

VIII.

**PUBLIC
INFORMATION**

AGENDA

Conference Public Information Committee

Monday, April 23, 2018 – 9 a.m. – Noon

Room {Enter Room}

Chairperson: Gerry R.

Secretary: Clay R.

Conference Committee Members

Panel 67

Jade F.

Marjorie H.

Gerry R.

Kim S.

Panel 68

Amy B.

David C.

Jesus O.

Robert S.

- ◆ Discussion and acceptance of trustees' committee report.
- A. Review 2017 annual report from the trustees' Public Information Committee regarding aa.org and aagrapevine.org.
- B. Review 2018 Public Information Comprehensive Media Plan.
- C. Public Service Announcements (PSAs):
 - 1. Consider approving the proposed video PSA "Changes."
 - 2. Consider centralized distribution, tracking and evaluation of the proposed video PSA "Changes," at a cost not to exceed \$42,000, in addition to the work of local public information committees.
 - 3. Review the 2017 Report on the Relevance and Usefulness of Video Public Service Announcements.
- D. Consider approving a Young People's Video submission.

NOTE: 1989 Conference Advisory Action

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

- E. Consider revisions to the pamphlet “Understanding Anonymity” which expand content on Traditions Eleven and Twelve and adds information related to safety in A.A.
- F. Consider revisions to the pamphlet “A Brief Guide to Alcoholics Anonymous” which update language, contact information and information on the prevalence and severity of alcoholism and add information related to safety in A.A.
- G. Review a progress report on the A.A.W.S. Google for Nonprofit YouTube channel.
- H. Review the 2017 trustees’ Public Information Committee Report on the use of Google AdWords and Google Grants to carry the A.A. message.
- I. Review contents of P.I. Kit and Workbook.

2018 Conference Committee on Public Information

AGENDA ITEM A: Review 2017 annual report from the trustees' Committee on Public Information regarding aa.org and aagrapevine.org.

Background notes:

From the January 27, 2018 report of the trustees' Committee on Public Information:

The committee reviewed the reports from both corporate boards regarding their respective websites and agreed to forward to the 2018 Conference Committee on Public Information the 2017 Annual Report on A.A.W.S. Board Oversight of G.S.O.'s A.A. Website and the Report from AA Grapevine Board on Oversight of the AA Grapevine/LaViña Website.

Background:

1. 2017 Annual Report of G.S.O.'s A.A. Website Activities
2. 2017 G.S.O. A.A. Website Visitors Activity
3. 2017 Annual Report of AA Grapevine's Website Activities

Date: January 25, 2018

To: Trustees' Committee on Public Information

From: A.A.W.S. Board

Re: **2017 Annual Report on G.S.O.'s A.A. Website Activities**

History

The 2004 General Service Conference recommended that:

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

Process

The A.A.W.S. Technology/Communication/Services Committee reviews reports from the Intra-Office Website Committee (I.O.W.C.) on G.S.O.'s A.A. Website and forwards suggested changes to www.aa.org to the A.A.W.S. Board when appropriate. All changes or deletions, if approved, are implemented in English, French and Spanish.

***Note:** The A.A.W.S. Board changed the name of the Services Committee to the Technology/Communication/Services (TCS) Committee at their March 14, 2014 meeting.

Additions or Changes to G.S.O.'s A.A. Website

In addition to the routine process of correcting errors on the site and posting new or revised material published by G.S.O., the following changes were made:

- *Added:*
 - o Posted new service material, "Safety and A.A.: Our Common Welfare."
 - o Posted an anonymity protected version of the January 2017 Quarterly Report from G.S.O.
 - o Posted the letter to the Mental Health Professional on the A.A.W.S website
 - o The addition of the Non-trustee vacancy announcement;
 - o Posted the Yellow Safety Card for A.A. groups
 - o Vacancy for Appointed Committee Member on Trustees' Literature Committee
 - o Quarterly Report from G.S.O.
 - o 2020 International Convention Page
 - o Biography of Sam Shoemaker added to the Digital Archive
 - o G.S.O. Newsletters" on the A.A. Literature page
- *Removed*
 - o The retired pamphlet, "Three Talks To Medical Societies," removed from the website
 - o Removed Young People's literature announcement
 - o Removed Holiday Gift Set
- *Homepage*
 - o Put the three most current P.S.A.s into rotation on the aa.org homepage
 - o Responding to Disasters link was placed at the top of the homepage
- *Revised Pages*
 - o Revised G.S.O. information page link navigation
 - o Updated language on G.S.O. contact information pages
 - o Added address field to online form for birthday envelopes
 - o Update of language on Accessibilities page including the Accessibilities workbook in French and Spanish
 - o The P.I. Public Service Announcement download options added to the Public Information page
 - o Newsletter drop down menu option added to the A.A. Literature page
 - o Corrections Correspondence Service page was also reformatted to include all 3 enrollment forms in one place
 - o CPC Power-point presentation relocated on CPC page and formatting/images updated
 - o G.S.O.'s contact information
- *What's New*

- o Dates added to the “What’s New” section
- o The updated service material SMF-53 “Estimates of Groups and Members,” added to the “What’s New” section

A.A.W.S. Board and Technology/Communication/Services Committee Activity

G.S.O.’s A.A. Website

In January 2017 the A.A.W.S. Board had a conference call to discuss the redesign of the aa.org website. It was discussed the new website should be mobile ready, app compatible, and that the TCS subcommittee should begin the discussion of an app for GSO. In the development of the new website, input from the fellowship should play a crucial role along with web search optimization and contributions. The committee asked for a vendor recommendation to build the site, by the end of the year.

The A.A.W.S. Board approved and forwarded to the trustees’ Committee on Public Information the 2016 Fourth Quarter and 2016 Annual General Service Office Website Activity Reports. The A.A.W.S. Board approved and forwarded the 2017 First, Second and Third Quarterly Reports on G.S.O.’s A.A. Website Activities to the trustees’ Public Information (P.I.) Committee. The Third Quarter Report included the memo on the future analytic plan and data discrepancy and was also forwarded to the trustees’ Committee on Public Information.

The TCS committee approved the proposed changes to the Composition, Scope and Procedure of the G.S.O. Website Committee. The changes were made in titles and membership of the Website Committee.

In response to their previous requests, the T.C.S. committee received a presentation on a redesign of the home page for aa.org for both desktop and mobile devices. The interim homepage went live in February 2017 and in March, the committee accepted the presentation of the new interim homepage of the aa.org website, by the G.M.G.S.O.

The Website committee requested that the Website Design committee provide a progress report on the selection of vendors that received R.F.I.s to design the aa.org website in response to the TCS request that the website be designed by an outside vendor.

The Website Design committee used the RFI process to narrow the selection from fifteen to three companies to receive an RFP. The Website Design committee agreed to forward the draft R.F.P. to a consultant for editing and technical clarification.

The Website Design committee distributed the Request for Proposal to the three vendors, Blenderbox, Blue Fountain and North Studios on October 31.

The TCS Committee recommended that an A.A. Around the World page be added to the A.A.W.S. website and an anonymity-protected version of the 24th World Service Meeting Final Report be posted in English and Spanish to the International page of G.S.O.’s A.A. website.

Subcommittee Regarding Additional Channels of Communication with the Fellowship:

The subcommittee recommended researching the development of an app for G.S.O. that would be independent of, yet compatible with the development of the G.S.O. website design project. In March, the committee received a verbal report from the subcommittee chair stating that an app could be used any number of ways to link to the website and be an effective way of instant communications with members.

The secretary of the TCS committee explained that the app development was stressed in the website design R.F.I. that was sent to potential website design vendors.

It was agreed that GSO had been given the necessary direction to move forward with the app development. The next step will be deciding how data will be used for the meeting finder component of the app.

A.A.W.S. Google for Non-Profit YouTube Channel

The G.M.G.S.O. asked the secretary of the TCS committee and the Director of Administration and Services to join him in the review of the Google for Non-Profits contract and report back in July 2017. The G.S.O. Director of Administration and Staff Services shared that the YouTube account has been set up. The YouTube page for A.A.W.S. is currently under design, and a discussion regarding using the trademarked "Blue People" image on the page was tabled.

The application and enrollment in the Google Nonprofit YouTube Channel is complete. The name of the account is Alcoholics Anonymous World Services Inc. The link for the homepage is: <https://www.youtube.com/channel/UC2nfvf9DeDA7QYvLeq4pQ-w>

The committee discussed the procedure of additional video content being added to the YouTube account and requested that the Website committee exercise oversight over the addition of YouTube content. Staff was asked to return to the December TCS meeting with a report on the YouTube channel incorporating suggested solutions for the concerns of the TCS committee. The committee reviewed and discussed the memo and power point presentation addressing concerns about A.A.W.S. YouTube channel from the Communications Services coordinator and the YouTube consultant. The TCS committee requested the secretary bring back draft disclaimer language for the A.A.W.S. videos used on the channel, a possible launch date for the YouTube channel and a progress report to trustees Public Information on the Conference advisory action.

The committee considered a request from the chair of the A.A. Grapevine Board regarding linking from kit lists on G.S.O.'s A.A. website to those on aagrapevine.org. The Technology/Communication/Services Committee recommended to the A.A.W.S. Board that all A.A. Grapevine items in kit lists on G.S.O.'s A.A. website be linked to a designated page on aagrapevine.org.

2017 Requests Regarding G.S.O.'s A.A. Website

Approximately 518 emails were received through the online Website Feedback Form. G.S.O.'s Website Committee reviewed this feedback, as well as comments on the website from other sources. Many of the changes in the list of "Additions or Changes to G.S.O.'s A.A. Website" were prompted by these comments. Each person writing through the Website Feedback Form was sent a response.

The committee reviewed a progress report explaining the use of Java script in resolving the discrepancy between PiWik and Angelfish analytics software. In addition the time table for analytics retrieval was described.

Accessibilities

The production dates are being rescheduled for the videotaping of the new ASL translations of BB & 12x12. The interpreters are working together using this time to develop the accuracy of their interpretations of these two books.

The Website committee agreed to postpone the creation of an ASL page until the video, "A.A. for the Alcoholic with Special Needs" is revised in keeping with the Conference action regarding the term "Special Needs."

The committee agreed to update the language on A ccessibilities page including the Accessibilities workbook in French and Spanish in keeping with the Conference action regarding the term "Special Needs."

International

Digital Media Manager is working with the International Desk and the Publishing Department to create a list of International literature available on the website. The committee noted that the project is designed to help explain how to find literature in other languages and to clarify that G.S.O is not the sole producer of A.A. literature in all languages. The committee discussed adding this information to the "A.A. Around the World," page.

The committee reviewed the prototype of the A.A. Around the World page and requested that the International coordinator and Digital Media manager continue to work on content and language and report back to the committee at the next meeting.

Corrections Correspondence Service

The committee requested that the Corrections coordinator and Digital Media manager collaborate to add the Corrections Correspondence Service form, F-73 to the Corrections page on aa.org and report back to the committee at the next meeting.

The committee reviewed a mockup of the C.C.S. form F-73, for the alcoholic behind the walls, combined with the form F-26 for the CCS volunteer on the Corrections page. The committee suggested that the Corrections coordinator clarify the instructions for the use of the F-73 form. The committee asked that the new page which will combine options for F-26 and F-73, with the updated text, be posted to the Corrections page on aa.org.

Additional Requests and Feedback

The committee agreed to post the 2020 International Convention page and update the page prior to each convention in a cyclical fashion.

The committee approved changing the wording of the sentence “For **G.S.O.’s postal address** and information on visiting the office, Click here.” found on both pages of, “Communication with the General Service Office (G.S.O.) of A.A. in New York City,” to “**For G.S.O.’s contact information** and information on visiting the office, Click here.” on both pages where it appears on aa.org.

The committee agreed the three most current P.S.A.s will be rotated on the homepage video player of the aa.org website.

The committee agreed to have the following text replace any items retired and/or removed from the website: “The (name of item) is no longer available.”

The committee approved the Archives’ request to add the biography of Sam Shoemaker to its Digital Exhibits.

The committee reviewed and agreed to add an additional option “G.S.O. Newsletters” on the A.A. Literature page.

The committee agreed that the P.S.A. downloads page will incorporate separate U.S. and Canadian broadcast downloads and downloads designed for web streaming by A.A. websites. The local A.A. sites are encouraged to read “Guidelines for Posting A.A. General Service Conference-Approved Public Service Announcements on A.A. Websites. The launch on the new page is complete. A built in tracker will identify those A.A. sites that stream the P.S.A.s.

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M E M O R A N D U M

Date: January 25, 2018

To: A.A.W.S. Technology/Communication/Services Committee

From: Clement C., General Service Staff / Web Services Coordinator

Re: **2017 G.S.O. A.A. Website Visitors Activity**

G.S.O.'s A.A. website www.aa.org received 1,063,176 total visits in December 2017 with an average of 34,296 total daily visits.* The December 2017 daily average represents an 6 percent increase in web traffic from the same month in 2016.

2016				2017			
Month	Total Visits	Days	Average	Month	Total Visits	Days	Average
January	1,162,642	31	37,505	January	1,137,402	31	36,690
February	1,122,483	29	38,706	February	1,077,167	29	38,470
March	1,212,491	31	39,113	March	1,203,605	31	38,826
April	1,189,969	30	39,665	April	1,153,904	30	38,463
May	1,174,081	31	37,873	May**		31	
June	1,114,526	30	37,151	June**		30	
July	1,110,912	31	35,835	July**		31	
August	1,111,653	31	35,860	August**		31	
September	1,048,807	30	34,960	September	1,027,953	30	34,265
October	1,061,405	31	34,238	October	1,138,056	31	36,711
November	1,024,706	30	34,157	November	1,129,451	30	37,648
December	993,794	31	32,057	December	1,063,176	31	34,296

2016 YR Total: 13,327,469 (365 days)

2017 YR Total:** 13,396,071 (365 days)

2016 YR Average Daily: 36,414

2017 YR Average Daily:** 36,702

* Visits refer to each time any user visits the A.A. website, whether new or returning. Note: These visit totals do not include users with untraceable addresses or with cookies disabled.

** In May through August of 2017, we were unable to report data due to the transition from Angelfish to Piwik analytics software, so we have omitted these visit totals as they do not give an accurate representation of site traffic. The 2017 year total is based on substituting May and August totals with an average of the visit totals from the remaining months, therefore it is only approximate.



To: Clay R., Public Information

From: AA Grapevine Operations Manager

Re: Grapevine/La Viña Website Date:

January 19, 2018

Website

AAGrapevine.org:

- The aagrapevine.org web redesign remains on hold pending further GVB planning and review of the Communications Inventory report
- The new 2018 Subscription Challenge pages <http://www.aagrapevine.org/grapevine-challenge> and <http://www.aagrapevine.org/la-vina-desafio> will remain live through 12/31/2018

Website visits as of December 31, 2017

October	Totals
Visits	57,264
Unique visitor	37,131
Page views	159,229
Average pg views per visit	3.3
November	
Visits	63,971
Unique visitor	42,344
Page views	184,633
Average pg views per visit	3.2
December	
Visits	59,484
Unique visitor	38,233
Page views	175,256
Average pg views per visit	3.5

***numbers include the Digital Archive and Store**

Projects:

Audio Stories: 286 stories collected to date.

2018 Conference Committee on Public Information

AGENDA ITEM B: Review the 2018 Public Information Comprehensive Media Plan.

Background notes:

From the January 27, 2018 report of the trustees' Committee on Public Information:

The committee reviewed, and agreed to forward to the 2018 Conference Public Information Committee, the 2018 Public Information Comprehensive Media Plan noting that the plan may be altered in light of information contained in the presentation of preliminary findings of the General Service Board's communications inventory.

At its October 31, 2016 meeting, the General Service Board approved the following statement to replace the previous text of item #5 under Procedure, in the trustees' Public Information Committee's Composition, Scope and Procedure:

5. Ongoing development and annual review of a comprehensive media plan for Alcoholics Anonymous guided by the goal, target audience and message in the most recent Public Information Comprehensive Media Plan. Such efforts should rely on experts in public relations and related fields within the Fellowship whenever possible and may reach outside the Fellowship when needed
-

Background:

1. 2018 Public Information Comprehensive Media Plan

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.

2018 Public Information Comprehensive Media Plan
*Submitted by the trustees' Committee on Public Information
to the 2018 Conference Committee on Public Information*

History

From Public Information Comprehensive Media Plan as approved in January 2012

- I. Goal
Increase awareness of what A.A. is and what A.A. can and cannot do, in ways that are measurable and undergo regular review and revision, as appropriate, so that any alcoholic in need can find A.A.
- II. Target Audiences
 - Individuals concerned about their drinking – all age, gender, cultural and ethnic segments
 - Professionals who might interact with alcoholics – healthcare, legal/correctional, clergy, human resources, EAP, etc.
 - Media professionals
 - General Public
 - A.A. members involved in Public Information service
- III. Message
“If alcohol is a problem for you, contact A.A. It works.”

From the October 31, 2016 meeting of the General Service Board:

The General Service Board approved the following statement to replace the previous text of item #5 under Procedure, in the trustees' Public Information Committee's Composition, Scope and Procedure:

5. Ongoing development and annual review of a comprehensive media plan for Alcoholics Anonymous guided by the goal, target audience and message in the most recent Public Information Comprehensive Media Plan. Such efforts should rely on experts in public relations and related fields within the Fellowship whenever possible and may reach outside the Fellowship when needed

Process

Each year the trustees' Public Information Committee will update this document regarding suggested items for action in the upcoming calendar year, and items for consideration in the following year. The trustees' P.I. Committee shares information about the plan and seeks input from A.A.W.S., A.A.G.V., and the Conference P.I. committee as needed.

Content

- The plan must be actionable and, where possible, measurable;
- Materials must be user-friendly (i.e. to non-media professionals);
- Materials must lend themselves to easy transference for rotating committee and staff members.

Trustees' Public Information Committee 2018 Public Information Comprehensive Media Plan

Focus:

This year's update of the Public Information Comprehensive Media Plan (PICMP) focused on addressing the 2017 plan's action items while awaiting the report from the General Service Board's Communications Audit.

Activities:

The committee responded to the Conference Committee on P.I.'s Additional Consideration to "continue to research the feasibility of A.A.W.S. using Google AdWords and Google Grants" with a report to be sent to the 2018 Conference Committee.

Action items - in progress:

Many of the suggested items for action from the 2017 PICMP remain. These and additional items added by the committee will be addressed in the coming year as resources and time allow.

- Continue exploration of social media/networking platforms that emerge
- Develop ideas on the use of Quick Response (QR) codes; a video on anonymity online; and a daily text message
- Explore the development of service material to address frequently asked questions about anonymity and the feasibility of a wallet card or bookmark addressing anonymity online and on social media
- Continue to inventory P.I. resources for their usefulness and ease of use by local P.I. committee
- Explore non-TV based video PSA alternatives

Action items - completed:

This section lists the items related to the Public Information Comprehensive Media Plan that have been completed or forwarded to another committee or board for further action.

1. Broader use of radio (including Internet radio) for public information efforts.
2. Transfer of the A.A. Videos for Young People project from A.A.W.S. to A.A. Grapevine.

###

2018 Conference Committee on Public Information

AGENDA ITEM C: Public Service Announcements

Background notes:

2008 Advisory Actions:

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

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

At its January 27, 2018 meeting:

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

The trustees' Committee on Public Information agreed to forward to the 2018 Conference Committee on Public Information the 2018 report on the Usefulness and Relevance of Public Service Announcements.

NOTE: To view our current video PSAs, go to the [Videos and Audios](#) page on G.S.O.'s A.A. website. Then scroll down and open the "Public Service Announcements (PSAs)" section where you can select a PSA to view.

Background:

1. Proposed Video PSA "Changes" – ***to follow; mailed to Conference P.I. Committee members only***
 - a. Script of proposed Video PSA "Changes" – ***to follow; mailed to Conference P.I. Committee members only***
2. 2017 Report on the Usefulness and Relevance of Video PSAs
3. History of Annual Review of A.A. Television PSAs

**2017 Trustees' Committee on Public Information
Report on the Relevance and Usefulness of
Video Public Service Announcements**

At the July 29, 2017 meeting of the trustees' Committee on Public Information, the committee discussed the following recurring agenda items for the Conference Committee on Public Information: (a) review current video public service announcements (PSAs) for relevance and usefulness, and (b) assess the need for a new video PSA

Peter Luongo, chair of the trustees' Committee on Public Information, had requested that all of the committee members review the current video PSAs prior to the July meeting. At the July meeting, the committee reviewed and discussed the current video PSAs for relevance and usefulness.

