VIII.

Public Information

AGENDA

Conference Committee on Public Information
Sunday, April 18, 2021, 6:30 p.m. – 8 p.m.
Monday, April 19, 2021, Noon – 3:15 p.m.
Via videoconference
Chairperson: Shane S.
Secretary: Racy J.

Conference Committee Members

Panel 70	Panel 71
Linda B.	Lauren A.
Rich H.	Jim F.
Amber N.	Katherine H.
Shane S.	Nick P.
	Jan W.

♦ Discussion and acceptance of trustees' committee report.

A. Review 2020 annual reports from the trustees' Public Information Committee regarding aa.org and aagrapevine.org.

B. Review the 2020 trustees' Public Information Committee progress report on Google Ads performance.

C. Review progress report regarding the 2021 Public Information Comprehensive Media Plan.

D. Public Service Announcements (PSAs):

1. Review the 2020 Report on the "Relevance and Usefulness of Video Public Service Announcements."

2. Review a progress report on the development of two PSAs.

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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E. Consider draft plan to develop podcasts.

F. Review "A.A. Triennial Membership Survey" report.

G. Discuss Public Information pamphlets.

1. Consider revising the pamphlet "Speaking at Non-A.A. Meetings"

2. Discuss trustees' Public Information Committee review of P.I. pamphlets

H. Review contents and format of P.I. Kit and Workbook

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2021 Conference Committee on Public Information

ITEM A: Review 2020 annual reports from the trustees' Public Information Committee regarding aa.org and aagrapevine.org.

Background notes:

From the January 30, 2021 report of the trustees' Public Information Committee

> The committee reviewed the reports from both corporate boards regarding their respective websites and agreed to forward to the 2021 Conference Committee on Public Information the 2020 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/La Viña website.

Background:

1. 2020 Annual Report of G.S.O.'s A.A. Website Activities
2. 2020 Annual Report of AA Grapevine Website Activities

Note: *Noting that website analytics are fluid and ongoing, the most recent website reports will be provided to the Conference Committee on Public Information at their meeting.*

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Date: January 29, 2021

To: Trustees' Committee on Public Information

From: A.A.W.S. Board

Re: **2020 Annual Report on G.S.O.'s A.A. Website Activities**

History

The 2004 General Service Conference recommended that:

a) The A.A.W.S. Board should continue to manage the Website through its 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 changes to www.aa.org to the A.A.W.S. Board when appropriate. All changes or deletions, if approved, are implemented in English, French and Spanish.

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

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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

- Add Regional Forums and Grapevine information to the GSB calendar on aa.org
- Add ASL Big Book & 12x12 to website
- Add 12 Concepts audio to videos and audios page
- Added press release: "Young & Sober in A.A.: From Drinking to Recovery"
- Added new video: "Young & Sober in A.A.: From Drinking to Recovery"
- Added Box 4-5-9 Spring 2020
- Added Corona (COVID-19) landing page
    - Added link to free access to Grapevine issues in the first quarter 2020
    - Added General Service Office closure due to Corona (COVID-19)
    - Added employee travel policy revised
    - Added Options for Meeting Online
    - Added A.A.W.S. Continues to Process Literature Orders
    - Added Press release: A.A. Groups Using Digital Platforms to Find Sobriety During Coronavirus (COVID-19) Outbreak
    - Added Cancellation of 2020 International Convention
- Press Release: Physically Distanced but Digitally Connected
- Added FAQ on Practicing the Seventh Tradition at Virtual Meetings
- Leslie Backus 7th Tradition video
- Alcoholics Anonymous, COVID-19 and Our Seventh Tradition – Added June 2020
- Opening for A.A.W.S. Nontrustee Director Position – Added June 2020
- Opening for AA Grapevine Nontrustee Director Position – Added June 2020
- Seventh Tradition Letter from the General Manager – Added May 2020
- Press Release: Physically Distanced but Digitally Connected – Added May 2020
- FAQ on Practicing the Seventh Tradition at Virtual Meetings – Added May 2020
- A.A.W.S. Introduces new simplified pricing – Added April 2020
- Make contributions using PayPal, ACH or Debit/Credit Cards – Added April 2020
- April 10 is a historic day for Alcoholics Anonymous. – Added April 2020
- Added Cancellation of 2020 International Convention and related revisions to 2020 IC page
- Added 2020 International Convention 2020 IC Virtual Site animation
- Quarterly Report from G.S.O. – Added September 2020
- Love and Service 7th Tradition communication and video – Added September 2020
- New online contributions experience – Added September 2020
- New and improved A.A.W.S. Webstore – Added September 2020
- Box 4-5-9 Fall 2020 – "A.A. at Its Best": New Approaches to the Seventh Tradition – Added September 2020
- Sharing From Behind the Walls – Fall 2020 – Added September 2020
- My Portal Letter – Added August 2020
- Update on redesign of AA.org – Added August 2020
- A.A.W.S. Introduces new simplified pricing – Added April 2020

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- Alcoholics Anonymous Celebrates 85 Years with the 2020 A.A. Online International Convention A Unique Virtual Experience, Coming Soon on aa.org. – Added July 2020
- Added Fellowship connection
- Added Holiday Issue Box 4-5-9
- Added announcement of a limited-edition publication of new gift book: A Visual History of Alcoholics Anonymous
- Added Tis the Season for Two Holiday Special Offers on A.A.W.S. Literature
- Added Living Sober audiobook
- Added Eastern and Western U.S. and Canada Regional Forums – December 5, 19, 2020 registrations and welcome video from the chair of the GSB
- Added Special Online Supplement for Box 4-5-9
- Added Letter to General Service Conference

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

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

2019 Website Visitors Activity Report: The A.A.W.S. Board approved and forwarded to the trustees' Committee on Public Information the 2019 Fourth Quarter and 2019 Annual General Service Office Website Activity Reports. The A.A.W.S. Board approved and forwarded the 2020 First, Second and Third Quarterly Reports on G.S.O.'s A.A. Website Activities to the trustees' Public Information (P.I.) Committee.

2019 Website Analytics Report: The A.A.W.S. Board approved and forwarded to the trustees' Committee on Public Information the 2019 Fourth Quarter and 2019 Annual General Service Office Website Analytics Reports. The A.A.W.S. Board approved and forwarded the 2020 First, Second and Third Quarterly Reports on G.S.O.'s A.A. Website Analytics to the trustees' Public Information (P.I.) Committee.

Report from Technology Services: The Interim Director of Technology Services provided an update on the Technology Services department; most notably, reporting out the management decision to pause the backend development of the website project to ensure sound technology strategies with a consistent presence across all platforms. It was anticipated that – barring any unforeseen issues – the pause would last about three weeks.

The committee wholeheartedly supported this effort to resolve any fundamental foundational issues but expressed some concern that smaller issues (i.e., webstore) were not being addressed. The committee was reassured that all issues will be addressed within a staged, but expedient timeline. It was also noted that the ERP Working Group and ERP Steering Committee were in place, providing process and governance to the project.

The Interim Director of Technology Services will continue to report to the Board as the ERP project progresses.

The committee was provided with a brief update regarding the rapid assessment process which is going well and moving apace. A full report including specific plans for remediation steps will be submitted to the committee by mid-March. A comprehensive Technology Services strategic plan will also be submitted to the committee by mid-March.

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Report from Group Services: The staff member on the Group Services assignment provided a brief update on assignment activities, including, but not limited to:

- Challenges faced by phone groups (e.g., practicing the Seventh Tradition, participation in the General Service structure; dealing with disruptive members);

- Records department held Zoom meetings to provide "my portal" training to area registrars. The trainings were held in English, Spanish and French;

- Report and Charter committee is assessing current production costs, postage and usage of the A.A. directories, and exploring alternatives to printed directories. Report and Charter is also considering the efficacy of producing an improved version of the Central Office/Intergroup directory;

- The A.A. Service Manual project continues apace with a new draft being submitted to the 2020 Report and Charter Conference Committee.

The staff member on the Group Services assignment submitted an update report for the committee's review. The committee will pose any questions arising from the report at the June 2020 meeting.

Report from Communications Services: A report on the Communications Services Department functions and activities was provided for the committee's review. It was reported that as the new department evolves into its role of serving as an internal agency addressing the needs of the GSB, A.A.W.S., AA Grapevine and G.S.O., one of the major challenges in project coordination has been managing requests and tracking multiple projects as they move through to completion. The department is currently developing strategy on clarification of workflow and researching purchase of a media workstation. The committee suggested the development of a project grid reflecting projects, deadlines, priorities, etc.; along with an attachment providing specificity with respect to roles and scope.
The Senior Manager of the Communication Services Department provided highlights of the written report (submitted in advance of the meeting), including an amplification of the department roles, functions, and prioritized project list which the committee found particularly helpful.

Progress reports on website and app design and development: A copy of the communication sent to all IGCO's informing of the A.A.W.S.'s Board's decision to "proceed with the launch of the redesigned aa.org, remaining closer to the current "A.A. Near You" approach while adding access to the Meeting Guide App" was provided for the committee's review. Noting that the submitted update was a rough draft, the committee discussed that proposed suggestion that "behavior flow to observe pathways through A.A. near you be tracked after the launch," and agreed that this would be a slippery slope.
It was noted that the backend development remains on hold while overall technology strategy is developed. In the meantime, Communication Services Department is taking steps to ensure that the remaining steps (e.g., brand, content and governance) are completed and ready to go when the project is greenlighted.

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The committee reviewed the fourth quarter app analytics. It was noted that visitors using app were still going to the local websites. The committee reviewed the draft guidelines for news and alerts, including AA Grapevine Board Schedule and alerts regarding upcoming A.A.W.S. Board vacancies, as suggested by the committee. The committee suggested, going forward, filters for personalization options and the addition of A.A. history. The committee discussed the importance of continued and consistent communication with the Intergroups and Central Offices as the project continues.

The committee discussed format and image use: It was noted that the parameters for images have not yet been defined and that the guidelines will become less broad as more information becomes available. The committee agreed with moving forward with the guidelines as presented.

Progress report on YouTube: The committee reviewed the submitted progress report and recommended that the YouTube Progress report be forwarded to the trustees' Committee on Public Information. The committee also reviewed the YouTube project status grid.
The committee reviewed the YouTube posting policy, and recommended a revision to the A.A.W.S. Inc.'s Policy on Posting YouTube Videos, under the sub-heading **Policies for posting**, as follows:

Any video content approved for posting on aa.org *may also be* posted on the A.A.W.S. YouTube Channel.

Any video content approved for posting on aa.org *to be also* posted on the A.A.W.S. YouTube Channel.

Google AdWords and Google Grants Report: As of January 15, 2020, we are waiting for a response from Google related to the Ad Grants pre-qualification survey which is required to claim the Grant (estimated 5-7 business days response time from submission on January 14, 2020). There is also a note on the Grants set up that "Your website needs to be updated to meet the standards found in the Ad Grants website policy to qualify for the Ad Grants program. Once you've updated your website, re-submit Part 1 of the Ad Grants activation guide below." A phone call to Google customer support revealed that we will receive specifics about the aforementioned website updates in the response to our pre-qualification survey.
The committee discussed the progress report, draft implementation plan and draft ad language. It was reported that Google is putting a hold on the project pending resolution of requested changes to the aa.org website. (*These changes are being addressed and it is anticipated that the application will be resubmitted to Google in the near future*.) The TCS committee chair also reported on the results of a joint conference call between available members of the TCS committee and trustees on the Public Information committee; notably that the trustees' Public Information committee confirmed that they did not want the Google Ads project to be put on hold but, instead needed clarification on how this "in kind" contribution will be reported out to the Fellowship.
The committee discussed the background provided to inform a broader Seventh Tradition discussion as it relates to Google Ads grants, PSA's and any other "discount/subsidy." The committee agreed that discussions regarding how to report in kind contributions will need to continue as it not only impacts the Google ad project, but PSA's and other in-kind contributions

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as well. The committee agreed that *AAWS Highlights* could be used to update the Fellowship – as appropriate, and as the various projects progress.
The committee reviewed and discussed the updated report (dated March 6). In reviewing the three possible paths forward, the committee supported (without mandate) the following option: Implement the Google Analytics "global site tag" on every page and "event snippet" on the home page of the current aa.org website (this is the immediate solution but would need confirmation from the Digital Media Manager as to an implementation timeline).
The committee noted the departure in practice as to the ownership of the analytics. Given this distinction, legal consultation would be critical to ascertain if AAWS would be in compliance with current privacy policies should Google Ads maintain ownership of analytics. It was noted further that revisions to the privacy policy would require board review and approval. (In consideration of the timeline, the committee agreed that board review and approval can be obtained via email/conference call as opposed to waiting until the next face-to-face board meeting.)

