted to utilize digital channels and current (commissionable) support and distribution technologies, such as, but not limited to, smart phones, tablets, e-readers, applications and commissioned online stores for the sale and distribution of magazines, books and products. The committee requests that the Board ensure that all contracts protect our Traditions, with the option to discontinue any and all contracts at any time. The Committee requests that a status and financial report be submitted to the 2012 Grapevine Conference Committee.

Background documents attached:

1. A.A. Grapevine, Inc. Audio Strategy Update Report
2. Office Report for 2018
3. Office Report for 2017
4. Listen and Record postcard
5. Record Your Story Workshop Guidelines

A.A. Grapevine, Inc.
Audio Strategy Update Report
to the
68th General Service Conference

The Grapevine Board and staff are currently working on a comprehensive three to five-year strategic plan. A pragmatic approach for the use of audio relative to the resources that would be needed to implement and maintain such the project will be included in the strategic plan.

AAGRAPEVINE, Inc.

AAGrapevine Office Report Audio Project

Overview

The 2016 Grapevine Conference Committee requested that a plan for the audio project be brought back to the committee at the GSC in 2017. AAGV is in the process of developing a three-year plan to update Grapevine and La Viña content, website and subscription offerings. Audio content is an integral part of that plan and is no longer being considered separately. Audio is included as part of a larger transition to providing shared experience in a variety of mediums.

Current Audio Status

There are currently two different types of GV/LV audio content;

- professional recordings of Grapevine magazine articles and LV-staff recordings of selected LV articles
- member-recorded audio created and submitted by the fellowship in both English and Spanish

AAGV, Inc. has been collecting member-recorded stories in English and Spanish since 2012 and has been professionally recording stories since 2006. Professionally recorded stories are available as part of GV's digital subscription and accessed from aagrapevine.org. Member-recorded audio has been in the story collection phase exclusively through 2017 while strategies were explored around how to utilize the collected stories. 286 stories have been submitted for GV and LV collectively.

In 2017, the office collaborated with the Grapevine and La Viña Editorial Advisory Boards to conduct preliminary brain-storming around the use of audio within the fellowship. Many potential ideas were generated that will take time to explore and develop. A clear outcome of this initial feedback is that member-recorded stories should be continued to be collected from members.

Broad recommendations

- Utilize audio content as a larger part of the overall AAGrapevine, Inc. strategy
- Expand the use of audio to include new content formats in addition to member's stories
- Drop the option of selling topic-based audio collections at this time

Additional Considerations

Multiple Grapevine and LaVina initiatives are underway that will inform and offer additional uses for audio content.

These include;

- the organization-wide Communication Inventory
- the introduction of the AA Grapevine YouTube channel
- updates and redesign of the current websites
- planned revisions to current subscription offerings

The current recommendation envisions a phased plan that will allow these other projects to evolve and improve audio offerings overall.

Phased plan:

In order to create a plan that aligns with user needs and current initiatives a phased approach is recommended.

Plan: 2018	Develop: 2019	Launch: 2020
• Utilize Communication Inventory results to inform audio needs and opportunities • Gather feedback from the fellowship including audio use and needs • Evaluate resources (both human and financial) required to execute best options • Prioritize audio options for development • Begin website revisions to facilitate audio options	• Develop platforms and requisite skills to deliver initial audio options • Experiment with prioritized content formats specifically suited for audio • Enhance existing audio content if needed • Develop outreach plans to seek organization-wide and expand Fellowship wide support for chosen efforts	• Introduce new offerings at the 2020 General Service Conference • Launch the new GV/LV offering including the new audio approach at the International Convention in Detroit • Execute outreach plans that target expanded audiences to help support new offerings

Plans should explore potential uses for audio content such as:

- Sharing stories through our YouTube channel
- Creating a streaming audio feature for AA Grapevine. Streaming media content can be played immediately over the internet rather than being saved to the hard drive.
- Offering an audio story of the day feature
- Creating audio-specific content
- Creating a Grapevine podcast
- Utilizing member-generated explainer videos to help people share GV/LV tips and tricks for using and creating audio

Plans should include the following considerations:

- Mobile access (access from handheld mobile devices through a mobile or other wireless network) is key for any audio offering – future plans will include specifics for mobile access.
- Current member-recorded story collection processes may need to evolve to support potential audio use-cases. The current story collection process doesn't include applying metadata (a set of data that describes and gives information about the stories) and LaVina story collection may not have all the necessary editorial permissions. New uses for audio may require collecting or adding additional information to recordings in order for the features to be useful. This may require updating existing stories as well.
- The GVB does not intend to collect "speaker tapes". Differentiating member-recorded audio from GV stories and other AA speaker tapes is key – plans should address methods for accomplishing this.
- Addressing approaches for both types of audio that the Grapevine currently has – professionally recorded and member generated.
- Resources required to create and manage new audio initiatives will be reliant on Fellowship support – both financially and materially. Plans will need to include details of how to build and utilize that support.
- Plans should include cost structure and methods to track costs associated with human resources and technology associated with existing and new media offerings.
- Plans should identify quantifiable measures that can be used to track and assess the status of new media use.

2017 Office Report Audio Project

Status and Financial Report

Grapevine began collecting audio story submissions from the Fellowship in January 2013. As of January 20, 2017 Grapevine has collected 269 audio stories through the "Simple Voice Center" dial-in telephone service. In addition, approximately 370 plus Grapevine and La Viña audio stories have been collected at various events.

Stories have been submitted by individuals who have recorded on their own as well as from individuals who recorded their story at "Record Your Story" workshops. For example, at ICYPAA events there have been audio get-togethers for members to gather and record.

There have been minimal expenses to date in launching and maintaining the Audio Project. The dial-in phone service costs \$11.99 per month and the subscription to audio editing software is \$20 per month. This software permits editing to be performed in house by GV and LV editorial staff.

As with written story submissions, each audio submission is listened to by 3 AA members. Grapevine Editorial Advisory Board members have participated in the listening segment of the manuscript process. Occasionally, freelancers help to categorize and archive the audio stories. If they are members, they may also participate in the listening process. Present submission volumes have not necessitated outside editorial support to edit the audio stories.

The Audio Project landing page on www.aagrapevine.org was created and is updated by our web coordinator.

Two free stories have been published on the website in 2016 and are available as examples for others who wish to record. The Grapevine board is discussing various approaches including plans to offer audio stories through the GV app, or on the site as free content or for sale through third party vendors by topic at price points similar to other on-line audio offerings. Currently, that is about \$1.30 – \$1.75 for single tracks and \$9.99 for compilations. Grapevine is in the process of collecting, expanding, evaluating and cataloging the collection of audio stories in the growing audio archive including those from the audio magazine published since June 2006 and all stories from the CDs in order to eventually produce compilations for sale.