The committee requested that the staff secretary obtain an estimate of the cost to dub a new audio track for the PSA "My World" to correct outdated information. At the committee's October 2017 meeting, the committee discussed the cost estimate and decided that value the minor update (to change "over 70 years" to "over 80 years") did not warrant the price.

The committee determined that all three current video PSAs remain relevant. In assessing the need for a new video PSA, the committee did not see the need for a PSA, in addition to the one currently in production, at this time.

###

**History of Annual Review of A.A. Television PSAs
From Trustees' and Conference P.I. Committee Reports
2014-2017
Updated June 2017**

2014

(TRUSTEES) The committee **agreed to forward** to the 2014 Conference Committee on Public Information the updated report from the Subcommittee on Video PSAs.

(CONFERENCE) It was recommended that:

- The video public service announcements “Living in Chaos” and “We Know What It’s Like” be discontinued.
- A new public service announcement be produced in 2014 at a cost not to exceed \$30,000.

Additional Committee Considerations

- The committee agreed with the assessment provided in the report from the trustees' Public Information Committee on A.A. Video PSAs regarding the PSA's “I Thought,” “A Force of Nature” and “Testimonials,” including the suggestion that as new PSAs are developed that these three items be retired as quickly as practical.
- The committee reviewed with appreciation the information on centralized distribution, tracking and evaluation of the “Tengo Esperanza” public service announcement.
- The committee expressed strong support for the forward-looking vision of the Comprehensive Media Plan regarding seeking member-submitted content for future Public Service Announcements, similar to the model used for the Young People's Video Project.

2015

(TRUSTEES) The committee **agreed to forward** to the 2015 Conference Public Information Committee a report from the Subcommittee on Relevance and Usefulness of Video PSAs, noting that the report recommends retiring “A Force of Nature” and

“Testimonials” from active distribution, and translating “Tengo Esperanza” into French and English for potential centralized distribution in 2016.

(CONFERENCE) It was recommended that:

The video public service announcement, “Doors,” developed by the trustees’ Public Information Committee, be approved with the following change:

- Rerecord the dialog voice-overs using professional voice actors in English, Spanish and French, removing any sense that the voices are recorded phone calls, at a cost not to exceed \$24,000.

The video public service announcement, “Doors” be centrally distributed, tracked and evaluated at a cost not to exceed \$40,000 in addition to the work of local committees, and that the information gathered from the process be forwarded to the 2016 Conference Public Information Committee for their review.

The video public service announcements “A Force of Nature” and “Testimonials” be discontinued.

Additional Committee Considerations

- While discussing the proposed video public service announcement, “Doors,” the committee expressed their appreciation for the thinking behind attempting to use already-recorded A.A. members’ stories, as both a cost-saving measure and for the purpose of authenticity.
- The committee agreed with the suggestion in the report from the trustees’ Public Information Committee on A.A. Video PSAs that the Spanish video PSA “Tengo Esperanza” be translated into English and French, and that the 2016 Conference Public Information Committee consider centrally distributing and tracking the new spots.

2016

(TRUSTEES) The committee **agreed to forward** to the 2016 Conference Committee on Public Information, a recommendation that “Tengo Esperanza,” in English and French, be centrally distributed, tracked and evaluated at a cost not to exceed \$40,000, and a recommendation that the PSA “I Thought” be discontinued.

(CONFERENCE) It was recommended that:

The English and French language versions of the video public service announcement “Tengo Esperanza,” be centrally distributed, tracked and evaluated at a cost not to exceed \$40,000, in addition to distribution by local committees, and that the information gathered from the process be forwarded to the 2017 Conference Public Information Committee for their review.

The video public service announcement “I Thought” be discontinued.

2017

(TRUSTEES) The committee reviewed the report from the Subcommittee on Relevance and Usefulness of Video PSAs and **agreed to forward** the report to the 2017 Conference Public Information Committee

(CONFERENCE)

Additional Committee Considerations:

The committee reviewed and accepted the information on centralized distribution, tracking and evaluation of the public service announcement “I Have Hope.”

###

2018 Conference Committee on Public Information

AGENDA ITEM D: Consider approving a Young Peoples Video submission

Background notes:

At its July 29, 2017 meeting:

The committee reviewed the Young Peoples Video submission from Area 46 with deep appreciation for the content and quality of the video. The committee agreed to forward the video to the Conference Committee on Public Information for approval.

NOTE: To view our current video Young Peoples videos, go to the [Videos and Audios](#) page on G.S.O.'s A.A. website. Then scroll down "Videos for Young People" section where you can select a current video to view.

Background:

1. Proposed Young Peoples Video – ***to follow; mailed to Conference P.I. Committee members only***
 - a. Script of proposed Young Peoples Video – ***to follow; mailed to Conference P.I. Committee members only***
2. History of Young Peoples Video Project

History of Young People's Video Project
From Trustees' Public Information Committee Reports
Updated June 2017

2004

The committee agreed to forward to the 2004 Conference Committee on Public Information the proposal that the videos "Young People in A.A." and "A.A. Rap With Us" be reviewed by the committee as to relevance for today's young people.

Note: The 2004 Conference Committee on Public Information requested that the trustees' Public Information Committee submit a report to the 2005 Conference Committee on Public Information which includes feasibility, costs and timelines for updating/replacing the two videos "A.A. – Rap With Us" and "Young People in A.A."

The chairperson appointed a subcommittee to respond to the request by the 2004 Conference Committee on Public Information that the committee submit a report to the 2005 Conference Committee which includes feasibility, costs and timelines for updating/replacing the two videos "A.A. – Rap With Us" and "Young People and A.A."

2005

Martin C., chair of the subcommittee on Video(s) for Young People presented the subcommittee's report. Following discussion, the committee **agreed to forward** to the 2005 Conference Public Information Committee the report recommending first steps in determining the feasibility of replacing two videos, "A.A. - Rap With Us" and "Young People and A.A.," with estimated initial project costs not to exceed \$20,000, as requested by the 2004 Conference Public Information Committee for consideration.

Note: The 2005 General Service Conference recommended that the trustees' Committee on Public Information take the initial steps proposed to determine the feasibility of replacing two videos, "A.A. – Rap With Us" and "Young People and A.A.," with estimated initial project costs not to exceed \$20,000, and report back to the 2006 Conference Public Information Committee.

The committee **agreed to forward** to the 2005 Conference Public Information Committee a suggestion to replace/update the video "Alcoholics Anonymous – An Inside View." The committee discussed the possibility that one of the existing videos, "Hope: Alcoholics Anonymous," reviewed a year ago by the trustees' committee on Treatment Facilities/Cooperation with the Professional Community, might be current enough to be used by P.I. committees to serve the same purpose as "Alcoholics Anonymous – An Inside View," and asked that the secretary send both videos as part of the background

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for the 2005 Public Information Committee.

Note: The 2005 General Service Conference recommended that the distribution of the video “Alcoholics Anonymous – An Inside View” be discontinued since it is outdated.

The committee considered a proposal from an area to produce a video, CD and DVD titled “What A.A. Does and Does Not Do” and took no action.

The committee reviewed the report of the 2005 Conference Public Information Committee, including the request that the trustees’ committee continue their efforts toward determining the feasibility of replacing two Public Information videos aimed at young people.

The trustees’ Committee on Public Information accepted the report from the Subcommittee on Videos for Young People and agreed with their suggestion to expand the sources from which young people’s sharing will be requested, to obtain the widest and most diverse experience possible from young people.

The committee approved, with modifications, a letter and questionnaire that will be mailed to delegate areas and other A.A. entities involved with young people requesting young people’s feedback after viewing the videos “Young People and A.A.” and “A.A. Rap With Us.” The letter and questionnaire is scheduled for mailing in early November, with a thirty day return date. The committee requested that a report from this mailing and questionnaires be presented at their January 2006 meeting.

2006

The committee heard a report from the subcommittee on Videos for Young People and agreed to forward the full Report on Videos for Young People to the 2006 General Service Conference. The committee expressed their gratitude for the support and cooperation received from general service area delegates on the gathering of sharing from young people.

The committee briefly discussed the 2006 Conference Advisory Action for replacing videos for young people and agreed to form a subcommittee to discuss the project and report back to the committee at their October meeting.

The committee accepted a report from the Subcommittee on Videos for Young People and agreed with the following suggestions:

- Request video submissions from young A.A. members, similar to the way that the A.A. Grapevine requests submissions for written articles, for possible streaming on

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G.S.O.'s A.A. Web site in accordance with a proposed list of suggested guidelines that would reinforce anonymity and other A.A. Traditions. The trustees' Public Information Committee requested that this suggestion be forwarded to the A.A.W.S. Board for their input, and that the committee secretary prepare a report including feasibility, costs, and the input from the A.A.W.S. Board for the January 2007 meeting of their committee.

[NOTE: G.S.O.'s A.A. Web site falls within the purview of the A.A.W.S. Board]

- Develop a video directed towards young people, based on the responses from the 2005 questionnaire on the Videos for Young People. The trustees' Public Information Committee requested that the committee secretary provide information regarding the possible cost of this project as background for their January 2007 meeting.

2007

The committee considered forwarding a request to the 2007 General Service Conference that "the Conference Public Information Committee undertake to produce one new young people's video every four years," and agreed to take no action at this time.

The committee discussed several options for the development of videos for young people and after careful consideration **agreed to forward** to the 2007 Conference Committee on Public Information the concept of requesting video/digital submissions from the Fellowship, with selected videos to be compiled and used in carrying the A.A. message to young people. Clear guidelines for submissions to the trustees' Committee on Public Information would be established and a selection of the submissions forwarded to the Conference Committee on Public Information for consideration. The committee requested that the Publications Department develop a plan/proposal for production to be forwarded to the 2007 Conference Committee on Public Information for discussion.

Note: The 2007 General Service Conference recommended that the trustees' Committee on Public Information develop their suggestion for a video project that would include video/digital submissions from the Fellowship, with selected submissions to be compiled and used in carrying the A.A. message to young people. The committee requested that the trustees' Committee on Public Information:

- Develop clear guidelines for the request and submission of videos (or digital files) at their July 2007 meeting and that the guidelines be consistent with A.A. Traditions and appropriate safety/legal concerns.
- Create a timetable at their July 2007 meeting for the request of video/digital submissions from the Fellowship.

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- Develop a draft from video/digital submissions or progress report to be brought back to the 2008 Conference Committee on Public Information for review.

Note: Estimated development cost is \$28,000

The committee approved the guidelines and timetable for the video project for young people. Video and digital submissions will be invited from the Fellowship, with selected submissions to be compiled and used in carrying the A.A. message to young people. A mailing to all area delegates, ICYPAA board contacts, and central and intergroup offices was sent no later than August 30, 2007.

The staff secretary immediately started the process of placing this video project in the in-house Project Management Office (PMO) software so that critical issues such as technical specifications, legal and safety concerns, and copyright release forms could be resolved prior to the above deadline.

The committee has a short-term goal of compiling selected video/digital submissions into a video of 15-20 minutes in length that, pending Conference approval, could be used by local P.I. committees to carry the A.A. message to schools, college campuses and other audiences of young people. The committee will continue discussion at future meetings regarding other possible uses of the video/digital submissions.

At the October meeting, the staff secretary and Publications Director updated the committee on the A.A. Videos for Young People project. The deadline for video submissions for this P.I. project is November 30, 2007; the committee requested that the Web site for submitting videos remain live after the deadline so that further submissions may be received.

2008

The committee discussed and **agreed to forward** to the 2008 Conference Committee on Public Information a progress report on the A.A. Videos for Young People Project. The committee noted that, although approximately 550 accounts have been created to upload videos, only four valid submissions have been received to date. Despite having received a small number of submissions, the committee remains committed to the project and continues to encourage young members to participate in this unique and exciting project.

The committee extended the deadline for acceptance of video submissions for this project to September 1, 2008, and agreed that video submissions will continue to be accepted beyond that date, in order to continue gathering videos for possible future P.I. projects.

The committee agreed that, at this time, video submissions should be accepted only from A.A. members in the U.S. and Canada A.A. service structure, and that this information be placed in the project guidelines.

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The committee asked the staff secretary to have the project guidelines translated into Spanish and French, and encouraged participation from Spanish and French speaking A.A. members in the U.S. and Canada service structure.

The committee asked the staff secretary to make a concerted effort to let the Fellowship know about this continuing project in *Box 459*, P.I. Activity Updates, and the A.A. Grapevine magazine. Information will also be sent to all area delegates, P.I. chairs, central and intergroup offices, and the International Conference of Young People in Alcoholics Anonymous (ICYPAA). A.A. members and entities are encouraged to distribute widely information on this project in order to garner enthusiasm and submissions.

The committee asked the staff secretary to send the following request to the A.A.W.S. Services Committee of the A.A.W.S. Board of Directors: Consider placing one or two examples of video submissions for the A.A. Videos for Young People Project on G.S.O.'s A.A. Web site, so that A.A. members in the U.S. and Canada service structure interested in participating in the project can see examples of creative, anonymity protected videos.

The committee agreed that the current Copyright Assignment Form is too restrictive, and asked the staff secretary to consult with G.S.O.'s management and outside counsel regarding alternate copyright assignment forms. Information on possible alternate copyright assignment forms will be brought back to the committee at its August 2, 2008 meeting.

The committee reviewed the revised license agreement for the A.A. Videos for Young People Project, and agreed that the revised license agreement meets the project's needs. This agreement allows individual A.A. members and committees to own their videos and licenses A.A.W.S.'s use of them.

The Director of Publications gave a brief oral report on video submissions received to date, noting that 4-6 valid video submissions have been received. We expect to receive more submissions by the September 1, 2008 deadline.

The committee agreed that, regardless of the outcome of this deadline, video submissions should continue to be requested from the Fellowship on an ongoing basis. The committee will review the project guidelines at its November 1, 2008 meeting and make needed updates and clarifications so that the Fellowship can be informed of this ongoing project.

The committee thanked Tina H. for leading a workshop on the A.A. Videos for Young People Project at the ICYPAA Convention in Oklahoma City last month.

The staff secretary and Publications Director updated the committee on the A.A. Videos

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for Young People project, noting that eighteen video submissions were received by September 1, 2008. Excerpts of four video submissions were shown to the committee. The committee expressed enthusiastic support for the excerpts and asked the Publications Department to bring a rough draft 15-20 minute video to its January 31, 2009 meeting. The committee would like to review the video in advance of their meeting.

The committee asked that minor revisions be made to the project guidelines and that the ongoing nature of the project be communicated to all Conference Delegates and be noted in future issues of Box 459 and the A.A. Grapevine.

2009

The committee reviewed the 2009 Conference Committee on Public Information Advisory Actions and Additional Committee Considerations and noted that the 2009 Conference-approved film submissions for the Young Peoples A.A. Video Project will be available for distribution in DVD format by late September 2009.

The Committee viewed with appreciation two new submissions for the ongoing Young People in A.A. Video Project and agreed that all videos presented to the trustees' P.I. Committee through the Young People's Project should meet the following criteria: 1) videos have been pre-screened by staff for appropriateness; 2) A.A.W.S., Inc. will be assigned all copyrights. In addition, the committee requested that staff establish a timeline for submissions to be considered for the 2010 phase of the project.

The Publications Director reported that all permissions had been received for three out of four segments of the first volume of A.A. Videos for Young People; a final outstanding permission for the fourth segment is being negotiated.

After substantial discussion, the chair appointed a subcommittee of Tina H., Paul H., Roberta L., Valerie O. and Mary Clare L., secretary, to define and clarify the scope, direction and implementation plan for continuation of the A.A. Videos for Young People Project.

The committee discussed a 2009 Conference P.I. Committee's Additional Committee Consideration to consider distribution options in addition to DVD for the A.A. Videos for Young People, and asked the staff secretary to send a request to the Intra Office Website Committee (IOWC) to place the new A.A. Video for Young People (D-10) on G.S.O.'s A.A. Web Site.

The committee asked that the A.A. Videos for Young People Project subcommittee consider other distribution options for the DVD and review the edited wording of the A.A. Videos for Young People Project submission form.

2010

The committee discussed and accepted the Report from the Subcommittee on A.A. Videos for Young People as reflective of the committee as a whole. The committee **agreed to forward** to the 2010 Conference Committee on Public Information the Report from the Subcommittee on A.A. Videos for Young People, which includes the following three suggestions:

1. the use and distribution of videos from the A.A. Videos for Young People Project, including those already approved by the Conference, will be at the discretion of the trustees' Public Information Committee;
2. the trustees' Public Information Committee may group similar items, streaming individual or multiple items on G.S.O.'s A.A. website, creating DVD compilations, e-formats, and producing video loops for use at CPC events;
3. all video submissions that are not used in their entirety, with permission, will be kept on file at G.S.O. and may be edited for inclusion in future young people's video projects.

*The committee viewed and **agreed to forward** to members of the 2010 Conference Committee on Public Information the video with the working title "Animation" for consideration for the A.A. Videos for Young People Project.*

*Passed by the 2010 General Service Conference

The latest A.A. Video For Young People, "Animation," was translated into Spanish and French and available for distribution in October 2010.

In response to 2010 Conference Committee on Public Information Additional Committee Considerations, the trustees committee agreed to:

1. Forward a request to the A.A. Grapevine Corporate Board, Inc., that it consider posting the A.A. Videos for Young People Project submission form on their website. [Also in internet].
2. Forward a request to the A.A. Grapevine Corporate Board, Inc., that an announcement regarding the A.A. Videos for Young People Project periodically be placed in the A.A. *Grapevine* magazine and in *La Viña*.
3. Forward a request to the French language magazine *La Vigne* that an announcement regarding the A.A. Videos for Young People Project be placed in the magazine periodically.

2014

The lack of new submissions for the A.A. Videos for Young People Project. The staff secretary was asked to work with Josh E. to bring back suggested updates to the

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submission guidelines regarding technical specifications and deliverables for review at the November meeting.

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2018 Conference Committee on Public Information

AGENDA ITEM E: Consider revisions to the pamphlet “Understanding Anonymity” which expand content on Traditions Eleven and Twelve and add information related to safety in A.A.

Background notes:

From the 2017 report of the Conference Committee on Public Information:

The committee recommended that the pamphlet “Understanding Anonymity” be rewritten to include material from G.S.O. literature covering Tradition Eleven and to expand the discussion of humility in Tradition Twelve as it relates to anonymity and that a progress report or draft language be brought back to the 2018 Conference Committee on Public Information.

From the 2017 report of the Conference Committee on Literature:

The committee requested that the trustees’ Public Information Committee consider adding information related to safety to the pamphlets “A Brief Guide to A.A.” and “Understanding Anonymity.”

From the July 29, 2017 report of the trustees’ Committee on Public Information:

The committee heard a progress report following up on the 2017 Conference Advisory Action to update the pamphlet “Understanding Anonymity” and tabled discussion to their October meeting. The committee noted that language related to safety will be included in the draft.

From the January 27, 2018 report of the trustees’ Committee on Public Information:

The committee reviewed, and **agreed to forward** to the 2018 Conference Public Information Committee the updated pamphlet “Understanding Anonymity” ... including the additional language related to safety requested by the Conference Committee on Literature

Background:

1. Current pamphlet “Understanding Anonymity” is available on G.S.O.’s A.A. website at www.aa.org/pages/en_US/understanding-anonymity
2. Proposed changes to “Understanding Anonymity”

Draft changes to “Understanding Anonymity”Page 5

Add the following paragraph at the end of the opening section, above “Anonymity on a person-to-person basis.”

The word “anonymous” in our name is meant to provide as much privacy as an individual may desire regarding membership in A.A.

Page 7

Add the following section after the section “Anonymity at the public level.”