LinkedIn progress report: The committee reviewed the progress report, noting that the January numbers were similar to the December numbers. The committee suggested inclusion of Class A bios and sharing. The committee received an update noting the illustration of how "one click" by a single professional's sharing can reach all that professional's colleagues. The committee further noted that the trustees' Nominating Committee will discuss using LinkedIn to post Class A vacancies.

Meeting Guide Analytics: The committee discussed the necessity of guidelines to provide transparency and clarity. The committee requested that the Communication Services Department draft an analytics policy and bring back to the June meeting for review.

Search Engine Optimization update: A written update on current Search Engine Optimization (SEO) efforts and plans for improvement was provided for the committee's review. It was noted future SEO updates will reflect notes received from the SEO audit.

Inclusion of AA Grapevine information on aa.org website calendar: The committee discussed inclusion of AA Grapevine information on aa.org calendar, and recommended that all relevant General Service Board, A.A. World Services Board and AA Grapevine Board information be included on the aa.org calendar.

Website and App Design and Development progress report: A written and verbal report was provided by the Communication Services Department Senior Manager that summarized the change in the website design direction and app development since the last TCS meeting in June. It was reported that Welman Digital was developing a project plan for the website development using vendor Blue Fountain Media. Meeting Guide app support focused on a pilot with Front, email management, to test if it would reduce response times and enhance customer support. In addition, the team is looking to implement a knowledge base with HelpDocs. The intent is to provide self-support for users which will gradually lower the number of emails. Due to the (COVID-19) pandemic, G.S.O. management agreed to reactivate the Venmo function to allow groups to receive contributions. the WADD team along with management approved the addition of online meetings for temporary closures and hybrid meetings, (meetings still taking place online as well as in-person). In an effort to continue to expand meeting information a request was made

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to management to include natively online meetings. The team will contact the online intergroup to begin that conversation.

Google Ads progress report: On April 17, 2020, the TCS Committee met and decided Google is a widely accepted solution and the Conference did review Google's data policy. TCS saw no reason to further delay this request from the Conference. The information was brought back to Conference for review along with our progress report and process over the past year.
As of April 30, 2020, we were waiting on revision of the privacy policy to include information about the inclusion of Google Ads code on aa.org. Once the privacy policy is reviewed and approved by the General Service Board, we have all technical and compliance requirements fulfilled to launch Google Ads.
Currently on hold pending review of Conference Floor Action.

Privacy Policy: The Privacy and Cookie Policy was revised and approved by AAWS with some minor copyediting.

Website and App Design and Development progress report: A written and verbal report was provided by the Communication Services Department Senior Manager that summarized the change in the website design, direction and app development since the last TCS meeting in July. The aa.org Planning Project identified additional work that needs to be done prior to the development phase. The work includes content planning and development, completion of functional requirements, and updating the page designs to reflect the newly-approved A.A.W.S. Style Guide. As a result of the Planning Project we now have a detailed project plan, including required activities, dependencies, resource requirements, and time frame. A recommended content approval workflow, intended to clarify responsibilities and reduce approval time, is under review.
App usage is down 50% over the last two months. Some of this is due to people not attending physical meetings during this time. As a result of the Coronavirus (COVID-19), the WADD team along with management approved an update to Meeting Guide that supported the display of online meetings for temporary closures and hybrid meetings (meetings still taking place online as well as in-person). In an effort to continue to expand meeting information, a request was made to management to include natively online meetings. Management has agreed to the initiation of communication with the A.A. Online Intergroup.

The team began discussions with Foster Made in December of 2019 for backend development and maintenance. The technical team scheduled a meeting with the Director of Technology, Garrett St. John, at Foster Made to discuss follow-up questions and pricing for the remainder of 2020. We hope to have a kick-off meeting in early August and propose we begin with app maintenance followed by backend development projects towards the end of this year. Negotiations with Foster Made have continued through September.

Google Ads progress report: The Trustees Committee on the General Service Conference forwarded Floor Action #6 to the Trustees Committee on Public Information for further discussion.

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From the August 1, 2020 trustees' Committee on Public Information report:

> The committee reviewed the 70th General Service Conference floor action that "the launch of Google AdWords/Grants by the General Service Office be halted until the 71st General Service Conference convenes and approves that launch and the 'Ad Hoc Committee Progress Report -- Google Grants and the 7th Tradition,' from the trustees' Finance Committee, dated March 30, 2020, be immediately released to all members of the 70th General Service Conference."
>
> The committee tabled this discussion to their next meeting pending receipt of a possible final report from the trustees' Finance and Budgetary Committee.
>
> The committee requested that in keeping with the 2019 Advisory Actions stating "A.A. World Services, Inc. apply for Google AdWords/Grants, for the purpose of providing information about A.A. to the public" and "A.A. World Services, Inc. implement Google AdWords/Grants for the purpose of providing information about A.A. to the public…" a progress report be brought back to the October meeting on the continued Google AdWords/Grants implementation.

The Privacy and Cookie policies were updated on aa.org on July 24. On August 27, the required analytics code was added to the back end of aa.org. Our campaigns were launched September 9.

Privacy Policy: The Privacy and Cookie Policy was updated on aa.org on July 24, 2020.

Report from Group Services: Craig Weidner introduced himself as the new Staff Member for Group Services with a brief overview of his experience in service to the Fellowship.

Progress Report on Meeting Guide App: A new release is coming for the Meeting Guide app, including bug fixes and an update of the underlying software. Our vendor, Foster Made, has been very responsive. We are working towards integrating Online Intergroup as a data provider for the app.

Update on Google Ads: The Communication Services Department has been investigating why A.A.'s ads were no longer showing in Google's search results. After a routine audit by Google's algorithm, there was a temporary de-certification of a number of participants on the platform in the categories of healthcare, treatment and addiction. Since October 19, multiple emails and phone calls were exchanged with the Google departments that administrate Google Ads, Google Grants, certification verification and flagged trademarks. We were able to reconfirm our certification.
Other technical issues arose, including being flagged for use of our own trademarks. Being unable to resolve these technical and trademark issues through standard review, it was determined that our campaign had a glitch. We disabled the original campaign within our account and recreated it with a new name—this resolved the glitch. We did not need to alter the content or keywords for any of our ads.
Our new campaign started on Dec 9. There is a 5-day learning period ending Dec 16, while the algorithm "learns" how to present our ads.

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Discussion of discrepancy of number of Committee members on TCS: Chair requested that A.A.W.S. reflects on this at another time.

Discuss proposed A.A. service app: Additional discussion tabled, Chair to follow up with A.A.W.S.

Disclaimer when going from aa.org to Grapevine websites: A draft update to the exit disclaimer language on aa.org was presented for committee review. Recognizing the special relationship between A.A.W.S. and Grapevine, our attorneys recommended softening and reducing the language between aa.org and Grapevine's websites (internal) and keeping the original disclaimer for all other websites (external). History of the creation of the disclaimer was shared. After a lively discussion, the sense of the committee was that this item needed further review by the attorneys; taking into account the shared audience we serve, differing security policies and PCI compliance. G.S.O. Administration and Technology Services will perform follow up with legal and come back with draft language to the next TCS meeting.

2020 Requests Regarding G.S.O.'s A.A. Website

The committee reviewed a website feedback report covering December 17, 2019 to December 9, 2020. During these 359 days we received 1,119 requests. Each request was forwarded to the appropriate assignment and received a response from G.S.O. During this period 34 people requested help or a twelfth step, 2 people reported Meeting Finder Function/Map questions, 55 reported difficulty finding a meeting; 116 commented on website function or asked a question of the webmaster; 94 reported technical errors; 177 Daily Reflections requests; 26 customer service; 128 contribution questions and 69 other G.S.O. department/Grapevine and 1 eBook/eReader question. An additional 216 requests were for App/Meeting Guide, International Convention or Regional and Service Committees. 139 junk emails received during this period.

Approved changes to aa.org since last meeting: Removed "It Sure Beats Sitting in a Cell," the Saturday Evening Post cover and the Archives FAQ page for updates.

Add Corrections Service piece to aa.org: "The Role of Prerelease and Bridging the Gap (BTG)": Revise service piece, "The Role of Prerelease and Bridging the Gap" and poll Website Committee for posting on aa.org.

Add Young People's videos to download page on aa.org: Committee approved unanimously to forward to TCS for final approval.

Add e-Books to aa.org: Move forward with adding Big Book and 12x12 to aa.org since those are not new assets. Table the discussion of the remaining seven audio books to the next Website Committee meeting.

Added Corona (COVID-19) Landing Page: Added pages, revisions, press release and updates to Corona (COVID-19) landing page and related pages and calendars.

COVID-19 Landing Page: The committee reviewed the addition of the COVID-19 landing page along with all seven related items.

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What's New: The Website committee reviewed the addition of the six items to the What's New section of aa.org approved by management during the beginning of the COVID-19 crisis.

Process Literature Orders: Announcement that A.A.W.S. continues to process literature orders.

2020 Virtual Site: The 2020 IC coordinator requested announcement of the 2020 International Convention virtual site. In a year of firsts for Alcoholics Anonymous, another first is on its way: a virtual International Convention experience, arriving online July 1.

Big Book Summer Offer: The Publishing department requested announcement of the Big Book Summer offer on aa.org. Beginning July 1 and continuing through September 30, all orders of our basic text, Alcoholics Anonymous, can be purchased in any format and any language at an additional 10% off.

Audio to Video Project: The committee reviewed the proposed video to audio clip. A request was made to distinguish text components of the video from the title. Overall the committee was pleased to see the new direction of the design and approved the concept.

Reviewed New Analytics Policy: The Website committee reviewed the changes to the new analytics policy. TCS approved the analytics policy with changes in their June 5, 2020 meeting, the Website Committee did not need to provide additional approval.

Adding Living Sober audiobook: The committee unanimously approved and requested the addition of the Living Sober audiobook to aa.org.

Add Remote Communities page to aa.org: The Website committee agreed to the creation of a Remote Communities Committees page similar as the Accessibilities Committees page. Approved with a Treatment Kit and AA Online Intergroup as an added resource on the page.

Report on addition of Google Ads code and future use of Google Analytics: Major change: The required code was added to allow Google Ads to be associated with aa.org, and some changes were made to the privacy policy to facilitate Google Analytics. Over the next year, over the next year, we will transition aa.org and Meeting Guide over to Google Analytics as well.

Update from the Website Development report: The Digital Product Manager discussed the postponement of WADD meetings as both the Website and Meeting Guide App are in a period of transition and there are no overlapping issues to discuss. The Digital Product Manager, as A.A.W.S. business owner has been working with Welman Digital, Blue Fountain Media and CoCreate to complete the content development. Phase I is coming to a successful close and the team has begun looking at the next phase of the project. The next phase (phase II) will include web server setup and development of the approved templates.

YouTube progress report: The Digital Analyst reported that the new Digital Media Creator is actively working to update the .srt files on the Big Book in ASL, Twelve Steps and Twelve Traditions in ASL and the 15- and 30-minute cuts of A New Freedom. The Committee also received an overview of the YouTube channel prepared by the Trustees Public Information ACMs.