SHARE YOUR STORY

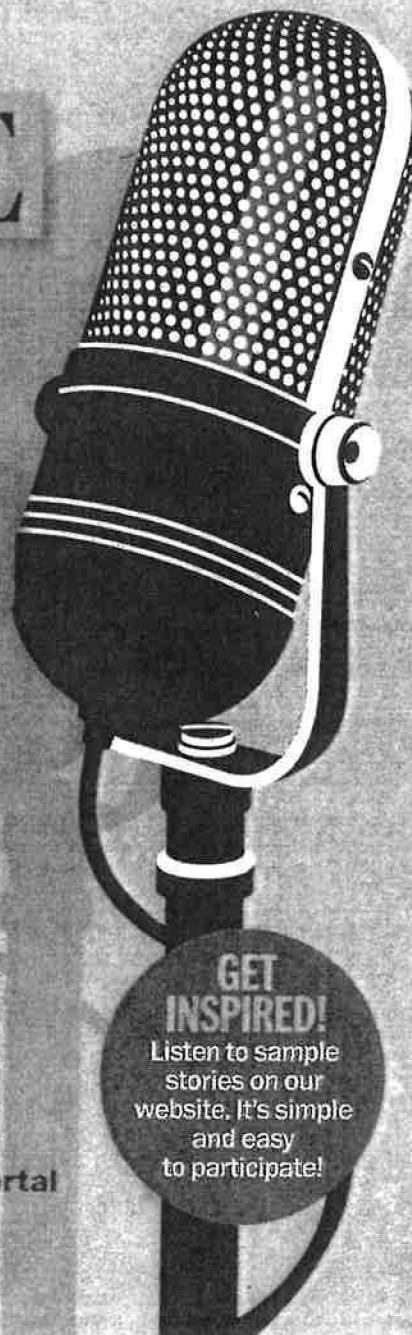
GRAPEVINE AUDIO PROJECT

Record your share (up to 7 minutes)
just as you would in a meeting

HOW TO PARTICIPATE

- Call the Audio Project voicemail:
(559) 726-1216*
- Or use your own digital recorder
or smartphone to record
- For more information, visit
www.aagrapevine.org/audio-portal

*Long distance charges may apply



GET INSPIRED!

Listen to sample
stories on our
website. It's simple
and easy
to participate!

AAGRAPEVINE, Inc.

RECORD YOUR STORY WORKSHOP GUIDELINES

GRAPEVINE magazine and website are primarily made up of stories from members of the Fellowship.

Your stories make it possible for Grapevine to carry the message to everyone interested in alcoholism through the website, magazine and other items. To reflect the experience, strength and hope of members and friends on topics related to unity, recovery and service.

The very idea of AAGV centers on communication with and among the Fellowship. Each story or issue has the potential to travel far beyond the flagship magazines:

AAGV, Inc. publishes:

Print, digital and audio magazines

Books and ebooks

Website

Audio Project

Grapevine Story Archive - every story since the first issue in 1944

Grapevine started collecting up to 7-minute stories from the Fellowship in the form of audio recordings. Become a part of this living history by submitting your audio story to Grapevine.

The recorded stories will go through Grapevine's editorial process just like the stories published in the magazine and online. If your story is accepted, Grapevine will publish it online and/or transcribe it for the magazine or website. For those interested in participating, we offer some information below to help guide you in this process.

WORKSHOP INFORMATION

You don't need prior audio recording experience - just a little willingness and the desire to share. There are many ways to conduct a Record Your Story Workshop, the following are a few basic tips to get started:

PLANNING AHEAD

- *Invite Record Your Story Workshop participants in advance through an announcement at a meeting, a flyer or an email, evite, phone call or text.*
- *Provide a date and a time frame – one and a half to two hours is enough for a small gathering.*
- *Choose a quiet location with ample seating*
- *Think about inviting someone to share who has had their audio story accepted by GV or visit aagrapevine.org/GV70 to get inspiration from 7 free audio stories.*

RECORDING

A) If you plan to use the Audio Project voicemail, be sure to use a phone with a good speaker function. Here are the steps:

- *As you begin, remember that you have up to 7 minutes to tell your story.*
- *Call the voicemail box at (559) 726-1216. (Long distance charges will apply.)*
- *When you access the system, there are three options:*
 - Press 1 to record your story.*
 - Press 2 to listen to some helpful hints.*
 - Press 3 to give Grapevine permission to use your story.*

- *In order to begin telling your story, press 1.*
- *Tell us your name and geographical location.*
- *After you give us that information, begin your story as you would in a meeting: i.e., My name is Jane and I'm an alcoholic.*
- *After you record your story, make sure to press the # button.*
- *Before hanging up, you must press #3 and follow the instructions in order to give Grapevine permission to use your story. Remember to give your phone number.*

After giving us permission to use your story, you must press the # button again.

B) If you plan to record digitally, have a digital recorder, smartphone or other digital device available for participants' use. WAV and MP3 files will be accepted. It's always a good idea to do a trial run and have a back-up.

TOPICS

A single topic can be used or participants may choose their own topic. Some topic suggestions are listed below, or feel free to choose something else:

- *An anecdote from your first 90 days*
 - *My first sponsor*
 - *Getting to Step One*
 - *Going back to school sober*
- *Talking to family about your sobriety*
 - *My first job sober*
 - *My old friends, my new friends*
 - *My favorite service commitment*
 - *My favorite Step—and why*
 - *Fun times in Sobriety (pick one)*
 - *What got me into AA?*
 - *How I deal with fear today*
- *What my sponsor taught me (something I'll never forget)*
 - *How I found my Higher Power*
 - *My favorite part of the Big Book*
 - *Going on your first date in sobriety*
 - *People, places and things*
- *A 9th Step amend that changed my life*
 - *My sober morning routine*
 - *How I pray*
 - *My meditation*

THE DAY OF THE WORKSHOP

- *Choose a leader to guide the group through the process*
- *Have participants introduce themselves*

- Determine how sharing order will take place: round robin or volunteer.
 - It's nice to plan little breaks, too.
- Share these tips to include the following things as the group begins to record the stories:
- Introduce yourself as though you were in a meeting.
 - Begin by giving your name and provide your phone number at the end. This way, Grapevine will have a way to contact you if your story is chosen.
 - Focus on a specific experience or something that can be handled in 5-7 minutes.
 - Think about the arc of a story: a beginning, middle and an end.
 - Tell your location. Are you in Georgia? California? Canada? This helps to set the scene for the listener. Details help.

GUIDELINES FOR WRITING and SUBMITTING YOUR STORY

When pressing the # sign when you use the Audio Project voicemail system your story is automatically submitted to Grapevine

When Submitting WAV and MP3 files send the recorded stories to:

www.aagrapevine.org/submit

or

by emailing them to webeditor@aagrapevine.org

You can always submit your written story or photographs, illustrations or cartoons.