The spiritual significance of anonymity

In stressing the equality of all A.A. members — and unity in the common bond of their recovery from alcoholism — anonymity serves as the spiritual foundation of the Fellowship. Back in 1948, Bill W., our co-founder, wrote: “One may say that anonymity is the spiritual base, the sure key to all the rest of our Traditions. It has come to stand for prudence and, most importantly, for self-effacement. True consideration for the newcomer if he desires to be nameless; vital protection against misuse of the name Alcoholics Anonymous at the public level; and to each of us a constant reminder that principles come before personal interest — such is the wide scope of this all-embracing principle. In it we see the cornerstone of our security as a movement; at a deeper spiritual level it points us to still greater self-renunciation.”

Page 11

Add the following paragraph and bullet points at the end of “Some questions and answers about anonymity,” above “Facts about anonymity in A.A.”

Spot-check inventory

Some additional questions that can be helpful in evaluating whether our actions may or may not be in conflict with the principles of humility and sacrifice that underlie our anonymity traditions:

- Is my posting about the message or the messenger?
- Am I carrying the A.A. message in the hopes of helping someone else, or am I simply “shouting from the rooftops”?
- Am I taking my story and affiliating it with political causes?
- Am I being extra cautious about not identifying other A.A. members in photographs or statements?
- Am I avoiding the temptation to incite controversy through caustic argument or bullying others who may disagree with me?
- Am I providing helpful information about A.A. for those who may need our help?

2018 Conference Committee on Public Information

AGENDA ITEM F: Consider revisions to the pamphlet “A Brief Guide to Alcoholics Anonymous” which update language, contact information and information on the prevalence and severity of alcoholism and add information related to safety in A.A.

Background notes:

From the 2017 report of the Conference Committee on Literature:

The committee requested that the trustees’ Public Information Committee consider adding information related to safety to the pamphlets “A Brief Guide to A.A.” and “Understanding Anonymity.”

From the July 29, 2017 report of the trustees’ Committee on Public Information:

The committee reviewed draft language to update the pamphlet “A Brief Guide to A.A.” and requested that language identifying the severity of the disease be included in the opening paragraph and that a draft be brought to the committee’s October meeting. The committee noted that language related to safety will be included in the draft.

From the January 27, 2018 report of the trustees’ Committee on Public Information:

The committee reviewed the suggestions from the trustees’ C.P.C./T-A Committee for revisions to “A Brief Guide to Alcoholics Anonymous” and agreed to forward to the 2018 Conference Public Information Committee the updated pamphlet “A Brief Guide to Alcoholics Anonymous” ... including the additional language related to safety requested by the Conference Committee on Literature

Background:

1. Current pamphlet “A Brief Guide to A.A.” is available on G.S.O.’s A.A. website at: www.aa.org/assets/en_US/aa-literature/p-42-a-brief-guide-to-alcoholics-anonymous
2. Proposed changes to “A Brief Guide to A.A.”

Suggested changes to “A Brief Guide to Alcoholics Anonymous”

Proposed text is highlighted:

Page 5

Alcoholism is recognized as a major health problem. In the U.S., it is the third greatest killer, after heart disease and cancer — and it does not damage alcoholics alone. Others are hurt by its effects — in the home, on the job, on the high- way. Alcoholism costs the community millions of dollars every year. So whether or not you ever become an alcoholic yourself, alcoholism still can have an impact on your life.

We have learned a great deal about how to identify and arrest alcoholism. But so far no one has discovered a way to prevent it, because nobody knows exactly *why* some drinkers turn into alcoholics. Doctors and scientists in the field have not agreed on the cause (or causes) of alcoholism.

For that reason, A.A. concentrates on helping those who are already alcoholics, so that they can stop drinking and learn how to live a normal, happy life without alcohol.

To be replaced with:

For many years, alcoholism has been recognized as a highly prevalent and disabling health problem, one that affects far more than just the alcoholic alone. Family, friends, others are hurt by its effects - in the home, on the job, on our highways and roads. Alcoholism costs lives, as well as costing communities millions of dollars. So, whether or not you ever become an alcoholic yourself, alcoholism still can have a devastating impact on your life.

We in A.A. have learned a great deal about alcoholism - how to identify and arrest it, and how to live a life in recovery. But so far, no one has discovered a way to prevent it; it is still unknown just *why* some drinkers turn into alcoholics and others do not. Many doctors and scientists in the field have studied this question but have not been able to determine a definitive cause (or causes) of alcoholism.

For that reason, we in A.A. concentrate on helping those who are already alcoholics, those who may have a desire to stop drinking, so that they can begin to recover and to learn how to live a normal, happy life without alcohol.

Page 9:

New text on safety added on page 9 at the end of the section “What are A.A. meetings?”

Our groups endeavor to provide a safe meeting place for all attendees and encourage a secure and welcoming environment in which our meetings can take place. The formation and operation of an A.A. group resides with the group conscience. Our common suffering as alcoholics and our common solution in A.A. transcend most issues and help us to create as safe an environment as possible to carry A.A.'s message of hope and recovery to the still-suffering alcoholic.

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Page 10:

5. A.A. does not run any hospitals, wards, or sanitariums or provide nursing services.

5. A.A. does not run any hospitals, wards, or **treatment centers** or provide nursing services.

6. A.A. is not connected with any other organization. But A.A. does cooperate with organizations that fight alcoholism. Some members work for such organizations — but on their own — not as representatives of A.A.

6. A.A. is not **affiliated** with any other organization. But A.A. does cooperate with organizations that are **interested in recovery**. Some members work for such organizations — but on their own — not as representatives of A.A.

Page 11:

2. If you do not find an A.A. listing in your phone book, write to:

General Service Office
Box 459, Grand Central Station
New York, NY 10163

2. If you do not find an A.A. listing in your phone book, **contact**:

General Service Office
Box 459, Grand Central Station
New York, NY 10163
www.aa.org

Page 12:

5. The A.A. Grapevine (monthly magazine) may be obtained from your local A.A. office or by writing for information to:

Box 1980
Grand Central Station
New York, NY 10163

5. The A.A. Grapevine (monthly magazine) may be obtained from your local A.A. office or by **contacting**:

Box 1980
Grand Central Station
New York, NY 10163
www.aagrapevine.org

2018 Conference Committee on Public Information

AGENDA ITEM G: Review a progress report on the A.A.W.S. Google for Nonprofit YouTube channel

Background notes:

From the 2017 report of the Conference Committee on Public Information:

The committee recommended that A.A. World Services, Inc. create a Google for Nonprofits account, with use of the account limited to the YouTube Nonprofit Program and with a guarantee that comments not be shown on A.A.W.S. YouTube pages. The committee requests that a report including information from website analytics and the usefulness and effectiveness of the A.A.W.S. YouTube account be brought back to the 2018 Conference Committee on Public Information

From the January 27, 2018 report of the trustees' Committee on Public Information:

The committee reviewed, and agreed to forward to the 2018 Conference Public Information Committee, a progress report on the implementation of a Google for Nonprofit YouTube Channel by A.A.W.S.

Background:

1. Progress report on the implementation of a Google for Nonprofit YouTube Channel by A.A.W.S.
2. Sample YouTube Analytics Report

Memorandum

Date: January 25, 2018
To: Public Information, Trustees Committee
From: A.A.W.S. Board
Re: Google Nonprofit YouTube Channel

From the Public Information 67 General Service Conference Advisory Actions:

"A.A. World Services, Inc. create a Google for Nonprofits account, with use of the account limited to the YouTube Nonprofit Program and with a guarantee that comments not be shown on A.A.W.S. YouTube pages. The committee requested that a report including information from website analytics and the usefulness and effectiveness of the A.A.W.S. YouTube account be brought back to the 2018 Conference Committee on Public Information."

The application and enrollment in the Google Nonprofit YouTube Channel is complete. The name of the account is Alcoholics Anonymous World Services Inc. The link for the homepage is: <https://www.youtube.com/channel/UC2nfvf9DeDA7QYvLeq4pQ-w>

The *comment option* on the YouTube channel is inactive.

AAWS Videos on YouTube Channel

The Public Service Announcements *Doors*, *My World* and *I Have Hope* have been uploaded in English, Spanish and French.

Communications Services, commservices@aa.org and the user of the additional email account socialmedia@aa.org have administrative account access to the YouTube channel, to continue to add YouTube content under the oversight of the Website Committee.

The consultant has delivered instructions for staff and local webmasters regarding operations of the YouTube channel and measurement recommendations.

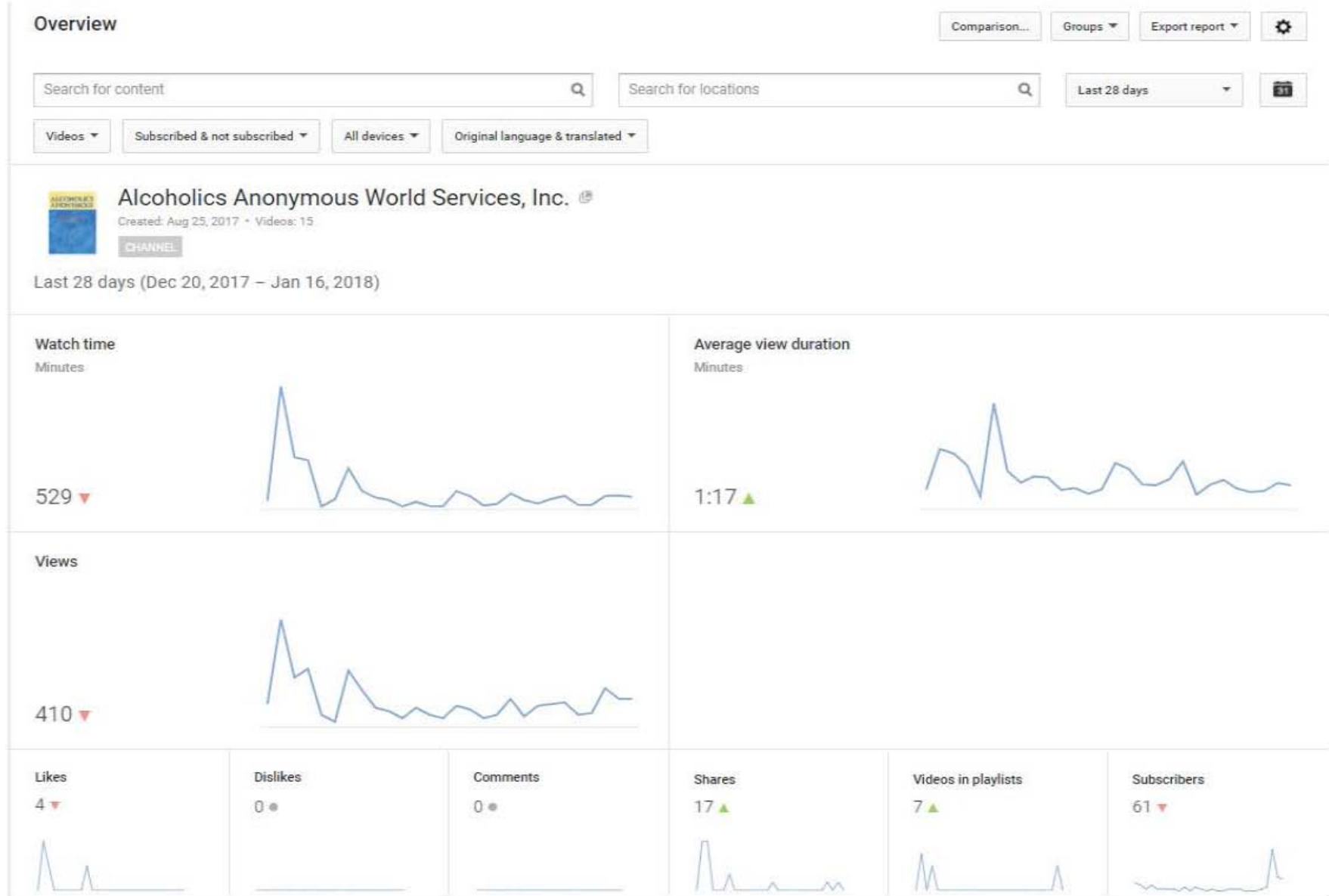
YouTube Analytics

Due to time constraints, it will be difficult to provide analytics that determine the effectiveness of the YouTube channel. We can gather preliminary analytics from the date the channel was created and follow up with updates of the data to be reported to the 2018 Conference Committee on Public Information. We were informed by our consultants that it would take at least four months after our YouTube channel announcement to gather meaningful data.

Please find the current analytics of the channel provided by Google as a component of the YouTube channel.

YouTube Analytics Example

P.I.
Item G
Doc. 2



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Top 10 Videos

[Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views	↓ Likes	↓ Comments
A.A. Video for Healthcare Professionals	302 57%	117 29%	2	0
Doors	91 17%	126 31%	0	0
My World	52 9.9%	70 17%	0	0
I have Hope	41 7.7%	56 14%	1	0
Vidéo para profesionales de la salud	26 4.9%	23 5.6%	1	0
Vidéos des AA pour les professionnels de la s...	14 2.6%	9 2.2%	0	0
Mi Mundo	1 0.2%	1 0.2%	0	0
Mon Univers	1 0.2%	2 0.5%	0	0
J'ai de l'espoir	1 0.1%	1 0.2%	0	0
Puertas	1 0.1%	4 1.0%	0	0

Top geographies

Watch time

United States (91%)
Canada (5.1%)
Norway (1.7%)
Qatar (1.1%)
United Kingdom (0.5%)



Gender

Views

Male (52%)
Female (48%)



Traffic sources

Watch time

Channel pages (33%)
External (25%)
Other YouTube features (9.1%)



Playback locations

Watch time

YouTube watch page (97%)
Embedded in external websites and apps (3.2%)



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2018 Conference Committee on Public Information

AGENDA ITEM H: Review the 2017 trustees' Public Information Committee Report on the use of Google AdWords and Google Grants to carry the A.A. message

Background notes:

From the 2017 report of the Conference Committee on Public Information:

After reviewing the trustees' Committee on Public Information's report on a Google Implementation Plan the committee suggested that the trustees' Committee on Public Information continue to research the feasibility of A.A.W.S. using Google AdWords and Google Grants and bring a report to the 2018 Conference Committee on Public Information.

From the January 27, 2018 report of the trustees' Committee on Public Information:

The committee reviewed, and agreed to forward to the 2018 Conference Public Information Committee, a report on Google AdWords and Grants, that shows how these can be used to carry the A.A. message and additional information on A.A.W.S.'s eligibility for Google Grants.

From the February 15, 2018 report on A.A.W.S.'s eligibility for Google Grants:

Are Google's new restrictions on addiction treatment ads an issue for A.A.?

- Not an issue but a consideration
- In many ways these restrictions help A.A. entities show up in search results - but it also means A.A. (or any other entity) can't "target" addiction treatment related keywords using AdWords
- There are still keywords that can be targeted where A.A. doesn't show up in organic search results today

Does A.A.W.S. qualify to "advertise" using Google AdWords?

- Yes - Any business can use AdWords the only real restrictions are on what you can advertise for.
- A.A.W.S. is qualified for Google Grants (AdWords budget made available to all Google for Nonprofits clients) Recent changes to Google Grants affect how A.A. would approach using the grant but A.A.W.S. certainly qualifies to use it.

Background:

1. An Introduction to Google AdWords and Ad Grants
2. Google AdWords and Google Grants Presentation
3. Google AdWords – response to additional questions

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.

AN INTRODUCTION TO GOOGLE ADWORDS AND AD GRANTS PREPARED FOR TRUSTEES' PI COMMITTEE



www.aa.org

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WHAT IS GOOGLE ADWORDS?



ADWORDS IN SHORT:

Google Adwords are contextual ads that run within the Google search engine. These ads appear by targeting Keywords and keyword phrases used by people to find the things, services, and/or business they are looking for. These ads are narrowed down to geographic regions as well as other attributes that support the advertiser finding the right user and the user finding the advertiser.

WHAT DOES A GOOGLE ADWORDS AD LOOK LIKE?

alcohol treatment

All

Maps

News

Images

Shopping

More

Settings

Tools

About 175,000,000 results (1.16 seconds)

#1 Alcohol Treatment Center FL - Personalized Treatment Program

Ad

go.fherehab.com/Alcohol/Treatment

(800) 800-4337

100% Confidential - Break Free From Addiction - Get Your Life Back. Call Us Now!
Services: Neuro-Rehabilitative, Medical Detox, Inpatient, Outpatient, Sober Skills, Cognitive Fitness

Alcohol Treatment Center In FL - Get Your Life Back, Call Now

Ad

www.orlandorecovery.com/Alcohol/Treatment

(855) 409-1973

Orlando Recovery Center Will Help You Overcome Drug/Alcohol Addiction.
Insurance coverage: Alcohol Addiction, Drug Rehab, Detox Programs
Amenities: Yoga, Swimming Pools, Resort Style Living, Recreational Room, Volleyball
[Rehab Treatment Programs](#) · [Medical Detox Program](#) · [Dual Diagnosis Treatment](#) · [Residential Care](#)

FL Alcoholic Help - Call Us Right Now - sunrisedetox.info

Ad

www.sunrisedetox.info/Alcohol/Help

Exclusive Detox Facility in FL. Most Insurance Accepted.
Ft Lauderdale, FL · Private Rooms Available
[Orlando, FL](#) · [Ft Lauderdale](#) · [Lake Worth, FL](#)

Top Rated Alcohol Rehab Center - for Executives & Professionals

Ad

call.acceleratedrecovery.com/treatment

The Best Alcohol Rehab in USA. 12 Day Intensive Treatment Program. Call Now!
A+ Rating - Better Business Bureau

Alcoholism

Also called: alcohol dependence

ABOUT

SYMPTOMS

TREATMENTS

Treatment consists of therapy and sedatives

Treatment involves counseling by a healthcare professional. A detoxification program in a hospital or medical facility is an option for those who need additional assistance. Medications are available that reduce the desire to drink.

Medical procedure

Detox

Therapies

Counseling, Support group, Cognitive behavioral therapy, Aversion therapy, Family therapy, Behavior therapy, Psychotherapy, and Group psychotherapy

Medications

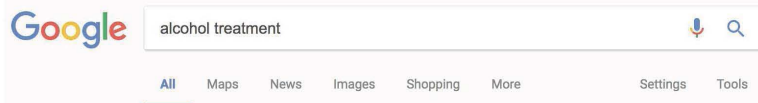
Sedative, Vitamin, and Alcoholism medication

Self-care

ADS APPEAR ABOVE ORGANIC SEARCH RESULTS
ON GOOGLE SEARCH PAGE

ADWORDS EXAMPLE:

THERE IS A GREEN BOX THAT SAYS "AD" THAT WILL
APPEAR NEXT TO TEXT AD



About 175,000,000 results (1.16 seconds)

#1 Alcohol Treatment Center FL - Personalized Treatment Program

Ad gettherehab.com/Alcohol/Treatment (800) 800-4337

100% Confidential - Break Free From Addiction - Get Your Life Back. Call Us Now!

Services: Neuro-Rehabilitative, Medical Detox, Inpatient, Outpatient, Sober Skills, Cognitive Fitness

Alcohol Treatment Center In FL - Get Your Life Back, Call Now

Ad www.orlandorecovery.com/Alcohol/Treatment (855) 409-1973

Orlando Recovery Center Will Help You Overcome Drug/Alcohol Addiction.

Insurance coverage: Alcohol Addiction, Drug Rehab, Detox Programs

Amenities: Yoga, Swimming Pools, Resort Style Living, Recreational Room, Volleyball

Rehab Treatment Programs · Medical Detox Program · Dual Diagnosis Treatment · Residential Care

FL Alcoholic Help - Call Us Right Now - sunrisedetox.info

Ad www.sunrisedetox.info/Alcohol/Help

Exclusive Detox Facility in FL. Most Insurance Accepted.

Ft Lauderdale, FL · Private Rooms Available

Orlando, FL · Ft Lauderdale · Lake Worth, FL

Top Rated Alcohol Rehab Center - for Executives & Professionals

Ad call.acceleratedrecovery.com/treatment

The Best Alcohol Rehab in USA. 12 Day Intensive Treatment Program. Call Now!

A+ Rating - Better Business Bureau



Alcoholism

Also called: alcohol dependence

[ABOUT](#)[SYMPTOMS](#)[TREATMENTS](#)

Treatment consists of therapy and sedatives

Treatment involves counseling by a healthcare professional. A detoxification program in a hospital or medical facility is an option for those who need additional assistance. Medications are available that reduce the desire to drink.

