

VIII.

**PUBLIC
INFORMATION**

AGENDA

Conference Public Information Committee

Monday, May 20, 2019 – 9 a.m. - Noon

Room 501/502

Chairperson: Amy B.

Secretary: Racy J.

Conference Committee Members

Panel 68

Amy B.

David C.

Jesus O.

Robert S.

Panel 69

Michelle G.

Tina P.

Shirley P.

Kirk S.

Curt W.

- ◆ Discussion and acceptance of trustees' committee report.
- A. Review 2018 annual reports from the trustees' Public Information Committee regarding aa.org and aagrapevine.org.
- B. Review a report regarding the 2019 Public Information Comprehensive Media Plan.
- C. Public Service Announcements (PSAs):
 - 1. Review the distribution and tracking information for the video PSA "Changes."
 - 2. Review the 2018 Report on the Relevance and Usefulness of Video Public Service Announcements.
 - 3. Consider request that the video PSA "My World" be discontinued.
 - 4. Consider request to approve the development of a new PSA in video format that utilizes full-face actors (not members of A.A.).

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.

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- D. Review draft language addressing anonymity and safety proposed for the pamphlet "Understanding Anonymity."
- E. Consider request to update language in the flyer "A.A. at a Glance."
- F. Review the 2018 trustees' Public Information Committee progress report on the usefulness and effectiveness of the A.A.W.S. YouTube account.
- G. Review the 2018 trustees' Public Information progress report on the use of Google AdWords and Google Grants to carry the A.A. message.
- H. Review contents of P.I. Kit and Workbook.

AGENDA

Conference Public Information Committee

Tuesday, May 21, 2019 – 9 a.m. - Noon

Room 501/502

- A. Review report of first meeting
 - B. Old business
 - C. New business
 - D. Election of chairperson*
-

***Election of chairperson**

1. All Panel 69 members are eligible.
2. All committee members vote by written ballot (no verbal nominations).
3. Election by plurality. Second place becomes alternate chairperson.
4. New chairperson serves one year beginning at the close of the Conference.

2019 Conference Committee on Public Information

ITEM A: Review 2018 annual reports from the trustees' Public Information Committee regarding aa.org and aagrapevine.org

Background notes:

From the January 26, 2019 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 2019 Conference Committee on Public Information the 2018 Annual Report on A.A.W.S. Board Oversight of G.S.O.'s A.A. website and the Report from Grapevine Board on Oversight of the Grapevine/LaViña website.

Background:

1. 2018 Annual Report of G.S.O.'s A.A. Website Activities and Visitors Activity
2. 2018 Annual Report of AA Grapevine Website Activities

Date: January 24, 2019

To: Trustees' Committee on Public Information

From: A.A.W.S. Board

Re: **2018 Annual Report on G.S.O.'s A.A. Website Activities**

***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.

History

The 2004 General Service Conference recommended that:

- a) The A.A.W.S. Board should continue to manage the Website through its Services* 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

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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.

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

- Live links to SMF-101 "Frequently Asked Questions about A.A. Websites"
- A.A. Around the World page to aa.org
- Additional past issues of About AA
- Blue People graphic, text, and Board of Directors tag to the Terms of Use section of aa.org and mirrored its reference in the Frequently Asked Questions section
- Disable option to change background themes
- PDF of "Anonymity is Fragile" to aa.org
- Media manager posted past issues of About AA 1970-1990 on aa.org
- Category added to About AA
- A.A. for Alcoholics with Mental Health Issues – and their sponsors, LGBTQ pamphlet and Women in A.A. pamphlet
- Press release of the 25th World Service Meeting
- Approved revised aa.org exit disclaimer language
- YouTube Information and Frequently Asked Questions pages on aa.org
- Added "volunteer/non-paid" to A.C.M. announcement

Removed

- Discontinued pamphlet from CPC pamphlet scroll
- PDF "Anonymity is Fragile" from the Group Life page on aa.org
- MG-3 Relationship between AA and Clubs from aa.org

Revised/Corrected/ Updated Pages

- Revised G.S.O. information page link navigation
- Corrected video playback on Public Information page
- Updated Archives timeline with A.A. 2017 events
- Updated maximum contribution text to reflect 2018 General Service Conference

What's New

- The addition of the non-trustee vacancy announcement
- Added ACM search announcement
- Added a Class A search announcement to the What's New section of aa.org
- YouTube announcement added to What's New
- Staff vacancy notices added to the What's New page of aa.org
- Literature ACM notices added to the What's New page of aa.org

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- Meeting Finder onboarding announcement

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

G.S.O.'s A.A. Website

2018 Website Visitors Activity Report: The A.A.W.S. Board approved and forwarded to the trustees' Committee on Public Information the 2017 Fourth Quarter and 2017 Annual General Service Office Website Activity Reports. The A.A.W.S. Board approved and forwarded the 2018 First, Second and Third Quarterly Reports on G.S.O.'s A.A. Website Activities to the trustees' Public Information (P.I.) Committee.

2018 Website Analytics Report: The A.A.W.S. Board approved and forwarded to the trustees' Committee on Public Information the 2017 Fourth Quarter and 2017 Annual General Service Office Website Analytics Reports. The A.A.W.S. Board approved and forwarded the 2018 First, Second and Third Quarterly Reports on G.S.O.'s A.A. Website Analytics to the trustees' Public Information (P.I.) Committee.

Analytics for TCS: The committee reviewed and discussed an analytics report focused on visitor behavior on the "Need Help With A Drinking Problem" page of aa.org.

Website Design Progress Report: The chairperson of the Website Design Committee reported that the committee is at the beginning phase of site construction. Content priorities, guiding principles and a site map have been presented by the vendor, Blenderbox, and discussed by the Website Design committee. A rough estimate was also presented of \$73-83K for the development of an A.A. app to be launched simultaneously with the website.

Website Design Progress Report: The general manager reported that the planning for the Website Design had been changed from a committee format to a Website Design working group to streamline design activities. While a committee served a need to educate Blenderbox about A.A. and set the stage for the design, a committee didn't work as well for project management. The working group consists of the general manager, director of administrative services, Communications Services Coordinator, Communication Services Assistant and Lois L., consultant from CoCreate Collective.

Website Design Progress Report: The general manager reported that the new Website Design Working Group is now following a project model rather than a committee model. The Working Group made the decision to restart the visual design phase of the project with a new creative person from Blenderbox; some contract negotiation may be needed due to the change. The Working Group is planning a workshop with Impact Collaborative to examine the voice and tone of the website moving forward. Lois L., consultant from Co-Create Collective, is drafting a proposed user testing plan to discuss with Blenderbox.

Website Design Progress Report: A verbal report was provided from the General Manager of the General Service Office that the contract with the website vendor, Blenderbox, had been

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terminated on December 6, 2018. The reason for the termination of the contract was failure to deliver a creative design that was acceptable. We have multiple assets from our work with Blenderbox that will be transferable to our new vendor when one is identified. It was reported that we spent 45K with Blenderbox. We have reignited our vendor search.

Database source for meeting resource: The committee requested that the discussion on the database source for a website meeting resource finder be tabled and forwarded to the TCS subcommittee regarding Additional Channels of Communication with the Fellowship, for discussion.

Review Exit Disclaimer Language: The TCS Committee reviewed the exit disclaimer language created by legal counsel for aa.org and requested that the language be revised, taking into account the concerns shared at the July TCS meeting, and returned to the September TCS meeting for further discussion.

Review Exit Disclaimer Language: The TCS Committee recommended that the second draft of the exit disclaimer language be approved.

Privacy policy: The Director of Administration and Staff Services reported that by the end of January, legal counsel would provide an umbrella policy to cover both AAWS and AA Grapevine. This policy would be needed to protect a shared shopping cart between the two corporations and the international registrations for the 2020 International Convention.

Consider Grapevine online presence: It was noted that in the design of the new aa.org website that a statement pointing out subscribing or purchasing Grapevine items be seen as a form of self-support.

A.A.W.S. App

Proposed G.S.O. app function: The committee requested that the plan to generate feedback from Fellowship related to the proposed G.S.O. app function be tabled and forwarded to the TCS subcommittee regarding Additional Channels of Communication with the Fellowship for discussion.

Review Meeting Guide Implementation Plan: The TCS Committee reviewed the Meeting Guide proposal and requested a more detailed timeline/plan. The item was tabled to the July 26, 2018 TCS meeting.

Meeting Guide Implementation Plan: The TCS committee recommended to the A.A.W.S. Board that the General Service Office proceed with the implementation of the Meeting Finder component of the A.A.W.S. app, pending General Service Board review.

A.A.W.S. App progress update: The TCS committee discussed progress on the A.A.W.S. app, and recommended to the A.A.W.S. Board that the G.S.O. management be authorized to engage

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a vendor at a cost not to exceed \$50,000 for implementation of the Meeting Guide to be used in the A.A.W.S. app and on G.S.O.'s A.A. website, www.aa.org.

Meeting Finder progress report: The general manager provided a verbal progress report on the A.A.W.S. app stating that the app would launch before the website and would be designed to deliver the essentials with a framework to support significant updates. It was suggested that the app contain enough components to capture the attention of its users on the initial launch. In addition, a written report was provided tracking the app from the Meeting Guide license transfer to the current status of implementation.

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

Oversight of the new A.A.W.S. YouTube channel: The TCS Committee recommended to the A.A.W.S. Board that responsibility for the daily operations of the YouTube channel be assigned to the G.S.O. Website Committee.

Progress Report on the YouTube Account: The TCS Committee recommended to the A.A.W.S. Board that the Website Committee move forward with the proposed launch plan for the A.A.W.S. Google Nonprofit YouTube channel.

Report to Public Information: The TCS Committee also recommended to the A.A.W.S. Board that the report on the Google Nonprofit YouTube channel be forwarded to the trustees' Committee on Public Information.

Progress Report on the YouTube Account: The TCS Committee reviewed the proposed draft "YouTube Information page" and took no action. The committee requested that the TCS secretary post the YouTube channel announcement in the What's New section of aa.org. In addition, the committee requested that an agenda item be added to the August Website committee and September TCS committee agendas to discuss creating a policy for posting videos to the YouTube channel.

Progress Report on the YouTube Account: The TCS Committee reviewed the proposed draft YouTube Information, Frequently Asked Questions, and exit disclaimer pages and following discussion tabled the item to the July 26, 2018 TCS meeting.

Progress Report on the YouTube Account: The TCS Committee reviewed the proposed draft "YouTube Information page" and took no action. The committee requested that the TCS secretary post the YouTube channel announcement in the What's New section of aa.org. In addition, the committee requested that an agenda item be added to the August Website committee and September TCS committee agendas to discuss creating a policy for posting videos to the YouTube channel.

YouTube channel posting policy: The TCS Committee discussed suggestions for A.A.W.S., Inc.'s policy on posting videos on the A.A.W.S. YouTube channel. The committee considered how the proposed policy corresponds with the 2015 Advisory Action on new service material

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created by G.S.O., and noted that the Advisory Action is about service material videos produced by G.S.O. and does not address Conference-approved videos. The committee discussed the 2016 report from a subcommittee of the trustees' Public Information Committee that proposed housing A.A. video content in a single location on YouTube. There was some clarification requested regarding authority to post and remove videos from the YouTube Channel. The committee asked that the draft posting policy be further developed for their review at their October meeting.

YouTube posting policy approved: The TCS Committee recommended that "A.A.W.S. Inc.'s Policy on Posting YouTube Videos" be approved, as amended:

- To create an online video channel for access to online video developed by Alcoholics Anonymous with clean, attractive design.
- To house A.A.W.S. video content, offering local service structures and Central Office/Intergroups the ability to embed video content directly into their local websites.

The TCS Committee recommended that the YouTube Support page and the YouTube FAQ be posted on aa.org.