Scan and send the stories or images to: gveditorial@aagrapevine.org

Or mail to: Grapevine Editorial Department

475 Riverside Drive, Room 1100

New York, NY 10115

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM C: Review report on 2004 Conference Advisory Action on Outside Sales.

Background Notes:

From 2017 Additional Consideration:

The committee considered the 2004 Conference Advisory Action on outside sales and suggested that the Grapevine Board create a plan for outside sales of subscriptions, books and other items and report back to the 2018 Conference Committee on Grapevine.

From 2004 Advisory Action:

The committee recommended that to allow the widest distribution of the A.A. Grapevine and La Viña to all purchasers, while guarding against affiliation with any outside enterprise, a) subscriptions to the A.A. Grapevine and La Vina magazines be issued only by the A.A. Grapevine Inc., or by A.A. trusted servants directly.; and b) the A.A. Grapevine Inc adopt standardized sales practices and pricing structures for all purchasers. NOTE: This recommendation is to clarify the 1993 Advisory Action "That the Grapevine Board not actively pursue the placement of Grapevine materials in commercial (non-AA) outlets.

From 1983 Advisory Action:

Making the Grapevine available to outside agencies be left for area service structure to handle, in the spirit of autonomy.

Background documents attached:

1. 2018 Report, supporting documents and recommendation from the A.A. Grapevine, Inc. Subcommittee on Outside Sales.
2. 2017 Report and Recommendation from the A.A. Grapevine, Inc. Subcommittee on Outside Sales.

AAGRAPEVINE, Inc.

Outside Sales of AA Grapevine Materials AAGV Board Plan

In developing a plan for outside sales of Grapevine material, the AAGV Board took into consideration the following:

- 1) The wishes of the Conference as expressed in the 2004 advisory action.

“To allow the widest possible distribution of the AA Grapevine and La Vina to all purchasers, while guarding against affiliation with any outside enterprise, a) subscriptions to the AA Grapevine and La Vina magazines be issued only by the AA Grapevine Inc. or by AA trusted servants directly; and b) the AA Grapevine Inc. adopt standardized sales and pricing structures for all purchasers.”

- 2) The precedents set by AAWS in the sale of their catalog items:

AAWS sells books to anyone who approaches them, but they do not solicit sales. A standard volume discount is provided to all customers.

- 3) The internal framework established with H&I (Northern California) for the sale of single issue magazines.

Northern California Hospitals and Institutions are currently able to buy single issues of the Grapevine Magazine. The process used is as follows:

- a. A distribution list for each issue month, that is maintained by H & I is sent to the GV Customer Relations Coordinator.
- b. The distribution lists are sent directly to the Magazine Printer (PubPress), and are shipped directly (as opposed to being shipped from the warehouse).
- c. Twice a year a bill is prepared for GV and LV. Each bill includes 3 months actual copies, 3 months estimated copies, as well as a “True-up” for the 3 estimated months from the prior billing.
- d. The price per issue charged is \$1.75 and the actual shipping cost (UPS Ground) is also passed through on the bill.

The AA Grapevine Board recommends the following:

- That we allow outside sales of Grapevine books and other products and of single issue magazines.
- That we do not use outside sales for magazine subscriptions unless specifically requested by the Conference. Instead of subscriptions we would seek out opportunities to expand bulk sales of individual issues in similar fashion to the model used with California H & I efforts. (Note: In Sept, 2017, 2,732 single issues were sold through California H&I.)
- That we offer a volume discount as we do for sales to AA entities and as AAWS does for their customers.
- That we do not solicit sales but only respond to requests, as done by AAWS
- That we use the AAWS customer list as our target and provide notification to these customers that they can now also purchase AAGV single issue magazines, AAGV books and other AAGV products.

Note: This recommendation does NOT require reconsideration of the 2004 advisory action since that action only applied to magazine subscriptions.

The AA Grapevine Board would be open to other suggestions that may be provided by the Conference Committee in pursuit of outside sales.

**BACKGROUND MATERIAL:
CONFERENCE COMMITTEE
ON THE GRAPEVINE**

THE 1993 GSC ADVISORY ACTION

AGENDA ITEM A:

The 1993 General Service Conference Advisory Action on the placement of Grapevine materials:

1. Discuss the A.A. Grapevine Corporate Board's final report on placing Grapevine items for resale in non-A.A. outlets, requested by the 2003 Conference Grapevine Committee.
2. Reconsider the 1993 Advisory Action recommending that "the Grapevine Corporate Board not actively pursue the placement of Grapevine materials for resale in commercial (non-A.A.) outlets," at the request of the Grapevine Corporate Board.

Background material:

- 1) AA Grapevine Board's Final Report on the 1993 Advisory Action and Grapevine Non-A.A. Sales
- 2) General Service Conference Advisory Action, 1993
 - a. and GSC Grapevine Committee Additional Consideration, 2003
- 3) Letter from Grapevine Corporate Board chairperson, January 8, 2004
- 4) General Service Conference Advisory Action, 1997
- 5) Provisions of the Grapevine Charter

1993 Advisory Action and Grapevine Non-AA Sales
Final Report

Subcommittee Interim Report

Members: Phyllis Halliday, Chair and David Every

This subcommittee of the Grapevine Board was created in response to a request from the 2003 Conference Committee on the A.A. Grapevine conveyed in the form of a strong suggestion. The Conference Committee's suggestion included the following four points:

1. Establish a one-year moratorium on initiating the sale of Grapevine items, including the Grapevine magazine, to any enterprise not identified as an A.A. entity.
2. Outline the sequence of events, meetings and decisions, as well as the rationale that led to the Grapevine magazine being sold through an enterprise not identified as an A.A. entity.
3. Provide a full report on the history of the 1993 Advisory Action, including the concerns that led to that Action, as well as the meaning and intent of that Action.
4. Provide to the committee an interim report to the three points above, no later than September 30, 2003, followed by a final report to be sent as background to the 2004 Conference Committee on the Grapevine.

Referencing the fourth point, the interim report is centered on accomplishments and continuing work of the sub-committee in addressing points one through three.

Background

The sub-committee held four meetings by phone in which they reviewed assigned areas, planned for interviews, identified research and discussed results. A summary of considerations and actions include:

- A request was made to GSO Archivist for transcripts of the 1993 Conference, specifically to the Conference Committee on Grapevine's presentation on the subject Advisory Action to the Conference body and subsequent floor discussion. The transcript results are described in Item #3.
- In collecting historical reference relative to this subject, interviews were conducted with the present and two past Grapevine Executive Editors, present and past Grapevine Directors, 93 Grapevine Conference Committee Chair and a selection of committee members and delegates who served during the time of the 1993 and 2003 Conference. These comments are included in Items #2 and #3.