Medical procedure

Detox

Therapies

Counseling, Support group, Cognitive behavioral therapy, Aversion therapy, Family therapy, Behavior therapy, Psychotherapy, and Group psychotherapy

Medications

Sedative, Vitamin, and Alcoholism medication

Self-care

AD GRANTS ADS WILL APPEAR BELOW PAID
ADWORDS ADS ON PAGE.

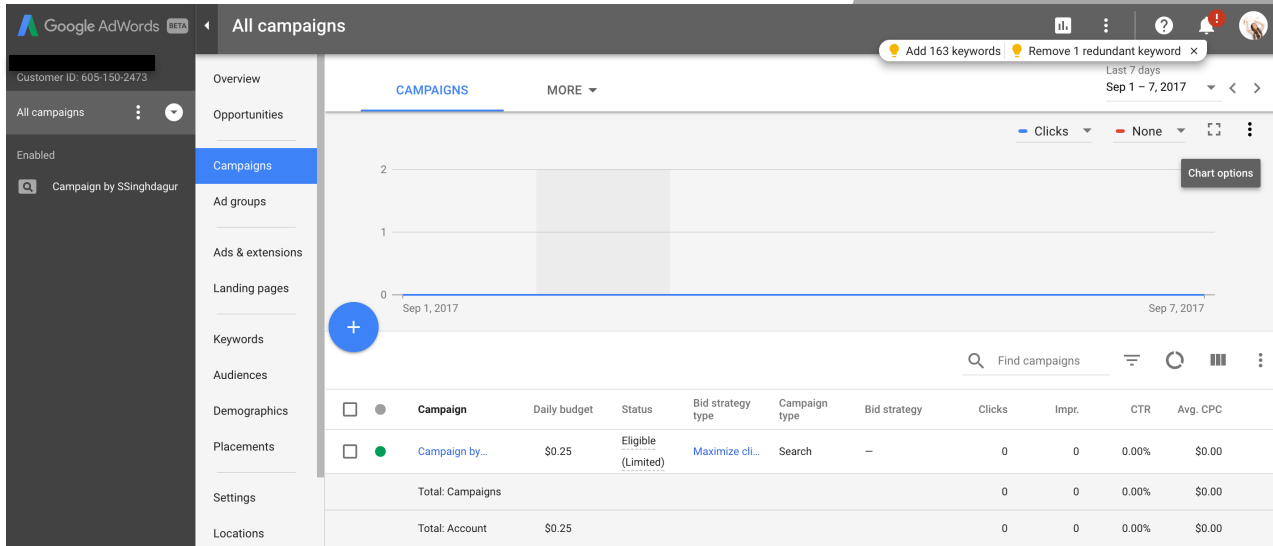
LET'S TAKE A LOOK INSIDE A GOOGLE ADWORDS ACCOUNT

**ADWORDS ARE MANAGED THROUGH A USER DASHBOARD
ACCESSIBLE AT [ADWORDS.GOOGLE.COM](https://adwords.google.com)**

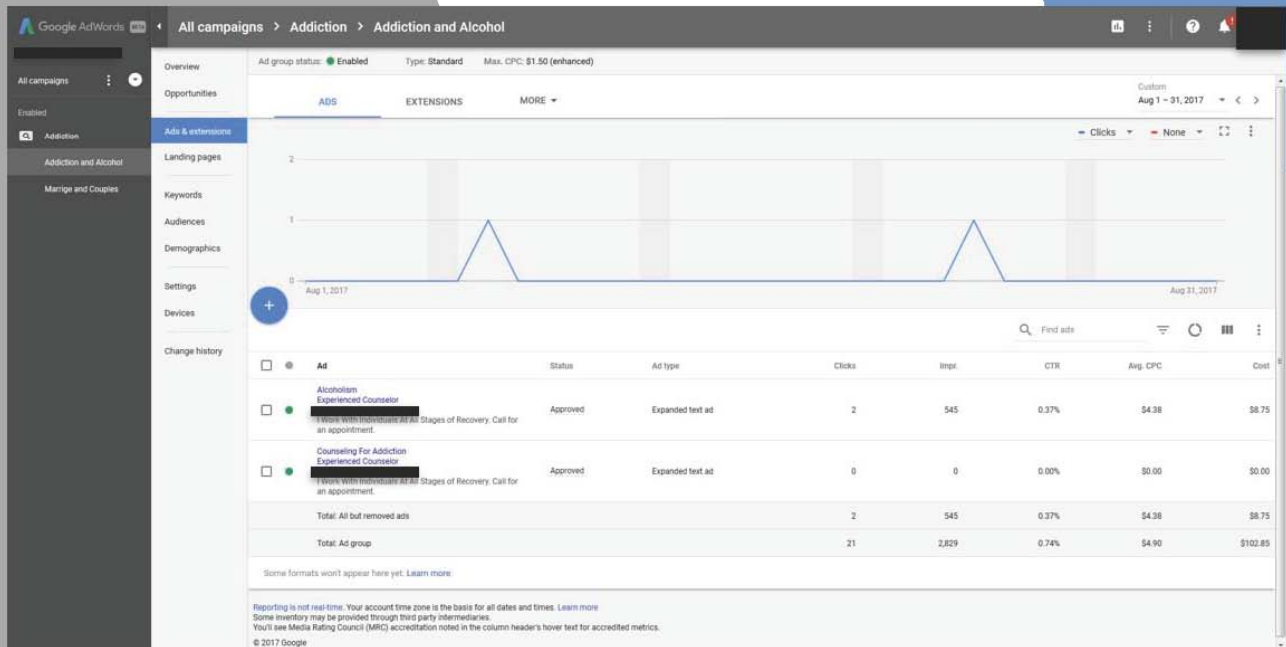
A Google account is required for AdWords usage.

ADWORDS ACCOUNT DASHBOARD (PERSONAL INFO REDACTED)

- * This view is an Adwords express account view of the admin platform. Google changes the configuration and view often. They provide training as things change



THIS IS A CAMPAIGN. It consists of a set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings. Campaigns are often used to organize categories of products or services that are offered.



EXPANDED TEXT AD CAMPAIGN

Google AdWords **BETA**

All campaigns > Campaign by SSinghdagur

Customer ID: 605-150-2473

Campaign status: ● Active Type: Search Daily budget: \$0.25

In this campaign: ● Add 163 keywords ● Remove 1 redundant keyword x

Overview Opportunities **AD GROUPS** MORE

Last 7 days
Sep 1 - 7, 2017

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Locations

Ad schedule

Devices

☐	☐	Ad group	Status	Default max. CPC	Clicks	Impr.	CTR	Avg. CPC	Cost	Ad group type	Active bid adj
☐	☒	Ad group #1	Eligible	auto: \$0.05	0	0	0.00%	\$0.00	\$0.00	Standard	None
Total: Ad groups					0	0	0.00%	\$0.00	\$0.00		
Total: Campaign					0	0	0.00%	\$0.00	\$0.00		

Reporting is not real-time. Your account time zone is the basis for all dates and times. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

A campaign consists of ad groups. An ad group contains one or more ads which target a shared set of keywords. You set a bid, or price, to be used when an ad group's keywords trigger an ad to appear. This is called a cost-per-click (CPC) bid. You can also set prices for individual keywords within the ad group.

Google AdWords BETA

All campaigns > Campaign by SSinghdagur > Ad group #1

Customer ID: 605-150-2473

All campaigns

Enabled

Campaign by SSinghdagur

Ad group #1

Keywords

Audiences

Demographics

Placements

Settings

Devices

Change history

Overview

Ad group status: Enabled Type: Standard Max. CPC: auto: \$0.05

In this ad group: Add 163 keywords Remove 1 redundant keyword

Opportunities

SEARCH KEYWORDS

NEGATIVE KEYWORDS

SEARCH TERMS

MORE

Last 7 days

Sep 1 - 7, 2017

Clicks

None

2

1

0

Sep 1, 2017

Sep 7, 2017

Find keywords

☐	☐	Keyword	Status	Max. CPC	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
☐	☒	best design b...	Eligible	auto: \$0.05	Approved	—	0	0	0.00%	\$0.00	\$0.00
☐	☒	[blog design]	Eligible	auto: \$0.05	Approved	—	0	0	0.00%	\$0.00	\$0.00
☐	☒	blog design t...	Eligible	auto: \$0.05	Approved	—	0	0	0.00%	\$0.00	\$0.00

Keywords are included in an Ad Group. These are words or phrases describing your product or service that you choose to help determine when and where your ad can appear. When someone searches on Google, your ad could be eligible to appear based on the similarity of your keywords to the user's search terms, as well as your keyword match types.

Google AdWords BETA

Customer ID: 605-150-2473

All campaigns

Enabled

Campaign by SSinghdagur

Ad group #1

Overview

Opportunities

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Devices

Change history

Ad group status: Enabled Type: Standard Max. CPC: auto: \$0.05

In this ad group: Add 163 keywords Remove 1 redundant keyword

SEARCH KEYWORDS **NEGATIVE KEYWORDS** SEARCH TERMS MORE

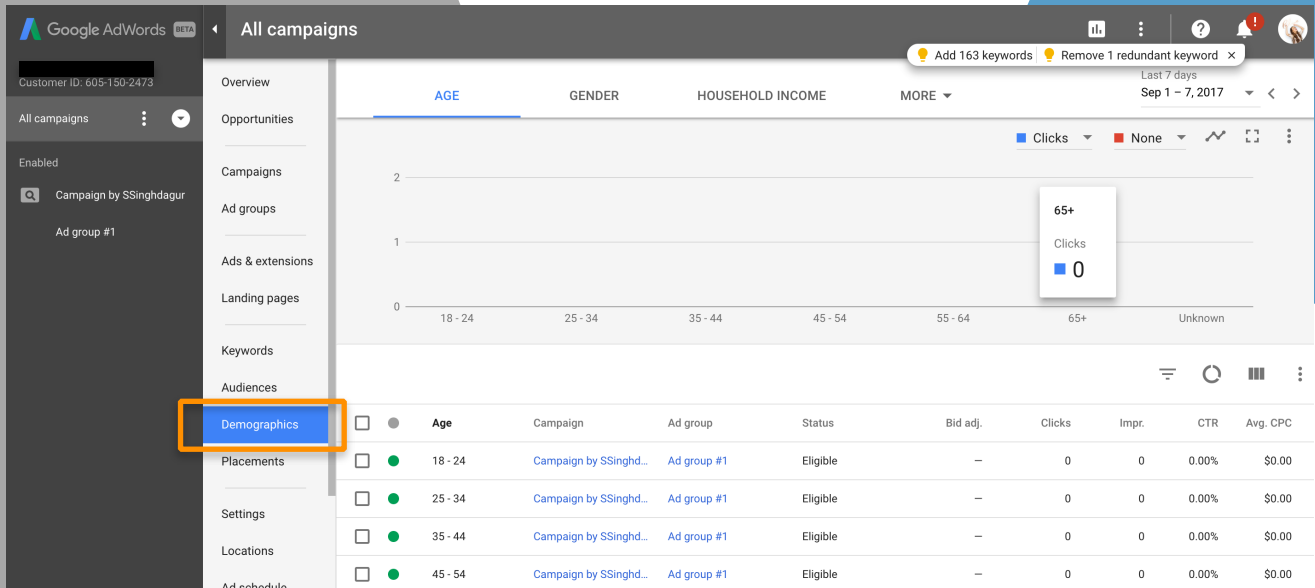
Last 7 days
Sep 1 – 7, 2017

☐	Negative keyword	Added to	Level	Match type
☐	Flower Design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match
☐	Graphic design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match
☐	Home Design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match
☐	House Design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match
☐	Infrastructure Design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match
☐	interior design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match
☐	Road Design	Campaign by SSinghdagur > Ad group #1	Ad group	Broad match

Reporting is not real-time. Your account time zone is the basis for all dates and times. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

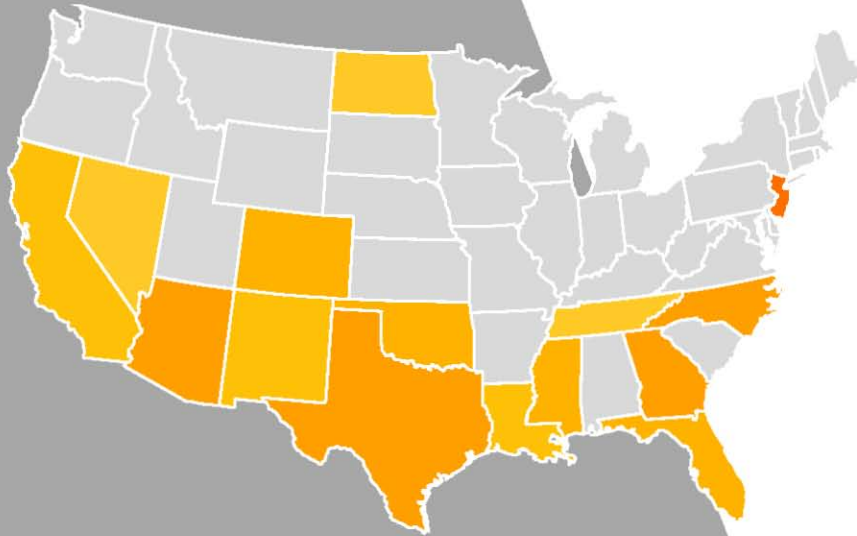
© 2017 Google

Google AdWords offers the ability to include negative keywords. Adding a negative keyword to an ad group will stop your ads triggering if that term is included in the search. For example, we may not want “treatment center” included in the keyword group “alcohol treatment center.” So we can include “center” in our negative keywords.



We can have control of who sees our AdWords add by selecting demographics. These can include age, gender and household income.

WE CAN SELECT GEOGRAPHIC DEMOGRAPHICS:



ENTIRE COUNTRIES
Canada, United States,
Mexico

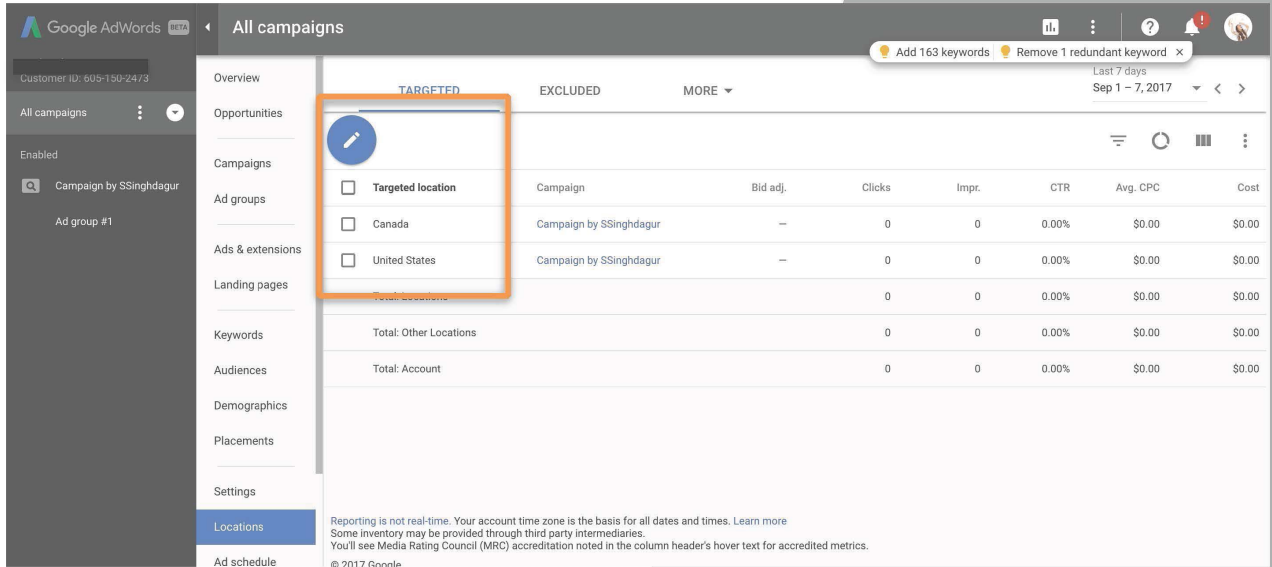


**AREAS WITHIN A
COUNTRY**
California, New York,
Florida



**RADIUS AROUND A
SPECIFIC LOCATION**
Metro NYC area

AND TAILOR WHERE OUR ADS DISPLAY:



Google AdWords BETA

All campaigns

Customer ID: 605-150-2473

All campaigns

Enabled

Campaign by SSinghdagur

Ad group #1

Overview

Opportunities

Campaigns

Ad groups

Ads & extensions

Landing pages

Keywords

Audiences

Demographics

Placements

Settings

Locations

Ad schedule

TARGETED EXCLUDED MORE

Last 7 days
Sep 1 - 7, 2017

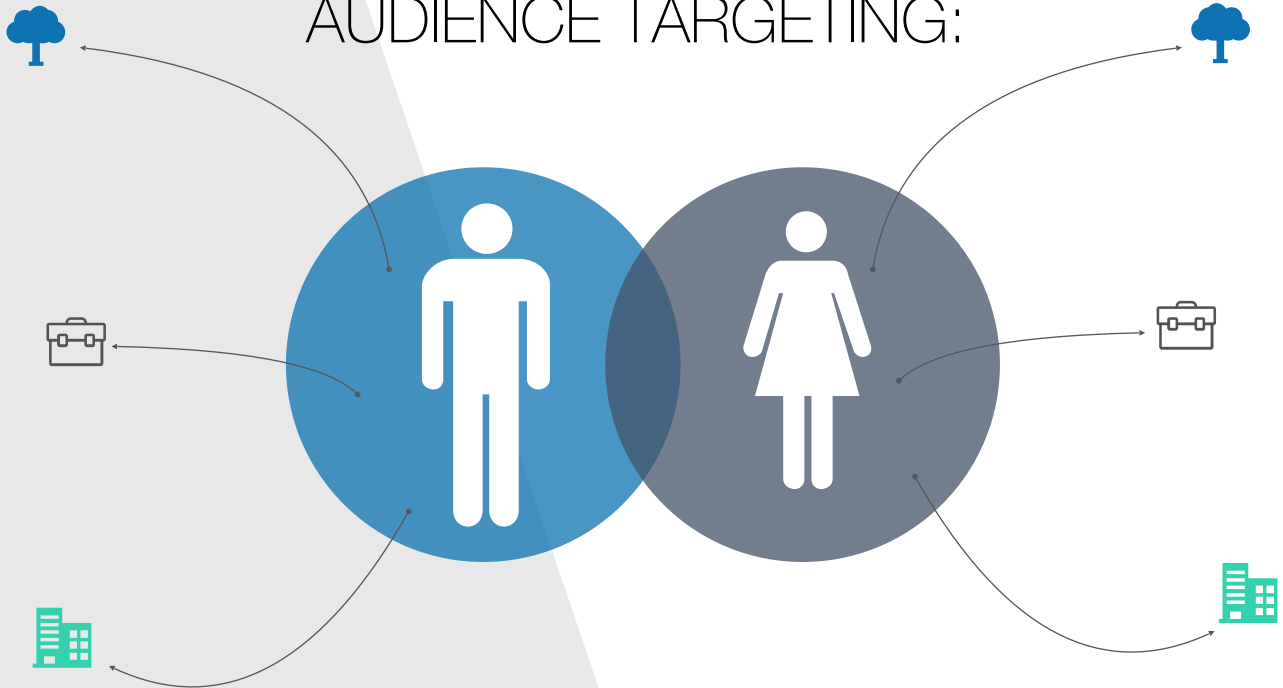
☐ Targeted location	Campaign	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
☐ Canada	Campaign by SSinghdagur	—	0	0	0.00%	\$0.00	\$0.00
☐ United States	Campaign by SSinghdagur	—	0	0	0.00%	\$0.00	\$0.00
Total: Other Locations			0	0	0.00%	\$0.00	\$0.00
Total: Account			0	0	0.00%	\$0.00	\$0.00

Reporting is not real-time. Your account time zone is the basis for all dates and times. [Learn more](#)
Some inventory may be provided through third party intermediaries.
You'll see Media Rating Council (MRC) accreditation noted in the column header's hover text for accredited metrics.