YouTube progress report: The YouTube channel progress report was a written report which began with the advisory action of the 67th General Service Conference to establish a YouTube channel and continued through the latest implementation of assets to the channel. In addition, the power point presentation that the Public Information A.C.M.'s delivered to the trustees' Committee on Public Information on YouTube was also included.

Video Strategy: The TCS Committee discussed and compared video hosting options between Unikron and YouTube. It was agreed that a video strategy needed to be developed.

Area 35 proposed GSC item to remove YouTube: The TCS committee recommended to the A.A.W.S. Board that the proposed General Service Conference agenda item from Northern Minnesota Area 35, for the removal of the Alcoholics Anonymous World Services YouTube channel be forwarded to the trustees' Committee on Public information.

2018 Requests Regarding G.S.O.'s A.A. Website

Approximately 431 emails were received through the online Website Feedback Form in 2018. G.S.O.'s Website Committee reviewed this feedback, as well as comments on the website from other sources. 12 people requested Twelfth-Step help; 55 either requested help finding a meeting or commented on difficulty finding a meeting through the site; 40 commented on website function and questions; 20 responded to technical errors; 10 Daily Reflections request; 18 customer service; 18 contribution questions and 3 eBook questions. Additional request went to Grapevine, Service Committees and junk mail. Each person writing through the Website Feedback Form was sent a response.

Add additional issues of About AA to aa.org: Request from archives to add past issues of About

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AA to aa.org. The Media manager is in the process of adding over four decades of About AA to aa.org.

Add Literature Chair Form to Literature Homepage: The committee approved of the idea to add a form for new Literature chairs to the Literature committee page and discussed adding similar forms for the other Service Assignments. The committee requested that adding these forms to assignment committee pages be discussed by the Staff and Services Unit and brought back to the Website Committee for review.

Update Blue People Under Terms of Use: The committee agreed to add the Blue People graphic, text, and Board of Directors tag to the Terms of Use section of aa.org and to mirror its' reference in the Frequently Asked Questions section.

Request to add ACM: The committee reviewed a time sensitive addition of a C.P.C./T.F. A.C.M. announcement to aa.org. and agreed to post. In addition, it was agreed that we should add "volunteer/non-paid" text to all our volunteer announcements. The committee was concerned that our A.C.M. and Class A announcements could be misinterpreted as job offers.

Add PDF "Anonymity Is Fragile" to aa.org: The committee approved the addition of the PDF "Anonymity Is Fragile" poster to the website Service Items drop down menu, Anonymity, What's New, proposed About YouTube and Groups Life pages.

Use of "item removed" language: The committee agreed to maintain the use of "item removed" language and tabled further discussion. In addition, the committee agreed to remove discontinued pamphlet from the C.P.C. page.

G.S.O. Phone Number & Interchurch Visitor Policy: The committee reviewed the addition of the G.S.O. phone number on the Contact Us page and the Interchurch Center visitor policy on the Visiting G.S.O. page. Changes were approved by management and implemented on May 3, 2018.

Add Class A announcement to aa.org: The committee agreed to a request by the Nominating assignment to add a Class A search announcement to the What's New section of aa.org.

Discussed Anonymity poster: The committee agreed to remove the Anonymity poster from the Group Life page on aa.org.

Updated terms of use: Request to update Blue People logo information under the Terms of Use section.

Literature Announcements: The Website committee chair reported that the Literature assignment is looking for member stories; Spanish-speaking Women in A.A. and A.A.'s Three Legacies are posted on the What's New section of aa.org. Management approved the posting of these requests for member stories to facilitate submission deadlines.

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Removed MG-3: The Website committee chair reported that the A.A. Guidelines, Relationship Between A.A. and Clubs (MG-3), was removed from aa.org. Staff made an urgent request that the document be removed citing it contained potentially misleading information. Management approved the request to remove the guideline from the website.

Post SMF-113: The committee reviewed and discussed the posting of SMF-113, Use of the Circle / Triangle Symbol and took no action on posting this service material. The committee requested that it be forwarded to the Publishing department for review and updating.

Background theme option: Request to create a disable option to change the background themes on aa.org.

Video playback on P.I. page: Request from staff to correct video aspect ratio playback problem on service assignment pages.

Request to post YouTube announcement: The committee discussed the hold on the request to post the YouTube announcement to the What's new page requested by TCS. The hold was placed until the YouTube implementation plan was resolved.

YouTube video posting policy: The committee reviewed and discussed a proposed draft of a video posting policy for the A.A.W.S. YouTube channel. The committee recommended that the proposed draft video posting policy be forwarded with suggested changes to the September 14 TCS meeting.

About AA: The Website committee discussed categorizing by topic the issues of About A.A. on the website. A request will be forwarded to the C.P.C. assignment for assistance in implementation.

Announcements added to aa.org: The committee reviewed the staff vacancy and Literature ACM notices added to the What's New page of aa.org. In addition, the committee discussed the hold on the request to post the YouTube announcement to the What's new page by TCS.

Update A.A. Archival Timeline: The committee discussed the request by Archives director to update the Archives timeline with A.A. events from 2017. The request was approved. The committee agreed that updates to the Archives timeline are standard and will not need Website committee review for future updates.

Revise Country to Country Sponsorship: The committee discussed the revision of SMF -168 to F – 168 and the request by the International coordinator to make no changes to what is posted on aa.org until after the 25th World Service Meeting.

Add International service material to aa.org: The committee approved posting "Country to Country Sponsorship," F-168 after adding a production date and the "International Literature Fund" SMF-219 after confirming the correct code.

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Add P-31 to the Information for Professionals page: The committee tabled, P-31, “A.A. in Your Community” to review in more detail.

Add Listen to “Read the Big Book and Twelve & Twelve” on aa.org: The committee decided to wait to change the link language to “Read and Listen to the Big Book and Twelve & Twelve” until the new audio recordings of the books are available.

Add P-87 to aa.org: The committee approved posting, “AA for Alcoholics with Mental Health Issues – and their sponsors,” to the AA Literature page with whatever languages are currently available. Additional placement on committee pages will be based on kit contents. Group Services will provide kit lists when the updates are complete.

Announcements added to aa.org: The committee reviewed the staff vacancy and Literature ACM notices added to the What’s New page of aa.org. In addition, the committee discussed the hold on the request to post the YouTube announcement to the What’s new page by TCS.

Add Category to About AA: The committee reviewed the category added to the topic index of About AA on aa.org.

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MEMORANDUM

Date: January 24, 2019

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

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

Re: **2018 G.S.O. A.A. Website Visitors Activity**

G.S.O.'s A.A. website www.aa.org received 1,219,867 total visits in December 2018 with an average of 39,351 total daily visits.* The December 2018 daily average represents an 14 percent increase in web traffic from the same month in 2017.

2017				2018			
Month	Total Visits	Days	Average	Month	Total Visits	Days	Average
January	1,137,402	31	36,690	January	1,231,442	31	39,724
February	1,077,167	29	38,470	February	1,149,733	28	41,062
March	1,203,605	31	38,826	March	1,301,048	31	41,969
April	1,153,904	30	38,463	April	1,286,699	30	42,890
May**		31		May	1,278,504	31	41,242
June**		30		June	1,267,066	30	42,236
July**		31		July	1,301,043	31	41,969
August**		31		August	1,357,550	31	43,792
September	1,027,953	30	34,265	September	1,258,800	30	41,960
October	1,138,056	31	36,711	October	1,334,595	31	43,051
November	1,129,451	30	37,648	November	1,268,114	30	42,270
December	1,063,176	31	34,296	December	1,219,867	31	39,351

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

2018 YR Total: 15,254,461 (365 days)

2017 YR Average Daily:** 36,702

2017 YR Average Daily: 41,793

* 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: Jacob Diaz,* Public Information
 From: Janet Bryan,* Operations Manager
 Re: Grapevine/La Viña Website
 Date: January 14, 2019
 Note- * Not A.A. members

Website visits as of December 31, 2018:

October	Totals
Visits	56,328
Unique visitor	37,085
Page views	139,229
Average pg views per visit	3.3

November	Totals
Visits	55,374
Unique visitor	36,177
Page views	137,437
Average pg views per visit	3.5

December	Totals
Visits	59,060
Unique visitor	38,861
Page views	142,447
Average pg views per visit	3.6

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

Audio Stories collected to date: 319

Email Subscribers as of December 31, 2018

Daily Quote	44,912
Weekly Stories Subscribers	8,272
Monthly News	62,863
Quarterly AA Grapevine and Your Group	56,801
La Cita Semanal Con La Viña	1,468
Noticias des de La Viña	1,194

2019 Conference Committee on Public Information

ITEM B: Review a report regarding the 2019 Public Information Comprehensive Media Plan.

Background notes:

From the January 26, 2019 report of the trustees' Committee on Public Information:

The committee reviewed a list of items and activities of the 2018 trustees' committee. The committee also noted that Public Information items from the GSB Strategic Plan have been included in the report. The committee reviewed and agreed to forward to the 2019 Conference Public Information Committee a report on the progress of the 2019 Public Information Comprehensive Media Plan.

The committee asked that a "Comprehensive Media Plan" subcommittee be formed at the July 2019 meeting to determine a scope of work and action plan.

Note: The trustees' Committee on Public Information is forwarding a report of activities to the Conference Committee on Public Information and looks forward to bringing back a Public Information Comprehensive Media Plan to the Conference Committee on Public Information in 2020.

Background:

1. Report on the progress of the 2019 Public Information Comprehensive Media Plan

**Trustees' Public Information Committee
Report on the 2019 Public Information (P.I.) Comprehensive Media Plan**

Focus:

This year's report on the update of the Public Information Comprehensive Media Plan (PICMP) focused on addressing the 2018 plan's action items while awaiting the report from the General Service Board's Communications Audit. Action items specific to P.I., from the GSB Strategic Plan (updated July 2018) have been incorporated into this report along with the status of the 2019 P.I. Comprehensive Media Plan.

Activities:

The committee has responded to the Conference Committee on Public Information Additional Consideration regarding Google AdWords and Google Grants to carry the A.A. message. The trustees' Committee on Public Information has continued to obtain information on the use of Google AdWords and Google Grants, including information on the cost of implementing a six-month trial and the cost of a full year's implementation with a progress report to be brought back to the 2019 Conference Committee on Public Information.

The committee has responded to the 2018 Advisory Action that a progress report including analytics and the usefulness and effectiveness of the A.A.W.S. YouTube account be brought back to the 2019 Conference Committee on Public Information.

Action items - in progress:

Some of the suggested items for action from the 2018 plan remain which are still carried over from the 2017 plan. Some of these items such as exploration of QR codes may no longer be the most current technical tool to explore, therefore that item has been removed from the action plan. In moving forward perhaps, adding a prominent display of "aa.org" to pamphlet covers may possibly better highlight website resources on paper formats. The Conference-approved P.I. flyer, [A Message to Teenagers](#) may more likely connect with the teenage problem drinker demographic by changing its primary format from paper to an interactive online version similar to the aa.org version of "[Is A.A. for You?](#)" or a short animated video. These and additional items added by the committee will be addressed in the coming year *as resources and time allow*.

From the 2018 plan:

- Continue exploration of social media/networking platforms that emerge
- 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

2019 Plan:

That a “Comprehensive Media Plan” subcommittee be formed at the July 2019 meeting to determine a scope of work and action plan.

- Review A.A. literature for targeted audiences.
- Create new and revise current informational and educational material for professionals and professional associations.
- Develop policies to utilize new media technologies (social and others) by AAWS and AAGV that are in line with the Traditions and allow raised awareness of Alcoholics Anonymous. They should also provide us with the most effective methods of communication with all who may benefit from A.A.’s message.
- The GSO and GV/LV, with the support of the general manager and executive editor/publisher, will optimize of A.A.’s online and social media presence to ensure that A.A. stays relevant in today’s society as a solution to alcoholism. The GSB has requested that the Trustees’ PI committee and corporate boards to make this a top priority.
- Explore to increase the production of in-house videos and the use of videos for informational topics and to convey our message, by the telling of stories, on available technologies.
- An inventory of P.I. materials and services with an eye towards inclusion and acceptance.
- Begin a conversation with basic professional degree programs/accrediting bodies who wish to incorporate information on A.A. into basic education and look at possible inclusion in continuing professional education.