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Audio to video project progress report: The Project Coordinator is confirming estimates with Unkiron for the Audio PSA Tagline Updates. Our Content Creator, Alexandra Rosenmann, will manage the design phase for the pamphlet to video project - which is scheduled to begin in late January.

Archives playlist: The Director of GSO Archives, confirms that there is no further action needed on the Archives playlist.

Review items added to aa.org: A report with the additions to the aa.org worksheet and the management approval email of those additions was shared with the committee.

Requests to add content to aa.org:

A. Add Living Sober PDF to aa.org: David Rosen touches on the availability of Living Sober in audio format and is interested in having it available to aa.org for free. The motion was carried unanimously.

B. Add five new pamphlet audiobooks to aa.org: “Access to A.A.”, “A.A. for Alcoholics with Mental Health Issues”, “A Newcomer Asks”, Young People and A.A.” and “Frequently Asked Questions about A.A.”. This is an additional format for content that is already posted to aa.org. The motion was carried unanimously.

C. Add G.S.O. video to aa.org - The motion was carried unanimously.

D. Add Regional Forums video to aa.org - The motion was carried unanimously.

E. Add a Young People’s page to the new aa.org: Concern was brought up that addition of this page only addresses one special interest group out of many within the Fellowship. The motion was passed with one vote against.

Posthumous Anonymity Policies on Co-Founders Anonymity: The Public Information coordinator reported that the policies were recently revised and should be reviewed by the committee and no full-face pictures of the co-founders should be used on the website.

Discuss linking with Grapevine/La Vina content for aa.org: Motioned tabled by committee until reviewed by management.

Discuss linking to the Al-Anon website from aa.org: Motioned tabled by committee until reviewed by management.

Verbal update on repurposing 2020IC content: Daniel will provide downloadable version of the 2020 International Convention site which will be available to Archives and other G.S.O. departments.

Unable to add new countries to AA near You: In the time since G.S.O. transitioned from FNV to NetSuite, the regular export method to update A.A. Near You was no longer an option. A manual update of the export has continued weekly since then with the Records Department and the Digital Analyst working together. Recently, when trying to add 3 new countries to the export (Jamaica, Nigeria and Uruguay), the countries do not show up on A.A. Near You once the file is uploaded. After consultation with Tech Services, multiple tech vendors and consultants, no solution has been found that fixed this issue.

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Search issue with Big Book & 12x12: The Digital Media consultant reported that the Search boxes for the Big Book and 12x12 on aa.org are not functioning currently due to technical errors. The committee unanimously approved removing the search boxes until a solution is found

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M E M O R A N D U M

Date: January 29, 2021

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

From: Julie G, Communications Digital Analyst

Re: **2020 G.S.O. A.A. Website Visitors Activity**

Generally, in this report we present the fully year traffic to aa.org with a breakdown of daily averages and change percentage from the previous year. As can be seen in the chart below, we do not have accurate data for nearly half of 2020. In 2019, we estimated one month (September) based off the same changes for the 2015 opening of the International Convention. With five months not reported, estimating each based on past change percentages is not recommended.

2019				**2020**			
Month	*Total Visits*	*Days*	*Average*	*Month*	*Total Visits*	*Days*	*Average*
January	1,396,201	31	45,039	January	1,694,744	31	54,669
February	1,268,957	28	45,320	February	1,582,739	29	54,577
March	1,406,421	31	45,368	March	2,000,521	31	64,533
April	1,403,091	30	46,770	April	2,092,948	30	69,765
May	1,436,357	31	46,334	May	1,954,719	31	63,055
June	1,418,084	30	47,269	June	1,870,900	30	62,363
July	1,490,795	31	48,090	July	1,913,461	31	61,725
August	1,274,114	31	41,100	August***	XX	31	XX
September **	1,368,630	30	45,621	September***	XX	30	XX
October	1,157,864	31	37,350	October***	XX	31	XX
November	1,429,383	30	47,646	November***	XX	30	XX
December	1,449,637	31	46,762	December***	XX	31	XX

***2019 YR Total*: 16,499,534** *(365 days)*

2019 YR Average Daily: 45,204

***2020 YR Total*: XX** *(366 days)*

2020 YR Average Daily: XX

* *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.*

** *September 2019 – Due to an issue with analytics collection, September 5 to 13 were estimated. The estimate was based on the 11% increase in traffic from the 2015 International Convention registration (September 2014).* Assuming an 11% increase from August 2019, September 2019 had an estimated visitor total of 1,368,630.

****See agenda item 5D for full explanation. August 25 was our last day of regular traffic (62,162), August 26 we went down to (38,600) then zero from August 27 to October 15. As of October 16, we saw the reported data rise to 8,837 and then up to 18,965 on October 17. The reported data remained between 17,000 and 25,000 through the end of the 2020. We are working on resolving this issue but will not be able to rerun the lost/incorrect data.*

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aa.org Website Design

The content team completed the copy review process well within project schedule constraints. The majority of high priority pages have been approved and the team is moving quickly through the lower priority pages. The content team is now focusing their attention on other website content and features such as: AA Near You, Media Assets and FAQs. In parallel to the content activities, Blue Fountain Media is working on the setup of the servers and the Drupal 9 environment.

Highlights:

- Blue Fountain Media reviewed all approved design templates and worked with the designer to iron out any final adjustments needed.
- Staff Services, Finance and Publishing teams reviewed and approved copy and content for the website.
- All pages (including low priority) are on track to have final approval by the end of this month.
- FAQ copy edit and review is in process; the team expects to have a robust selection of initial FAQs reviewed and ready for launch.
- The content team and Blue Fountain Media are holding pre-development meetings to clear up any outstanding questions, and to ensure the developed templates meet the needs of the approved content.
- The final design for AA Near You is being worked through with a team from: Technology Services, CSD and Blue Fountain Media.
- The team determined that they would explore 2 possible solutions for AA Near You: one that utilizes the existing jquery functionality, and a second solution that would use the Google maps API.
- The content team is working with Technology services to iron out that last issues around using NetSuite as the AA Near You data source.

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AAGRAPEVINE, Inc.

To: Jacob D.
From: Janet B., Director of Operations
Date: January 20, 2021
Re: AAGV and LV Websites

- AAGV in coordination with web vendor and fulfillment vendor deployed to production on both websites the separate access (back-end authentication logic), for LV and GV online subscribers respectively.

- AAGV in coordination with fulfillment house started working on building URL process to help end-users navigate between Grapevine and La Viña's pages.

- AAGV in coordination with web vendor added a sub queue *"Artículos Destacados"* (Feature Articles) sub queue on La Viña website.

- AAGV in coordination with web vendor moved all historical Drupal 6 sites and files from Panix to a more reasonably priced server.. The main objective of this project was to consolidate GV assets and save money.

- AAGV in coordination with website vendor continue to refine the post-launch tasks for the new La Viña website.

- AAGV, continues working with website vendor on the ongoing tasks of improving metadata project and ongoing maintenance and support for both the GV and LV website.

- AAGV continues working on the tagging process for the 2015 GV articles and audios.

- AAGV in coordination with vendors will work on creating new subdomains for both GV and LV ePub.

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AAGRAPEVINE, Inc.

Audience Overview

DESCRIPTION	AAGRAPEVINE.ORG			GRAPEVINE STORE			AALAVINA.ORG			LA VINA STORE		
MONTHS	OCT	NOV	DEC	OCT	NOV	DEC	OCT	NOV	DEC	OCT	NOV	DEC
Sessions	88,986	64,268	85,701	16,886	17,240	20,903	20	1,593	3,801	1,176	816	945
New Users	72,007	51,189	69,217	10,345	11,010	12,905	2	1,402	3,224	800	510	570
Returning visitor	7,279	5,542	7,107	3,591	3,593	4,367	2	87	233	195	154	180
Page views	161,198	119,552	159,026	186,618	197,789	254,055	51	2,141	5,939	9,996	7,042	10,805
Average pg views per session	1.81	1.86	1.86	11.05	11.47	12.15	2.55	1.34	1.56	8.5	8.63	11.43

Projects

AS OF 1/19/2021

Audio Stories Collected	356
Daily Quote	42,921
Weekly Stories	12,111
Monthly News	54,466
Quarterly GV and Your Group	73,345
La Cita Semanal Con La Viña	1,735
Noticias desde de La Viña	1,437

Source: Constant Contact | Simple Voice Center

Pages Report: Top visits

/homepage	/we-are-here-to-help
/sobriety-calculator	/sobriety-card
/magazine	/get-involved
/archive	/get-involved/gvr-resources
/site-search	/user (login-password)
/carry-the-message	

Sessions - This is the number of visits to the website within the date range.
New users - This is the number of new visitors during the reporting date range.
Page views - The number of pages that have been viewed during the time range.
Avg. pg. views per visit - This is the average number of pages a visitor sees per visit.

Back to Agenda

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2021 Conference Committee on Public Information

ITEM B: Review the 2020 trustees' Public Information Committee progress report on Google Ads performance.

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 Public Information 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.

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.

Committee Consideration of the 2018 Conference Committee on Public Information:

The committee reviewed the 2017 trustees' Public Information Committee Report on the use of Google AdWords and Google Grants to carry the A.A. message and requested that the trustees' Committee on Public Information continue to develop information on the use of Google AdWords and Google Grants including information on the cost of a full year's implementation and that a progress report be brought back to the 2019 Conference Committee on Public Information. implementing a six-month trial and the cost of a full year's implementation and that a progress report be brought back to the 2019 Conference Committee on Public Information.

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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.

2019 Conference Advisory Actions:

- A.A. World Services, Inc. and AA Grapevine, Inc. apply for "LegitScript" certification to qualify for Google Ad Words/Grants.

- A.A. World Services, Inc. apply for Google AdWords/Grants, for the purpose of providing information about A.A. to the public.

- A.A. World Services, Inc. implement Google AdWords/Grants for the purpose of providing information about A.A. to the public and that a report be brought back to the 2020 Conference Committee on Public Information

From the November 2, 2019 trustees' Committee on Public Information report:

In keeping with the 2019 Advisory Action the committee noted the Communication Services report that the LegitScript application process is in its final stage.

The committee also discussed additional sharing provided by the Public Information staff secretary regarding Google AdWords/Grants. The committee noted that there is no current action by G.S.O. to apply for Google AdWords/Grants until further research is conducted. The committee agreed that additional discussion and research is needed as it relates to Google AdWords/Grants. The committee asked that additional findings be included in the report that is to be provided to the 2020 Conference Committee on Public Information and looks forward to a review of the draft report at the February 2020 meeting.

Staff Note: The trustees' Public Information committee and A.A.W.S. T.C.S. Committee met by Conference call January 9, 2020 to discuss next actions.

After further discussion G.S.O., has been directed to carry out the 2019 P.I. Advisory Actions to apply and implement Google AdWords/Grants in-kind donated services of ad space (worth $10,000 of donated *media value* (not money) which is available to all nonprofits.)

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From the February 1, 2020 trustees' Committee on Public Information report:

The committee discussed the 2019 Advisory Action that A.A.W.S. Inc. apply for Google AdWords/Grants for the purpose of providing information about A.A. to the public. The committee also discussed the 2019 Advisory Action that A.A.W.S., Inc. implement Google AdWords/Grants for the purpose of providing information about A.A. to the public and that a report be brought back to the 2020 Conference Committee on Public Information. Following their discussion, the committee agreed to forward to the 2020 Conference Committee on Public Information a report on Google AdWords/Google Grants.

From the February 2, 2020 trustees' Committee on Finance report:

The Public Information Committee has asked the T.F.C. to look at background regarding an Advisory Action to apply for Google Grants and how it would be reported on our financial statements. There is a question on how in-kind contributions need to be reported on the balance sheet. We have historically accepted in-kind donations for TV PSAs but will continue looking into the best ways to report this information to the Fellowship.