© 2017 Google

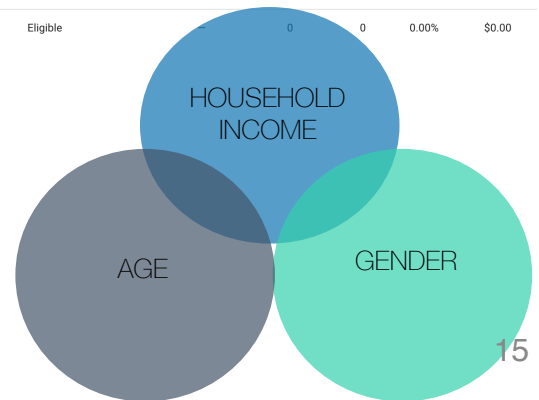
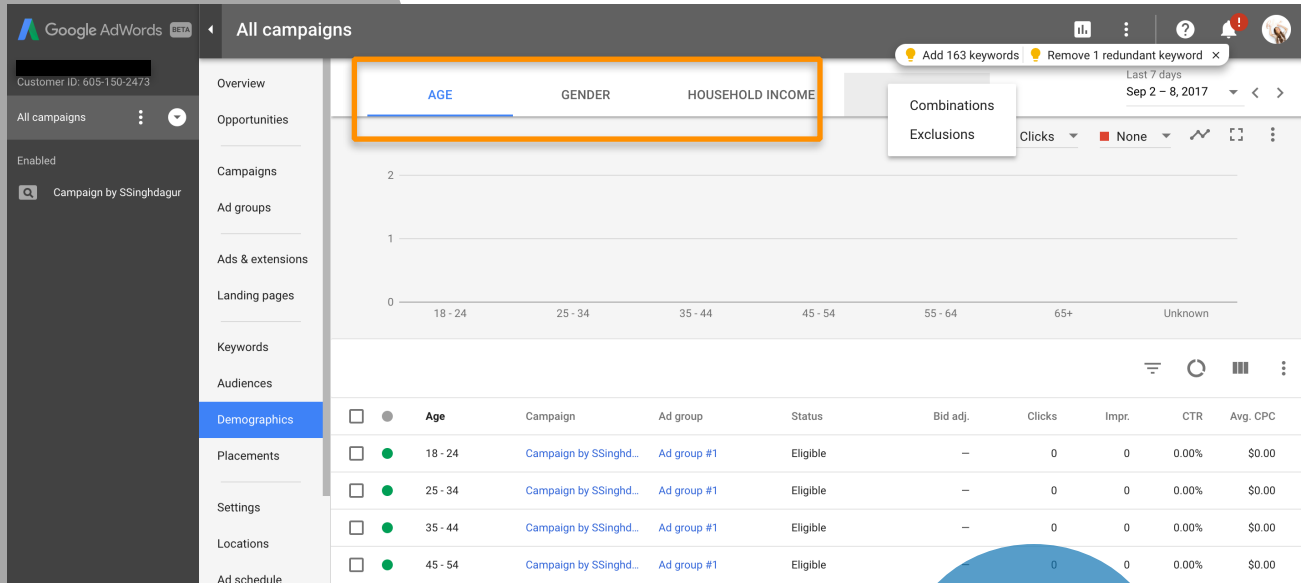


AUDIENCE TARGETING:



Audience targeting allows us to be more accurate when choosing who sees our ads. In AdWords Editor, we can download, view, and assign existing audiences, including re-marketing lists (ads targeted to those who have already visited site), custom combination lists (combination of remarking list using “and” “or” or “not”, and interest categories.

ADDITIONAL DEMOGRAPHICS:



WE CAN ALSO SEE WHO IS VIEWING FROM WHAT TYPE OF DEVICE:



COMPUTERS MOBILE PHONES TABLETS

This can allow us to tailor our website to suit where most visitors are coming from.

ADWORDS OFFERS TOOLS LIKE KEYWORD PLANNER:



Find new keywords and get search volume data

Search for new keywords using a phrase, website or category

Enter one or more of the following:

Your product or service

blog design

Your landing page

https://littlebluedeerdesign.com

Your product category

Internet & Telecom

Targeting

All locations

English

Google

Negative keywords

Date range

Show avg. monthly searches
for: last 12 months

Customize your search

Keyword filters

Keyword options

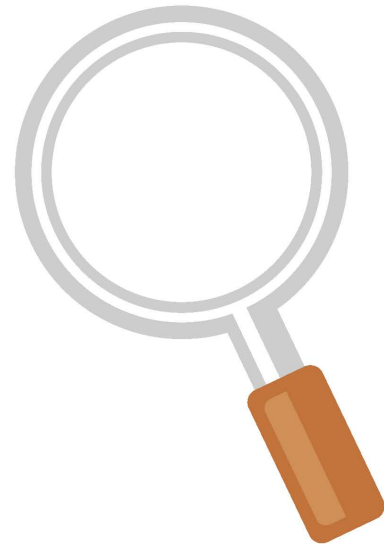
Show broadly related ideas
Hide keywords in my account
Hide keywords in my plan

Keywords to include

Before you begin

[How to use Keyword Planner](#)

[How to see your organic data](#)



THIS ALLOWS US TO ENTER OUR SERVICE, LANDING PAGE AND TO SELECT A PRODUCT CATEGORY AND WILL AUTOMATICALLY PROVIDE KEYWORD SUGGESTIONS INCLUDING NEGATIVE KEYWORDS:



Keyword Planner

Find keywords

Review plan

Ad group ideas

Keyword ideas

Columns ▾

Download

Add all (232)

Targeting ?

All locations

English

Google

Negative keywords

Date range ?

Show avg. monthly searches for: last 12 months

Customize your search ?

Keyword filters

Keyword options

Show broadly related ideas

Hide keywords in my account

Hide keywords in my plan

Keywords to include

Search terms	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
diag design	10K – 100K	Low	\$4.71	–	ACCOUNT

Show rows: 30 ▾ 1 - 1 of 1 keywords < < > >

Keyword (by relevance)	Avg. monthly searches ?	Competition ?	Suggested bid ?	Ad impr. share ?	Add to plan
logo design	100K – 1M	Medium	\$3.99	–	»
logo	1M – 10M	Low	\$1.04	–	»
company logo	10K – 100K	Low	\$2.05	–	»
online logo design	10K – 100K	Medium	\$1.59	–	»
website design company	10K – 100K	Medium	\$9.27	–	»
company logo design	10K – 100K	High	\$4.21	–	»

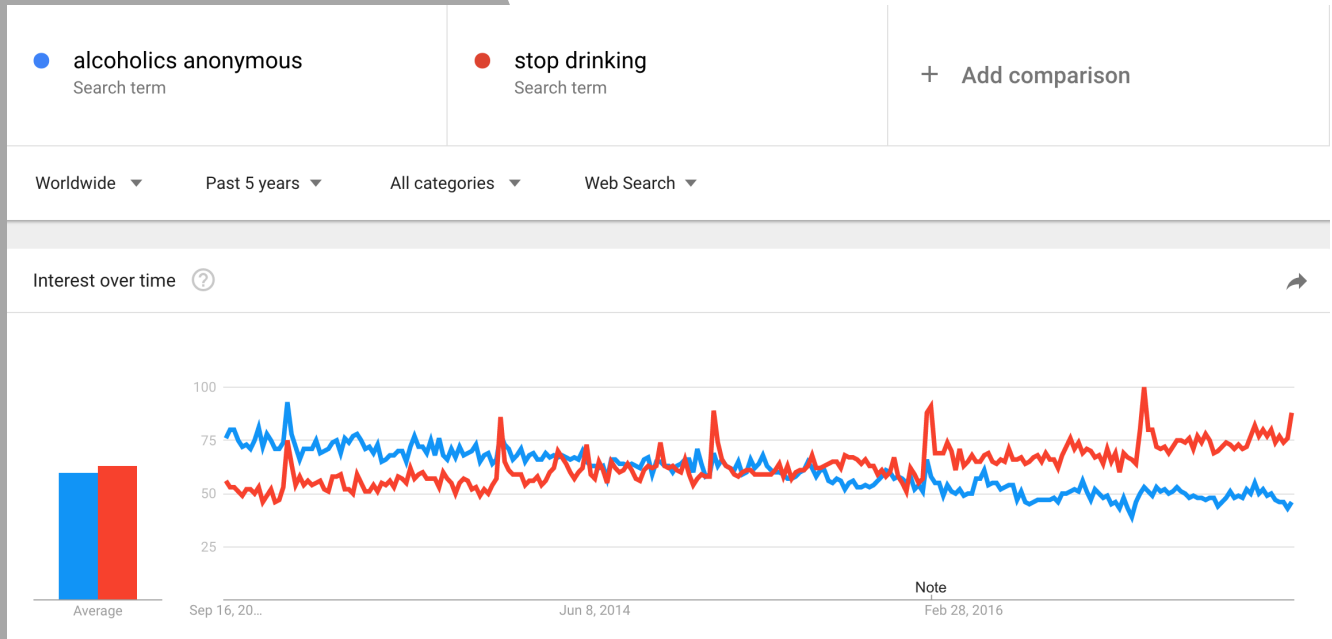


Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

WE MUST FIND APPROPRIATE KEYWORDS FOR USERS NOT NECESSARILY FAMILIAR WITH ALCOHOLICS ANONYMOUS:

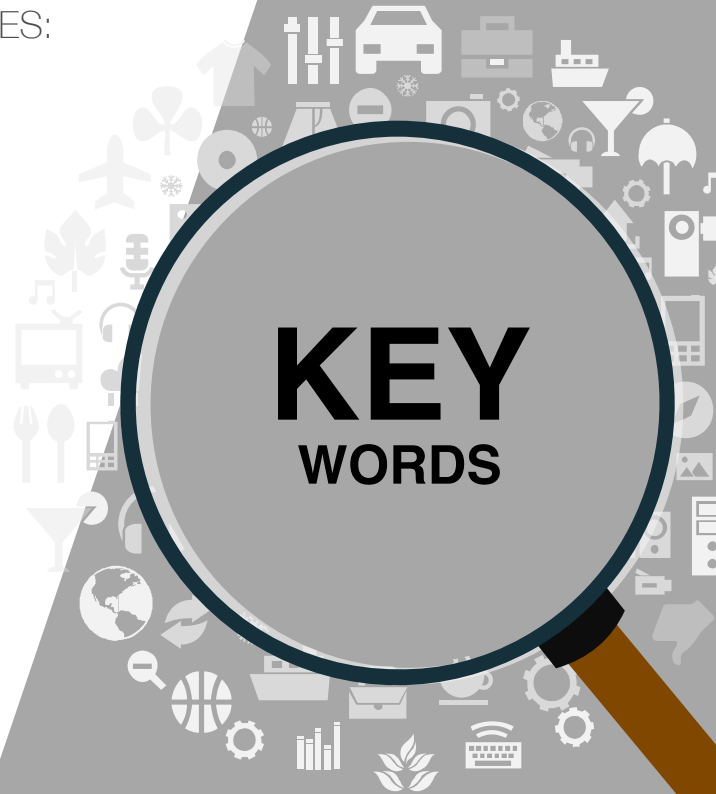


OVER THE PAST 5 YEARS, GOOGLE SEARCHES FOR “ALCOHOLICS ANONYMOUS” HAVE DECREASED BUT “STOP DRINKING” HAVE INCREASED.

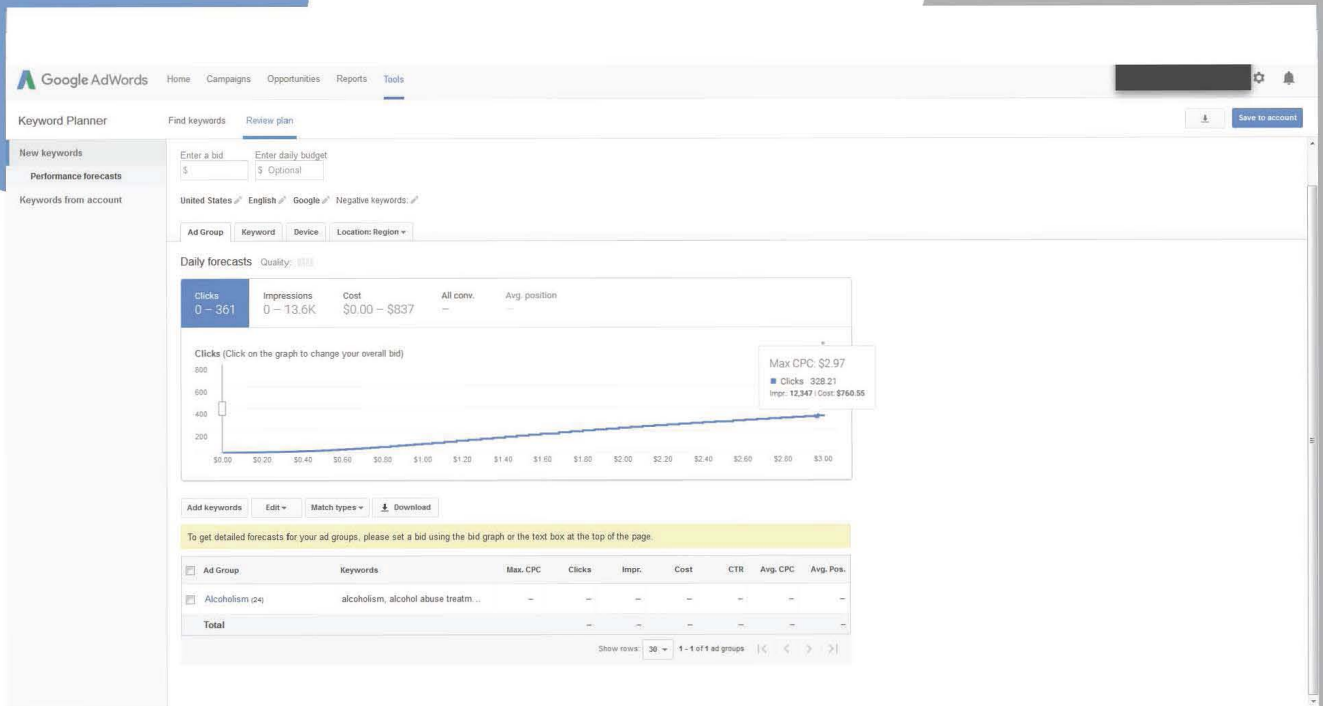
COMPETITIVE KEYWORD PHRASES:

COMPETITIVE KEYWORD PHRASES:

alcoholics addiction Alcoholism Alcoholics Anonymous meetings Alcohol treatment Alcohol treatment programs Alcoholism treatment drugs Alcoholism treatment center's Alcoholism treatment at home Natural treatment for alcoholism Alcohol addiction treatment home remedies How to cure alcohol addiction naturally Alcoholism treatment success rates Alcohol counseling near me Alcoholism treatment drugs Alcoholism treatment center's Alcoholism treatment at home Alcohol addiction treatment home remedies Types of alcohol treatment Alcoholism treatment success rates How to cure alcohol addiction naturally alcoholic symptoms alcoholic definition alcoholism treatment effects of alcoholism alcoholic help alcoholism facts Alcoholism disease causes of alcoholism alcoholics anonymous hotline phone number alcoholism alcohol abuse treatment alcohol use disorder alcoholics anonymous hotline 24 hour chronic alcohol abuse aa 24 hour hotline substance abuse disorder severe alcoholism addiction support groups near me alcohol abuse disorder aa counseling 24 hour aa meetings alcohol abuse counseling alcohol counseling alcoholics anonymous hotline number number for alcoholics anonymous helpline alcoholics anonymous national hotline aa meeting hotline alcoholics anonymous helpline number alcoholism is alcoholism diagnosis alcoholism and treatment alcohol addiction therapy alcoholics anonymous hotline phone number



AVERAGE CLICK RATE IN ALCOHOLISM CATEGORY:



BECAUSE IT CAN ACTUALLY BE HARMFUL TO YOUR ADWORDS ACCOUNT TO VIEW AND CLICK ON YOUR LIVE AD, ADWORDS OFFERS A PREVIEW AND DIAGNOSIS TOOL WHERE YOU CAN SAFELY PREVIEW AND DIAGNOSE YOUR AD:

The screenshot shows the 'Ad Preview and Diagnosis Tool' interface. At the top, there's a navigation bar with a back arrow, the title 'Ad Preview and Diagnosis Tool', and icons for help, notifications, and profile. Below this is a settings bar with fields for 'Location' (United States), 'Language' (English (US)), 'Device' (Desktop), and 'Domain' (www.google.com). The main search bar contains the text 'custom blog design'. A red warning message states 'Your ad is not showing'. Below this is a table with two columns: 'Keyword' and 'Reason'. The table contains one entry: 'design blog (Campaign by SSinghdagur > Ad group #1)' with the reason 'Your keyword is not triggering ads to appear on Google right now because of a low Ad Rank. Ads are ranked based on your bid and Quality Score. Learn more'. Below the table is a section titled 'Preview of search results' which shows a simulated Google search page for 'custom blog design'. The search results show 'About 85,900,000 results (0.62 seconds)' and a top result for 'Custom & affordable WordPress blog design Service - Little Blue Deer' with a link to 'https://www.littlebluedeerdesign.com/blog-design/'.

← Ad Preview and Diagnosis Tool

custom blog design

Location: United States | Language: English (US) | Device: Desktop | Domain: www.google.com

! Your ad is not showing

Keyword	Reason
design blog (Campaign by SSinghdagur > Ad group #1)	Your keyword is not triggering ads to appear on Google right now because of a low Ad Rank. Ads are ranked based on your bid and Quality Score. Learn more

Preview of search results

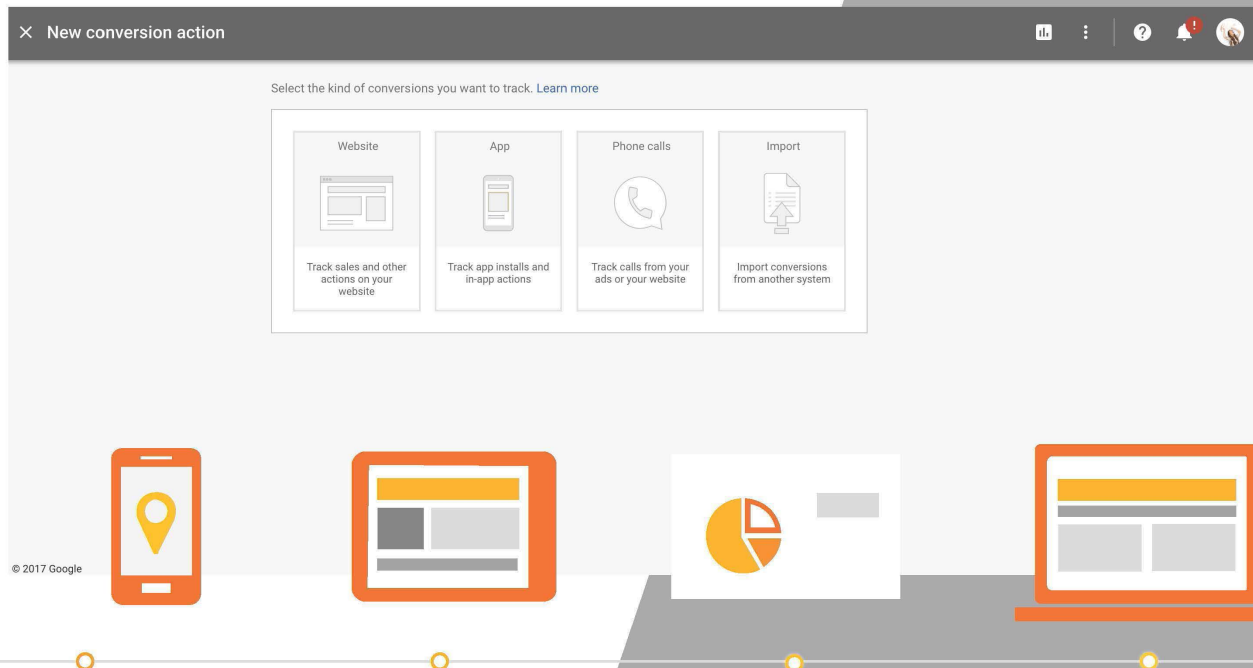
Google custom blog design

All Shopping Images Videos News More Settings Tools

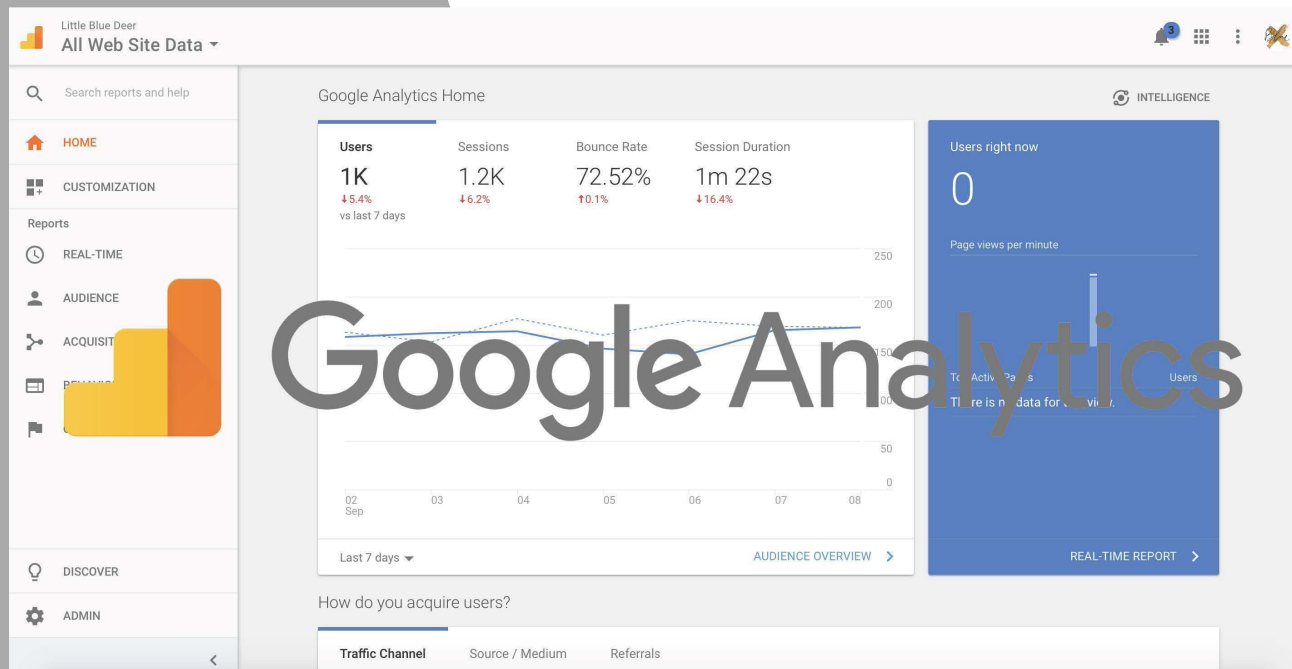
About 85,900,000 results (0.62 seconds)

Custom & affordable WordPress blog design Service - Little Blue Deer
<https://www.littlebluedeerdesign.com/blog-design/> ▼
Are you looking for a chic, unique and sophisticated custom blog design? We have been designing custom blogs for WordPress and Blogger since 2009.