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. Information in the P.I. Workbook in the section “Approaching Local Broadcast Facilities” has been updated to reflect changes in how G.S.O. delivers public service announcements.
2. “Anonymity Online” (SMF-197) has gone through an expansive update, now titled “Anonymity Online and Digital Media”
3. A memo has been sent to AAWS Publishing requesting a P.I. draft jpeg banner image be created for local P.I. committees to create their own local banners.
4. Publishing Department to add a *prominent* header of “www.aa.org” for the next printing to “A.A. at a Glance.”
5. Memos have been sent to AAWS/TCS Board to review a possible Google AdWords/Grants application process and a request that the trustees’ P.I. committee obtain additional AAWS YouTube to aa.org traffic analytics.

2019 Conference Committee on Public Information

ITEM C: Public Service Announcements (PSAs):

1. Review the distribution and tracking information for the video PSA “Changes.”
-

Background notes:

NOTE: To view 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.

2018 Advisory Action:

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

Background:

1. PSA Changes tracking and Distribution Report (Tracking through January 2019)
2. Email correspondence from tracking and distribution vendor *Connect 360*
3. The most recent reports on the *Connect 360* extranet site:
<http://reportcenter.c360m.com/>

Username: AA2019

Password: connect

Note: Date received February 6, 2019

Hello Racy,

I hope you are well.

I'm writing with updated results for the Alcoholics Anonymous TV PSA distributions through the end of January. We're excited to see airings growing as more stations add the PSAs to their rotations!

Last month, the English "Changes" PSA aired an additional 3,674 times. Total results are now 4,358 airings with 36,697,516 impressions and \$1,924,403 in donated media value. In January, the PSA began airing on national and regional networks including FOX News, FOX Business, Revolt TV, FOX Sports Ohio and SportsTime Ohio. The campaign also began airing on over 20 new local stations including in the markets of New York, Seattle, Sacramento, Raleigh-Durham, Birmingham, Waco, Johnstown, Tallahassee and more. Additionally, airings continue to occur in the markets of Los Angeles, Philadelphia, Nashville, Tri-Cities, Reno and others. The PSA is now airing on 50 stations across the country with 75% of airings taking place during non-overnight timeframes.

The Spanish "Cambios" TV PSA aired an additional 378 times in January, bringing total results to 419 airings, 6,104,017 impressions and \$190,285 in donated media value. Last month, the PSA began airing on 15 new stations, including in the top markets of New York, Los Angeles, Chicago, Dallas, Houston, San Francisco, Atlanta and more. Coverage also continues to take place on national network Mexicanal and in the El Paso market. Additionally, 86% of airings have occurred during non-overnight hours.

We have also started to receive confirmed airing information for the Canadian PSAs. The Canadian PSAs have aired 367 times with 1,773,812 impressions and \$32,080 in donated media value. So far, the PSAs have aired on national networks UNIS and TV5 Quebec Canada as well as on national sports networks Réseau des sports (RDS), RDS 2 and RDS Info. The campaign has also aired on CTV Two affiliate CJDC-TV in Dawson Creek, BC.

Please note that while we are able to provide a Station Airing Detail report for the Canadian PSAs, we are unable to provide an Executive Summary report for this campaign. Because many Canadian stations are not monitored by Nielsen, we rely on the stations self reporting their usage to us and they are not always able to provide exact airing date and time for the PSAs. In order for you to see how many times each spot has aired, we are instead providing the Comparative Airings by Spot report for the Canadian PSA distribution.

Combined, the A.A. U.S. and Canadian TV PSAs have aired a total of 5,144 times with 44,575,345 impressions and \$2,146,768 in donated media value. Please see the attached reports for more detailed airing information. We're thrilled to see that so many new stations added the PSAs to their rotations over the last month. In January, the U.S. English PSA brought in an additional 33.7 million impressions and \$1.8 million in donated media value.

CONFIDENTIAL: 69th General Service Conference Background

Airings on music oriented cable network Revolt TV contributed greatly to these strong numbers as it aired the campaign over 250 times. The Spanish TV PSA also began receiving widespread coverage, with airings taking place in many top Hispanic markets on network affiliates such as Azteca America, UniMas/Univision and Telemundo. We will continue to encourage as much usage for all of the PSAs amongst stations and expect that airings will continue to grow as more stations have the opportunity to review the PSAs and add the campaigns to their rotations.

The log in information is the best way for people to view information on a day to day basis. For instance, if you wanted to log in each day to see how the campaign is doing, this would be the best way to see the most updated results for the campaigns as the extranet is updated each business day.

The reports that I send to you will have cumulative results through the end of the previous month and so if you're mainly interested in results from month to month, the PDF attachments are best to refer to.

We don't typically add the Canadian reports to the extranet site as they do not change on a day to day basis as we have to wait for stations to report their usage to us.

Please feel free to let us know of any questions. We will be in touch with our next update in March.

Best,
Shaliza



Shaliza Thomas*

Campaign Specialist

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**non-alcoholic*

2019 Conference Committee on Public Information

ITEM C: Public Service Announcements (PSAs):

2. Review the 2018 Report on the Relevance and Usefulness of Video 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.

Background:

1. 2018 Report on the relevance and usefulness of video Public Service Announcements
2. History on the relevance and usefulness of video Public Service Announcements

2018 trustees' Committee on Public Information
Report on the Relevance and Usefulness of
Video Public Service Announcements

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

The committee reviewed the current video Public Service Announcements for relevance and usefulness and agreed to forward to the 2019 Conference Committee on Public Information a request that the video PSA "My World" be discontinued.

The committee found the remaining [video PSAs](http://www.aa.org) to be relevant and useful. (www.aa.org)

**nonalcoholic Class A trustee*

**History of Annual Review of A.A. Television P.S.A.s
From Trustees' and Conference P.I. Committee Reports**
Updated July 2018

2007

(TRUSTEES) After thoughtful discussion, the committee agreed to forward a suggestion to discuss the 2002-2006 Advisory Actions regarding replacement and production of P.S.A.s to the 2007 Conference Committee on Public Information. The trustees' Committee on Public Information noted the completion of a four-year replacement schedule for P.S.A.s, as delineated by Advisory Action of the 2002 General Service Conference, and requested that consideration be given to the continued feasibility and effectiveness of producing a new P.S.A. every year.

(CONFERENCE) It was recommended that:

1. The committee recommended that the public service announcement "A Force of Nature" developed by the Trustees' Public Information Committee be approved.
2. The television public service announcement "A Force of Nature" be centrally distributed, tracked and evaluated at a cost not to exceed \$30,000, in addition to the work of local Public Information committees.
3. The 2002 Conference Advisory Action that states "After the initial four years this cycle would continue with the oldest P.S.A. [public service announcement] being replaced each year" be reaffirmed and a new P.S.A. be developed for review by the 2008 Conference Committee on Public Information at a cost not to exceed \$40,000 and the oldest P.S.A. in the four year plan be replaced.

(TRUSTEES) The committee briefly reviewed the concept proposals received from five different companies for the 2008 TV Public Service Announcement (P.S.A.). The committee chair appointed Paul H. to chair the 2008 P.S.A. Concept Selection Subcommittee, and invited Tina H. and Roberta L. to join the subcommittee.

(TRUSTEES) The committee accepted reports from the Chair of the Subcommittee on the 2008 Public Service Announcement (P.S.A.) Concept with appreciation. A representative from Banyan presented the 2008 TV P.S.A. storyboard via telephone call and incorporated several minor suggestions. The committee will view the rough draft P.S.A. at their February 2008 meeting.

2008

(TRUSTEES) The committee viewed and agreed to forward to the 2008 Conference

Committee on Public Information rough cuts of the proposed 2008 television public service announcement (P.S.A.), "I Thought," after incorporating several suggested changes.

(TRUSTEES) The committee considered and agreed to forward to the 2008 Conference Committee on Public Information a proposal to centrally distribute and track the proposed 2008 television public service announcement (P.S.A.), "I Thought," with a cost not to exceed \$35,000, should the P.S.A. be approved by the 58th General Service Conference.

(TRUSTEES) The committee reviewed and agreed to forward to the 2008 Conference Committee on Public Information the five month summary tracking and evaluation report on the 2007 A.A. television public service announcement (P.S.A.), "A Force of Nature."

(TRUSTEES) After thoughtful discussion, the committee agreed to forward to the 2008 Conference Committee on Public Information a suggestion to discuss the 2002-2006 Advisory Actions regarding replacement and production of television public service announcements (P.S.A.s). The trustees' Committee on Public Information noted the completion of the four-year replacement schedule for television P.S.A.s, as delineated by a 2002 General Service Conference Advisory Action, and requested that consideration be given to the continued feasibility and effectiveness of producing a new television P.S.A. every year and the practice of automatically retiring the oldest TV P.S.A.

(CONFERENCE) It was recommended that:

1. The 2008 television public service announcement, "I Thought," developed by the trustees' Public Information Committee be approved, and that reference to newspapers be added to the tag line.
2. The 2008 television public service announcement, "I Thought," be centrally distributed, tracked and evaluated at a cost not to exceed \$35,000, in addition to the work of local Public Information committees.
3. The Conference Committee on Public Information annually review current television public service announcements for relevance and usefulness, retiring a P.S.A. only when it is no longer relevant and/or useful to the Fellowship.
4. The Conference Committee on Public Information annually assess the need for a new television public service announcement.
5. A new television public service announcement be developed for review by the 2009 Conference Committee on Public Information, at a cost not to exceed \$45,000, and that no current television public service announcements be retired at this time. *[Note: This recommendation failed on the Conference floor.]*

Additional Committee Considerations:

- The committee suggested that the proposed 2009 television public service announcement be at least partially directed to older alcoholics, and that previously shot P.S.A. footage be used wherever possible. *[Note: The recommendation for a 2009 TV P.S.A. failed on the Conference floor.]*
- The committee reviewed with appreciation information on centralized distribution, tracking and evaluation of the 2007 television public service announcement “A Force of Nature.”

(TRUSTEES) The committee will begin discussion at its November 1, 2008 meeting on the Conference Committee on Public Information agenda topics 1) annually review current television public service announcements for relevance and usefulness, and 2) annually assess the need for a new television public service announcement.

(TRUSTEES) The chair created a subcommittee consisting of Roberta L., subcommittee chair, Tina H. and Larry F. to discuss the new annual agenda items for the Conference Committee on Public Information:

- Review current television public service announcements for relevance and usefulness
- Assess the need for a new television public service announcement

(TRUSTEES) The subcommittee will provide a progress report at the committee’s January 31, 2009 meeting.

(TRUSTEES) The committee was provided with substantial background on several discussion topics pertaining to A.A. radio and television public service announcements. This background can be reconsidered when decisions are made about future P.S.A.s.

(TRUSTEES) The committee reviewed background on A.A. television public service announcements with appreciation, noting correspondence received regarding the 2007 television public service announcement, “A Force of Nature.” The committee will review the background again at their January 31, 2009 meeting, and plan to begin discussion on the practice of filming full faces in A.A. television P.S.A.s and films at that meeting.

2009

(TRUSTEES) The chair created a subcommittee consisting of Roberta L., chair, Tina H., Paul H., and Pam R. to review bid submissions for the 2010 Television Public Service Announcements (P.S.A) and bring back a recommendation for the committee to consider at its fall, 2009 meeting.

(CONFERENCE) It was recommended that:

- A new A.A. television public service announcement (P.S.A.) be developed for review by the 2010 Conference Committee on Public Information, at a cost not to exceed \$40,000, and that full faces of actors portraying A.A. members not be shown in this P.S.A. NOTE: The committee suggested that older alcoholics and alcoholics with special needs be portrayed in this P.S.A.