- Up-to-date listings of our current status and location of Grapevine outside sales were requested and action was taken to ensure that a moratorium was honored and no new sales initiated. (See Item #1)
- Documents were gathered (beyond the '93 transcripts) that were seen to be pertinent to the subject and included but were not limited to:
 - A copy of Grapevine Corporate Board minutes after the '93 Conference
 - The agenda for '93 Grapevine Conference Committee
 - Minutes for previous Grapevine planning meeting '93
 - Past A.A. Grapevine Advisory Actions

Addressing the Three Points

1. Establish a one-year moratorium on initiating the sale of Grapevine items, including the Grapevine magazine, to any enterprise not identified as an A.A. entity.

Immediately following the Conference, the Grapevine Editor was contacted to ensure that sales of the Grapevine magazine or Grapevine materials would not be initiated to non-AA entities through Conference year 2004. This action comports with the one-year moratorium specific to not initiating a sale. In addition, the sub-committee requested and was provided the names of non-AA outlets that were purchasing the Grapevine magazine and related items at the time of the 2003 Conference. The only two were Hazelden and Caron Foundation; both treatment facilities. Hazelden's purchase of the Grapevine and Grapevine items is described in Item #2.

When the subcommittee began its work, the Grapevine was being sold on the Hazelden's web site. Since the moratorium dealt with initiating any new sales to non-A.A. entities, at first it appeared appropriate for the Grapevine to remain on Hazelden's website until future Conference review and action. This conclusion has subsequently been modified and is discussed at the end of this report.

Caron approached the Grapevine after hearing of the magazine's availability from Hazelden. When Caron came to the Grapevine, their intent was to provide subscriptions to individuals who had completed their program and the Grapevine agreed to this sales arrangement. No sales have thus far taken place.

2. Outline the sequence of events, meetings and decisions, as well as the rationale that led to the Grapevine magazine being sold through an enterprise not identified as an A.A. entity.

In 2003, Hazelden's new Director of Distribution came to the General Service Office to call upon A.A.W.S. for purchase of their literature. This meeting took place in the General Manager's office and the Grapevine Executive Editor was invited to attend. During this meeting the Hazelden representative saw the

Grapevine and Grapevine items in the room and asked the General Manager if the magazine was available for them (Hazelden) to purchase. The question was deferred to the Grapevine Executive Editor to discuss and they had a follow up conversation. They subsequently reached agreement that Hazelden would purchase the Grapevine and Grapevine items and receive the same discount (18%) that A.A.W.S. offered for bulk orders. The Grapevine Executive Editor was approached with a request to purchase, and he then negotiated the sale. From all aspects the sale was not initiated by the Grapevine.

It was also understood that purchases of the Grapevine on the Hazelden website would be directly from Hazelden. Individual orders would be transmitted to Kabel (our fulfillment house) who would then process the order and bill the A.A. Grapevine who in turn would bill Hazelden at the bulk order discounted price. These orders would then be added to the Grapevine subscription files.

To recap, the Grapevine Executive Editor was not aware of a potential conflict with the '93 Advisory Action when he sold to Hazelden. Both he and the Board became aware of it at the beginning of the 2003 Conference. In 2002, the Grapevine Board was in accord that it was consistent with their responsibility statement to sell Grapevine items to treatment centers when requested. This included the Grapevine magazine but it had never been requested to purchase. Given this understanding, the Hazelden arrangement did not seem out of place.

The Grapevine Executive Editor was approached with a request to purchase and negotiated the sale. From all aspects the sale was not initiated by the Grapevine.

3. Provide a full report on the history of the 1993 Advisory Action, including the concerns that led to that Action, as well as the meaning and intent of that Action.

The history of the 93 Advisory Action

Past documents show that leading up to the Conference there had been ongoing concerns and strong opinions expressed among our membership on our trademarks, circle and triangle, as evidenced by the forming of an Ad Hoc committee with a 93 floor action prohibiting the production or licensing of chips/medallions. Extensions to these discussions led to the subject of Grapevine special items including wall calendars and pocket planners. And in fact, one of the agenda items on this committee in 93 was to consider a proposal that the Wall Calendar and Pocket Planner be discontinued. The overriding concern seemed to

In our interviews, a past Grapevine Editor shared that earlier discussions had taken place on the possibility of Grapevine sales to Hazelden, and although never taken anywhere, clearly remembers that it had always been the sense of the Grapevine staff and Board that it would be a positive step if treatment centers were to approach the Grapevine to purchase the magazine. Given this thinking, it was not a new topic and certainly one that had been discussed from time to time prior to 2003.

be that the Grapevine be self-supporting through subscriptions rather than through other Grapevine special items.

Within this context, the Grapevine staff and the Grapevine Board during the year had looked at additional ways to reach out with the A.A. Grapevine and increase declining circulation. Discussions at their January 1993 Board Meeting brought forth several ideas that had been generated including having the Grapevine in self help sections in bookstores or possibly newsstands and other commercial outlets. This was not seen by the Board to be a serious proposal but simply an idea that needed further discussion and a response from the Conference Committee. (The GV Conference Committee Chair was also present during the January Board Meeting.)

The topic was then put on the Conference Grapevine Committee agenda and included under Discussion Topics #5, for the '93 Conference with the following wording:

#5. Discuss the possibility of putting Grapevine material in commercial outlets.

The Conference Committee considered this topic when they met during Conference week and were unanimous in sending a strong message in the form of a committee recommendation to the Conference body. The recommendation noted under Agenda Item E was voted on and became the Advisory Action,

"The Grapevine Corporate Board not actively pursue the placement of Grapevine materials for resale in commercial (non-AA) outlets".

Meaning and intent of Advisory Action

To explore the meaning and intent of this Advisory Action, the transcripts of the Conference floor discussion were reviewed.

- A quote from the Grapevine Conference Committee Chair responding to a question on what was meant by commercial and non-AA outlets:
"What we were looking at here when we described this commercial outlets, and the intent of this when it was brought to us in the corporate board, if you go to a B. Dalton's or whatever other bookstore you may have in you area, you will find, perhaps, Big Books or even 12-x-12's that are on sale for about triple our price. We were looking at that sort of a venture. Now, anybody can purchase AA material. You know, we're not discriminating about that. But implied in this thing is perhaps you would have employees who would go out and actively pursue commercial outlets to stock this material. Perhaps our tapes and meditation tape sections in

bookstores and that sort of thing and put our books on their shelves. We would have to do some pricing for commercial outlets and that sort of thing.

There just seemed to be a principle about which this just smacks of too much commercialism. And that seemed to be the motivation of the corporate board. The reason that we put non-AA in there was simply so that there would be no misunderstanding, that we will still encourage intergroups and central offices. We feel that that's appropriate. So we put non-AA commercial outlets because some people in here—And I don't care; your perception is your reality, and some people feel that intergroups and that sort of a thing provide non-AA materials and might even describe those as commercial sorts of things providing services. So we just put this in simply as a differentiation. And I don't know if that confuses the matter anymore. But the committee itself felt that some line needed to be drawn, and that's what we attempted to do here."