ADWORDS ALSO OFFERS CONVERSION TOOLS WHERE WE CAN SEE HOW OUR ADS LEAD TO WEBSITE VISITS, PHONE CALLS AND APP DOWNLOADS:



ADWORDS IS ALSO CONNECTED TO GOOGLE ANALYTICS:



WHAT IS GOOGLE AD GRANTS?



AD GRANTS IN SHORT:

Google Ad Grants provides free Google AdWords advertising—up to \$10,000 USD per month—on Google search result pages, to eligible nonprofit organizations. The program is designed to help organizations extend their public service messages to a global audience for greater impact.

PROGRAM LIMITS:



DAILY BUDGET

\$329/day or
\$10,000/month



MAXIMUM CPC

Cost Per Click limit
is \$2 per day



KEYWORD-TARGETED

Campaigns



TEXT ADS

as opposed to
Display Ads

ADWORDS EXPRESS OPTION:



ADWORDS EXPRESS IN SHORT:

AdWords Express is an advertising product that automatically manages your online ads, without the need for daily management or tasks.

BENEFITS/DRAWBACKS

QUICK AND EASY

attract users to site



MINIMIZE

ongoing
management



REACH

users on multiple
formats



REVIEW

effectiveness of ads
in dashboard



ASSUMPTIONS

about organization
and budget



OVERLY BROAD

marketing
reach



CATEGORY

not keyword,
reliant



WHAT DOES A GOOGLE AD GRANTS AD LOOK LIKE?

The image shows a Google search interface for the query "alcohol treatment". The search bar at the top left contains the text "alcohol treatment" and a magnifying glass icon. Below the search bar, navigation links for "All", "Maps", "News", "Images", "Shopping", "More", "Settings", and "Tools" are visible. The search results indicate "About 175,000,000 results (1.16 seconds)".

The organic search results list several alcohol treatment centers:

- #1 Alcohol Treatment Center FL - Personalized Treatment Program**
Ad go.fherehab.com/Alcohol/Treatment (800) 800-4337
100% Confidential - Break Free From Addiction - Get Your Life Back. Call Us Now!
Services: Neuro-Rehabilitative, Medical Detox, Inpatient, Outpatient, Sober Skills, Cognitive Fitness
- Alcohol Treatment Center In FL - Get Your Life Back, Call Now**
Ad www.orlandorecovery.com/Alcohol/Treatment (855) 409-1973
Orlando Recovery Center Will Help You Overcome Drug/Alcohol Addiction.
Insurance coverage: Alcohol Addiction, Drug Rehab, Detox Programs
Amenities: Yoga, Swimming Pools, Resort Style Living, Recreational Room, Volleyball
Rehab Treatment Programs · Medical Detox Program · Dual Diagnosis Treatment · Residential Care
- FL Alcoholic Help - Call Us Right Now - sunrisedetox.info**
Ad www.sunrisedetox.info/Alcohol/Help
Exclusive Detox Facility in FL. Most Insurance Accepted.
Ft Lauderdale, FL · Private Rooms Available
Orlando, FL · Ft Lauderdale · Lake Worth, FL
- Top Rated Alcohol Rehab Center - for Executives & Professionals**
Ad call.acceleratedrecovery.com/treatment
The Best Alcohol Rehab in USA. 12 Day Intensive Treatment Program. Call Now!
A+ Rating - Better Business Bureau

A map snippet at the bottom shows the location of "Lauderdale By The Sea".

On the right side, a sidebar titled "Alcoholism" provides additional information:

- Alcoholism**
Also called: alcohol dependence
- Navigation tabs: ABOUT, SYMPTOMS, TREATMENTS
- Treatment consists of therapy and sedatives**
Treatment involves counseling by a healthcare professional. A detoxification program in a hospital or medical facility is an option for those who need additional assistance. Medications are available that reduce the desire to drink.
- Medical procedure**
Detox
- Therapies**
Counseling, Support group, Cognitive behavioral therapy, Aversion therapy, Family therapy, Behavior therapy, Psychotherapy, and Group psychotherapy
- Medications**
Sedative, Vitamin, and Alcoholism medication
- Self-care**

ADS APPEAR **BELOW** THE ADS OF PAID ADVERTISERS ON GOOGLE SEARCH PAGES

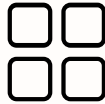
REQUIREMENTS FOR GOOGLE AD GRANTS:

MUST BE



501C3
ORGANIZATION

APPLY TO



TECHSOUP
GOOGLE PARTNER

CONFIGURE



ADWORDS
ACCOUNT

S.W.O.T. Analysis

STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS

ALLOW US RELEVANCY
IN COMPETITIVE
KEYWORD FIELD

COST-EFFECTIVE

GUARANTEED PLACEMENT



ACCESS TO VALUABLE
ANALYTICS/ENGAGEMENT
MEASUREMENT

COST-FREE METHOD TO
SAMPLE NEW TECHNOLOGY

INSTITUTE AND MAINTAIN
TECHNOLOGICAL RELEVANCY



FULFILL RESPONSIBILITY STATEMENT:
WHEN SOMEONE REACHES OUT FOR
HELP ONLINE, THEY WILL BE MORE LIKELY
TO FIND IT

TEXT AD WILL INCLUDE
THE WORD "AD"

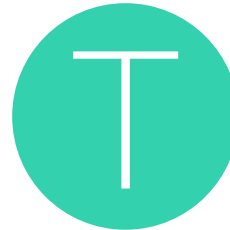
ADS APPEAR BELOW
PAYING ADVERTISERS

LIMITED TO \$10K PER
MONTH SPEND



RESPONSIBLE FOR ADWORDS
CONFIGURATION/QUALITY
SCORE

FORCED TO CREATE
GOOGLE PROFILE



POTENTIAL THREAT OF
ANONYMITY BREACH/ HOW
GOOGLE WILL USE OUR
DATA

IS ACCEPTANCE OF A
GRANT SELF-SUPPORTING?

2018 trustees' Committee on Public Information Presentation on Google AdWords and Google Grants

Utilizing Google for Nonprofit Google Ad Grants to increase aa.org website visits

The Trustees' PI Committee has been charged with performing due diligence and offering recommendations regarding both the practical and spiritual application of utilizing the Google for Non-Profits Ad Grants program. Below we have included a comprehensive outline of the Google AdWords program in general, the specifics and restrictions of the Google for Nonprofits Ad Grants program, and a brief strengths, weaknesses, opportunities and threats (SWOT) analysis outlining both the benefits and limitations of implementing this program for the aa.org website.

Google AdWords Overview:

What is Google AdWords?

Google AdWords is Google's advertising system in which advertisers bid on certain keywords in order for their clickable ads to appear in Google's search results. This is an online advertising service, developed by Google, where advertisers pay to display brief advertising copy, products and video to web users. Google AdWords' system is based partly on cookies (a small piece of data sent from a website and stored on the user's computer by the user's web browser while the user is browsing) and partly on keywords (a form of online advertising in which an advertiser pays to have an advertisement appear in the results listing when a person uses a particular phrase to search the Web, typically by employing a search engine) determined by advertisers. Google uses these characteristics to place advertising copy on pages where they think it might be relevant. Advertisers pay when users divert their browsing to click on the advertising copy.

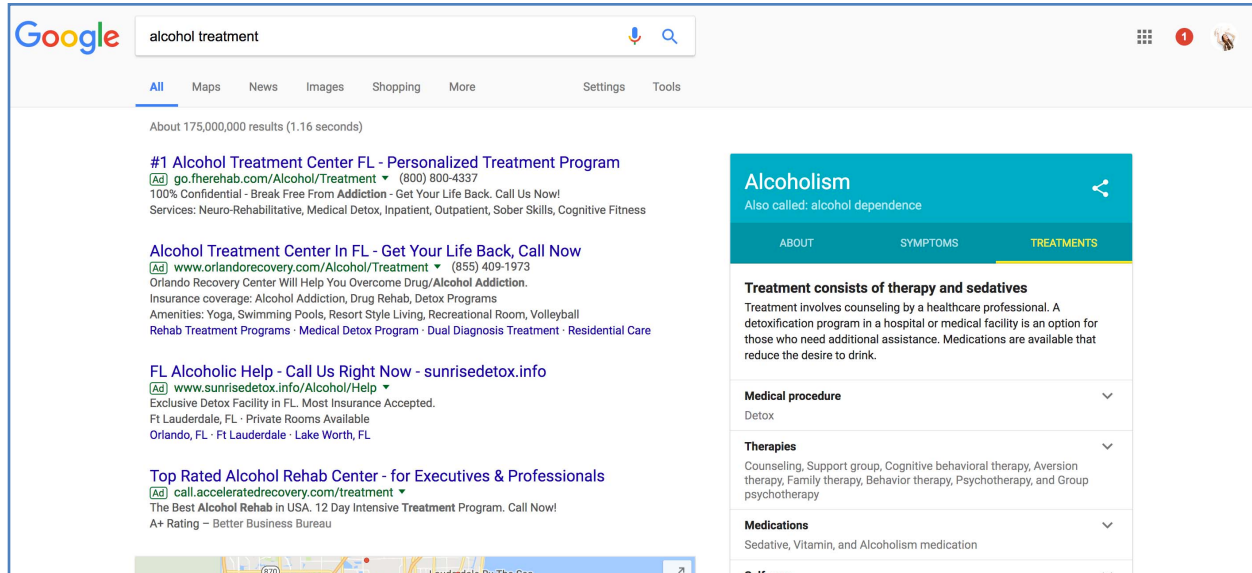
AdWords has evolved into Google's main source of revenue, comprising 97% of revenue in 2015. AdWords offers services such as pay-per-click (PPC) advertising (where an advertiser pays a publisher (typically a website owner) when an ad is clicked, and cost-per-acquisition (CPA) advertising (an online advertising pricing model where the advertiser pays for a specific acquisition (e.g. a website click or a form submission)).

The AdWords program includes local, national, and international distribution. Google's text advertisements are short, consisting of one headline with a maximum of 30 characters, two text lines of 35 characters each, and a display URL of 40 characters. They mimic what the average search result looks like on Google. Image or display ads can be one of the several different standardized sizes.

If you want your ad to appear, you have to bid against other marketers on how much you're willing to pay Google AdWords every time a searcher clicks on your ad. The more you Pay Per Click (PPC) the more likely your ad will appear above organic search results.

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What does a Google AdWords ad look like?



An AdWords ad appears above the organic search results on a Google search page. The AdWords ads are configured to look similar to the organic search results, and will display with a green box that says “Ad” next to the destination URL link.

What determines how the ads are displayed?

Advertisers bid on keywords. A bid is the amount you are willing to pay Google AdWords every time someone clicks on your ad. However, it is not just the highest bid that is taken into account. Google also considers what is known as a “Quality Score.”

What is a Quality Score? Google looks at how relevant and useful your ad is to the searcher and the search terms they’ve used. It also looks at how many clicks your ad has received previously, also known as its click-through rate (CTR) and how relevant your landing page is.

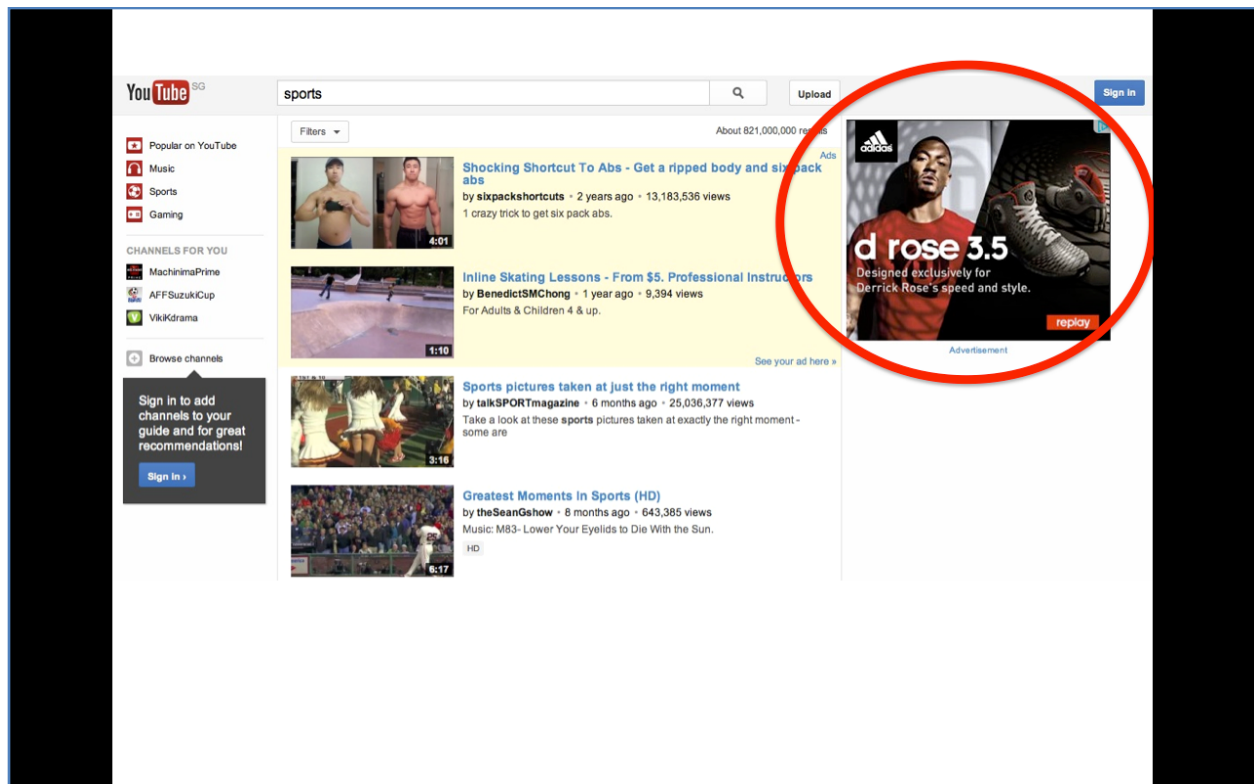
For instance if the user types ‘Alcohol Detox Program’ into Google search and your advertisement appears saying “Detox from Alcohol with Promises Clinic”, once the ad is clicked this needs to lead the searcher directly to a page featuring that treatment center’s alcohol detox program. If it just goes to the generic homepage, it would not be considered a high quality ad.

The higher the quality score, the better. In fact even if a maximum bid is less than a rival bidder, you still may appear above their ad if your quality score is better.

How it works

AdWords has two main networks: Search and Display. The AdWords Search Network reaches people when they're already searching for specific goods or services. The Display Network helps you capture someone's attention earlier in the buying cycle. For example, if you run an art supply store, your ad might display on a website reviewing the best brands of washable paints. The hope is then that the user will view the ad and visit your store.

The Search network places ads in the Search Engine Results (above image). The Display network places ads on a huge network of sites across the Internet. This network includes YouTube and thousands of other websites. These ads are visual in nature. This is an example of a Display Ad:



Additional Information:

Google AdWords utilizes keywords, which are the words and phrases that users enter into their search engines to achieve relevant search results.

What is a negative keyword?

Google AdWords offers the ability to include negative keywords. Adding a negative keyword to

an ad group will stop your advertisements triggering if that term is included in the search. For example, you may not want “treatment center” included in your keyword group “alcohol treatment center.” So we can include “center” in our negative keywords.

What is a Broad Match keyword?

Broad match is the default match type that all your keywords are assigned. Ads may show on searches that include misspellings, synonyms, related searches, and other relevant variations. So if your keyword is “women’s hats,” someone searching for “buy ladies hats” might see your ad as well.

How do you select an audience for your Ad Group?

You are required to have a Google account in order to implement Google AdWords. In your AdWords account, you will be able to select locations, demographics and devices that you prefer your ads to be displayed to.

How does Google AdWords affect the user experience?

The “Google Display Network” (GDN), formerly referred to as the “content network,” shows AdWords ads on sites that are not search engines. These content network sites use AdSense and DoubleClick, the other side of the Google advertising model. AdSense is used by website owners who wish to make money by displaying ads on their websites. So, for example, a recovery blogger could have a Google AdSense account where an alcohol treatment AdWords ad might display. Click-through rates on the display network are typically much lower than those on the search network and quality score for Display Network is calculated separately from Search network.

Further, Google automatically determines the subject of pages and displays relevant ads based on the advertisers’ keyword lists. AdSense publishers may select channels to help direct Google’s ad placements on pages to increase the performance of their ad units. There are many different types of ads that run across Google’s network including text ads, image or banner ads, mobile text ads, and in-page video ads. In February 2016, Google began removing right-hand side ads from AdWords on a desktop in favor of only showing text ads above and below organic search results.

One major difference between Google AdWords for Nonprofits and basic Google Adwords is that Google AdWords does NOT allow ads to appear in the Display Network so we will not run the risk of having ads for Alcoholics Anonymous appear when user is surfing another website. They will only appear in organic search results when the user searches one of our keyword terms. This description of Google Display Ads is for informational purposes only.

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Google Ad Grants Overview:

What is Google Ad Grants?

Google Ad Grants provides free Google AdWords advertising—up to \$10,000 USD per month—on Google search result pages, to eligible nonprofit organizations. The program is designed to help organizations extend their public service messages to a global audience for greater impact.