Additional Committee Considerations:

- The committee reviewed with appreciation information on centralized distribution, tracking and evaluation of the 2008 A.A. television public service announcement “I Thought.”

(TRUSTEES) The committee accepted with appreciation a report from the subcommittee reviewing bid submissions for the 2010 television public service announcements (P.S.A) and agreed to select Banyan Concept #1 “My World” with complete unanimity.

(TRUSTEES) The Chair appointed a subcommittee of Tina H., Roberta L., George M. and Pam R. (chair) to review the current television public service announcements for relevance and usefulness and to assess the need for a new television public service announcement in 2011.

2010

(TRUSTEES) The committee reviewed and agreed to forward to the 2010 Conference Committee on Public Information the 2010 A.A. TV P.S.A., “My World,” after minor changes have been made.

(TRUSTEES) The committee discussed and accepted the Report from the Subcommittee on A.A. Television Public Service Announcements as reflective of the committee as a whole. The committee agreed to forward to the 2010 Conference Committee on Public Information the Report on A.A. Television Public Service Announcements (TV P.S.A.s), which includes the following two suggestions:

1. to maintain the current inventory of A.A. TV P.S.A.s ‘as is’ (i.e., retiring no current TV P.S.A.s);
2. that the 2010 A.A. TV P.S.A. “My World,” be centrally distributed, tracked and evaluated at a cost not to exceed \$35,000, in addition to the work of local Public Information committees.

(CONFERENCE) It was recommended that:

1. The 2010 television public service announcement, “My World,” developed by the trustees’ Public Information Committee, be approved.
2. The 2010 television public service announcement, “My World,” be centrally distributed, tracked and evaluated at a cost not to exceed \$35,000, in addition to the

work of local Public Information committees.

Additional Committee Considerations:

- The committee suggested that particular consideration be given to developing a more effective distribution of Spanish and French language public service announcements to Spanish and French language stations, including exploring possible assignment of telecaster numbers to older public service announcements in Canada.
- The committee reviewed all of the current A.A. TV public service announcements and agreed with the report of the trustees' Public Information Committee that found them all to be relevant and useful.
- The committee assessed the need for a new A.A. TV public service announcement and agreed with the report of the trustees' Public Information Committee that none was needed at this time. However, the committee recognized the need to have a public service announcement tracked and distributed on a yearly basis.

The committee requested that the trustees' Public Information Committee consider developing a plan to redistribute and track an older A.A. T.V. public service announcement in the years when a new public service announcement is not being distributed.

(TRUSTEES) The chair appointed a subcommittee with Tom B., chair, Nancy H. and Darren F. to consider the following 2010 Conference Committee on Public Information Additional Committee Considerations on Public Service Announcements (PSAs):

1. Give particular consideration to developing a more effective distribution of Spanish and French language PSAs to Spanish and French language stations.
2. Explore possible assignment of telecaster numbers to older PSAs in Canada.
3. Develop a plan to redistribute and track older A.A. TV PSAs in the years when a new PSA is not being distributed.

(TRUSTEES) The committee requested that Tom B., ACM, and the committee secretary explore options for separating the tracking and distribution functions for our PSAs.

(TRUSTEES) The committee agreed to have WestGlen Communications in New York, NY distribute and track the Public Service Announcement "My World" at a cost not to exceed \$35,000. The committee discussed the Public Service Announcement (PSA) distribution and tracking sub-committee report at length and tabled voting on additional sub-committee recommendations until the January 2011 meeting.

2011

(TRUSTEES) The committee agreed to forward to the 2011 Conference Committee on Public Information the suggestion to maintain the current inventory of A.A. TV PSA's "as

is” (i.e. retiring no current TV PSAs).

(TRUSTEES) In response to a 2010 Conference Additional Consideration that TV PSAs more effectively reach Spanish and French language stations, the committee agreed that future Spanish or French language TV PSAs be produced independently of any English-language PSAs.

(TRUSTEES) In response to a 2010 Conference Additional Consideration that the committee explore possible assignment of telecaster numbers to older PSAs in Canada, the committee agreed to renew, at minimal cost, telecaster numbers in 2011-2012 for all active TV PSAs.

(TRUSTEES) In response to a 2010 Conference Additional Consideration that the committee develop a plan to redistribute and track older TV PSAs in the years when a new PSA is not being distributed, the committee agreed that, in years when a new PSA is not being distributed, one or more older TV PSAs may be centrally distributed and tracked, subject to approval by the General Service Conference.

(CONFERENCE) It was recommended that:

- A culturally sensitive Spanish–language Public Service Announcement be developed by the trustees’ Public Information Committee, independent of any English language P.S.A. (production cost not to exceed \$40,000) to better ensure the hand of A.A. is there whenever anyone anywhere reaches out.

Additional Committee Considerations:

- The committee reviewed all of the current A.A. T.V. public service announcements and agreed with the trustees’ Public Information Committee’s report that found them all to be relevant and useful.

(TRUSTEES) In response to a 2011 Advisory Action, the chair created a subcommittee consisting of Tom B., chair, Frances B., J. Gary L., and Albin Z to review bid submissions for a Hispanic Television Public Service Announcement (P.S.A.) and make a recommendation for the committee to consider and vote on via email prior to the October 2011 Board weekend.

(TRUSTEES) The committee accepted the report from the Subcommittee on the Hispanic TV P.S.A. and approved the concept selected for the P.S.A. by the subcommittee. The committee looks forward to reviewing a preliminary video version of the P.S.A. at their January 2012 meeting.

(TRUSTEES) In response to the Conference P.I. Committee annual agenda items regarding current and future P.S.A.s the Chair appointed a subcommittee of J. Gary L. (chair), Tom B. and Albin Z. to review the current television public service announcements

for relevance and usefulness and to assess the need for a new television public service announcement in 2012.

2012

(TRUSTEES) The committee viewed and agreed to forward to the 2012 Conference Committee on Public Information, the rough cuts of the proposed Hispanic television Public Service Announcement (P.S.A.), “Tengo Esperanza,” after minor changes have been made.

(TRUSTEES) The committee considered and agreed to forward to the 2012 Conference Committee on Public Information, a proposal to centrally distribute and track the proposed Hispanic television public service announcement (P.S.A.), “Tengo Esperanza,” with a cost not to exceed \$40,000, should the P.S.A. be approved by the 62nd General Service Conference.

(TRUSTEES) The committee reviewed the report from the subcommittee on A.A. TV P.S.A.s and agreed to forward to the 2012 Conference Committee on Public Information, the suggestion to keep all current TV P.S.A.s on AA.org and in the catalog, noting that the P.S.A.s are all relevant and useful at this time.

(TRUSTEES) The committee reviewed the report from the subcommittee on A.A. TV P.S.A.s and agreed to forward to the 2012 Conference Committee on Public Information, the suggestion to keep all current TV P.S.A.s on AA.org and in the catalog, noting that the P.S.A.s are all relevant and useful at this time.

(CONFERENCE) It was recommended that:

- The video public service announcement for the Spanish-speaking community, “Tengo Esperanza,” developed by the trustees’ Public Information Committee, be approved with minor edits.
- The video public service announcement for the Spanish-speaking community, “Tengo Esperanza,” 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 2013 Conference Public Information Committee for their review.

(TRUSTEES) In response to an Advisory Action of the 2012 Conference Committee on Public Information, the chair appointed a subcommittee with Corliss B., chair, Tom B and Andrew W. to review the Requests For Proposal and select a vendor for tracking and distribution of the video P.S.A. for the Spanish-speaking community, “Tengo Esperanza.”

In addition, the subcommittee will consider the following recurring Agenda Items for the

Conference Committee on Public Information and bring back recommendations to the October meeting:

- Review current television public service announcements for relevance and usefulness;
- Assess the need for a new television public service announcement.

(TRUSTEES) The committee reviewed and accepted the report from the subcommittee on A.A. Video P.S.A.s and noted the selection of WestGlen Communication to distribute and track “Tengo Esperanza.” The committee agreed to forward the Report on A.A. Video P.S.A.s to the 2013 Conference Committee on Public Information that includes the following two recommendations:

1) that the video P.S.A.s “My World”, “I Thought,” “Force of Nature,” “Testimonials,” and “We Know What It’s Like,” remain relevant and useful for the time being and that “Living in Chaos” be retired; and

2) that one or more video P.S.A.s be produced in calendar year 2013, using the current five “Young People’s Videos.”

2013

(CONFERENCE) Additional Committee Considerations:

- The committee reviewed the report from the trustees’ Public Information Committee on A.A. Video Public Service Announcements (P.S.A.s).
- The committee considered production of one or more video P.S.A.s to be produced in the calendar year 2013 using the current five “Young People’s Videos” and took no action. The committee requested that the trustees’ Public Information Committee define more specifically the target audience, the cost, the method of distribution appropriate to the targeted audience, and any format issues, and bring back a report to the 2014 Conference Public Information Committee.
- The committee reviewed all current A.A. video public service announcements and found them all to be relevant and useful, noting that “Living in Chaos,” which the trustees’ committee had suggested for retirement, continues to effectively portray the consequences of alcoholic drinking.

(TRUSTEES) The chairperson appointed a subcommittee with Tom B., chair, Josh E, and David N. to consider the following recurring agenda items for the Conference Committee on Public Information, and bring back recommendations to the November meeting: (a) review current video P.S.A.s for relevance and usefulness, and (b) assess the need for a new video P.S.A. In response to the 2013 Additional Committee Consideration, the subcommittee will also explore the feasibility, target audience, distribution and cost of using the current Young People’s videos to produce additional video P.S.A.s.

(TRUSTEES) The committee reviewed and accepted the report from the Subcommittee on Video P.S.A.s, and agreed to forward the Report on A.A. Video P.S.A.s to the 2014 Conference Committee on Public Information. The Report contains the following two suggestions:

- 1) that a new Public Service Announcement be produced in 2014, at a cost not to exceed \$30,000; and
- 2) that the video P.S.A.s “Living in Chaos” and “We Know What It’s Like” be retired, based on reasons specified in the report.

2014

(TRUSTEES) The committee agreed to forward to the 2014 Conference Committee on Public Information the updated report from the Subcommittee on Video P.S.A.s.

(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 P.S.A.s regarding the P.S.A.’s “I Thought,” “A Force of Nature” and “Testimonials,” including the suggestion that as new P.S.A.s 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 P.S.A.s, 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 P.S.A.s that the Spanish video P.S.A. “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 P.S.A. “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 determined that all three current video P.S.A.s remain relevant. In assessing the need for a new video P.S.A., the committee did not see the need for one at this time.

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

2018

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

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

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

Additional Committee Consideration:

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

2019 Conference Committee on Public Information

ITEM C: Public Service Announcements (PSAs):

3. Consider request that the video PSA “My World” be discontinued.

Background notes:

2010 Advisory Action:

The 2010 television public service announcement, “My World,” developed by the trustees’ Public Information Committee, be approved.

From the report of the October 27, 2018 meeting of the trustees’ committee on Public Information:

The committee reviewed the current video Public Service Announcements for relevance and usefulness and agreed to forward to the 2019 Conference Committee on Public Information a request that the video PSA “My World” be discontinued. The committee found the remaining video PSAs to be relevant and useful.

NOTE: To view 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 the PSA My World.

You can set your preferred language ([English](#), [French](#), [Spanish](#)) by clicking the language button on the top right corner of aa.org.