A subcommittee of Tom A., Leslie B., Mark E., Carolyn W. and Sibi Thomas, our auditor, was appointed by the Chair to discuss further in-kind contributions and how they are reported. The chair has suggested our auditors provide information on how we must report the in-kind service to give further information to the Conference.

Committee Consideration of the 2020 Conference Committee on Public Information:

The committee reviewed and accepted the 2019 trustees' Public Information report on the current status of Google AdWords/Grants and requested that a progress report be brought back to the 2021 Conference Committee on Public Information.

Committee Consideration of the 2020 Conference Committee on Finance:

The committee reviewed a report from the trustees' Finance Ad Hoc Committee on Google Grants and the Seventh Tradition. The committee strongly suggests forwarding this report to the trustees' Finance and Budgetary Committee and the appropriate 71st General Service Conference committee.

2020 General Service Conference Floor Action forwarded by the trustees' Conference Committee to the trustees' Public Information Committee:

The committee considered and agreed to forward to the trustees' Public Information Committee the 70th General Service Conference floor action that "the launch of Google AdWords Grants by the General Service Office be halted until the 71st General Service Conference convenes and approves that launch and the "Ad Hoc Committee Progress Report - Google Grants and the 7th Tradition," from the trustees' Finance Committee, dated March 30, 2020, be immediately released to all members of the 70th General Service Conference."

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The committee recognizes that the trustees' Public Information Committee must formally receive the trustees' Finance Committees' report once the work is complete, prior to the progress report being considered for broad distribution.

From the August 1, 2020 trustees' Committee on Public Information report:

The committee reviewed the 70th General Service Conference floor action that "the launch of Google AdWords/Grants by the General Service Office be halted until the 71st General Service Conference convenes and approves that launch and the 'Ad Hoc Committee Progress Report -- Google Grants and the 7th Tradition,' from the trustees' Finance Committee, dated March 30, 2020, be immediately released to all members of the 70th General Service Conference."

The committee tabled this discussion to their next meeting pending receipt of a possible final report from the trustees' Finance and Budgetary Committee.

The committee requested that in keeping with the 2019 Advisory Actions stating "A.A. World Services, Inc. apply for Google Ad/Grants, for the purpose of providing information about A.A. to the public" and "A.A. World Services, Inc. implement Google AdWords/Grants for the purpose of providing information about A.A. to the public…" a progress report be brought back to the October meeting on the continued Google AdWords/Grants implementation.

From the August 2, 2020 trustees' Finance and Budgetary Committee report:

Ad Hoc Committee Progress Report – Google Grants and the 7th Tradition**:** The chair reported that she prematurely released the report to the Conference Committee on Finance and apologized for not submitting the report to this committee first. She gave a brief description of what is in the report. The main point pertaining to this committee is the discussion on how to report in-kind contributions on the organization's tax return. On the recommendation of our independent auditor, in-kind donations will be reported as a footnote on our 990. Another subcommittee has been formed to further discuss the findings of this report. Jimmy D. will chair of this subcommittee to include Leslie Backus, Cindy F., Josh E., Beau B. as well as staff resources of Bob W. and Zenaida M.

Note: Carolyn W. will replace Beau B. and Racy J. will serve as staff secretary to this T.F.C. subcommittee.

From the October 31, 2020 trustees' Committee on Public Information report:

The committee discussed Public Information Media Platforms, including reports provided to the committee on the following: the A.A.W.S. YouTube channel, Google AdWords/Grants, the A.A.W.S. Meeting Guide app, and the G.S.O. and AA Grapevine/La Viña Websites.

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The committee suggested continuing and expanding cooperation related to the G.S.O. and AA Grapevine/La Viña websites and other digital assets. Regarding Google AdWords the committee discussed the need for the T.P.I.C. to establish, once there is more robust data, a baseline for benchmarking results. The committee expressed appreciation for the ongoing work and looks forward to reports to be provided to the January 2021 meeting.

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

The committee agreed to forward to the 2021 Conference Committee on Public Information a report, Google Ads Performance: December 16, 2020 to January 14, 2021.
The committee noted with appreciation the sharing and inquiries provided by members regarding Google Ads/Grants Advisory Actions and noted that the concerns mentioned in the sharing have been addressed and clarified in prior reports. The committee also noted that the report, Google Ads Performance: December 16, 2020 to January 14, 2021, being forwarded, will also provide additional informational sharing on this topic.

From the January 31, 2021 trustees' Finance and Budgetary Committee report:

Ad Hoc Committee Progress Report – Google Grants and the Seventh Tradition:
Jimmy D., chair, shared that the committee has created a report that was included in the background. Extensive amounts of research and work went into creating this report and the main objective was to give facts as to what it is to be a non-profit to receive this benefit. One of the main topics was discussing other non-profit benefits that are received by us and other similar non-profit organizations, such as audit rates and bank fees.

The chair stated that this report will be forwarded to the Conference Committee on Finance.
The committee agreed to forward the Ad Hoc Committee Progress Report – Google Grants and the Seventh Tradition to the Conference Committee on Finance.

Note: *Since the original titling Google AdWords/Grants is now named Google Ad/Grants*

Background:

1. Google Ads Performance: December 16, 2020 to January 14, 2021.
2. Example of a Google Ad: See image below:

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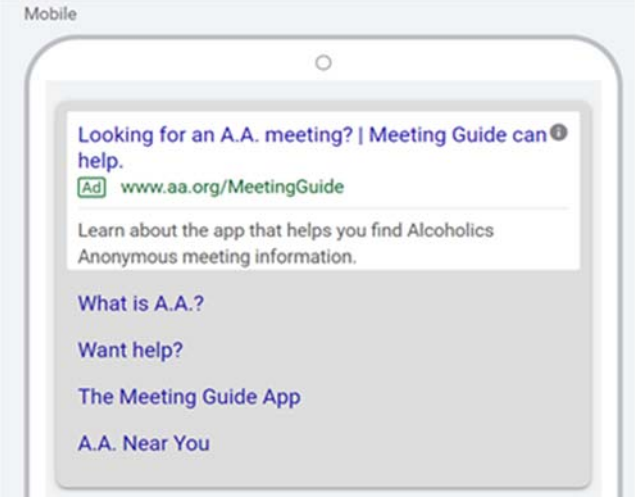

Note: *Any post January updates will be provided to the Conference Committee on Public Information at their meeting.*

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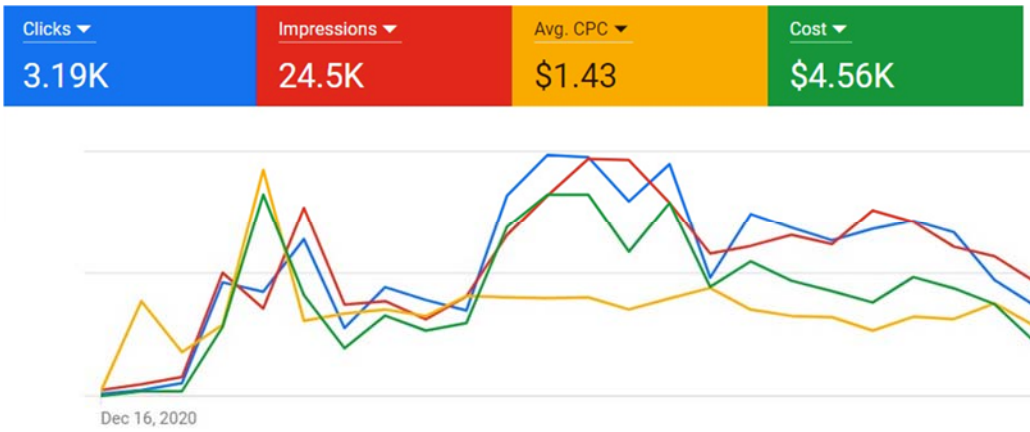
Google Ads Performance: December 16, 2020 to January 14, 2021

In the 30 days that the A.A.W.S. Google Ads have been live, we have seen the following performance statistics for the overall account. The total Grant spend for this period was $4,560.46.



The cost and average CPC (cost per click) are based on the keyword bidding system. The recommended bid setting for Google Grants automatically sets keywords to a $2 maximum bid limit. If we desire to use higher bidding terms in the future, we have the option to set the bid manually. In the early days of this endeavor, we are sticking to the recommended setting while we gather data for future review.

Within the account are 2 ad groups. Find a Meeting continues to see far greater attention and engagement than Get Help.

Ad groups

	Cost	Clicks	CTR
FindMtg	$3,770.46	2,573	14.11%
GetHelp	$790.00	613	9.81%

All links in the ads lead back to aa.org.

For “FindMtg”, users click through to either AA Near You https://www.aa.org/pages/en_US/find-aa-resources or Information about Meeting Guide https://www.aa.org/pages/en_US/meeting-guide.

For “GetHelp” users click through to Is A.A. for You https://www.aa.org/pages/en_US/is-aa-for-you or What is A.A. https://www.aa.org/pages/en_US/what-is-aa.

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In the below grid, we can see how each ad is performing.

Ad	Ad group	Status	Ad type	Clicks	Impr.	CTR	Avg. CPC	Cost
Want to stop drinking? | See if A.A. is right for you. www.aa.org/GetHelp Information about the program of Alcoholics Anonymous	GetHelp	Approved	Expanded text ad	314	2,751	11.41%	$1.14	$357.12
Looking for an A.A. meeting? | Meeting Guide can help. www.aa.org/MeetingGuide Learn about the app that helps you find Alcoholics Anonymous meeting information	FindMtg	Approved	Expanded text ad	373	2,375	15.71%	$1.53	$571.02
Looking for an A.A. meeting? | Contact A.A. near you. www.aa.org/AANearYou A list of local Alcoholics Anonymous by state, province and country	FindMtg	Approved	Expanded text ad	1,291	10,633	12.14%	$1.51	$1,952.78
Is drinking causing problems? | Maybe A.A. can help. www.aa.org/GetHelp A brief look at the program of Alcoholics Anonymous	GetHelp	Approved	Expanded text ad	34	512	6.64%	$1.07	$36.55
Find an A.A. meeting near you. | Meeting Guide can help. www.aa.org/MeetingGuide Learn about the app that helps you find Alcoholics Anonymous Meeting information.	FindMtg	Approved	Expanded text ad	909	5,221	17.41%	$1.37	$1,246.66
Can't stop drinking? | Maybe A.A. can help you. www.aa.org/GetHelp Information about the program of Alcoholics Anonymous	GetHelp	Approved	Expanded text ad	265	2,983	8.88%	$1.50	$396.33
Total: All but removed ads				3,186	24,475	13.02%	$1.43	$4,560.46

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

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Below is a selection of our 15 highest performing keywords.

Keywords

ADD KEYWORD

	Cost	Clicks	CTR
AA meetings	$1,471.21	1,029	13.68%
Alcoholics Anonymous	$778.53	611	10.40%
online aa meetings	$544.94	406	14.38%
AA meeting finder	$424.84	277	15.04%
Find AA meeting	$306.76	184	14.31%
AA meeting directory	$260.24	162	13.53%
AA meeting list	$215.38	134	13.12%
Meeting Guide	$181.53	151	14.09%
Meeting Guide app	$174.79	124	16.78%
Alcoholics Anonymous meeting	$169.97	90	16.67%
AA meeting schedule	$18.79	13	8.90%
Problem with alcohol	$9.78	1	2.94%
AA app	$1.90	2	6.06%
Alcohol abuse	$1.69	1	0.72%
"AA meeting near"	$0.11	1	12.50%

Since the last report, covering Sept 9 to Oct 6, 2020, a few low performing keywords were removed. “Online aa meetings” was added. “Alcoholics Anonymous meeting” was removed after a recommendation from the platform as it was overly similar to one of our other terms. In the future, we will test putting it back in as it had decent engagement.