Program limits:

Ad Grants recipients build and manage their own AdWords accounts similar to paying advertisers and have a number of options within the following limits:

- A daily budget limit of \$329 USD, which is equivalent to about \$10,000 USD per month
- A maximum cost-per-click (CPC) limit of \$2.00 USD or the ability to enable the Smart Bidding strategy called Maximize Conversions, which automatically sets bids to help obtain the maximum conversions for your campaign while spending your budget.

Maximize conversions is an AdWords Smart Bidding strategy that automatically sets bids to help get the most conversions for your campaign while spending your budget. It uses advanced machine learning to automatically optimize bids and offers auction-time bidding capabilities that tailor bids for each and every auction. Maximize Conversions may bid higher than \$2.00 USD if appropriate to your account goals. Note that other Smart Bidding strategies are capped at \$2.00 USD CPC.

Using historical information about your campaign and evaluating the contextual signals present at auction-time, Maximize Conversions bidding automatically finds an optimal CPC bid for your ad each time it's eligible to appear. AdWords sets these bids to help get the most conversions for your campaign while spending your budget.

- Can only include keyword-targeted campaigns, not display ads.
- Can only include text ads that appear on Google search result pages, in positions *below the ads of paying advertisers*.

AdWords Express option:

AdWords Express is a smart, automated version of AdWords that requires minimal ongoing maintenance. It automatically manages where and when your ads show on Google so you can focus on doing what you do best: running your nonprofit business.

If you've been accepted to the Ad Grants program and don't feel like your organization has the time or expertise to manage your account, you can create an AdWords Express account.

If you choose to create an AdWords Express account for Ad Grants, you'll share the daily \$329 budget with your existing Ad Grants account.

What is AdWords Express?

AdWords Express is an advertising product that automatically manages your online ads, without the need for daily management or tasks. Benefits of using AdWords Express includes:

- Create an online ad quickly and easily.
- Attract more users to your website.
- Minimal ongoing management necessary. AdWords Express runs and automatically optimizes your ads for you.
- Similar to AdWords, you can reach customers on desktop computers and mobile devices (such as smartphones and tablets).
- Review the effectiveness of your ads in your dashboard.

Drawbacks of AdWords Express:

- Less control over the process and its effectiveness
- Google makes assumptions about organization and budget that may not necessarily be beneficial to campaign
- Marketing reach will most likely be too broad (AdWords Express does not allow for negative keywords or specific tailoring of keyword content)
- Because AdWords Express is automated, we will not have access to keywords and our campaign might be optimized based on search queries which do not apply to us. AdWords Express relies on categories, not keywords which can be limiting. For example, a category might be 'alcohol' which could include alcohol sales as well as alcohol treatment.

Eligible organizations- USA/How Do We Apply?

- Organization must be a 501c3
- Organizations must be currently registered with TechSoup.
What is TechSoup?

For more than 30 years, TechSoup has partnered with corporations like Google to connect nonprofit, nongovernmental organizations around the world to the technology tools, resources and knowledge they need. TechSoup allows organizations to gain access to the donated and discounted software, hardware, services, and trainings they need to best serve their communities.

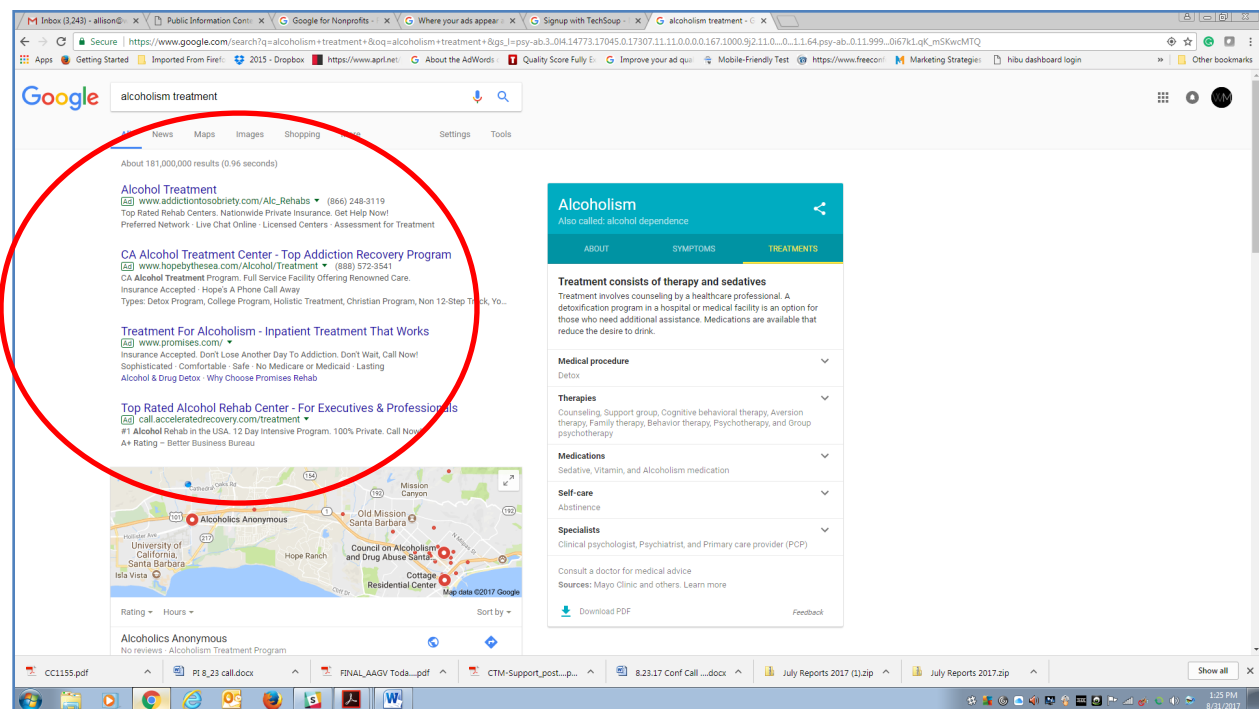
TechSoup works with local partners around the world to validate nonprofit organizations. Local TechSoup partners check a range of legal and programmatic information related to organizations that help verify their status as a legally registered and active social benefit, nonprofit, nongovernmental organization, eligible for the products and services made available through TechSoup.

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Where do Google Ad Grants ads appear, and what do they look like:

Google Ad Grants ads appear only on Google search result pages, in positions *below the ads of paying advertisers*. These ads are not eligible to appear on the Display Network (a group of more than 2 million websites, videos, and apps where AdWords ads can appear. With the Display Network, the user can utilize targeting to show ads in particular contexts (like “outdoor lifestyles” or “cnn.com”), to particular audiences (like “young moms” or “people shopping for a car”), in particular locations, and more.)

They are also not eligible to appear on Search Partner sites (sites in the Search Network that partner with Google to show ads. Search partners extend the reach of Google Search ads to hundreds of non-Google websites, as well as YouTube and other Google sites (like Shopping or Google maps).



How ads appear on Google search:

Ads typically include four lines of text, including a headline that links to your website.

Keywords are used to target ads, selecting a set of words related to the services you'd like to advertise. Then, when people search on Google using the words or phrases you picked, your text ads can appear alongside or above the search results. For example, if your organization collects used clothing, you could select a keyword like "donate clothing." When someone searches Google for that phrase, your ad might appear on the search results page.

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Choosing an audience

You can choose to show your text ads only to people in certain geographic locations, such as an entire country, a certain geographic location, and even to customers who use names of locations in their searches. You can target entire countries, areas within a country, or a radius around a location. For example, if you own a local animal rescue clinic, you probably want to show your ads to people in the nearby cities only. You can do this by targeting just selected cities.

You can also target your campaigns to the language that your ideal audience speaks. If your audience speaks multiple languages, you can create separate campaigns to manage ads and keywords for each of those languages. For language search, keywords and ad text must be targeted to that language. So if we want to have ads in Spanish, we must create them in Spanish. As long as users' Google interface language settings are set to Spanish they will see our ads when relevant keywords are searched. However, if they searched in Spanish but their Google interface language settings are set to English, our ads will not show. So we will want to create ads in English, French and Spanish.

How do you preview your ad?

If you want to see how your ad appears in context on a Google search result page, it's better to use AdWords tools than to do an actual search on Google. You will see the exact same results as a Google search but won't harm performance by accumulating ad impressions every time you look for your ad.

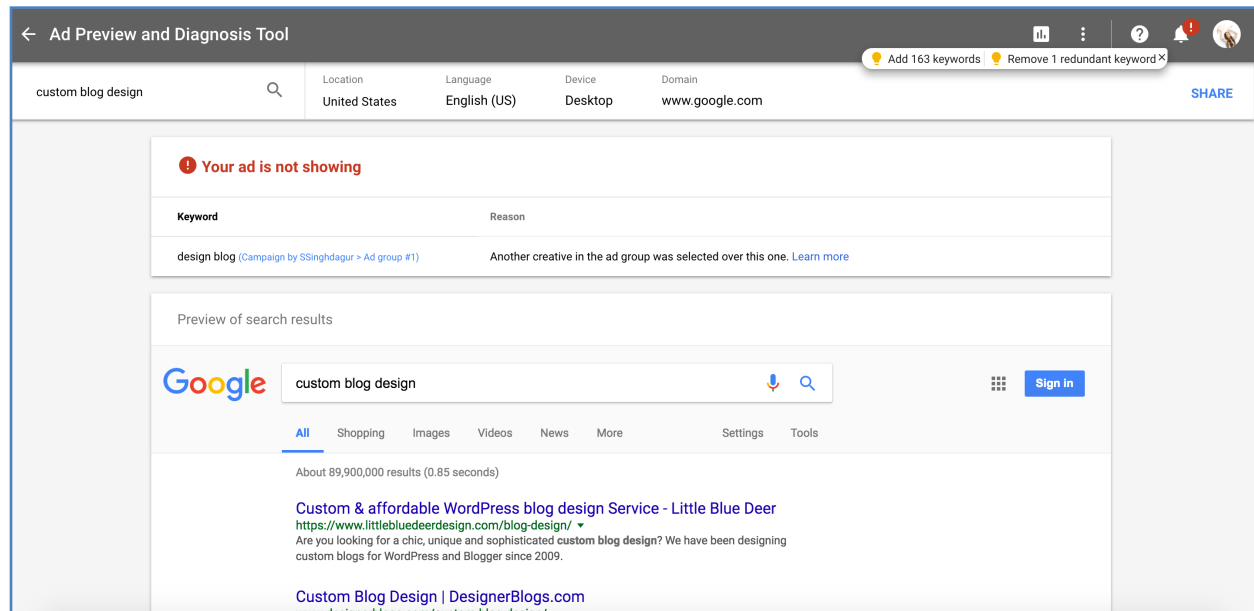
What are these tools?

To find where your ad appears in search results for a particular search term, Google offers a tool called the Ad Preview and Diagnosis tool. It is best to resist the urge to search for your own ad on google.com. Here's why:

- Comparing how often your ads are shown online to how often users click on them—known as your clickthrough rate—is a metric that can influence your long-term account performance. By performing your own searches that trigger your ad, you can negatively impact your ad performance data.
- If you repeatedly look for your own ad using Google search but never click on it, you might stop seeing it entirely. That's because Google's system stops showing you ads that it thinks you aren't interested in.

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The Ad Preview and Diagnosis Tool is easy to access in the AdWords dashboard:



Limits to budget and bids:

With the Ad Grants program, there are limits to the bids and budgets in your campaigns. These limits, detailed below, are automatically implemented when the AdWords account is activated.

Budgeting:

What is the budget limit?

All Google Ad Grants accounts are limited to a monthly budget of \$10,000 USD, which comes out to a daily budget of \$329 USD.

Previously, there was also the option to apply for the Grantspro program. However, the Ad Grants team is no longer accepting applications for the Grantspro program as part of new efforts to streamline Google Ad Grants. This update aside, the Ad Grants program will continue to remain open and free to all eligible nonprofits.

How does the budget get split between campaigns?

Even if you have multiple campaigns, the budget for the account is still \$329 USD per day, and you should split this budget between the campaigns. You can split the budget equally or give a larger budget to campaigns that are more important for your goals.

Note: Even though you'll be able to technically add higher budgets in your account, the actual spend for the whole account will automatically be capped at \$329 USD.

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How can we be sure that our budget is spent effectively?

Here are a couple of tips for making sure that your budget is used effectively:

- Give a larger share of the budget for campaigns that are more important to your advertising goals
- Use keywords and ads that are specific to your organization, your goals, and your website. Keeping your ads and keywords relevant can improve your Quality Score, keeping costs down. What is Quality Score? Advertisers bid on keywords. A bid is the amount you are willing to pay Google AdWords every time someone clicks on your ad. However, it is not just the highest bid that is taken into account. Google also considers what is known as a “Quality Score.”

Google looks at how relevant and useful your ad is to the searcher and the search terms they’ve used. It also looks at how many clicks your ad has received previously, also known as its click-through rate (CTR) and how relevant your landing page is.

For instance if the searcher types ‘Alcohol Detox Program’ into Google search and your advertisement appears saying “Detox from Alcohol with Promises Clinic”, once the ad is clicked this needs to lead the searcher directly to a page featuring that treatment center’s alcohol detox program. If it just goes to a generic homepage, this does not meet Google’s quality requirements.

The higher the quality score, the better. In fact even if your maximum bid is less than a rival bidder, you still may appear above their ad if your quality score is better and the effect of relevance on cost. Google search is like a matchmaker: it matches people with the web pages they’re looking for, both through search results and through ads. That’s why Google encourages you to make your ads, keywords, and website as useful to a searcher as possible. We call this relevance: how well your campaign meets a searcher’s description of what they’re looking for. To encourage you to create relevant ad campaigns that accurately represent your products or services, the AdWords pricing system is partly based on relevance. A highly relevant ad, keyword list, and landing page are generally rewarded with a higher position on the page for potentially less money.

People are more likely to click an ad if it’s about the exact thing they’re looking for, and are more likely to become your readers if they easily find information about it on your website. So people find what they want, and you gain potential users.

Bid limit

What is the bid limit?

All Google Ad Grants accounts are limited to a \$2.00 USD cost-per-click (CPC) bid.

What can we do if our keywords appear to need higher bids?

If it seems that your keywords need more than the \$2.00 USD bid amount to compete, try improving your keyword quality and Quality Score, which should result in lower CPC costs.

Quality Score is outlined above, under “What Determines How the Ads are Displayed.”.

What bidding tools are available for Google Ad Grants?

Your Google Ad Grants account can only use manual bidding options. As a result, any feature that automatically changes CPC bids can't be used. Here are a few examples of tools that can't be turned on:

- Automatic bidding (now called Maximize Clicks): AdWords focuses on increasing clicks for any set of keywords, ad groups, or campaigns while spending a target amount. If you don't specify a target spend amount, AdWords will attempt to use the remaining daily budget of any campaigns using this bid strategy.
You can set up custom ad scheduling to show your ads on certain days or during specific times, and use the “maximize clicks” strategy to focus on increasing clicks during those days and times. This works by specifying certain hours or days or the week that you want your ad to show or to set bid adjustments to increase or decrease your bids for specific days and times.
- You can use Maximize clicks for a single campaign, or you can set it up as a portfolio strategy. Portfolio strategies group together multiple campaigns, ad groups, and keywords into a single strategy.

Maximum CPC bid limit:

You can set a cap on bids for any keywords, ad groups, or campaigns when using a portfolio Maximize clicks bid strategy. It lets you control the maximum amount you're willing to pay for each click. If you don't enter a maximum CPC bid limit, AdWords adjusts your bids to try to get you as many clicks as possible while spending your target spend amount.

Target spend:

This is the amount you're willing to spend each day on all of the keywords, ad groups, and campaigns that use a specific bid strategy. AdWords will try to stay within your target spend, but may spend more or less depending on your remaining budget and fluctuations in click costs. It's distributed across any keywords, ad groups, and campaigns that share the strategy, which could span multiple campaign daily budgets.

If you don't enter a target spend amount, AdWords attempts to meet your bid automation goals

while staying within your daily budget (or budgets, if you've applied your strategy to keywords, ad groups, or campaigns that use multiple budgets).

Even if you set a target spend that's higher than your daily budget, your total spend for each campaign will be capped by its daily budget as usual (subject to standard over delivery - accruing more costs in one day than the amount of your average daily budget).

- **Conversion Optimizer:** The Conversion Optimizer is a feature available through AdWords that uses your AdWords Conversion Tracking data to get you more conversions at a lower cost. It achieves this by optimizing your placement in each ad auction to avoid unprofitable clicks and get you as many profitable clicks as possible for your campaign.
- **Bid ideas** on the Opportunities tab to help you raise or lower your bids on specific keywords to improve your AdWords ROI.

What to expect after applying:

Most applications can be reviewed within 10 business days. If your application requires a closer look, Google may request additional information. While you're waiting, you can sign into your Google for Nonprofits account at any time to check the status of your application.

Be aware that AdWords accounts that are submitted with errors will be returned back to the organization and will require corrections before they can be resubmitted. Resubmissions create delays in the review process, so it's very important that your organization thoroughly reviews the Account Creation Guide and submits a correct and complete account.

Application rejections:

Applications to the Google Ad Grants program may be rejected if the organization does not have the proper charity status, the organization fails to meet the program's eligibility requirements, or the AdWords account is not correctly configured according to the Account Creation Guide.

If your application was rejected for charity status, it means that your organization does not meet the charity status requirements for acceptance into the Google Ad Grants program. If you're able to obtain the appropriate charity status in the future, please feel welcome to reapply at that point.

If your application was rejected because the AdWords account was not built correctly, we'll send you an email with instructions on how to fix the errors and resubmit the AdWords account for review.

Ad quality:

The Google Ad Grants program provides free Google AdWords advertising on Google search result pages to eligible nonprofit organizations. In response to studies that showed that Ad Grants ads were disproportionately of a lower quality than standard, paid ads, in June 2017, we implemented a quality filter on Ad Grants in the Google Search ads auction. This filter helps keep the quality of Ad Grants in line with standard ad quality, so Ad Grantees can continue to enjoy free advertising and a great product experience.

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How this affects your ads:

The Ad Grants quality filter is based in part on the general ad quality level of the standard ads in the country where you're showing your ads. If your ads are of relatively low quality, the quality filter will prevent your ads from participating in the auction, no matter how high you raise your bid.

The same auction-time measurements of ad quality used in Ad Rank (expected click-through rate (CTR), ad relevance, and landing page experience) are used to see if your ad passes the quality filter. Having below average quality with one factor doesn't necessarily mean your ad will be restricted from the auction.

The filter doesn't directly impact your actual cost-per-click (CPC).

Ad quality includes things like creating very specific ad groups, carefully choosing keywords, including keywords in ad text, creating simple yet enticing ads, using a strong call-to-action, testing multiple ads, and regular review of campaign performance.

Keywords- Keyword Phrases (Competitive- No geos (USA only) Alcoholics Anonymous did not come up under most of these keywords. Other treatment, counseling and alternative programs are purchasing around the keywords of Alcoholics Anonymous. There is some recourse for this with Google but we may recommend that it would just be prudent for AA to also buy around its own name.