- And in response to the question... "You're saying not offered for sale?" The Conference GV Chair replied, "Not actively in pursuit."
- And further comment by a member of the Conference GV Committee, "...our intent certainly was to indicate bookstores and things like this as being commercial outlets. I wonder if it would solve the wording dilemma if in the parenthesis we put "non-AA sales outlets." Would that be clarity enough?
- The Conference GV Chair continued, "I think the committee is amenable to anything that would probably clarify the meaning. If we wanted to say "pursue the placement of Grapevine materials for resale or for sale in commercial outlets, non-AA," There was never anything in here intended to keep people from placing the materials in treatment facilities or intergroups or wherever people might decide to put this once they've purchased it from the Grapevine. You know, we're not going to try to monitor that stuff. So I think the committee would be amenable to whatever would express our intent.
- Another Delegate asked if Al-Anon Clubs were seen as non-AA entities, and the response was, "This was never intended to exclude Al-Anon Clubs.

End of transcripts.

In recalling the '93 Conference action, members of the 1993 Grapevine Board said they didn't expect a different answer to that specific question. The answer in itself emphasized the Conference's determination not to approach (promote) to commercial outlets (bookstores).

A common thread seemed to appear in all instances of record and memory in that any action that had the appearance of promotion of Grapevine or Grapevine item sales would not be favorable to the fellowship.

Summary

The Committee has determined that the arrangement between Hazelden and Grapevine was within the intent of the advisory action, since the Executive Editor did not actively pursue sales – he was approached and responded to a request to purchase.

There is common agreement that the Grapevine is legally obligated to sell the magazine to anyone who wants to purchase it. What this means in relation to the Advisory Action is not clear. It is critical to be certain we are not restricting sales that should be permitted. There are other areas of legal standing we need to be clear about as a Board and Conference. These include the meaning of:

- o Actively pursue
- o Resale vs. sale
- o Outside entities

Further, it is not clear as to the Conference meaning on several points, either through the discussion or the wording of this Advisory Action. Some of the questions that need further clarification are cited above. Others that need answering are:

- o What is the meaning of non-AA entities.
- o Do we want to draw a line on where the Grapevine can be sold and to whom?
- o What do we mean by placement?

It is therefore, our committee's recommendation that these and perhaps further clarifying questions would best be addressed by revisiting the 1993 Conference Advisory Action. By including such an agenda item at the 2004 Conference, we would be providing an opportunity to further discuss and determine the Board's policy for Grapevine sales in light of our mission to carry our recovery message to suffering alcoholics.

Conclusion

Concept Twelve encourages us to have "a thoroughly non-aggressive and pacific attitude in all our public relations." In order to allow our discussion of this Advisory Action to be conducted in the same spirit, the Grapevine has requested Hazelden to stop offering the magazine for sale. Such offers have been deleted from their web site and will not appear in the next printing of Hazelden's catalogue. This moratorium will remain in effect until the next Conference has had a chance for a full discussion.

Addendum - February 3, 2004
1993 Advisory Action and Grapevine Non AA Sales Interim Report

The following text is from the subcommittee report presented during the A.A. Grapevine Board meeting of January 29, 2004.

1993 Advisory Action and Grapevine Non-AA Sales
Subcommittee Report
A.A. Grapevine Corporate Board Meeting
January 29, 2004

Members: Phyllis Halliday, Chair, David Every, Arnold Ross, Raymond Massey and John Skilton

The sub-committee membership was expanded during the November meeting of the A.A. Grapevine Board to include Board members Arnold Ross, Raymond Massey and John Skilton. The committee corresponded by email and met during two conference calls in December and January 2004. They focused their efforts in three primary areas addressed as follows:

1. *Formulate a proposed sales policy for the A.A. Grapevine, Inc.'s review in January, 2004.*

A draft policy on A.A. Grapevine Inc. sales was developed by the committee for review and discussion at the January 29, 2004 Grapevine Corporate Board Meeting.

2. *Continue work on finalizing the report. "1993 Advisory Action and Grapevine Non-AA Sales" and send as background to the 2004 Conference Committee on Grapevine.*

The committee reached consensus in their recommendation to the full Board that, if adopted, the sales policy would be included in the summary section of the final report. The report would then be forwarded to the Conference Committee on Grapevine as background to the agenda item referenced as Item 3 in this report.

3. *Review the scope of the proposed 2004 Conference agenda item to revisit the 1993 Advisory Action.*

The committee finalized wording on this agenda item to read:

"The 1993 Advisory Action that states "The Grapevine Corporate Board not actively pursue the placement of Grapevine materials for resale in commercial (non-AA) outlets" be reconsidered."

Since the A.A. Grapevine Board had approved this action at their December meeting, this item was subsequently forwarded for placement on the 2004 Grapevine Conference Committee agenda.

Michael Alexander, Trustee Emeritus, was invited to the January Board meeting of the A.A. Grapevine to provide information on legal issues related to Grapevine sales. This will assist the Board in its discussion and final decision on policy setting.

The Board fully discussed the points raised in this report, in particular the proposed sales policy for the A.A. Grapevine, and took the following actions.

- There was full consensus by the Board that there was not a need, nor was it legally prudent for The A.A. Grapevine to formalize or adopt a written sales policy. The A.A. Grapevine is sold in all 50 states, Canada and other countries therefore it would be impossible to address all applicable laws. The A.A. Grapevine's guidance in its sales is found in our Grapevine Corporate Charter. To date, Conference actions related to sales are referenced in the attached Conference Advisory Actions from 1993 and 1997.
- The final committee report on **1993 Advisory Action and Grapevine Non AA Sales** will be included as background to the 2004 Conference agenda item to revisit the 1993 Advisory Action.

This concludes the work of the sub-committee.

GENERAL SERVICE CONFERENCE ADVISORY ACTION, 1993:

It was recommended that the Grapevine Corporate Board not actively pursue the placement of Grapevine materials for resale in commercial (non-AA) outlets.

ADDITIONAL CONSIDERATION FROM THE GSC GRAPEVINE COMMITTEE, 2003:

"Following lengthy discussion, the committee strongly suggests that the Grapevine Corporate Board:

1. Establish a one-year moratorium on initiating the sale of Grapevine items, including the Grapevine magazine, to any enterprise not identified as an A.A. entity.
2. Outline the sequence of events, meetings, and decisions, as well as the rationale, that led to the Grapevine magazine being sold through an enterprise not identified as an A.A. entity.
3. Provide a full report on the history of the 1993 Advisory Action, including the concerns that led to that Action, as well as the meaning and intent of that Action.
4. Provide to the committee an interim report on the three points above no later than September 30, 2003, followed by a final report to be sent as background to the 2004 Conference Committee on the Grapevine."