The keywords with yellow triangles have been identified by the platform as having a low-quality score. Some of them will be the next keywords removed to test performance of new terms.

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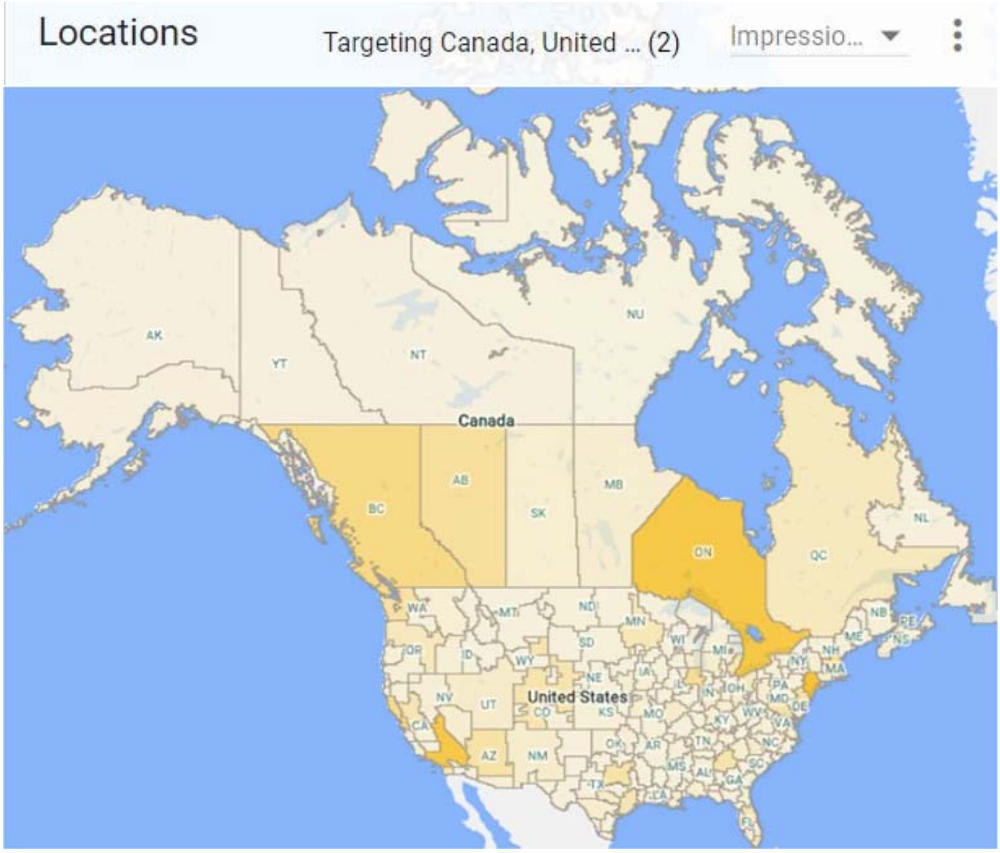
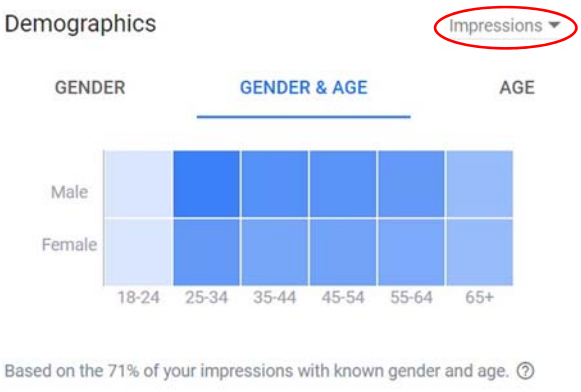
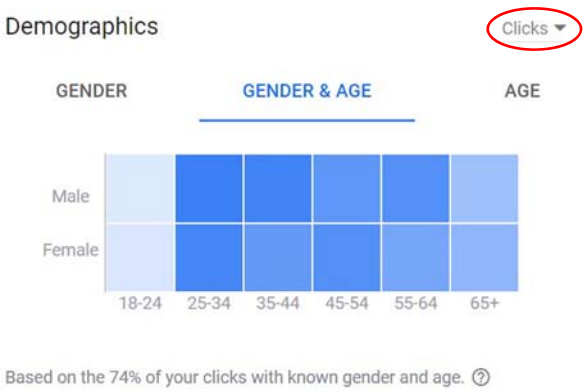
We also collect basic demographic data to better understand who is looking for information.



Targeted location ↓	Bid adj.	Clicks	Impr.	CTR	Avg. CPC	Cost
United States	–	2,558	21,003	12.18%	$1.47	$3,770.26
Canada	–	628	3,472	18.09%	$1.26	$790.20





Our ads are reaching a wide range of ages and genders. Men between 25-34 continue to be the top group interacting with our ads.

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2021 Conference Committee on Public Information

ITEM C: Review progress report regarding the 2021 Public Information Comprehensive Media Plan.

Background notes:

From the October 31, 2020 report of the trustees' Committee on Public Information:

The committee discussed the P.I. Comprehensive Media Plan (CMP), including a verbal report from the chair of the CMP subcommittee. The committee noted current efforts to revise the current strategy and architecture of the CMP plan to carry the A.A. message to the public. The committee expressed appreciation for the ongoing work of the subcommittee and looks forward to a progress report to be provided to the January 2021 meeting.

Staff Note: *Since the October meeting the CMP subcommittee has met several times to continue its efforts on this project.*

From the January 30, 2021 report of the trustees' Committee on Public Information:

The committee reviewed a list of items and activities of the CMP subcommittee. The committee reviewed and agreed to forward to the 2021 Conference Committee on Public Information a report on the progress on the development of a Public Information Comprehensive Media Plan.

Background:

1. Progress report on the development of a P.I. Comprehensive Media Plan.

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Trustees' Committee on Public Information (P.I.)
Subcommittee on the 2021 P.I. Comprehensive Media Plan (CMP)

P.I.
Item C
Doc. 1

In 2020 the trustees' P.I. committee reported to the Conference Public Information Committee their progress on the development of a revised architecture to the existing CMP- to include multi G.S.O. Departments, Service Desks, and GV Communications review.

As of February 2020, the subcommittee work had included breaking down sections of the document to review and **plot a course for communications efforts** as well as action items and ongoing projects. At their February 2020 board meeting it was determined that a new CMP structure had to be established for how members of the subcommittee contribute to make the **process more efficient.**

By July 2020, due to **Covid -19** - the impact on the Boards and offices had created disruptions to typical data gathering and ongoing remote communications. This led to a look at a **prioritization of projects** through winter 2021. **Organizational, structural changes, and staff transitions** impacted the clarity of internal processes**.** Ongoing efforts related to the launch and continuance to produce "fact finding" information related to Google AdWords/Grants pulled subcommittee members in multiple directions.

Summary: July 2020 – January 2021:

The trustees' Committee on Public Information subcommittee was formed to include Josh E., chair, Allison C., Tommi H., Shari M., Carolyn W. and Trish L. (ex officio) and Racy J., staff secretary. The committee met bi-monthly from June 2020 through January 2021 in addition to sub-topic meetings; to develop a new Comprehensive Media Plan architecture in keeping with today's nonprofit standards.

The General Service Board is an A.A. entity. The P.I. Comprehensive Media Plan (CMP) being developed is an attempt to **align with today's media plan standards** while implicitly being **mindful of A.A. principles.** Therefore, the plan being developed utilizes standard language in which media plans are developed. To follow out a **strategic media plan,** the trustees' P.I. Committee understands that some of the wording and terminologies being presented may be

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unfamiliar to some in A.A. settings. Therefore, the committee would care to offer a **Key to translate** what might be initially viewed as "business" or "corporate" phrasing - and pair these terms being used in the Comprehensive Media Plan, with how it might be translated for an A.A. entity that is a **nonprofit;** always keeping **forefront A.A.'s Traditions and Concepts.**

Any media plan should include the recommendations and a detailed rationale for all media activities and spending. Information that should be included in a media plan is the objective, strategy, rationale, execution, and summary.

Progress Update:

A draft 75 page plan has been drafted and its development is in the process of being finalized to include subjects related but not limited to:

KEY

1. **Target Markets** – Those seeking help with a drinking problem and those that serve on the frontlines with alcoholics.
2. **Competitive Analysis**- Non-A.A. entities that provide similar or overlapping help to problem drinkers **or** provide help that A.A. does *not* provide (in accordance with A.A. Traditions)
3. **Establishing the media objective** – To help the sick and suffering alcoholic and provide accurate information to the public about A.A.
4. **Public Relations Strategy** – Analyze, review, and develop our current strategies/ platforms to serve A.A.'s "Public Relations Policy." Set goals, review tactics and timeframes to achieve improved and more accessible communications with those who may be seeking information or help from A.A.
5. **Creative "Branding"** - This section represents the "voice" of our messaging. Simply, *who we are, what do, what we have to say, and how we can help*. Messaging conveys our value with our prospective and current members. A formal "Style Guide" should also be included to pair with messaging. (Example: color, font, art, audience target) For example, a Digital or PDF pamphlet may have a different look or feel to teenage alcoholics vs. professionals however a Style/Brand guide would contain some consistencies to look like it came from the same organization.
6. **Website/Media/Digital** – How do digital assets complement each other? Do our digital resources serve local committees and the A.A. Fellowship? Is information easily accessible for media and professionals? Will future General Service Conference decisions view communications as potential multi-media projects or continue as mostly printed communications? Review platforms analyze and suggest new strategies and tactics.
7. **Implementation** – How we do things in A.A. is as important as what we do both in a business and spiritual sense.
8. **Budgets**- Are we strategic and mindful of utilizing Seventh Tradition contributions, keeping within the Board's fiduciary responsibility when embarking on projects?
9. **Impacts, Evaluation and Follow-up** Impacts cover the operational aspects of implementing this plan. Do we have the resources, budgets, and personnel to complete the goals and tasks?

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Evaluation is the practice of benchmarking and evaluating monthly, and annually for its merit and ability to meet the goals over periods of time. Follow-up refers to accountability and reporting. This will be primarily from staff and service committees as they implement and review effectiveness.

Situation Analysis:

The Comprehensive Media Plan and its subsequent **tactical implementation** is a primary focus of the trustees' Public Information Committee. This document serves as a strategic communications plan for Alcoholics Anonymous (U.S./Canada) and its incorporated "brands." As noted, the redesigned architecture represents current **business standards** in outlining such plans and serves as a benchmark to build on year over year. These documents are prepared to **chart a course for a communication strategy and to measure effectiveness and accomplishments and/or to reevaluate their effectiveness as things change.** The guiding principles for this plan are firmly rooted in the spirit of the **Twelfth Step of AA and the Twelve Traditions of Alcoholics Anonymous.**

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

In closing:

Communication is at the heart of A.A.'s mission to extend the hand of **recovery from alcoholism to anyone who seeks our help.** It begins with one alcoholic sharing their **experience, strength, and hope** with another alcoholic**.** From there, it takes on more forms: group meetings, district committees, Area assemblies—an entire Conference structure that is served by three Boards and two corporations. It also includes the efforts of local central/intergroup offices and their "frontline" services. This "upside-down triangle" is the pathway for A.A.'s internal communication structure. This document should speak to both internal messaging and external communications. **Storytelling is an integral part of A.A.'s history; how the message of sobriety and hope are carried - not just to its members but to the potential member**. That is the function of this plan.

Note: A draft/excerpts Comprehensive Media Plan will be provided to the Conference Public Information (committee eyes only) to review some of the 2020-2021 efforts.