The recourse can include sending a cease and desist letter to the business or service and/or filing a complaint with Google.

alcoholics addiction

Alcoholism

Alcoholics Anonymous

Alcoholics Anonymous meetings

Alcohol treatment

Alcohol treatment programs

Alcoholism treatment drugs

Alcoholism treatment center's

Alcoholism treatment at home

Natural treatment for alcoholism

Alcohol addiction treatment home remedies

How to cure alcohol addiction naturally

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Alcoholism treatment success rates

Alcohol counseling near me

Alcoholism treatment drugs

Alcoholism treatment center's

Alcoholism treatment at home

Alcohol addiction treatment home

remedies Types of alcohol treatment

Alcoholism treatment success rates

How to cure alcohol addiction naturally

alcoholic symptoms

alcoholic definition

alcoholism treatment

effects of alcoholism

alcoholic help

alcoholism facts

Alcoholism disease

causes of alcoholism

alcoholics anonymous hotline phone number

alcoholism

alcohol abuse treatment

alcohol use disorder

alcoholics anonymous hotline 24 hour

chronic alcohol abuse

aa 24 hour hotline

substance abuse disorder

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severe alcoholism

addiction support groups near me

alcohol abuse disorder

aa counseling

24 hour aa meetings

alcohol abuse counseling

alcohol counseling

alcoholics anonymous hotline number

number for alcoholics anonymous helpline

alcoholics anonymous national hotline

aa meeting hotline

alcoholics anonymous helpline number

alcoholism is

alcoholism diagnosis

alcoholism and treatment

alcohol addiction therapy

alcoholics anonymous hotline phone number

SWOT Analysis:

Charged with determining the strengths, benefits and weaknesses of a Google Nonprofits account for AdWords as applied to aa.org, we have come to the following determinations:

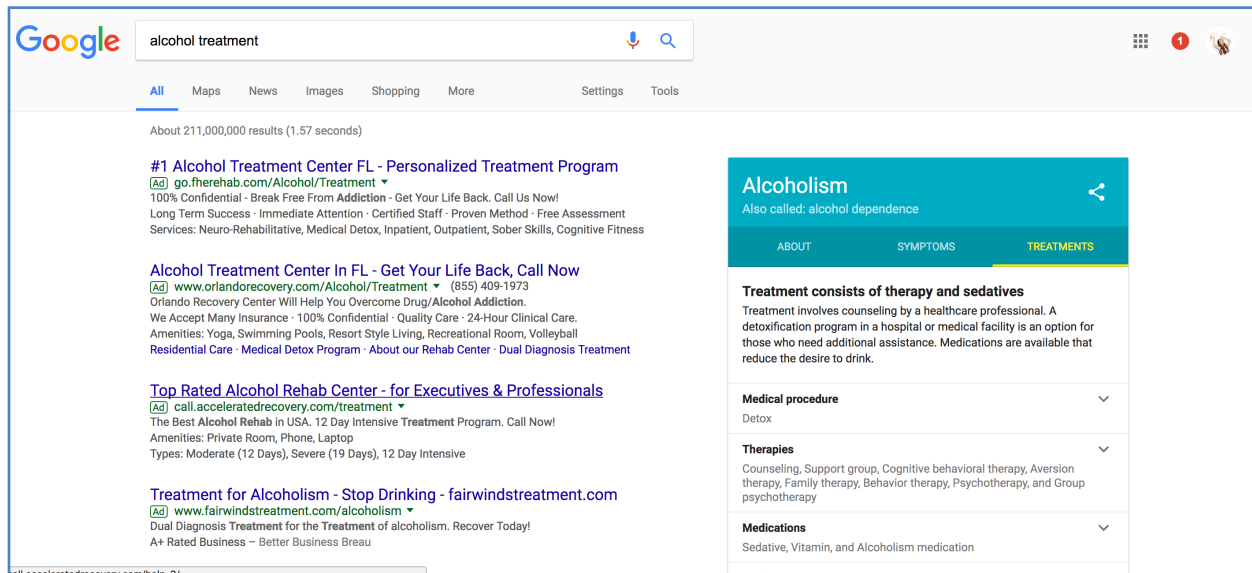
Strengths:

1. The alcoholism treatment field is lucrative and competitive. In 2011, “rehab” was number 13 out of the top 20 Google keywords. Alcoholics Anonymous needs to be able to “compete” with treatment centers. For example, below find a screenshot of a Google search for “Alcoholics Anonymous” from the city of Ft. Lauderdale (Google uses router information to determine user’s location).

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It is evident that 2 AdWords ads appear directly above the organic search results. Searching for even less direct keywords (e.g. “alcohol treatment”) yields no results for Alcoholics Anonymous on first page:



There was not even a link to Alcoholics Anonymous by page 5 of these search results (but on page 3 there was the article “The Irrationality of Alcoholics Anonymous” in the *Atlantic* magazine). Google AdWords will allow Alcoholics Anonymous to remain relevant in an inundated and competitive market.

2. The Google for Non-Profits AdWords account is cost-effective, in that it is virtually free. Similar to a television and radio PSAs, Google offers AdWords advertising as a public service at no cost to the advertiser. Additionally, Google AdWords, unlike PSAs which run at the discretion of the radio or television station, offers guaranteed placement.

Opportunities:

1. By using Google AdWords we will be forced to create and maintain a Google account and profile. Simply by virtue of creating the AdWords account we will have access, through our AdWords dashboard of viewing who (in a general way - gender, age group, location, etc.) is clicking on our ads, where they are located, what device they are using, etc. This will be a way for us to gain further insight into user behavior (e.g. where do users go on the aa.org site after clicking our ad) that will help us make our site more user-friendly and relevant. The benefits of tying Google Analytics to our AdWords account to measure engagement may outweigh concerns regarding anonymity and Google Analytics. However, the possibility of anonymity breaches will be explored further under Threats.

According to a presentation on AdWords and Ad Grants given at the 2015 AA Technology Workshop, it was pointed out in the post-campaign sharing from a 2013 and 2014 Ad Grants cam-

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paign in the Netherlands (geared towards directing users to English-speaking meetings) that “some hoped that local AA meetings would be overflowing with newcomers as a result of the efforts.” However, this was not the case, and even if it was, we would never be able to track who attended an AA meeting because of the AdWords campaign. However, we will be able to use the AdWords campaign to track visits to our website aa.org in a quantitative fashion. It will be necessary to implement benchmarks (e.g. literature purchase, online contribution, pdf download etc.) to measure success of AdWords campaign.

2. AdWords offers guaranteed placement verses PSAs or PR driven campaigns that have no guarantee. The AdWords account creates visibility for AA in a permission based setting. People who are searching for help find it. It meets our responsibility statement, “When someone reaches out for help, I want the hand of AA to always be there and for that I am responsible”.

3. Alcoholics Anonymous embraces new technology with caution and prudence. The face of media is rapidly changing and television and radio is becoming extinct. According to Nielsen's Q3 2016 Total Audience Report, traditional TV viewership continues to fall among every major demographic between the ages of 2 and 49. Additionally, daily time spent using the internet and apps on smartphones increased a whopping 76% YoY, while passing the two-hour mark for the first time. On average, US adults now spend more time on their smartphones than listening to the radio. Google AdWords provides a cost-free method of investigating and sampling new technology.

Weaknesses:

1. The AdWords ads will actually say “Ad” next to the ad:

The screenshot shows a Google search for "alcohol treatment". The search results page displays several AdWords results, each marked with an "Ad" icon. The results include links to various alcohol treatment centers and programs, such as "Alcohol Treatment Center In FL - Get Your Life Back, Call Now" and "Top Rated Alcohol Rehab Center - for Executives & Professionals". A sidebar on the right provides information about Alcoholism, including symptoms and treatments.

Alcoholism
Also called: alcohol dependence

ABOUT SYMPTOMS TREATMENTS

Treatment consists of therapy and sedatives
Treatment involves counseling by a healthcare professional. A detoxification program in a hospital or medical facility is an option for those who need additional assistance. Medications are available that reduce the desire to drink.

Medical procedure
Detox

Therapies
Counseling, Support group, Cognitive behavioral therapy, Aversion therapy, Family therapy, Behavior therapy, Psychotherapy, and Group psychotherapy

Medications
Sedative, Vitamin, and Alcoholism medication

Self-care

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It is possible that some in the Fellowship will consider this a violation of the 11th Tradition.

2. Is our acceptance of a Google AdWords grant the same as our acceptance of PSAs? The only difference between AdWords and a PSA is that we accept a grant of \$10k per month worth of in kind advertising. Though comparing PSAs to a Google text ad may be like comparing apples to oranges, they both achieve the same result which is delivering the message of AA to potential “consumers”.

3. Google AdWords accounts are limited to a maximum daily budget of \$329 per day (\$10,000 per month). This includes a maximum bid of \$2.00 Cost per click (CPC) and there is no way to raise the CPC limit with Google for Nonprofits. It is the user’s responsibility to improve the Quality Score of our ads rather than have the ability to increase the bid. Since our keywords are in an expensive and competitive market, we may have difficulty competing with other advertisers. Alternately, search ads are made more relevant by relevant content, so competitively we may have an advantage, and not spend more per click, we may spend less (please see explanation of “Quality Score” under *What Determines How the Ads are Displayed* above).

Additionally, according to an article in the *New York Times* 9/14/17, due to multiple and sometimes dangerous instances of misrepresentation on the part of treatment centers, Google has begun to restrict ads for addiction treatment. It is too early to tell how this will affect the pricing of treatment-related ad words, however we can assume that perhaps this may reduce the CPC and prevalence of addiction treatment ads on Google, thereby increasing the effectiveness of our ad campaign.

At issue here is determining if the content on the site and how it is organized is seen by Google as relevant. It would benefit us to do a real SEO evaluation and frankly we should. The way the site is currently organized is not specifically user friendly in some cases, and analyzing our AdWords reporting will assist us in improving the functionality and usability of aa.org.

4. Our ads also will appear only below those of paying advertisers, so will most likely not appear at the top of the page even with high-quality, relevant ads.

5. Outside of using AdWords Express (not recommended) we will be responsible for configuring and managing our own AdWords account. This will include such items as:

- Manually setting bids for clicks
- Adding keywords including Broad Match and Negative Keywords
- Selecting destination URLs
- Writing ad text
- Building and maintaining ad quality. Ad quality includes things like creating very specific ad groups, carefully choosing keywords, including keywords in ad text, creating simple yet enticing ads, using a strong call-to-action, testing multiple ads, and regular review of campaign performance.

Although Allison is a Google AdWords SME and has agreed to assist in setting up our initial

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AdWords account, we may need to engage a professional at an additional fee to maintain and report on the account once it is set up. Additionally, we will need someone to work with the existing TCS to implement changes and usability updates to the [aa.org](#) website as indicated by the GA reporting.

Threats:

1. How will Google use our data? If we don't use Google Analytics because TCS and AAWS fear that user data will be compromised, will we face this same threat with AdWords? The AdWords account will automatically be tied to Google Analytics so we must address this threat before proceeding with the AdWords account implementation. However, this does not necessarily mean that Google knows our names and personal information. An IP address (short for Internet Protocol address) is used to identify computers on the Internet. It works like a return address would on a piece of mail. When your computer or device sends a request, like a search on Google, it tags the request with your IP address. That way Google knows where to send the response. Your IP address is usually based on a real-world location. Google might use your IP address to guess where you are and give you local results. Google removes data after 18 months that can be used to easily identify a person but it does keep some data remnants to help advertisers with behavioral targeting. Things like watching how users correct their own spelling mistakes, how they write in their native language, and what sites they visit after searches assist Google with refining relevant search results. Data is also mined to monitor the "dark web" and nefarious activity such as link farming. The last octet of the IP address (usually a 9 to 10 digit number separated by periods) is wiped after nine months, which means there are 256 possibilities for the IP address in question. After 18 months, Google anonymizes the unique cookie data stored in these logs.

So, while the IP address itself is just a string of numbers related to the physical location of a computer and does not contain your name, birthday, social security number, or any other personally identifying factors, the threat potentially occurs in aggregate: when vast databases of anonymized data from a variety of sources: search engines, credit card companies, cell phones, geo-location data, etc. are implemented, it will be possible to triangulate that data, and if one piece of that data is linked to a user, it will unlock everything else.

We must weigh the benefits of keeping Alcoholics Anonymous technologically relevant and fulfilling our primary role of helping the alcoholic in need with the fairly insignificant risk of a personal anonymity breach. A public figure who walks into a church where an AA meeting is held in a busy city runs the risk of having his or her anonymity breached (particularly if there is AA sign hanging on the door), but probably chooses to attend the meeting because his sobriety and the opportunity to help the still suffering alcoholic is more important than the possibility that a reporter will take his photo. This is relevant with the GSO site now. We need to consider the big picture. Any IP searching the actual site is at risk for exposure now. Also there is not an SSL certificate for this site so all search is visible anyway. <https://www.instantssl.com/ssl-certificate.html>

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2. We will be forced to create a Google Profile in order to utilize AdWords. A Google Plus profile will include any posts you've made on Google Plus, Collections you've created or followed, and Communities you've joined. If we do not upload a Google Plus profile photo, one will be created with the initials of the name on the account. Collections you create are displayed on your profile to people you have shared them with. When you make changes to your About Me information from Google+, those changes will show up in other Google products where people can see your About Me information.
3. Is this considered advertising? The ads will have a green box that says Ad next to it. In our opinion, this is no different from a PSA outside of the fact that we have applied for a grant. Additionally, just like with PSAs, no special consideration or dispensation is given to A.A. because of who we are or what we do, we will be treated just like any other nonprofit organization. We feel that the more relevant spiritual question would be if accepting a grant is truly self-supporting, not whether or not this is a breach of the 11th Tradition.

Summary:

A Google AdWords account has a number of benefits for aa.org. It is virtually free in that we are given a grant of \$10,000 per month and the only additional expense would be if it is necessary to retain an SEO expert to assist us in configuring and maintaining the account. This will allow us to remain competitive among treatment centers and other alcoholism treatment entities in a high competitive field. It will also allow us to establish and maintain technological relevancy.

Resources:

adwords.google.com
support.google.com
<https://en.wikipedia.org/wiki/AdWords>
<https://blog.hubspot.com/blog/tabid/6307/bid/29582/google-adwords-express-the-pros-and-cons.aspx>
<http://www.wordstream.com/blog/ws/2017/06/27/most-expensive-keywords>
<https://www.sekkeistudio.com/blog/2017/06/google-adwords-ad-spending-2017/>
<https://www.nytimes.com/2017/09/14/business/google-addiction-treatment-ads.html>
<http://www.businessinsider.com/traditional-tvs-demographic-woes-get-worse-2017-1>
http://www.siliconvalleywatcher.com/mt/archives/2010/03/google_keeps_yo.php
<https://www.instantssl.com/ssl-certificate.html>

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**Google AdWords
Response to additional questions
January 4, 2018**

Since the committee's last meeting, October 28, 2017, the committee has compiled a number of questions regarding the Google AdWords report. The trustees' Committee on Public Information's A.C.M.'s, Allison C. and Shari M., have addressed these questions below and will also be incorporating any additional information presented here into their previous presentation.

- Q. Regarding the impending Google AdWords item that will be discussed at our January meeting. I've been doing some research on the deception and brokering that has taken place with this process and understand that Google has said they are taking steps to address it.

My question is what, specifically has Google said they have done, or propose to do, to address the matter. Also, what concrete evidence can Google provide us that these practices will be prevented from taking some other form and returning in the future?

I'm concerned that we would allow ourselves to walk into the middle of something that, given the right set of circumstances, could be thrust into the public consciousness and provide even more fodder for those who already accuse us of our own deception and disingenuous actions.

- A. *It is true that since September 2017, Google has been "cracking down" on AdWords related to alcohol treatment and rehab due to unscrupulous companies abusing these ad words (which in the long run should only be a positive for Alcoholics Anonymous). While we must leave it to Google to determine which ads they choose to display, much the way that our PSAs "compete" with the multitude of ads from treatment centers on television, we must rely on our own PI to convey how AA is different from treatment, that we are a free program available to anyone and that we ask nothing of our members. So one could look at it from that perspective, that rather than AA being sullied by association with treatment centers this actually fulfills our 11th Tradition in that users have the ability to view ALL Google ads and if our PI is done correctly, we should appear as the non-sensational program that costs nothing and asks nothing, as an alternative to treatment centers with their quick fixes and guarantees.*

For more information on this latest action by Google please see:

<https://www.theverge.com/2017/9/14/16309752/google-rehabs-near-me-search-adwords-crackdown>

Q. Can/has Google present us with any examples of what our "program" would look like including things like our Quality Score?

A. *Quality score is measured by the ads running. There are 3rd party tools you can use to measure the ads including reviewing Google's rank of your ads and then modifying them. However, you can use the keyword tool, which can give some insight into the suggested bid as it provides a good estimation of general costs. Google's first page bid estimate tool provides an estimate of how much it will cost to rank on the first results page based on the Quality Score of your keywords and current competition for them.*

Please see this snapshot of keywords and bids from pages 20 and 21 of the Google AdWords presentation as additional documentation (attached).

Review of key components of Quality Score:

It's important to pay attention to the three components of Quality Score above the overall 1-10 score. They're a better indicator of your account's health. As mentioned earlier, your 1-10 score is not plugged into the Ad Rank formula at auction time. Instead, Google uses an auction-time calculation of the three components, with other factors included, to compute Ad Rank.

Some of those other factors that are a part of your ad's quality without being directly reflected in your Quality Score include:

- *Geographic signals (like the country of the search)*
- *The differing qualities of multiple ads in an ad group (since one ad may get better results than others)*
- *Non-exact query matches. The 1-10 number estimates your Quality Score for a query that exactly matches your keyword. But it doesn't reflect match types or negative keywords you may use. Negative keywords are a very good thing for your account, but Quality Score doesn't include them as a factor*

For more information please refer to:

<https://adwords.google.com/home/resources/using-google-adwords-keyword-planner.html>

Q. Or the minimum cost per click on the key words we would be targeting like "alcoholism, alcoholic, or drinking problem"?

I understand their "maximum bid" concept, but also understand that they have a "minimum cost per click" on their more popular key words.

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- A. *The minimum cost per click is \$0.01. CPC is set at a campaign and keyword level. Some keywords are more expensive, such as insurance or lawyer for example, where bidders may pay up to \$50 or more. The key to success is to find long tail opportunities where the keywords are not as competitive and less expensive. Don't forget that the cost per click actually goes down the more relevant you are; the higher the quality score the lower you pay essentially.*

Here is a link that further explains the Cost Per Conversion model:

<https://www.wordstream.com/blog/ws/2013/07/16/quality-score-cost-per-conversion>

- Q. *Using the "free money" provided, how quickly will we burn through that and be faced with the decision of whether we want to continue in the word auction with Seventh Tradition moneys?*
- A. *I think there is a presumption here that Google wants to simply offer this money as philanthropy rather than its primary goal, which is to enable users to obtain the most relevant content at their disposal. Because the grant program offers a max cost per click or a maximize conversion strategy, this gives us flexibility in the buy. If you could clarify whether your concern is burning through the allotted money too quickly or not getting higher bids based on the maximum we can further explain the concept. This is actually a very conservative amount that will enable the bids to be disbursed over a longer period and not burn through it as quickly. If the maximum bid strategy is used, we will need to set up other kinds of goals and tracking which we (AA) may not want to do.*

Program limits

Ad Grants recipients build and manage their own AdWords accounts similar to paying advertisers and have a number of options within the following limits:

- *A daily budget limit of \$329 USD, which is equivalent to about \$10,000 USD per month*
- *A maximum cost-per-click (CPC) limit of \$2.00 USD or you may enable the Smart Bidding strategy called Maximize Conversions, which automatically sets bids to help get the most conversions for your campaign while spending your budget. Maximize Conversions may bid higher than \$2.00 USD if appropriate to your account goals. Note that other Smart Bidding strategies are capped at \$2.00 USD CPC.*
- *Only include keyword-targeted campaigns*
- *Only include text ads that appear on Google search result pages, in positions below the ads of paying advertisers.*

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We must remember as well that we are starting with a strong and legitimate (in Google's terms) website which will automatically strengthen our Quality Score simply by virtue of the fact that we are who we say we are, we have been in existence many years and our site is already organically robust.

Our goal is to provide unbiased and relevant information that will assist the Committee in making an informed decision regarding usage of Google for Nonprofits. Please let us know what more we can do to assist in providing background information or subject matter expertise that may be helpful.

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2018 Conference Committee on Public Information

AGENDA ITEM - I: Review contents of P.I. Kit and Workbook.

Background notes:

Kits and Workbooks for C.P.C., Corrections, Public Information, Treatment Committee, and Accessibilities and the Archives Workbook are reviewed by the appropriate Conference Committees during each General Service Conference.

Between Conferences, ideas for changes to a Workbook or to the contents of a Kit may be received. These may be reviewed by the appropriate trustees' Committee and implemented.

Alternatively, the trustees' Committee may choose to forward an idea to the Conference Committee for review. Members of the Conference Committee then have an opportunity to review proposed changes to a Workbook or Kit during the next General Service Conference.

[**Note:** Workbooks and Kits are service material, and suggested changes to their content do not become recommendations; rather, they are put forth as Additional Committee Considerations.]

Background:

1. Public Information Kit (*sent under separate cover to Conference Committee on Public Information members only.*)
2. [Public Information Kit contents](#) list.