Background:

1. PSA “[My World](#)” (www.aa.org)

2019 Conference Committee on Public Information

ITEM C: Public Service Announcements (PSAs):

4. Consider request to approve the development of a new PSA in video format that utilizes full-face actors (not members of A.A.).
-

Background notes:

From the January 26, 2019 trustees' Committee on Public Information report:

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

Background:

1. Memo request from Area 06 for a full-face video PSA
2. History regarding the Policy on Actors portraying A.A. members
3. 2011 Subcommittee Report and policy on the "Policy on Actors Portraying A.A. Members or Potential Members in Videos Produced by the GSB or its Affiliates"
4. Memo from professional PSA distribution company, *Connect 360 Multi Media*
5. [Videos and Audios](#) on aa.org (see link)



California Northern Coastal Area 06

www.cnca06.org

P.O. Box 884222, SAN FRANCISCO, CA 94188-4222

Rick W , Conference Coordinator
General Service Office
P.O. Box 459
Grand Central Station
April 16, 2018

Dear Rick,

I hope this letter finds you in good health and spirits. Greetings from California Northern Coastal Area! I am forwarding you this letter to be considered for inclusion on the agenda for the 69th General Service Conference.

At our Pre Conference Assembly on April 7, we approved the following motion with substantial unanimity:

“That the General Service Board of Alcoholics Anonymous and the General Service Conference of Alcoholics Anonymous approve the development of a new public service announcement in video format that utilizes full-face actors (not members of AA).”

This motion was brought forward by our Area PI/CPC committee for consideration at our assembly. At the assembly, the PSAs from Australia were shown. The PSAs that were shown are listed at this site: <http://bit.ly/AussiePSAs> The motion passed with a substantial unanimity and then there was a motion to reconsider and it failed. Some of the discussion in favor of this motion:

“I have been making presentations for BTG for 12 years. I spent the first few years using video without full faces and I have used the new video with full faces. The newer video is accessible and people identify more.” “In this world of technology, some people do not read books. These videos with full faces have so much more impact.” “We watched the videos from several countries. Even though we could not understand the language, we could understand the expression on the actors faces.” “Full face videos make it easier for people who read lips to understand.” “Initially my group was divided. There were many concerns about anonymity and hiring actors. But after we watched public service announcements, everyone was in support.”

Minority opinions expressed concerns about anonymity and the problems that might arise from hiring actors not AA members. One member was concern this might be discrimination.

We thank you for your consideration!

With lots of gratitude,

Joann L
Delegate Panel 67 California Northern Coastal Area

History regarding the Policy on Actors Portraying A.A. Members

From a January 2009 report regarding the practice of the use of full-face actors in PSAs:

P.S.A.s

Having reviewed a sampling of available T.V. P.S.A.s (5 between 1996 and 1999 and 3 between 2003 and 2005) it appears the common practice is as follows:

When an actor in a P.S.A. is: being handcuffed; shown in a jail cell; fighting with their spouse; reaching for a bottle etc. there has been a narrator saying something along the lines of, "If your drinking is causing you problems, call Alcoholics Anonymous." The actors in these scenes are usually filmed with full faces and are identifiable.

Anytime an actor is portraying an A.A. member (someone indicating in a T.V. P.S.A. produced by A.A.W.S., identifies him/herself in anyway as a member of A.A. the filming of this person has been done with some form of anonymity protection and not identifiable.

From the November 2, 2008 trustees' Committee on Cooperation with the Professional Community/Treatment Facilities report:

Review a variety of possible creative alternatives to using full faces in videos produced by the General Service Office: *Due to time constraints, the committee tabled discussion regarding the use of full faces in A.A. videos produced by the General Service Office for the General Service Conference until its February meeting.*

From the January 31, 2009 trustees' Committee on Public Information:

Filming Full Faces in A.A. TV P.S.A.s: *The committee began discussion on the practice of filming full faces of actors in A.A. television public service announcements (P.S.A.s) and asked the staff secretary to gather additional sharing from Public Information Committees, Area Delegates and foreign G.S.O.s. The committee will continue discussion of this item at their August 1, 2009 meeting.*

From the February 1, 2009 trustees' Committee on Cooperation with the Professional Community/Treatment Facilities report:

Full faces of anyone portraying an A.A. member in Conference-approved video projects: *The committee considered the suggestion to discontinue the practice of showing full faces of anyone portraying an A.A. member in Conference-approved video projects and requested that the staff secretaries on all of the service committees collect sharing from the Fellowship on this topic and bring this sharing to its August 2, 2009 C.P.C. meeting.*

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From the August 2, 2009 trustees' Committee on Cooperation with the Professional Community/Treatment Facilities report:

Use of full faces in A.A. World Services Inc. (A.A.W.S.) video projects: The committee reviewed and discussed sharing from the Fellowship and the August 1, 2009 Board Sharing Session on the use of full faces in video projects produced by A.A. World Services Inc. (A.A.W.S.) and agreed to reflect further on this issue in preparation for creation, at their November 1, 2009 meeting, of an agenda item for the 2010 General Service Conference

From the November 1, 2009 trustees' Committee on Cooperation with the Professional Community/Treatment Facilities/Special Needs report:

Full faces in video projects: The committee reviewed and discussed the Fellowship sharing on the use of full faces in video projects produced by A.A. World Services Inc. (A.A.W.S.) in preparation for a possible agenda item for the 2010 General Service Conference and agreed to forward this item to the trustees' Committee on Public Information.

From the January 30, 2011 trustees' Committee on Public Information report:

The committee recommended that the following policy (Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or its Affiliates) be adopted by the General Service Board, and that the policy be forwarded to the 2011 Conference Committee on Public Information for approval by the General Service Conference.*

** Policy was adopted by A.A. General Service Board January 31, 2011*

The GSB Policy was approved by the 2011 General Service Conference

2014 Public Information Additional Committee Consideration:

The committee expressed concern about possible inconsistencies between retiring certain P.S.A.s because of conflict with the current full-face policy, and posting video content on AA.org that may also be perceived to conflict with this policy. The committee asked that the A.A.W.S. Board consider offering the video Hope: Alcoholics Anonymous via a digital platform accessible by local committees, rather than displaying this content on publicly accessible pages of the AA.org website.

From the January 31, 2015 trustees' Committee on Public Information Report:

Policy on Using Full Faces in A.A. Videos: The committee considered a request to rescind the "Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or its Affiliates" that was

approved in 2011, and took no action. The committee agreed that the policy adequately allows for exceptions to the general practice of not showing full-faces in videos produced by these entities, while also maintaining a conservative stance regarding A.A.'s Tradition of Anonymity.

From the January 30, 2016 trustees' Committee on Public Information:

Reconsider policy on the use of full faces in A.A. Videos: The committee reviewed a request to reconsider the 2011 Conference Action regarding the use of full faces in A.A. videos and agreed to forward the request to the 2016 Conference Committee on Public Information

2016 Public Information Addition Committee Consideration:

The committee discussed a request to reconsider the 2011 Advisory Action regarding the "Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos Produced by the General Service Board or Its Affiliates." The committee took no action noting that the current policy on the use of full-face videos is adequate.

**Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos
Produced by the General Service Board or its Affiliates**

Videos produced and distributed by the General Service Board or its affiliated corporations, Alcoholics Anonymous World Services, Inc. and Alcoholics Anonymous Grapevine, Inc., that include actors portraying A.A. members or potential A.A. members shall not show the actor's full face, unless:

- a. The General Service Board, by substantial unanimity, agrees that the proposed video is consistent with the A.A. tradition of attraction rather than promotion, and that such use of an actor or actors does not in fact or in appearance place personalities before principles, and
- b. The General Service Conference authorizes, by substantial unanimity, the production and distribution of such video.

For purposes of this Policy, a "video" is any item of visual media in which a live actor appears, regardless of the medium in which the video is presented (DVD, film, electronic file, etc.).

For purposes of this Policy, a "potential A.A. member" is a character in a video who is portrayed as seeking help from A.A., or who is portrayed as the recipient of Twelfth Step work in any form.

Existing videos using actors to portray A.A. members or potential A.A. members may continue to be produced and distributed until retired from service.

The videos "Markings on the Journey," and "Bill Discusses the Twelve Traditions," each of which is currently distributed only to A.A. groups, as well as "Bill's Own Story," which also has restricted distribution, may continue to be produced and distributed.

A copy of this policy shall be given to all entities participating in the production of a video prior to commencement of production. The background documentation for the policy will always be distributed with the policy.

**Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos
Produced by the General Service Board or its Affiliates**

Background

The Eleventh Tradition (short form) provides that:

Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films.

The long form of the Eleventh Tradition expands on this idea as follows:

Our relations with the general public should be characterized by personal anonymity. We think A.A. ought to avoid sensational advertising. Our names and pictures as A.A. members ought not to be broadcast, filmed or publicly printed. Our public relations should be guided by the principle of attraction rather than promotion. There is never a need to praise ourselves. We feel it better to let our friends recommend us.

Although the traditions have never been amended, it is fully understood that the phrase "press, radio, and films" is interpreted to include television, the internet, and other means of public communication available through new technologies.

The Twelfth Tradition also makes clear that anonymity is a core value of the Fellowship:

(short form) Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.

(long form) And finally, we of Alcoholics Anonymous believe that the principle of anonymity has an immense spiritual significance. It reminds us that we are to place principles before personalities; that we are actually to practice a genuine humility. This to the end that our great blessings may never spoil us; that we shall forever live in thankful contemplation of Him who presides over us all.

The subcommittee reviewed written commentary on these traditions by the founders and relevant Conference Advisory Actions. In 1968, a General Service Conference Advisory Action specifically addressed the question of what constitutes an anonymity break by a member under the Eleventh Tradition: "The showing of the full face of an A.A. member at the level of press, TV, and films be considered a violation of the Anonymity Tradition, even though the name is withheld."

**Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos
Produced by the General Service Board or its Affiliates**

Scope of the Subcommittee

The subcommittee interpreted its scope under the 2010 Advisory Action to be the consideration of "visual media," such as "tapes and videos" in which live actors appear. This includes, for example, films, DVDs, video tapes, and streaming video on the internet. In this report the term "video" is used to encompass all such formats. It does not include books, pamphlets, posters and other printed material.

The subcommittee also considered the question of what constitutes a "potential A.A. member" in a video. It concluded that portrayal of a person drinking to excess is not, in and of itself, sufficient to characterize the person as a "potential A.A. member." It is only when the character is portrayed as "touched by A.A." in some fashion, such as making or receiving a twelfth step call, or walking into an A.A. meeting, that the character comes within the ambit of our traditions. Of course, if the character is shown having such a contact during the video, any earlier scenes in which the character appears would also be subject to any policy on showing of faces of potential A.A. members.

Current Practice

The subcommittee reviewed current videos in which the faces of actors portraying A.A. members or potential A.A. members are shown.

1. A.A. in Correctional Facilities

This 10 minute video is targeted for use by corrections personnel, but is included in the A.A.W.S. catalogue and is thus available to the public. There is a printed notice at the beginning and at the end of the film stating that actors are used to portray A.A. members. There are numerous scenes in which the full faces of actors portraying A.A. members are shown. The scenes show members attending meetings both within and outside of prison, talking to correctional professionals, and making a twelfth step call at the bedside of a hospital patient. The characters have no speaking parts, and do not look into the camera or otherwise communicate with the viewer of the video. All speakers in the video are correctional professionals who are not members of A.A.

2. A.A. Video for Employment/Human Resources Professionals.

3. A.A. Video for Healthcare Professionals

4. A.A. Video for Legal and Corrections Professionals.

**Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos
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These 5 minute videos are available for viewing on A.A..org from the portal "Information on A.A." under the heading "A.A. Videos for Professionals," and are thus viewable by the public. They are not included in the A.A.W.S. catalogue. Each has an oral and written disclaimer at the beginning and the end of the video stating that actors are portraying A.A. members. Full faces are shown of actors portraying A.A. members attending A.A. meetings and consulting with professionals. The characters have no speaking parts and do not look into the camera or otherwise communicate with the viewer of the video. All speakers in the video are professionals who are not members of A.A. The "voice over" speaker does not identify himself as an A.A. member.

5. We Know What It's Like (Public Service Announcement)

In the one minute version of this PSA, the concluding shot suggests picking up the phone to call A.A., and then shows the full face of a person answering a phone. The shot is not included in the shorter versions of the PSA.