Below is a list of just some of the completed or in process 2020 Action Items based on the 2020 CMP Progress Report:

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Press Releases: (Hyperlinked - aa.org)

DECEMBER 21, 2020
Alcoholics Anonymous Holds Virtual World Service Meeting — *First Time in History*

JUNE 25, 2020
Alcoholics Anonymous Celebrates 85 Years with the 2020 A.A. Online International Convention

MAY 11, 2020
Physically Distanced but Digitally Connected
The Alcoholics Anonymous Message Carries On Amid Coronavirus (COVID-19)

MARCH 23, 2020
A.A. Groups Using Digital Platforms to Find Sobriety During Coronavirus (COVID-19) Outbreak

- A trustees' P.I. review of Public Information pamphlets and other materials, including the pamphlet "Understanding Anonymity."
- A review of Public Information pamphlets.
- Preliminary efforts to the "Pamphlet to Video" project has begun.
- Preliminary efforts for a Press Kit in keeping with today's media standards.
- A digital Young People Video Project "Poster" is in development.
- GSB Ad Hoc meetings related to creating new policies for better corporate Boards and G.S.O./GV/La Viña offices cooperation and communications.
- Audio PSA taglines are being updated to reflect how people search for A.A.
- Tengo Esparanza PSA video tagline is also being revised.
- "Memo to Tapers" has been revised and retitled "Memo to Audio Technicians"
- Google AdWords has been launched with systematic data review
- G.S.O. is in development of a Google business listings plan for A.A.W.S.
- A budget has been set to produce at least 6 professionally distributed press releases to the media in 2021 in addition to the Annual Anonymity Letter to the media.
- A review of possible social media platforms that could further A.A.'s reach.
- A suggested A.A. Style Guide has been developed for all A.A. enties.
- Annual Anonymity memo has been revised. And distributed to almost 30,000 medio pros through new distribution company

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History

"From Public Information Comprehensive Media Plan as approved in January 2012

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I. Goal

Increase awareness of what A.A. is and what A.A. can and cannot do, in ways that are measurable and undergo regular review and revision. Modify as appropriate, so that any alcoholic in need can find A.A.

II. Target Audiences

- Individuals concerned about their drinking – all age, gender, cultural and ethnic segments.
- Professionals who might interact with alcoholics – healthcare, legal/correctional, clergy, human resources, EAP, etc.
- Media professionals
- General Public
- A.A. members involved in Public Information service

III. Message

"If alcohol is a problem for you, contact A.A. It works."

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

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

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

Process

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

Content

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

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2021 Conference Committee on Public Information

ITEM D: Public Service Announcements (PSA's):

1. Review the 2020 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.

From the August 1, 2020 report of the trustees' Committee on Public Information:

The committee reviewed and accepted the report on the implementation of changes to A.A.W.S. video titles for SEO purposes

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

Note: Updates to the contact A.A. taglines are currently being produced and recorded to reflect the current ways people search for information about A.A.

Note: The trustees' Committee on Public Information found the three Conference-approved video PSAs relevant and useful also noting two live action (actors) video PSAs are also in development in keeping with a 2019 Advisory Action.

Note: In keeping with a 2019 Advisory Action the following PSA titles were updated for search engine optimization. The highlights reflect the past titles incorporated into the revised titles. All future titles will be titled keeping in mind SEO.

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- Sobriety in A.A.: Since getting sober, I have hope (PSA)
- Sobriety in A.A.: Opening doors to a life without drinking (PSA)
- Sobriety in A.A.: We made changes to stop drinking (PSA)

_

Background:

1. Video/Audio PSAs can be viewed and downloaded on the Public Information Committee page.

    - ENG - https://www.aa.org/pages/en_US/public-information-committees
    - FR - https://www.aa.org/pages/fr_FR/public-information-committees
    - SP - https://www.aa.org/pages/es_ES/public-information-committees

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2021 Conference Committee on Public Information

ITEM D: Public Service Announcements (PSAs):

2. Review a progress report on the development of two PSAs

Background notes:

2019 P.I. Advisory Action:

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

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

Note: Below is the above-mentioned policy:

"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.

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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.

From the August 1, 2020 report of the trustees' Public Information Committee:

The committee discussed the 70th General Service Conference floor action that "the General Service Conference consider developing a PSA about Alcoholics Anonymous geared toward minorities." The committee shared the importance of PSAs geared towards minorities and noted that the two current PSAs in development are geared toward minorities and suggested that the development of all future PSAs should be developed with minorities in mind.

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

The committee agreed to forward to the 2021 Conference Committee on Public Information a progress report of the development of two PSAs.

The committee will continue to meet to review the current rough cuts and to provide feedback. The committee asked that the Conference P.I. chair be included in their next meeting. The committee noted that if draft PSAs are completed prior to the 71st General Service Conference that they be forwarded to the 2021 Conference Public Information Committee for review.

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

Note: Two PSAs are in development. The trustees' P.I. Committee have a follow up February 9, 2021 meeting with the Staff secretary and G.S.O. Communications Dept. to review the rough cuts of two PSAs and to provide initial feedback regarding messaging to provide to the outside production company.

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2021 Conference Committee on Public Information

ITEM E: Consider draft plan to create podcasts.

Background notes:

From the February 1, 2020 report of the trustees' Committee on Public Information:

The committee discussed a request that a podcast be created to better carry the A.A. message and agreed to forward to the 2020 Conference Committee on Public Information a request to develop a plan that a podcast be created to better carry the A.A. message.

2020 P.I. Committee Consideration:

The committee discussed a request to develop a plan to create an A.A. podcast. The committee suggested that G.S.O. explore the development of a draft plan to create a G.S.O. podcast to be brought back to the 2021 Conference Committee on Public Information. The committee suggested that information such as function, target audiences, participation, possible episode topics and an implementation plan be included.

From the October 31, 2020 trustees' Public Information Committee Meeting:

The committee discussed a request to create a G.S.O. podcast. The committee reviewed the Communication Services department research regarding possible formats, discussion topics, target markets and other subjects. The committee requested that the staff secretary send a memo to the chair of the General Service Board citing the need for a more comprehensive discussion on how the corporate boards are utilizing resources, including digital assets as well as internal and external communications, to their best effectiveness. The committee looks forward to continued discussions at the January 2021 meeting.

From the January 30, 2021 trustees' Public Information Committee Meeting:

The committee discussed the request to create a G.S.O. podcast. The committee reviewed the Communication Services department draft plan to create a podcast and agreed to forward the plan to the 2021 Conference Committee on Public Information.

Background documents attached:

1. G.S.O. Communications Department draft plan to create podcasts

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Podcast Plan Update and Considerations

Update

Research on podcasting was conducted and summarized in a report submitted to the Public Information (P.I.) Committee in October (P.I. Agenda Item 9 Doc 1). Additional "Podcast Notes" were provided to the Committee in a second report (P.I. Agenda Item 9 Doc 2).

The Digital Product Manager of the Communications Services Department (Tracey G.) will be leading a working group to continue this analysis; this group will include members from all pertinent entities, including: Grapevine, Staff, Publications, and Communications Services Department. The podcast working group will support the development of:

- a sustainable structure for GSO involvement in podcast media projects
- a pilot podcast

Considerations

A. LOGISTICS AND SUSTAINABILITY

The podcast format lends itself to a serial format. Successful podcasts will have a theme and an expectation of repeated episodes. Given the constraints within which the GSO operates, it is important to:

- Create a realistic release schedule such as 3-4 times a year
- Choose a podcast format that are easily repeatable and not overly complex
- Collaborate and share resources between service entities (esp. Publishing, Grapevine & Communications Services)
- Consider the ease with which the podcast can be either translated as-is or if the theme of the podcast can have an equivalent version in French and Spanish (e.g. Grapevine and La Viña)
- Utilize existing A.A.W.S. staff e.g. CSD has a digital media staff member, Grapevine and Publishing
- Look at other examples of recurrent content creation such as Box 459, Grapevine audio podcasts etc., and take what works
- Where will the podcasts be located and publicly accessible? The aa.org website can provide a home base but to reach the larger podcast audience, research popular podcast listening apps (e.g. Apple Podcasts, Spotify, Google Podcasts, Stitcher). These platforms allow the public to easily download and listen, subscribe, rate and review.

B. CONTENT

There is a wide array of recovery related podcasts readily available to the public. Most of these podcasts are member stories, members sharing on the steps and traditions, workshops etc., A.A.W.S. and G.S.O. are in a unique position to share insights into the Service structure: topical issues from the Board meetings and Conferences, communication about or by Trustees, the 12 Concepts in action through the Service structure and more. When evaluating content proposals consider:

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- What unique information A.A.W.S. and G.S.O. can provide: make the most of access to trustees, board members and staff
- Is this easily translated and/or can we offer an equivalent non-English based show
- The style of podcast: for example, “Solo” style --having just one person speaking, with a moderator is much simpler than interview or multi participant style
- Will this type of content require an approved script and if so, who will be responsible for the writing and review?

Topics/Themes to consider

- News from Service entities, Highlights from the Conference etc.,
- The Third legacy and the 12 Concepts in Action
- Getting involved in service: GSRs, Delegates, Trustees share their experience/strength/hope
- Box 459 “live”
- Grapevine Corner Segment -- for member stories
- Board weekend highlights (quarterly, include Trustee interviews, simplified content)
- Archives recurring show with the G.S.O. Archivist

C. PRODUCTION

All aspects of coordinating and managing the production will need to be considered:

- The editorial team should include someone that can do “A.A. aware” copy review
- Do we want to use an external space to create the actual podcast or set up a production “studio” in house (this could be used by Grapevine, Publication etc.,)
- Any technical platforms utilized will need Technology Services review and approval, timing of this should be well ahead of planned use
- Who manages the production? What other roles do we need, and do we have in-house resources
- Leverage experience of AA Grapevine and YouTube team etc., to create a plan

D. PILOT AND BEYOND

The podcast work group will draft a proposal of a single, or multi-episode podcast.

Future releases could broaden out to include:

- More complex styles such as: Interviews, Q+A/Workshop, Audio Clip Show (e.g. Archives)
- More complex content (described in detail in background) such as: A.A. Around the World; Anonymity; Efforts with Professionals; How groups, districts, Areas, etc. work together

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2021 Conference Committee on Public Information

ITEM F: Review "A.A. Triennial Membership Survey" report.

Background notes:

2017 General Service Conference P.I. Recommendations:

That the draft 2017 A.A. Survey Questionnaire be changed as follows:

> Question 2 be changed from "Sex: __ Male ___ Female" to "Gender Identity: ___ Male ___ Female ___ [language to include all gender nonconforming] __ No Response"

Note: The Conference did not accept this recommendation.

That the 2017 A.A. Membership Survey be conducted by area on a random basis as was done in the 2014 A.A. Membership Survey and requested that the trustees' Committee on Public Information review the current A.A. Membership Survey methodology, possible methods for surveying the membership electronically and any reasonable hybrid of the two methods, and that a progress report be brought back to the 2018 Conference Committee on Public Information

Note: The Conference did not accept this recommendation.

From the February 1, 2020 report of the trustees' Committee on Public Information:

> The committee reviewed a professional survey methodology report on the A.A. Triennial Membership Survey. The committee agreed to forward to the 2020 Conference Committee on Public Information the survey report. The committee also asked that additional information be included in the background reflecting discussions and suggestions that came from committee discussions with the survey professional. Noting that the survey methodology review is still in its infancy the committee asked that this discussion be continued at the August 2020 meeting.

Committee Consideration from the 2020 Conference Committee on Public Information:

> The committee reviewed and accepted the trustees' Public Information Committee report on the A.A. Membership Survey.

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The committee noted it was encouraged by some of the findings by the survey professional and asked that the trustees' Public Information Committee continue to explore this topic. The committee also suggested the exploration of a possible digital questionnaire feedback form be part of their discussions.

From the August 1, 2020 report of the trustees' Public Information Committee:

The committee discussed a progress report on the review of the A.A. Membership Survey methodology. The committee noted that a small working group consisting of Deborah K.. and Peter L. has been formed to discuss a next phase approach to the review.