A.A. Grapevine, Inc.
475 Riverside Drive, Suite 1040
New York, NY 10163

January 8, 2004

Mr. Bill A , Conference Coordinator
General Service Office of Alcoholics Anonymous
P.O. Box 459
Grand Central Station
New York, NY 10163

Re: Agenda Item for 54th General Service Conference (Grapevine Committee)

Dear Bill:

The A.A. Grapevine, Inc. Board of Directors requests that the following item be placed on the agenda of the Conference Grapevine Committee,

The 1993 Advisory Action that states, "The Grapevine Corporate Board not actively pursue the placement of Grapevine materials for resale in commercial (non-AA) outlets." be reconsidered.

The A.A. Grapevine, Inc. Board of Directors requests that the final version of the report entitled "1993 Advisory Action and Grapevine Non-AA Sales Subcommittee Final Report" be included as background material for the Conference Grapevine Committee in considering this agenda item. This report will be forwarded to you following the Board meeting in January meeting by the subcommittee chair Phyllis Halliday.

In love and service,

[signed]

Richard Gallagher, Chair
A.A. Grapevine, Inc. Corporate Board

cc Robin Bromley

13 of 16

GENERAL SERVICE CONFERENCE ADVISORY ACTION, 1997:

It was recommended that the Grapevine use mailing lists to provide introductory information about the Grapevine and La Viña to correctional facilities and treatment facilities.

PROVISIONS OF GRAPEVINE CHARTER
Excerpted from the corporate charter, signed May 1971

Related to the purpose of the corporation

- To prepare, edit, print, publish, bind, manufacture, circulate, distribute, buy, sell and otherwise deal in magazines, books, papers, pamphlets, brochures, leaflets and other printed or written material primarily devoted to the dissemination of information concerning the principles, practices, activities, and objectives of the fellowship commonly known as "Alcoholics Anonymous."

- To prepare, edit, print, publish, bind, manufacture, circulate, distribute, buy, sell and otherwise deal in, directly or indirectly, magazines, books, papers, pamphlets, brochures, leaflets and other printed or written material concerning generally the subject of alcoholism and related matters and dealing with the various means, methods, techniques and procedures available or proposed for the treatment, relief, rehabilitation and recovery of persons suffering from or potentially subject to alcoholism including such measures and therapies as may involve, directly or indirectly, wholly or partly, the physiological and psychological, ethical and moral, individual and social, religious and spiritual and other elements in the problem of alcoholism, and the factors therein of a causative, contributory and aggravative nature; to copyright and acquire, hold, use and dispose of any interest in, in whole or in part, any and all of the magazines, books, papers, pamphlets, brochures and other printed and written material of the kind and nature herein above described and any and all articles, stories, and writings and pictures, illustrations, drawings and descriptive or graphic representations appearing or contained therein; to operate and maintain a publishing house for the objects and purposes hereinabove set forth, or any of them; to purchase or otherwise acquire and to hold, own, sell or otherwise dispose of, and to copyright, publish and distribute, intellectual and literary properties of such kind and nature consistent with the objects and purposes of the corporation herein provided.

- To assist the General Service Board of Alcoholics Anonymous, Inc., a membership corporation organized under the laws of the State of New York, in such duties and functions as may be assigned to it by the General Service Board of Alcoholics Anonymous, Inc.

- To carry out such other services which relate to the attainment of sobriety and the maintenance of sobriety of persons suffering from or threatened with alcoholism.

- To engage in any and all activities calculated to assist in the voluntary restoration of individuals suffering from or threatened with alcoholism to normal life under conditions of sobriety and to conduct or participate in all classes of services calculated to be of help to persons suffering from or threatened with alcoholism. . . .

.

- Nothing herein contained, however, shall be deemed to give the corporation the right to solicit funds or to engage in noncharitable activities.

Report and Recommendation from the Subcommittee on Outside Sales
October 28, 2016
Quarterly Board Meeting

Committee Members: Josh E. , chair, Carole B and Yolanda F

It is not new information that A.A. Grapevine, Inc. has seen steady declines in magazine subscriptions in parallel with industry trends. Sales of our literature see great peaks at the launch of new titles but less growth once initial large orders are filled. Most recently the feasibility study conducted by the General Service Board has highlighted these concerns as they relate to the health and potential growth of Grapevine and La Viña. In addition the Strategic Plan of the General Service Board outlined specific goals for the General Service Board that both corporations are tasked with implementing. In searching out possible solutions to these goals we feel that no stone should be left unturned and no opportunity should be set aside that may benefit the potential alcoholic and A.A. as a whole.

We believe Grapevine should be wherever it may be useful in helping the still suffering alcoholic. Growing our Grapevine and La Viña could have significant value in helping carry the AA message through our unique platforms. As the Grapevine community grows so will its ability to generate content for that community in many ways. The stories and content submitted by members represent the most recent experience of our current fellowship as a whole. This has enormous spiritual value in representing A.A. to the newcomer through the shared experience of the entire broad cross section that is A.A. throughout North America and the world.

Currently, due to Conference Advisory Action, Grapevine and La Viña magazine subscriptions are restricted to sales by A.A. Grapevine Inc and by trusted A.A. servants directly.

2004 Grapevine Conference Committee

The committee recommended that to allow the widest distribution of the A.A. Grapevine and La Viña to all purchasers, while guarding against affiliation with any outside enterprise, a) subscriptions to the A.A. Grapevine and La Vina magazines be issued only by the A.A. Grapevine Inc., or by A.A. trusted servants directly.; and b) the A.A. Grapevine Inc adopt standardized sales practices and pricing structures for all purchasers.

NOTE: This recommendation is to clarify the 1993 Advisory Action "That the Grapevine Board not actively pursue the placement of Grapevine materials in commercial (non-AA) outlets.

This advisory action, as written, limits how we can think about solutions to the goals posed to us in the Strategic Plan. It limits creative thinking and leaves possible opportunities for introducing A.A. to larger and more diverse populations outside the

scope of the Grapevine Board. If we can only distribute to and through the fellowship then only local outreach is available and the possibilities of larger national outreach are cut off.

As an example there is no single larger consolidated audience for reaching the potential alcoholic than in our cooperation with the medical community, in particular treatment centers. In 2013 out 1,683,451 people age 12 and over admitted to treatment in the U.S. 355,366 (37.5%) were admitted for alcohol only and 276,212 (21.1%) were admitted with alcohol as their primary issue along with a secondary drug.* That's 58.6% of the total admissions having a problem with alcohol. Why wouldn't the Grapevine sell subscriptions and literature to and through these large corporations that work at a scale outside the scope of a local committee or Grapevine Rep provided the pricing and sales tactics remain uniform in all transactions for all purchasers?