The PSA "I Thought" is ambiguous. It shows full faces, but it is not clear that the actors are portraying A.A. members. There are several shots where the character is clearly an A.A. member, and in these cases less than full face is shown.

The current practice of the Trustee Public Information Committee is that no full faces of actors portraying A.A. members are shown in public service announcements. Actors portraying a character with a drinking problem are shown in some, but not all, of the current PSAs.

6. Bill Discusses the Twelve Traditions

7. Bill's Own Story

8. Markings on the Journey

Each of these videos shows the full faces of our founders. They are available in the A.A.W.S. catalogue, but footnoted "These items are confidential and are available to A.A. members only. Please order through your group."

9. Hope: Alcoholics Anonymous

The approval of this video at the 2009 General Service Conference was the catalyst for the ongoing discussion about the appropriate use of actors who portray A.A. members in Conference approved videos. The video was a remake of an earlier video in which the faces of actors portraying A.A. members were not shown. The video is targeted for use by treatment centers to show to patients as

**Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos
Produced by the General Service Board or its Affiliates**

an introduction to A.A. The dialogue in the old version and the new version is, with minor exceptions, identical. The new version shows the actors playing A.A. members full face, and unlike other videos described above, in this video the actors identify themselves as A.A. members and speak directly into the camera to the viewer of the video. The video contains an oral and written disclaimer at the beginning and at the end that the A.A. members shown in the video are portrayed by actors. The video is in current distribution, and is available to the public in the A.A.W.S. catalogue.

Discussion

The subcommittee noted that in none of the above publicly distributed videos is the anonymity of an actual A.A. member broken. There is, simply put, no anonymity break in violation of our Eleventh Tradition. However, this fact does not end the discussion. Even with no anonymity break, our public relations policy is one of attraction rather than promotion, and our Twelfth Tradition states that anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.

It goes without saying that our public relations policy requires that we not describe or portray A.A. in a manner inconsistent with our traditions. We would never, for example, have a PSA which showed a group accepting a large donation from a local charity, or whose members charged a "sponsorship fee" for twelfth step work. Other than the new Hope video, the conduct of all A.A. characters portrayed in videos is consistent with our traditions. They are portrayed attending meetings, doing twelfth step work, meeting with professionals. The camera in these videos is a "hidden eye" on the scene, unacknowledged and unknown to the characters. Given the clear disclaimer at the beginning and end of the videos that actors are being used, it is understandable that these videos were approved by Conferences over the years without widespread objection.

In the new *Hope* video, however, we have for the first time actors portraying A.A. members who in fact turn and speak directly to the camera. One interpretation of this scene is that the character being portrayed is an A.A. member who knows and acknowledges he is being filmed. For a member knowingly to allow such a filming would be a clear violation of the Eleventh Tradition. Another interpretation is that the character is not being portrayed as speaking into a camera; he is being portrayed as speaking to an unseen person behind the camera, namely the viewer. The presence of the camera is never explicitly acknowledged. In either case, however, the fact that the character is speaking introduces an additional factor of "personality" into the equation, which

**Policy on Actors Portraying A.A. Members or Potential A.A. Members in Videos
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may suggest that personalities rather than principles are being emphasized, and that the character is not practicing a genuine humility.

Conclusion

Showing the full faces of actors portraying A.A. members brings two of our most cherished traditions into opposition -- our call to carry our message effectively to the still suffering alcoholic, and our belief that anonymity is a bedrock principle that in many ways defines who we are as individuals and as a Fellowship. The subcommittee is unanimous in its belief that with proper disclosure that actors are being used, the display of the full face of a character can have real benefit to the effectiveness of a video without diminishing either the reality or the perception of our commitment to anonymity. However, the danger is also real that use of full faces may result in a video of promotion rather than attraction, and personalities coming before principles. The subcommittee believes that the importance of these considerations requires that a proposed video in which full faces are to be used be evaluated in light of these considerations by the General Service Board as a whole, and then by the General Service Conference, in each case with substantial unanimity that the proposed video is consistent with our traditions. The solution is thus primarily procedural, requiring that the issues arising from the use of full faces are fully disclosed and explored by both the Board and the Conference prior to moving forward.



Annette Minkalis

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February 7, 2019

Ms. Racy J.
General Services Office of
Alcoholics Anonymous, Inc.
475 Riverside Drive, 11th Floor
New York, NY 10115

Dear Racy:

Thank you for this opportunity to answer questions that you and your leadership may have about public service announcements. With decades of experience behind me, I'm always happy to share my knowledge.

Defining an 'impression'

An impression occurs every time a person sees your PSA. That same person may see your PSA multiple times since stations will air PSAs repeatedly over an extended period of time. If a person sees your PSA (for example) five times, that counts as five "impressions."

"Impressions" are different from "viewers." Every time your PSA airs Nielsen provides us with a viewership number for each specific airing. But a viewer is an individual person. While that individual may have been watching different TV shows and was therefore counted by Nielsen as a viewer for each program where they saw your PSA, they are still one person. Therefore it's inaccurate to add all the viewers for a total viewership number. If you did that you could easily end up with a number that far exceeds the number of people residing in that city. This is why we count impressions, and not viewers.

Use of Actors and Full-Face in Creative

Based on many conversations with PSA directors, the number one reason they clear a PSA for use is the relevance of the message to their viewing audience. If it's an issue or problem that they feel affects a good number of people that watch their station, *that* is the deciding factor. It's not about celebrities, it's not about expensive production value...it's relevance of the message. I've seen PSAs from nonprofits that did not have the money to put into good production quality but the campaign had strong results because the information conveyed was relevant and important.

That said, your message is a strong one and has high relevance to any viewing audience. We do not feel you need actors nor do we feel it would enhance the results. Regarding full face

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versus partial, we do not see it as a deciding factor. In fact, having partial face is more understandable to both the PSA director and the viewer as it reinforces A.A.'s commitment to anonymity. Whereas showing full face could be in conflict to what people expect of A.A. and could cause a potential new member to lose confidence in A.A.'s ability to keep identities anonymous.

Re-Using Existing Content

We work with a lot of different nonprofit organizations who sometimes face budget considerations and don't have money for new productions every year, but they still want their PSAs to be seen. In these situations, it's common for us to suggest re-distributing older creative. A.A. has both "Doors" and "I Have Hope" in inventory, which can be recycled. This is merely a consideration – whether now or down the road – if there is ever a time where you want your PSAs airing but don't have the production dollars for a new creative.

Benefits of Animation Video

Many different styles of video work well as PSAs. From experience, when an organization needs to develop a PSA in multiple languages, animation video is a cost effective way to go because it's easily adaptable to other languages. All you have to do is lay in a new voice over in Spanish or French Canadian and then translate any on screen text.

When conducting multi-cultural distributions, it's not just about having the audio in-language as it's also about showing diversity and having different ethnicities represented. With animation, it's easy to create ethnic diversity or even make the characters generic.

I can also tell you that the A.A. animated PSA "Doors" was highly successful. In fact, you had a 2 minute PSA and it's usually unheard of for PSA directors to accept longer than a :60, but many stations did play that 2 minute spot.

While there are cost efficiencies to animation, I want to also say there is definitely room in the arsenal for other styles of video production. Especially if A.A. continues to produce more PSAs, you wouldn't necessarily want everything to be an animated video.

When having creative shot on video that features people on-screen people (whether full or partial face) the creative just has to be such where there are no spoken lines on camera as you would not be able to create Spanish or French Canadian versions without dubbing or subtitles, and neither are liked by PSA directors. PSA Directors feel if you want them to air your PSA, you should make it relatable to the ethnic audience they represent. How A.A. handled "I Have Hope" is a good example of a way to handle a videotaped production with no on-screen lines.

Experiences on Successful PSAs

- **Ethnic Diversity**. If casting for future video productions with an on-screen presence, try to have ethnic diversity. Particularly include a Hispanic representation since we create the PSA in Spanish. But also, A.A. appeals to a wide and diverse group so to the extent possible that should be reflected in your video. There are markets with a high African American population. For those markets, having African Americans represented would help the station's PSA director see the message as more relevant to their whole viewing audience.

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- Alcohol Scenes. Avoid scenes of alcohol, e.g. shots of a glass of wine or beer can, etc. In “My World” we had some stations complain about those kinds of scenes. Fortunately, the two subsequent productions did not include shots of alcohol.
- General tips: Here are common suggestions we make to all nonprofits:
 - Provide multiple length options, ideal :60, :30 and :15 (A.A. typically does this)
 - Be mindful when shooting video to avoid talent that may be wearing clothing with a logo (e.g. logos on a tee shirt) or when shooting exterior shots, do not show store names/logos in the background. Though these are innocent captures, it could come across as promotional. Logos like these should be blurred out in the edit room.
 - We always suggest nonprofits show creative to Connect360 and even provide us with rough cuts through the editing process. We recommend this to assure that the final product meets acceptable PSA standards. This is a complimentary service Connect360 performs when chosen as the distributor for the campaign.

Racy, hoping this information has been helpful and I’m more than happy to elaborate further if needed.

Best,



Annette I. Minkalis
Partner, Executive Vice President

2019 Conference Committee on Public Information

ITEM D: Review draft language addressing anonymity and safety proposed for the pamphlet “Understanding Anonymity.”

Background notes:

From the January 26, 2019 report of the trustees’ Committee on Public Information:

The committee reviewed the 2018 Advisory Action to develop language reflecting that A.A.’s anonymity Traditions are not a cloak protecting criminal or inappropriate behavior and that calling the proper authorities does not go against any A.A. Traditions in the pamphlet “Understanding Anonymity.” The committee agreed to forward the following text to the 2019 Conference Committee on Public Information for inclusion in the pamphlet “Understanding Anonymity” that addresses the matter of safety and anonymity...

Background:

1. Proposed draft language from A.A.W.S. Publishing Department
2. Conference - approved pamphlet “[Understanding Anonymity](http://www.aa.org)” (www.aa.org)

Racy,

As requested by the trustees' Committee on Public Information, below is a proposed addition to the pamphlet "Understanding Anonymity" that addresses the matter of safety and anonymity. It appears on page 9 of the attached PDF.

The text comes in the Q. and A. section on personal anonymity, as indicated.

The text reads:

Q. Is it okay to call the proper authorities if I witness inappropriate or even criminal behavior at a meeting?

A. Groups strive to provide as safe an environment as possible in which members can focus on sobriety, and, while anonymity is central to that purpose, it is not intended to be a cloak protecting inappropriate or criminal behavior. Calling the proper authorities in such cases is a serious step meant to preserve the safety of members and does not go against any A.A. Traditions.

Please let me know if you need anything else at this time.

With best wishes,

Ames

Ames S.
Managing Editor, GSO
475 Riverside Drive
New York, New York 10115
Website: aa.org

members that I hear in A.A. meetings, but what about other personal information?

A. It is understood by A.A. members that personal disclosures made in A.A. meetings are to be treated as confidential. For example, if friends outside the program are acquainted with some of your A.A. friends and know of their membership, you should be careful not to violate confidences picked up at meetings, however harmless they may appear at the time.



Q. Should I tell people who seem to have a drinking problem about my A.A. affiliation?

A. This is a personal matter. However, the spirit of the program is one of sharing and a recent study of A.A. members shows that a high proportion of them joined the Fellowship through another member. Before reaching a decision about such matters, most members find it helpful to discuss them with sponsors or A.A. friends.

Q. Should I reveal my anonymity to my boss so that I can attend early A.A. meetings regularly?

A. Asking for special favors because of A.A. membership is not in the spirit of the anonymity Traditions.

Anonymity in the digital age

Q. I maintain an Internet website and a personal page on a social media site. I also belong to an online meeting. At what level should I protect my anonymity on the Internet?

Note: Draft text would appear on P.9 in the pamphlet "Understanding Anonymity"

2019 Conference Committee on Public Information

ITEM E: Consider request to update language in the flyer “A.A. at a Glance.”