From October 31, 2020 report of the trustees' Public Information Committee:

The committee reviewed a draft report provided by the survey working group with appreciation. The committee also noted that further discussions and findings might also be included regarding the audience/function of the survey, the future of its internal/external use and how the survey might inform all service committees in its carry the message efforts.

From the January 30, 2021 report of the trustees' Committee on Public Information:

The committee reviewed and accepted the report from the Survey Methodology working group on the Triennial A.A. Membership Survey. The committee agreed to forward the report to the 2021 Conference Committee on Public Information including the suggestion that the 2021 A.A. Membership Survey be conducted, including updated pre-survey communications, survey instructions and the option for a digital delivery method.

The committee also noted the importance of updating the questionnaire to expand the gender markers to allow for better reflection of the diversity of our membership and potential members.

Background:

1. A.A. Triennial Membership Survey Report
2. A.A. Membership Survey Questionnaire
3. A.A. 2014 Membership Survey pamphlet can be viewed on www.aa.org

- ENG - https://www.aa.org/assets/en_US/p-48_membershipsurvey.pdf
- FR- https://www.aa.org/assets/fr_FR/fp-48_membershipsurvey.pdf
- SP - https://www.aa.org/assets/es_ES/sp-48_membershipsurvey.pdf

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Workgroup on Membership Survey: 2020-2021

Trustees Committee on Public Information

EXECUTIVE SUMMARY:

With gratitude for the opportunity to study the survey methodology and its procedures, as well as previous thoughtful and thorough reviews, we conclude:

1) The survey sampling methodology is sound and consistent with best practice in the survey sciences.

2) The largest loss of data in the return rate (~50% of estimated members; ~50% groups invited), while not a threat to survey validity, appears to be largely a function of two sources that can be mitigated by adapting procedures:
    a. Erroneous database listings
    b. Disengaged delegates, GSRs, or groups.

3) Improved data collection could be anticipated with the implementation of:
    a. Higher engagement with areas prior to data collection
    b. Training content (including a brief Class A video) about the purpose and procedure of the survey for delegates and GSRs
    c. Robust tracking of procedural survey step outcomes
    d. Comparison of observed versus collected group demographics.

4) Relevance to local general service committees could be achieved through programming repeatable regional analyses.

5) Discussion about the functions and target audiences of the survey, including intended and unintended uses of survey findings, may be prudent.

6) Future work to explore parallel methods and enhance content relevance is warranted, including convenience sampling using the AA website and APP and content review with target audience input.

Respectfully
submitted,
Deborah K.
Peter L.

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Workgroup on Membership Survey: 2020

At the request of Trish L., chair of Trustees Committee on PI, in 2020 we met several times by telephone, zoom, and over email to distill reports and recommendations related to the AA membership survey. Note is made to acknowledge that over the past three years, the TCPI and its subcommittees have studied the survey methodology in light of review of current and recent procedures employed, have had input from a reputable, independent outside consultant, and have reviewed previous assessments of the survey.

Materials reviewed:

- 2020 Report: Dr. Alexandra Cooper, Duke University, Social Science Research Institute
- 2013 Report: J. Gary (NERT) TCPI Membership Survey Subcommittee
- PDF: Survey Pamphlets 1968-2014
- Pertinent procedural documents, including: Letters to the delegates and GSRs, notes for GSO PI staff preparing and having survey oversight, 2014 data tracking sheets and tabulations.

The TCPI and Conference Committee on PI (CCPI) are encouraged to appreciate A) Dr. Cooper's assessment of the sampling strategy and recommendations from January 2020, and B) The 2013 TCPI Membership Survey Subcommittee Final Report, chair J. Gary (NERT). The wealth of statistical and behavioral science expertise reflected in both of these reports is formidable, the work is outstanding, and the conclusions are thorough. Many observations can be found in both reports, though they are communicated differently. In this report, we will highlight those aspects that are elemental to the question posed and the recommendations suggested.

We find it noteworthy that the survey methodology has been thoroughly reviewed and vetted several times, and yet questions remain about the approach. Interestingly, questions most often do not focus on the overall *survey methodology* but rather the *sampling methodology*. So let's first address this.

Sampling methodology:

Questions related to the validity of sampling are expressed most often as some version of, 'how can less than 2% of a population reflect the population as a whole?' In this report, we hope to clearly indicate that *random sampling methodology is not only valid and appropriate, but a highly effective, efficient, and best practice method of data collection to measure a target population.* The methodology uses a sample of the body one wishes to characterize to reflect the whole, and the fact that those sampled are drawn randomly, without bias, ensures that the characterization will be accurate. Specifically, the survey methodology uses *true probability* sampling, which involves selecting a sample that is drawn randomly from the parent distribution, meaning that each group/member has an equal probability to be selected for inclusion. Importantly, the review found that our survey "*employs a sample size that is more than adequate to generate estimates that are quite precise*". Note that sampling 100% of the target population in national surveys is rarely feasible, but importantly, is a poor use of limited resources in large populations as the incremental data obtained above that of the randomly selected sample does not add new information or reduce sampling error.

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In addition to random sampling, we also correctly use stratification and clustering techniques. *Stratification* means that the procedure insures that groups are selected from each *stratum,* which for us is defined as the 93 areas. Stratifying by areas ensures that areas with fewer groups are not left out and that areas with many groups do not disproportionately dominate. So, rather than applying the target percentage (1.3% of groups) to all active, registered groups in the US and Canada, the target is applied within each area, so that 1.3% of the groups in each area are selected. The selected groups then serve as *clusters,* where all members present at an ordinary meeting are invited to participate. While the use of clusters can give members who attend more than one group some advantage in being randomly chosen to participate in the survey, this drawback did not elicit any major revision recommendation in sampling from our reviewer (the interested reader is referred to Dr. Cooper's discussion of the use of group's as clusters).

In summary, the random sampling with stratification and clustering are sound, best practice methods used in large social science surveys.

Return Rate versus Potential Bias:

J. Gary's report indicates that in 2011, the target sample size was ~16,250 member respondents to achieve a sound, random sample. 746 groups were randomly survey (1.3% of groups) to achieve this, and about 10,000 members submitted surveys, 8,000 of which were usable (note this is about 50% of target). In 2014, this same strategy resulted in 817 groups being invited, and remarkably, 411 groups (50.3%) provided responses, for a total of 6450 completed surveys.

Importantly, the return rate of 50% does *not* compromise the validity of the findings. Dr. Cooper checked the estimates and error rates based on using a sample size of 16,000 and then again with 8,000, and the confidence bands and error rate differences were negligible (personal communication, October 2020). However, the lack of return from ~50% of the target sample suggests that several sources of data loss, some of which can introduce bias, are occurring with our survey:

1) The loss could be at the group level due to closed/inactive groups. For instance, if a sampled group is inactive and there is insufficient time to pull a replacement group, there is a loss of data. Review of procedural sheets do indicate this to be one factor impacting our data return, but it is impossible to estimate how much of the missing 50% these account for because of incomplete communication and/or tracking. This scenario may not systematically introduce bias, but does reduce the sample size and should be mitigated if possible.

2) The loss could be at the group level because of insufficient engagement by the delegate or the GSRs. Logs from 2014 suggest that 12 areas had zero surveys returned. The size of these areas were variable, suggesting that small size did not explain the absences. There is a lack of engagement from those charged with data collection which has a significant impact on the return rate. Note in 2014, 406 groups turned in no data. This scenario may not systematically introduce bias, but does reduce the sample size and should be mitigated if possible.

3) There could be a subset, or subsets of people, in a group that do not complete the survey. For instance, if only 75% of the members present take the survey, then bias is introduced if the 25% non-responders are different than those that responded. Unlike the other scenarios, this scenario has a high likelihood of bias. If the non-survey takers are different than the rest of the

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members in any way, *self-selection bias* is introduced which can have a large impact on findings. For instance, if young mothers do not stay after the meeting to take the survey, or those that can't read well quickly leave, or those with a criminal history are afraid of surveillance and don't respond, then you survey only the remaining and systematically introduce bias. Please note that social science research is well aware of such biases in research participation, particularly in certain parts of the country and in certain populations.

4) Loss of data due to non-response on key items. In both the 2011 and 2014, about 20% of the data were considered non-usable because key items were skipped. This is a large loss of data that again should be mitigated if possible.

Procedural recommendations to address these sources of data loss and potential bias are included below. Please note the importance of mitigating sources of data loss and bias wherever possible.

RECOMMENDATIONS:

We recommend a series of stepped improvements and projects be implemented to allow for a reasoned approach to the Membership Survey and its data collection. These recommendations assume resumption of in-person meetings by fall 2021. Should this not occur, we would recommend that the Trustees PI committee be given the latitude to postpone data collection.

1) **Year 1, 2021**, conduct the survey using our current, sound methodology, with the proposed improvements and procedural changes noted below. The target sample size will equal 1.3% of registered groups in each area (see procedures below). Note is made, and affirmed, that methods review confirms that the current stratified random sampling technique and sample size is sufficient to yields a representative sample of membership within our registered groups.

Proposed Improvements:

a) Utilization of a training video for delegates and GSRs on data collection purpose and methods (see procedural recommendations) to enhance consistency and engagement. This is designed to mitigate major data loss (up to 50%) from lack of consistent communication and engagement.

b) As recommended by Dr. Cooper, a simple method to explore the possibility of self-selection bias is achieved with simple tallies of observable data elements (group size, age groups, gender, and racial breakdown of a group). Because self-selection bias is one of the greatest dangers to the integrity of the findings, we do recommend this exploration. These data elements can be quickly tallied and compared to actual survey results to determine if there are groups of people that are not responding to the survey. Specifically, if there is a considerable difference between number of surveys returned, or the actual to observed composition of the group, then potential bias is involved (*eg, if there are 10 members under age 30 in a group and 20 in elder age groups, but the surveys returned are total 15, 10 of which are the younger members, there is an age bias)*. Observable variables: age, race, gender, by broad group classification. It is important to note that attention these factors is to ensure that the data collection method maintains integrity; random selection will not yield a representative sample if there is systematic bias introduced.

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c) Enhanced, relevant reporting. In addition to total calculation of the membership elements in the US and Candada, provide the same data by region to possibly reflect regional data more accurately. Once a dashboard of calculation is established, it is fairly easy to restrict the sample to regional subgroups as needed and results could be posted for download.

d) Content: In 2017, the GSC CCPI made the following recommendation regarding the question related to gender:

Question 2 be changed from:
"Sex: Male__Female_____"
to:
"Gender Idendity: Male___Female____ [Language inclusive of all gender nonconforming]____ No Response___"

Two CCPI recommendations to the GSC (one regarding survey implementation and the other an update to questionnaire language) did not pass. Based on GSC floor discussions, the TCPI continued their review of survey methodology. While a thorough review of content is recommended for the future below, we humbly suggest that consideration of inclusive gender categories in keeping with contemporary, professional language be utilized.

e) Procedural recommendations, below, to ensure greater data capture and reporting.
   a. Creation and use of training video for delegates and GSRs to include the purpose of the survey, its relevance to PI work, and instruction on gathering the survey data. Considerations can be made for Class A trustee(s) assistance for creation.
   b. In the past, to reach the target of 1.3% of groups, the percentage of groups pulled from each area varied from 1.0 to 1.5% and it appears that over time there was attempt to recalculate the groups pulled to maintain each percentage in light of changing number of groups in each area. This procedure should be simplified to 1.3% of groups being pulled from each area. If the result of this calculation is ≤1, that area's target should be assigned 2 (thus, no area has less than 2 groups pulled). (Recommendation confirmed with Dr. Cooper, Oct 2020).
   c. Previous practice eliminated surveys if either #5 or #6 was not answered:
      #5: I first came into A.A. in_____(month)/_____(year)
      #6: I had my last drink in_____(month)/_____(year)
      The justification for omitting these was to ensure that those who responded where in AA. The data loss related to this (~20%) is considerable, and the value of omitting surveys due to #5 is questionable. We recommend that only surveys with #6 omitted should be discarded, and that the instructions should emphasize that *ONLY AA members should complete the survey.*
   d. We recommend implementation and documentation of these steps (with timeline *draft*):
      July 1: distribution of randomly selected group names to delegates with request for feedback on inactive groups by July 14. Significant efforts to engage delegates in this first phase so that replacement groups can be provided for inactive groups if warranted.
      July 21: distribution to delegates of replacement groups.
      Aug 15: distribution to delegates of final replacement groups, if needed.
      Sept 1: Instructions to Delegates and GSRs about upcoming project, including distribution of training video and discussion as needed.
      Oct 1-31: data collection.
      Nov 1-30: tabulations.