*Source: Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality, Treatment Episode Data Set (TEDS): 2003-2013. National Admissions to Substance Abuse Treatment Services. BHSIS Series S-75, HHS Publication No. (SMA) 15-4834, Rockville, MD: Substance Abuse and Mental Health Services Administration, December 2015, Table 2.6, p. 65. - See more at: <http://www.drugwarfacts.org/cms/Treatment#sthash.gkLoRMqD.dpuf>

We believe that in order to effectively meet goals presented in the Strategic Plan such as identifying new places and audiences to bring the A.A. message of hope (Goal 6) or sustaining the financial viability of the operating corporations (Goal 13) we need the freedom of decision to expand where the Grapevine is made available for distribution. At the very least we need comparable freedom of operation that A.A.W.S. currently maintains. We request that the 2004 Grapevine conference advisory action be reconsidered in order to give the AAGV board the freedom to explore outside sales.

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM D: Reconsider the 2010 Advisory Action regarding La Viña.

Background notes:

From 2017 Additional Consideration:

The committee reconsidered the 2010 Conference Advisory Action regarding La Viña and took no action.

From the 2010 Advisory Action:

After thoughtful and lengthy discussion, the Committee recommended that La Viña achieve spiritual parity with the A.A. Grapevine, beginning in the following manner:

- *Publishing La Viña as a bimonthly, perfect-bound, black-and-white, 68-page issue at an additional estimated cost of \$21,400 per year for one year beginning in 2011 followed by a year of review and assessment in 2012. The results of this review and assessment will be brought to the 2013 Conference Committee on the A.A. Grapevine.*
- *Content and substance be of primary importance.*
- *An announcement will be published in La Viña magazine beginning immediately and throughout the trial year, encouraging increased submissions and subscriptions, moving toward the goal of being self-supporting.*

From the 2001 Advisory Action:

La Viña continue to be published by the A.A. Grapevine and supported by the General Service Board as a service to the Fellowship.

La Viña continue to be published utilizing A.A. Grapevine resources in order to achieve efficiencies in production and distribution.

From the 1995 Advisory Action:

Based on an expressed need, a Spanish edition of the Grapevine be produced, contingent on the following: that the Grapevine Corporate Board proceed to gather information and develop a business plan for a bi-monthly Spanish edition of the Grapevine, for presentation to the trustees' Finance Committee, and that funding for up to five (5) years be obtained from the General Service Board Reserve Fund, with start-up costs estimated at \$84,000 for the first year. It was further recommended that if a Spanish edition is established, the monthly Spanish articles be removed from the English-language Grapevine, and that if, after five (5) years, the Spanish edition of the magazine is determined to be no longer feasible, publication be discontinued.

Background documents attached:

1. Cost for Printing La Viña in Black and White vs Color
2. 2013 Office Report
3. 2010 Office Report
4. Email from GSO Archivist

Cost for Printing La Viña in Black and White vs Color

AAGV Inc. pays a flat fee to an art director to format every issue of Grapevine and La Viña magazine. In Grapevine's case this includes formatting original material in 4 color. In La Viña's case this includes formatting original material and converting original material from 4 color to black and white.

If La Viña were to begin to be published in 4 color the flat fee paid to the art director per issue would not change.

The printer has estimated that if La Viña's interior pages were to be printed in 4 color rather than black and white as they presently are, the cost per issue would increase by \$718.04 or \$4,302.24 per year.

"A 4/C issue of La Viña based on the 2017 Jan/Feb issue would cost approximately \$718.04 additional"

2013 Office Report
La Viña

In response to the Conference action recommending that La Viña achieve spiritual parity with AAGV magazine, management increased the freelance staff for the new 68-page, perfect bound, black and white issue which was delivered on Jan/Feb 2011. From the Jan/Feb 2011 to the Nov/Dec 2012 issue, actual circulation increased 8.56%.

In order to give primary importance to substance and content, a regular La Viña Forum workshop was added in 2012. In addition, the La Viña editor travelled to Spanish language Areas conducting many writing workshops across the U.S. and Canada. Annual submissions increased from **204** in 2010 to **548** in 2012.

	2011	2012
Bimonthly	x	x
Perfect Bound	x	x
Black and White	x	x
68-pages	x	x
\$21,400	\$22,400	\$22,400
Circulation Growth	8,563	9,296 +8.56%

The additional expense for La Viña in 2011 that is attributable to this Conference action was \$22,400 total. \$21,400 went to additional editorial support and \$2,000 went towards additional printing and art costs.

La Viña expenses rose in 2012 due to salary adjustments and a \$29K increase in employee benefits. 2012 was the year that La Viña assumed its proportionate share of AA Grapevine, Inc.'s retirement related (pension funding etc.) expenses.

Announcements were made in the magazine, at workshops and at regional forums throughout the two-year period encouraging participation and increased subscriptions with the goal of moving toward self-support.

The report is a response to the policy of publishing La Viña on an equal basis with the A.A. Grapevine:

- I. The Conference feels that it is important to make recommendations at the policy level and be financially responsible based on the 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.

While the format of La Viña is not a policy matter, publishing La Viña on an equal basis with the AA Grapevine is a policy matter. That is why the AA Grapevine Board felt that it was important that this agenda item go forward to the conference.

- II. The staff recognizes the powerful value of La Viña as a unifying force among Spanish-speaking AA members and as a twelfth-step tool in prisons, institutions and Spanish language communities. It has been planned for La Viña to go 4-color in 2011. In addition, the staff fully recognizes the strong sentiment in the Spanish-language AA community that La Viña is treated as the "poor sister" publication and the strong support of even the modest redesign of the current La Viña. At several La Viña Editorial Advisory Board meetings, the members also have strongly advocated for publishing La Viña on an equal basis.

In the last year since the black-and-white design update, article submissions have doubled, with an especially large jump since the update. The staff strongly believes that with an equitable look, content and distribution, the highly engaged Spanish-language AA community would step forward to support the initiative both in art contributions and manuscript submissions.

- III. The staff proposes that La Viña be published at its current frequency of six times per year, with perfect binding, at 64 pages, and in full color. While the staff understands that true equality would mean publishing La Viña 12 times per year with a comparable staff to Grapevine, the staff recommends keeping the frequency of La Viña at the more sustainable current frequency until the circulation has a chance to grow in response to the magazine improvements. A financial sheet has been provided outlining current costs and projected costs for monthly publication. Cost for bimonthly frequency would be half of the monthly costs. This would bring the net loss for La Viña to approximately \$123,000 for 12 months ending December 2010, vs. net loss of \$78,964 budgeted for 2010.

From: M Michelle
Sent: Friday, February 10, 2017 12:54 PM
To: Executive Editor Publisher
Subject: RE: Editorial Independence

GRAPEVINE
Item D
Doc. 4

Importance: High

Hi Ami,

Thanks for your patience!

I found a small number of references concerning AAGV's "editorial independence," which I've provided below. I can, of course, widen my search if need be. Please let me know, I'm happy to oblige.