Background notes:

From the January 26, 2019 report of the trustees’ Committee on Public Information:

The Committee reviewed a request to update language in the flyer “A.A. at a Glance.” The committee reviewed and agreed to forward the following updated text to the 2019 Conference Committee on Public Information for inclusion in the flyer “A.A. at a Glance.”

That the wording of the last sentence in the section titled “How A.A. Members Maintain Sobriety” of the pamphlet “A.A. at a Glance” be changed from:

“Sobriety is maintained through sharing experience, strength and hope at group meetings and through the suggested Twelve Steps for recovery from alcoholism”

to

“Sobriety is maintained through sharing experience, strength and hope at group meetings and through the Twelve Steps of Alcoholics Anonymous, which are suggested as a program of recovery.”

Background:

1. Memo request from a District Literature chair
2. Conference – approved Flyer “[A.A. at a Glance](http://www.aa.org)” (www.aa.org)

REQUEST for AGENDA ITEM

Public Information Committee

I have been concerned for some time about the wording of some parts of the Pamphlet (F-1) "A.A. at a glance." In the section titled "How A.A. Members Maintain Sobriety" the last sentence currently reads "Sobriety is maintained through sharing experience, strength and hope at group meetings and through the suggested twelve steps for recovery from alcoholism." By referring to the twelve steps as "suggested" implies they can be taken in any order, skip some if you don't like them or just don't bother at all.

My second concern: is that I believe we should maintain consistency throughout our literature. Our Big Book refers to the twelve steps as "Here are the steps we took, which are suggested as a program of recovery (BB pg. 59)." Program being defined as "a plan to be followed." Our program was never meant to be a pick and peck, take what you want and leave the rest behind. What the Big Book is suggesting is that someone either take our program as it is offered or go find something else. I believe it is important that we maintain consistency throughout all of our literature. Even in our free pamphlets.

My third concern: I found in the forward to the fourth edition of the Big Book. "While our literature has preserved the integrity of the A.A. message, ... (BB pg. xxiv)". I believe we cannot preserve "the integrity of the A.A. message" if our own literature changes the wording from one book or pamphlet to another.

My fourth concern: the pamphlet refers to "...the suggested twelve steps of recovery..." My question is, whose steps are they? A.A.'s, N.A.'s, O.A., G.A.'s, the list goes on and on.

From a printing stand point this correction is a simple line change. When I spoke to the PI Desk at the General Service office, I was reminded that we own our art department. This change would not cost anything. There would be a small fee to translate the correction into Spanish and French but as we have already translated the Big Book into both languages this should not be much of a problem or expensive.

As Area 39 District 10 Literature Chair, I have discussed this with our Literature committee and all agreed on this correction. I then brought our idea to Area 39 District 10 district meeting and after lengthy discussion we agreed unanimously to take the idea to area 39 Literature Committee. Again, after lengthy discussion, by unanimous decision we decided to take it to the assembly floor. I also discussed the change with the PI committee and found substantial unanimity in favor of the correction. After a brief discussion on the assembly floor, the motion was narrowly defeated. Probably due to a lack of information on the assembly floor.

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Therefore, I am Requesting an Agenda Item to change the wording of the last sentence in the sections titled "How A.A. Members Maintain Sobriety" of pamphlet F-1 "A.A. at a glance."

Current wording: "Sobriety is maintained through sharing experience, strength and hope at group meeting and through the suggested Twelve Steps for recovery from alcoholism."

Requested change to new wording: "Sobriety is maintained through sharing experience, strength and hope at group meetings and through the Twelve Steps of Alcoholics Anonymous which are suggested as a program of recovery."

Thank you for your valuable time and careful consideration. Most especially thank you for your loving service.

In Loving Service

Jimmy C.
Area 39 Alt Literature Chair
Area 39 District 10 Literature Chair

2019 Conference Committee on Public Information

ITEM F: Review the 2018 trustees' Public Information Committee progress report on the usefulness and effectiveness of the A.A.W.S. YouTube account.

Background notes:

2017 Conference Advisory Action:

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.

2018 Conference Advisory Action:

That a progress report including website analytics and the usefulness and effectiveness of the A.A.W.S. YouTube account be brought back to the 2019 Conference Committee on Public Information.

From the January 26, 2019 report of the trustees' Committee on Public Information:

In response to a 2018 Advisory Action, the committee discussed the request that "a progress report including website analytics and the usefulness and effectiveness of the A.A.W.S. YouTube account be brought back to the 2019 Conference Committee on Public Information." The committee reviewed and agreed to forward to the 2019 Conference Public Information Committee a progress report on the A.A.W.S. YouTube Account.

Background:

1. ACM YouTube Analysis PowerPoint*
2. AAWS YouTube Analytics Spreadsheet
3. ACM YouTube Summary

Note: From the trustees' committee on Public Information Appointed Committee Members (ACMS) Allison C. and Shari M.:

Analytics provided in these reports were gathered with information as of January 2019. More current information will be made available to the P.I. Conference committee in May. Through an ongoing process more A.A.W.S. video content is being published to the A.A.W.S. YouTube account and as a result, traffic/stats may increase. Analytics are fluid and can be expected to change over time.

*The PowerPoint is being distributed to committee members only, at this time. It will become available to other Conference members once it has been translated into French, and Spanish.

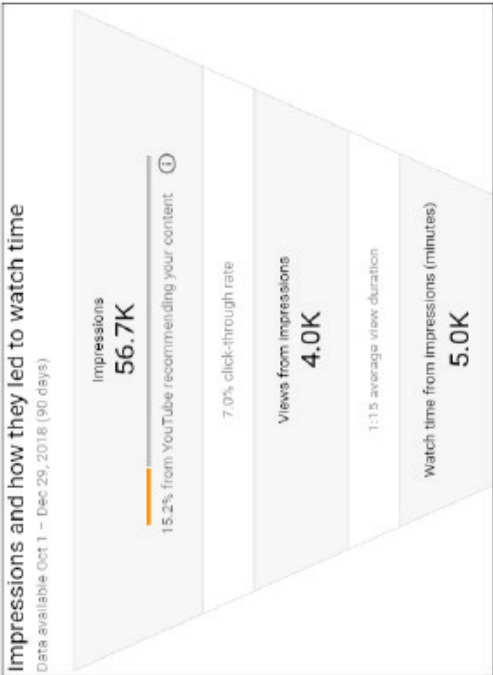
YouTube Progress for Trustees Committee on Public Information
Overview August 2017 - December 2018

The A.A.W.S. YouTube channel was created on August 25, 2017. Our original videos have been replaced twice. April 10, 2018 to add the intro and outro disclaimers and April 17, 2018 to correct a resolution issue. Due to this, we only have watch data going back to April 2018 because, as of May 2018, YouTube analytics does not provide information for deleted videos.

Since launch, 481 users have used the links back to aa.org on the channel. 364 of those were after October 1, 2018.

Since April 17, 2018	
Total views	18,903
Subscribers	2,685
Total watch time	24,057 minutes
Mobile users	62%

Unique viewer data is only available for 90 days "to ensure data quality", so total unique viewer information is not included.



Top 10 videos	By Watch Time		By Views	
	Doors (EN)	3,270	Doors (EN)	3,876
Healthcare				
Professionals (EN)		2,754	My World (EN)	2,095
Employment/HR			Tengo Esperanza (EN)	1,851
Professionals (EN)		2,016		
My World (EN)		1,887	Doors (SP)	1,180
			Healthcare	
Tengo Esperanza (EN)		1,679	Professionals (EN)	1,049
Hope: Alcoholics			Employment/HR	
Anonymous (EN)		1,583	Professionals (EN)	807
A New Freedom (EN)		1,288	Tengo Esperanza (SP)	784
Doors (SP)		989	My World (SP)	
Hope (SP)		811	Why Anonymous (EN)	424
Employment/HR			Hope: Alcoholics	
Professionals (SP)		355	Anonymous (EN)	361

Top traffic sources	By Views		External*		Top search terms**	
	Channel pages	10,049	Facebook		alcoholics anonymous	
	External* (embedded in other websites)	2,868	WhatsApp		alcoholicos anonymous	
	Playlist page	1,073	Google Search		alcoholics anonymous world services	
	Playlists	1,016	YouTube Search		aa compartimientos	
	Suggested videos (Sidebar)	962	Gmail		i have hope	
	Notifications (subscribers)	895			tengo esperanza	
	Browsing (homepage, subscription feed, other features)	624			aa	
	YouTube Search**	580			video de familiarizados	
	Direct or unknown	449			esperanza	
	Other YouTube features	365			human Resources	
	End screens	19				

Top Country Views	By Watch Time		By Views	
	United States	10,365	United States	7,658
	Argentina	738	Argentina	666
	Mexico	649	Columbia	638
	Columbia	568	Mexico	585
	India	543	India	463
	Canada	423	Canada	304
	Costa Rica	240	Costa Rica	172
	Germany	154	Germany	132
	Thailand	139	Spain	107
	South Africa	115	Chile	102

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Video Name	Posted on YouTube?	Optimized Video Description	Keywords	Script	Notes on videos
25 AND UNDER	Public as of 1/10/19	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public when description received.
ALCOHOLICS ANONYMOUS	Private	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public when description received.
A.A. FOR THE ALCOHOLIC WITH SPECIAL NEEDS	Not posted yet	Draft sent to Publishing for review	Drafting	Transcribed, possible keywords highlighted (Text from pamphlet)	ON HOLD - Waiting on retranslation information from Publishing
A.A. IN CORRECTIONAL FACILITIES	Not posted yet	Reviewed English from Publishing, not translated yet	Ready to implement E (3) once posted	Transcribed, possible keywords highlighted	Ready to make public once posted and description received.
A GROUP OF PEOPLE JUST LIKE ME	Public as of 7/25/2018	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public when description received.
A NEW FREEDOM	Public as of 4/17/2018	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	
CARRYING THE MESSAGE BEHIND THESE WALLS	Private	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public once posted and description received.
CHANGES	Private	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public once posted and description received.
DOORS	Public as of 12/10/2018	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	Update description when received

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HOPE: ALCOHOLICS ANONYMOUS	Not posted yet	Reviewed English from Publishing, not translated yet	Ready to implement E (3) once posted	Transcribed, possible keywords highlighted	
I HAVE HOPE	Not posted yet	Draft sent to Publishing for review	Ready to implement E (3) once posted	Transcribed, possible keywords highlighted	Update description when received
IT SURE BEATS SITTING IN A CELL	Public as of 4/17/2018	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public once posted and description received.
HEALTHCARE PROFESSIONALS	Public as of 12/27/2018	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	Update description when received
EMPLOYMENT/HR PROFESSIONALS	Public as of 4/17/2018	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	Update description when received
LEGAL & CORRECTIONS PROFESSIONALS	Not posted yet	Reviewed English from Publishing, not translated yet	Ready to implement E (3) once posted	Transcribed, possible keywords highlighted	Ready to make public when description received.
MY WORLD	Public as of 4/17/2018	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	Update description when received
ON THE BEACH	Private	Draft sent to Publishing for review	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public when description received.
WHY ANONYMOUS	Public as of 12/10/2018	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	
YOUNG PEOPLE'S ANIMATION VIDEO	Private	Implemented ESF	Implemented E (3)	Transcribed, possible keywords highlighted	Ready to make public when description received.