The first is in the well-known Bill W. letter to Mr. Royal St I, dated March 12, 1946. It reads, in part,

"3. The Grapevine Editor should be the ultimate judge of what is to be printed. In this respect he ought to enjoy greater freedom than the editor of a commercial newspaper whose owners commonly hire a man favorable to their own opinions and hold over him the power of the purse."

"5. The Grapevine should feel free to print articles expressing the widest differences of opinion on all topics of a strictly A.A. nature..."

"8. The Grapevine should have freedom to print news articles relative to the whole field of alcoholism, excepting, however, those which might provoke needless dissension."

Another reference is found in the "Current Conference Charter (United States and Canada)" under Article 10:

"The General Service Board is primarily responsible for the financial and policy integrity of its subsidiary services: A.A. World Services Inc., and A.A. Grapevine, Inc.,...but nothing herein shall compromise the Grapevine editor's right to accept or reject material for publication."

In Concept XI, the paragraph outlining the responsibility of the Editorial Board [Grapevine] states:

"The Editorial Board assists the editor and his staff in determining the editorial policy, slant and content of the magazine.... Our Editorial Board therefore is the chief guarantor of the magazine's quality and editorial continuity."

Let me know how else I can be helpful.

Regards,

M

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM E: Review revised text of the pamphlet "A.A. Grapevine and La Viña: Our Meetings in Print."

Background Notes:

From January 25, 2017 AAGV Board minutes:

"The AAGVB moved and unanimously approved updates to the pamphlet: AA Grapevine and La Viña: Our Meetings in Print and will forward to the Conference Committee on A.A. Grapevine."

Background documents attached:

1. Draft-redline version of pamphlet: AA Grapevine and La Viña: Our Meetings in Print (P-52). (mailed to committee members only)

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM F: Consider the list of suggested Grapevine book topics for 2018 or later.

Background Notes:

From 2002 Advisory Action:

It was unanimously recommended that the Conference Committee on the Grapevine annually review a list of proposed related items at least one year in advance of possible production, so that the Conference might provide guidance, recognizing that the committee may request more than one year to review some proposed items.

From 1992 Advisory Action:

The committee recommended acceptance of the following proposal from the Grapevine Corporate Board:

In order to achieve some uniformity of procedure and to gain desired Conference input to Grapevine special items, yet not to compromise the Grapevine Corporate Board's "right of decision" to manage the fiscal affairs of the Grapevine, let it be proposed that:

Based on the positive model of mutual Conference and Board involvement in the production of The Language of the Heart, the Grapevine Corporate Board offer to the Conference Grapevine Committee on an ongoing basis, a general list of proposed special items at least two years in advance of possible production, in order that the Conference should offer any guidance or register any disapproval they might have. Having so presented the conceptual basis of these special Items to the Conference Committee, final approval for the completed items would Rest with the Grapevine Corporate Board.

Background documents attached:

1. Staff Report for 2018
2. List of Conference approved titles for Grapevine and La Viña
3. A.A. Grapevine Catalog (mailed to committee members; online at www.aagrapevine.org)
4. A.A.W.S. Catalog (mailed to committee members; online at www.aa.org)

AAGRAPEVINE, Inc.

Staff Report AA Grapevine Items Suggestions for production in the year 2019 or later

AAGV items are published for several reasons: first, to carry the message of Alcoholics Anonymous stories from members and friends of the Fellowship; and second, to help GV maintain its self-supporting status. Furthermore, GV items provide a service to the Fellowship by making GV and LV articles available in a wide range of formats: print, audio and digital. They also introduce both magazine titles through these anthologies to those who are unfamiliar with them; and help deepen member's interest and understanding of the Steps, Traditions, and history of Alcoholics Anonymous.

1.

Our Twelve Steps II (working title)

Stories of experience by members about our Twelve Steps (our last Step book was in 2011).

Softcover: Approx. 120-200 pps
Projected unit cost (includes printing and design)
\$2.50 per book (10,000 piece print run)
Price: \$11.50

eBook
Estimated project cost: \$2,000.
Price: \$9.99

2.

Grapevine—A Wonderful Twelfth Step Tool (working title)

Helpful and inspiring stories by AA members doing service with Grapevine and La Vina (Reps) and the many ways members use GV and LV with sponsees, in meetings and doing Twelfth Step work.

Softcover: Approx. 100-200 pps
Projected unit cost (includes printing and design)
\$2.50 per book (10,000 piece print run)
Price: \$11.50

eBook
Estimated project cost: \$2,000.
Price: \$9.99

3.

Prayer & Meditation (working title)

A collection stories by AA members about the many ways they practice Step Eleven.

Softcover: Approx. 120-200 pps

Projected unit cost (includes printing and design)

\$2.50 per book (10,000 piece print run)

Price: \$11.50

eBook.

Estimated project cost: \$2,000.

Price: \$9.99

4.

AA & Families (working title)

Stories by AA members that illustrate the many ways alcoholism and AA has touched our families.

Softcover: Approx. 120-200 pps

Projected unit cost (includes printing and design)

\$2.50 per book (10,000 piece print run)

Price: \$11.50

eBook.

Estimated project cost: \$2,000.

Price: \$9.99

5.

If Walls Could Talk (working title)

A book of photos from our popular GV section "If Walls Could Talk" interspersed with brief inspiring excerpts from our "Home Group" stories.

Softcover: Approx. 120-200 pps

Projected unit cost (includes printing and design)

\$2.50 per book (10,000 piece print run)

Price: \$11.50

eBook.

Estimated project cost: \$2,000.

Price: \$9.99

6.

Hispanic Members Doing Service in AA (working title)

A collection of stories published in LV magazine by members getting sober and active, doing service and carrying the AA message

Softcover: Approx. 120-200 pps

Projected unit cost (includes printing and design)

\$2.50 per book (10,000 piece print run)

Price: \$11.50

eBook.

Estimated project cost: \$2,000.

Price: \$9.99

APPROVED GRAPEVINE AND LA VIÑA BOOK TITLES

GV BOOKS:

Fun in Sobriety

Voices of Long-Term Sobriety 2

Special Needs

Diversity in AA

Gratitude

Mid-Sobriety Crisis

AA Inside the Walls (Prison)

How I found My Higher Power

Cartoon Book 2

Steps 4 & 5

LV BOOKS:

Stories by Hispanic Women in AA

Stories from LV Workshops

Carrying the Message into Institutions

2018 Conference Committee on A.A. Grapevine

AGENDA ITEM G: Review the Grapevine Workbook.

Background Notes:

From 2017 Additional Considerations:

The committee reviewed the Grapevine workbook with appreciation and made the following suggestions:

- *Review the section Links to Other Sites for additional clarity.*
 - *Update Grapevine, Inc.'s location.*
-

Background documents attached:

1. Grapevine Workbook (mailed to committee members only; available online at www.aagrapevine.org)
2. GVR Handbook (mailed to committee members only; available online at www.aagrapevine.org)
3. RLV Handbook (mailed to committee members only; available online at www.aagrapevine.org)