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PROCESS KEY			
Not posted yet	Drafting	Drafting	Not transcribed
Private	Draft sent to Publishing for review	Ready to implement E (3) once posted	Transcribed
Public	Reviewed English from Publishing, not translated yet	Implemented E (3)	Transcribed, possible keywords highlighted
	Implemented ESF	Implemented ESF Keywords refined using information from scripts	

Requested description translation order:

- Group 1: A New Freedom, Hope: Alcoholics Anonymous, Why Anonymous, A.A. For the Alcoholic with Special Needs
- Group 2: Young People's Animation Video, Alcoholics Anonymous, 25 and Under, A Group of People just like me.
- Group 3: Alcoholics Anonymous, For Legal and Corrections Professionals, On the Beach, Doors
- Group 4: My World, I Have Hope, For Healthcare Professionals, For Employment/H.R. Professionals
- Group 5: It Sure Beats Sitting in a cell, Carrying the message behind these walls, A.A. in Correctional Facilities, Changes

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PRELIMINARY KEYWORD STRATEGY

BROAD KEYWORDS			
	ENGLISH	FRENCH	SPANISH
	AA, A.A., AA Meetings, Alcoholic, Alcoholics Anonymous, Alcoholism, Alcoholism help, Am I alcoholic, Anonymity, Drinking out of control, Drinking problem, Drinking too much, Get sober, Getting sober, Give up alcohol, Give Up Drinking, Help with drinking problem, How do i quit drinking, How do i stop drinking, How do i stop drinking on my own, How do i stop drinking so much, How do you stop drinking, How to quit drinking, Meetings, Problem with alcohol, Quit drinking, Recovery, Recovery from alcoholism, Signs of alcoholism, Sober, Sobriety, Stay sober, Staying sober, Stop drinking, Symptoms of alcoholism	AA, Alcoolsiques Anonymes, alcoolsiques, abstinentes, rester abstinent, rester abstinentes, devenir abstinentes, alcoolisme, problèmes d'alcool, problème de l'alcoolisme, arrêter rétablissement de l'alcoolisme, rétablir de de boire, réunions, vivre sans alcool, l'alcoolisme, vivre sans alcool, anonymat (full list not yet translated)	AA, A.A., Alcohólicos Anónimos, mantenerse sobrio, mantenerse sobrio, sobrios, mantenerse sobrio, alcoholismo, problemas con el alcohol, recuperación del alcoholismo, recuperarse del alcoholismo, dejar de beber, reuniones, vivir sin beber, sobriedad, anonimato, problema con la bebida, ponerse sobrio (full list not yet translated)
Suggested:			
Public Service Announcements	Public Service Announcement, PSA		
Young People	YPAA, Y.P.A.A., Young in A.A., Young and sober, Am i too young to be an alcoholic, Am i too young to drink, ICYPAA		
Corrections	Corrections, AA in Prison, AA in Jail, Jail, Prison, D.W.I., DWI, D.U.I, DUI, court, driving drunk, court ordered, arrested, police, inmate, inmates, correctional facilities, probation	prisons, milieu carcéral, établissements correctionnels, incarcérés (full list not yet translated)	cárceles, prisiones, instituciones correccionales, encarcelados (full list not yet translated)
Accessibilities	American Sign Language, ASL, Deaf, Blind, DeafBlind, accessible, accessibilities, braille, ASL interpreted meetings, hard-of-hearing, deafness, hearing loss, wheelchair, cane, walker, scooter, accessibility issues		

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Treatment	addiction, substance abuse, detox, treatment, rehab, rehabilitation, treatment program, hospital, alcoholism ward		
ANCILLARY KEYWORDS			
	ENGLISH	FRENCH	SPANISH
Suggested:	A.A.W.S., AAWS, Alcoholics Anonymous World Services, Hope, 12 Steps, Twelve Steps, Twelve Traditions, 12 Traditions, sober living, desperation, Big Book, GSO, G.S.O., General Service Office, Sponsor, Sponsorship, One day at a time, share my story, tell my story, G.S.R., GSR, General Service Representative, D.C.M., DCM, District Committee Member, central office, intergroup, serenity prayer, primary purpose, Higher Power, preamble, home group, Daily Reflections, Grapevine, Happy Destiny, carry the message, work the steps, design for living, there is a solution, voices of recovery, friends of Bill, friends of Bob, Conference-approved, the promises, moral inventory, step 4, step four, fellowship, shared experience, keep coming back, resentments, language of the heart	Douze Étapes, parrainage, l'espoir (full list not yet translated)	Doce Pasos, apadrinamiento, esperanza (full list not yet translated)

Notes:

As part of this project, the script for each video was been examined for additional potential keywords which were incorporated. As we gather more data from the analytics, the keywords will continue to evolve.
 Once all of the descriptions are received, Publishing will review and translate the rest of the keywords so each video can be tagged in the correct language.
 Number of tags is not restricted on YouTube. Can use max 30 characters per tag and the text field accepts up to 500 characters (including separators).

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In Summary:

The AAWS YouTube channel was launched in October 2017. There are currently approximately 2600+ subscribers. Since the launch 481 users have accessed aa.org from the YouTube channel.

The channel currently has published 24 videos. However, some of these videos are duplicates as they are also posted in Spanish and French.

Video titles include:

Hope: Alcoholics Anonymous

A New Freedom

Why Anonymous?

A.A. Video for Employment/Human Resources Professionals

Tengo Esperanza

A.A. Video for Healthcare Professionals

My World

Doors

There are 11 videos which are currently published privately or waiting to be uploaded to YouTube.

Each video contains a description (using relevant keywords as suggested by Trustees' PI Committee ACMs as well as general keyword research). Each video also includes an option for captions and subtitling. Comments are disabled for videos.

Each video contains an end screen that notes that videos appearing before or after may not be associated with A.A.

Communication Services is currently in the process of adding more videos including relevant descriptions as outlined in AAWS report.

The YouTube page header includes links to:

<https://www.aa.org/>

https://www.aa.org/pages/en_US/aaaws-gso-youtube-channel-information

https://www.aa.org/pages/en_US/frequently-asked-questions-about-the-aaaws-gso-youtube-channel

There are 6 playlists on the channel:

Videos des AA pour les professionnels

Videos de A.A. para Profesionales

AA Videos for Professionals

AA Messages d'Intérêt Public - Français

AA Anuncios de Servicio Público - Español

AA Public Service Announcements - English

Since channel inception, watch time is 24k+ minutes.

There have been 18k+ channel views.

The top viewed videos are:

Doors: 3.2K minutes

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A.A. Video for Healthcare Professionals: 2.7k minutes
A.A. Video for Employment/Human Resources Professionals: 2k minutes
My World: 1.9k minutes
I Have Hope: 1.7k minutes

External traffic sources include:

WhatsApp: 20.4%
Facebook: 17.5%
Google Search: 6.6%
YouTube: 5.2%
Gmail: 3.8%

Top YouTube search terms include:

alcoholics Anonymous world services
alcoholicos anonimos
I have hope
tengo esperanza
alcoholics anonymous

71.8% of viewers are not subscribed to channel
28.2% are subscribers

Top country views include:

United States: 39.4%
Argentina: 2.6%
Mexico: 2.4%
Colombia: 2.4%
India: 2.1%

87.5% of viewers are male
12.5% of viewers are female

Age range of viewers is:

25-34 years 6.0%
35-44 years 16.9%
45-54 years 32.5%
55-64 years 35.4%
65+ years 9.2%

2019 Conference Committee on Public Information

ITEM G: Review the 2018 trustees' Public Information progress report on the use of Google AdWords and Google Grants to carry the A.A. message.

Background notes:

2016 Conference Advisory Action

A proposal for implementing a Google-for-Non-Profits account for carrying the message of A.A. to the public be developed and brought back to the 2017 Conference Committee on Public Information for review.

2017 Conference Advisory Action

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.

Additional Committee Consideration of the 2017 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.

January 26, 2019 report of the trustees' Committee on Public Information:

In response to the Additional Committee Consideration of the 2018 Conference Committee on Public Information to "provide a progress report on the use of Google AdWords and Google Grants including information on the cost of implementing a six-month trial and the cost of a full year's implementation" the committee reviewed and agreed to forward to the 2019 Conference Public Information Committee a report which includes information requested by the 2018 Conference Public Information Committee.

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Note: From the trustees' Committee on Public Information Appointed Committee Members (ACMs) Allison C. and Shari M.

Estimated costs are presented in Item G.1. The P.I. trustees' committee was asked by the Conference Committee on Public Information to give 6 months and 1-year trial. However, this report presents a range of pricing that illustrates the minimum that Google is suggesting we do monthly; based on the keywords and geographic territories. You can simply total it however, it is suggested that the committee review the monthly budget given and then establish a cap of spending. This is because you can budget for \$18,000 per month = \$108,000 for 6 months however, it will not 'spend' this way. It will go up and down over the months starting lower and building. We also suggest an additional 1k to 2K over time, added to each month.

Background:

1. Google AdWords/Google Grants PowerPoint*
2. LegitScript Application Fact Sheet (see application [link](#))

*The PowerPoint is being distributed to committee members only, at this time. It will become available to other Conference members once it has been translated into French, and Spanish.



LegitScript Application Fact Sheet

Addiction Treatment Certification

For Drug and Alcohol Addiction Treatment Providers in the United States

Stand out from the crowd and enable advertising of your drug and alcohol addiction treatment services on Google.

Addiction Treatment Certification is an important new service from LegitScript for providers of drug and alcohol addiction treatment.

LegitScript provides the **only** certification service for drug and alcohol addiction treatment providers that is recognized by Google. Avoid costly interruptions to your Google ads by getting LegitScript-certified.

Why Certification is Important to Your Business

Prevent Advertising Disruptions	Uncertified advertisers of addiction treatment services risk having their campaigns paused or suspended. By becoming LegitScript-certified, you can plan your Google advertising campaign with confidence and prevent these costly interruptions. LegitScript is the only independent certification organization that is recognized by Google for this purpose.
Stand out from the Crowd	Rising patient awareness and increased government intervention are helping to drive the growth of addiction treatment services. How will you stand out from the crowd? LegitScript's Addiction Treatment Certification helps you differentiate your services from both legitimate competitors and addiction treatment facilities involved in illicit activities. Being LegitScript-certified builds trust with your prospective patients by letting them know you operate safely and legally.
Work with a Trusted Partner	As the leader in healthcare-related certification, LegitScript has earned the trust of regulatory authorities and credit card companies, as well as major search engines and e-commerce platforms around the world, including Google, Bing, Facebook, and Amazon.

 certification@legitscript.com  1-877-534-4879  legitscript.com/contact

Addiction Treatment Certification

For Providers of Drug and Alcohol Addiction Treatment

Does Certification Apply to You?



In-Person Addiction Treatment

Any website, application, or merchant that provides information about in-person drug or alcohol addiction treatment, or facilitates in-person or online drug or alcohol treatment, other than at a private residence or non-clinical setting. Currently, residential settings (e.g., recovery residences) are not eligible for certification.



Mutual Support Groups

Any website, application, online forum, or merchant that does not offer treatment for drugs or alcohol, but that facilitates interactions between non-professional members engaged in recovery.



Crisis Hotlines

Any website, application, call center, chat feature, or telephone number that provides remote assistance or information to individuals in recovery, or to those who are seeking information about addiction or addiction treatment, or to any person associated with such individuals.

This program is currently only open to providers of drug and alcohol addiction treatment in the United States. Outside the United States, ads for addiction services are currently not allowed on Google.

Pricing

Number of unique facilities	Application fee per unique facility	Annual fee per unique facility
1 to 9	\$995	\$1,995
10 to 24	\$945	\$1,870
25 to 49	\$895	\$1,745
50 to 99	\$845	\$1,620
100+	\$795	\$1,495

The application fee is non-refundable. In certain circumstances, fee waivers may be available.



Take the Next Step

Become a certified drug and alcohol addiction treatment provider and unlock the benefits of LegitScript Certification. Apply at: legitscript.com/addiction



certification@legitscript.com



1-877-534-4879



legitscript.com/contact

2019 Conference Committee on Public Information

ITEM H: Review contents of P.I. Kit and Workbook

Background note:

Due to the new G.S.O. ERP database implementation the hard copy Public Information Kits do not reflect changes that may occur in the summer of 2019. Typically, service kits are updated annually each fall.

G.S.O. hopes to have newer online versions of kits on aa.org by spring 2019.

Background:

1. [Public Information Kit](http://www.aa.org) (www.aa.org)