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2) **Year 2, in 2022:** As results arrive, it would be prudent to **consider the functions and target audiences, including intended and unintended uses of survey results.** Note that there are multiple potential consumers for survey findings, and it would be prudent to discuss these audiences and how we might better communicate the best information to them. **It may be prudent to ask the Conference Committee on PI to undertake such discussion on the function and audiences of the survey, to advise future study or action. It would also be prudent to consult with our Class A professional trustees about this.** Related to this discussion:

   a. The pamphlet states that "*Alcoholics Anonymous conducts this survey to keep members informed on current trends in membership characteristics. The survey also provides information about A.A. to the professional community and to the general public as part of A.A.'s purpose to carry our message to those who still suffer from alcoholism".*

   b. Note that one function is an inventory for us, to give us insights into sects of the alcoholic population that may not be finding or staying in AA.

   c. This is very different than the function or purpose of informing our professional community about AA. Indeed, most service organizations do inventory and communicate to the public who they serve and the size of their organization in a general way (eg, Boy Scouts, youth organization in the US, with ~2.3 million youth participants). It may be important to understand what data elements are important for professionals referring to AA to have. One might question whether or not the trends found in the survey actually negatively impact referral trends (eg, "I will not send my young patient, my Hispanic client, etc, to AA because his/her/ their group is not well represented"). The survey results (via pamphlets or tabletop display formats) may not be *THE* message that is best suited for professionals.

   d. With thorough discussion, careful selection of appropriate reporting data for press (via inclusion in press letters or packets), professionals ("snippet data" on website, in pamphlets), and internal communications to inform 12 step efforts could be made.

   e. Consistent with professional messaging, when we do present outward facing data, we may want to have standard language underscoring inclusion, eg, "*A.A. welcomes alcoholics of varying abilities, sexual identities, races, ethnicities, gender identities, religions, languages, neighborhoods, socioeconomic backgrounds and ages."*

2) Year 2, in 2022:

a) Design a pilot study of collecting two *convenience samples:* 1) AA website, 2) AA Meeting Guide App, using the same questions as 2021. Examine differences in data patterns across the three collection methodologies. Add basic questions such as member city/state and whether or not their home group is listed with GSO to assist in understanding the membership responding in these formats (*note: we may learn a bit about registered groups versus meetings with this methodology). Ideally, collection of this pilot data would follow collection of the traditional membership survey data within 1-2 years so that no portion becomes dated.

b) Initiate expert *review of survey content*; utilize target group focus group feedback on what content is most important to reflect to design response content of maximal value.

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3) **Future surveys, years 2024 and beyond.** Periodic consultation for sample size review using up to date estimates of fellowship membership should be requested, to adjust the 1.3% target if needed. Note that this is not a tri-annual review of methodology, but rather a periodic (at least by decade) review of the sample size target based on evolving membership estimates. Such sample size calculations do not involve extensive work, but should be updated.

And finally, outside the scope of the membership survey:
A number of related matters arise when discussing the survey, such as the matter of inactive groups, or the many AA members who attend unregistered AA meetings. These members are a part of the fellowship and these meetings are served by the products and services of GSO. At some point, it may be valuable to better understand the scope of both inactive groups and unregistered groups. We recommend these be brought to the attention of the AAWS board for consideration, when appropriate.

a) Consider collecting simple data on the number of registered groups versus unregistered meetings. This might easily be executed through DCMs, who are familiar with groups and meetings in their 'jurisdiction'.

b) Request to GSO to explore NetSuite and MyPortal to provide more accurate group listings, as possible.

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CONFIDENTIAL: 71st General Service Conference Background

2014 A.A. SURVEY

FROM THE GENERAL SERVICE OFFICE OF ALCOHOLICS ANONYMOUS

(THIS IS AN ANONYMOUS SURVEY • *PLEASE DO NOT SIGN*)

Meeting Name:_____

Town/City:_____ Province/State:_____ Date:_____

THE REASONS FOR THIS SURVEY are to inform A.A. members of the characteristics of their Fellowship; to identify trends in membership characteristics; to provide information about A.A. to the professional community; and to inform the general public. Information provided by this questionnaire will not be used by A.A. for any follow-up studies of its members.

IMPORTANT: If you have filled out this survey at another meeting this year, do not fill it out again.

1. My age is _____ years

2. Sex: ☐ Male ☐ Female

3. Domestic Status:
   a. ☐ Married or Life partner
   b. ☐ Single
   c. ☐ Divorced
   d. ☐ Other (please specify) _____

4. Race: (Check **one** only)
   a. ☐ White, not of Hispanic Origin
   b. ☐ Black, not of Hispanic Origin
   c. ☐ Hispanic
   d. ☐ Native American
   e. ☐ Asian or Pacific Islander
   f. ☐ Other (please specify) _____

5. I first came to A.A. in _____ / _____ (Month / Year)

6. I had my last drink in _____ / _____ (Month / Year)

7. How long did it take you to get your first sponsor? _____ (No. of Months)

8. Do you have a sponsor now? ☐ Yes ☐ No

9. Do you have a home group? ☐ Yes ☐ No

10. How often do you normally attended A.A. meetings? **(fill out one line only)**
    a. _____ times a week
    b. _____ times a month
    c. _____ times a year

11. Please indicate no more than ***two*** of the following entities that you feel were most influential in your decision to come to your first A.A. meeting.
    a. ☐ A.A. member
    b. ☐ On my own
    c. ☐ Treatment facility
    d. ☐ Family
    e. ☐ Counselor or Mental health professional
    f. ☐ Judicial system
    g. ☐ Medical professional
    h. ☐ Employer or fellow worker
    i. ☐ Non-A.A. friend or neighbor
    j. ☐ Al-Anon or Alateen member
    k. ☐ A.A. literature
    l. ☐ Correctional facility
    m. ☐ Newspaper, magazine, radio or TV
    n. ☐ Internet
    o. ☐ Member of clergy
    p. ☐ Other (please specify) _____

12. What is the nature of your employment status now? (Check **one** only)
    a. ☐ Manager/Administrator
    b. ☐ Educator
    c. ☐ Health professional
    d. ☐ Service worker
    e. ☐ Professional/Tech.
    f. ☐ Homemaker
    g. ☐ Sales worker
    h. ☐ Craft worker
    i. ☐ Laborer
    j. ☐ Clerical worker
    k. ☐ Transportation and material moving occupations
    l. ☐ Retired
    m. ☐ Unemployed
    n. ☐ Disabled (not working)
    o. ☐ Student
    p. ☐ Skilled trade
    q. ☐ Other (including self-employed)

13a. **Before** coming to A.A., did you receive any treatment or counseling (such as medical, psychological or spiritual, etc.) related to your drinking? (if yes, answer question 13b) ☐ Yes ☐ No

13b. Did it play an important part in directing you to A.A.? ☐ Yes ☐ No

14a. **After** coming to A.A., did you receive any treatment or counseling (such as medical, psychological or spiritual, etc.) related to your drinking? (if yes, answer question 14b) ☐ Yes ☐ No

14b. Did that treatment or counseling play an important part in your recovery from alcoholism? ☐ Yes ☐ No

15. Did a counselor, medical or mental health professional ever refer you to A.A.? ☐ Yes ☐ No

16. Does your doctor know you are in A.A.? ☐ Yes ☐ No

30M - 5/14 F72

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Back to Agenda

2021 Conference Committee on Public Information

ITEM G: Discuss Public Information pamphlets/service material

1. Consider revising the pamphlet "Speaking at Non- A.A. Meeting"

Background Notes:

From the February 1, 2020 report of the trustees' Public Information Committee:

The committee reviewed a request to consider a revised version of the pamphlet "Speaking at Non-A.A. Meetings."

The committee asked that discussion on a revision to the pamphlet be continued at the August 2020 meeting. The committee also asked that a review of all Public Information pamphlets be included for discussion with a comprehensive review of the usefulness and relevancy of these pamphlets for P.I. committees and carrying the A.A. message to the public.

From the August 1, 2020 report of the trustees' Public Information Committee:

The committee discussed the request that the P.I. pamphlet "Speaking at Non-A.A. Meetings" be revised. The committee asked that this item be discussed at the October meeting along with a comprehensive review of all Conference-approved literature under the purview of P.I.

From the October 30, 2020 report of the trustees' Public Information Committee:

The committee reviewed a request that the P.I. pamphlet "Speaking at Non-A.A. Meetings" be revised. The committee noted the need for a comprehensive review of all P.I. pamphlets. The chair appointed a working group consisting of Cathy B., Christine C. and Ino F. to begin a review of all P.I. pamphlets and materials. The chair requested that working group members provide feedback to the staff secretary, and that the staff secretary compile the feedback and provide a progress report to the January 2021 meeting.

Note: The working group reviewed the suggested updates to "Speaking at Non-A.A. Meetings" and saw the need for a revision to the pamphlet. The committee also noted that there may be a need for a section on media training and press interviews in keeping with A.A.'s public relation's policy within the pamphlet. The working group also discussed whether the pamphlet might regularly reflect the most current shared

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experience and resources if it were under the "Service Material" umbrella, to be helpful to committees.

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

The committee reviewed a request to consider a revised version of the pamphlet "Speaking at Non-A.A. Meetings." The committee agreed to forward to the 2021 Conference Committee on Public Information the request that the pamphlet "Speaking at Non-A.A. Meetings" be revised.

Background documents attached:

1. Area request and suggested content
2. *****Local Draft Example of "Speaking at Non-A.A. Meetings" pamphlet

Note: **The request from the Area also contained a draft example of a pamphlet revision. Due to copyright concerns the draft example will be provided to the Conference Committee on Public Information, only.*

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A64

AREA 64

REVISION TO THE PAMPHLET SPEAKING AT NON-A.A. MEETINGS HISTORY AND ORGANIZATION OF REVISION

P.I. COMMMITTEE

Found need for revision.
Took action with ad-hoc.
Implemented changes.

PUBLIC INFORMATION COMMITTEE ACTIONS

PUBLIC INFORMATION • REVIEW OF P.I. KIT CONTENTS • JANUARY 2019
Reviewed contents of P.I. Kit in January of 2019. Focused on 3 separate pamphlets. One of these pamphlets was *Speaking at Non-A.A. Meetings*. Consensus of committee regarding this pamphlet: disorganization, unclear language, and lacking vital information.

PUBLIC INFORMATION • ACTION TAKEN • JANUARY 2019
P.I. Committee determined they wanted to make changes. Ad-hoc committee formed to revise pamphlet. At second quarter, outline of revised pamphlet presented to committee and approved to proceed. (Please see attached documents to see outline). Work was then dispersed throughout the ad-hoc committee.

P.I. AD-HOC

Revised pamphlet.
Brought back to P.I. committee.
Committee liked revisions.

P.I. AD-HOC COMMITTEE ACTIONS

P.I. • AD-HOC • 1ST QUARTER 2019
Plan formulated for approach to revision based on committee wishes.

P.I. • AD-HOC • 2ND QUARTER 2019
Outline of changes presented to P.I. Committee body. Approved.

P.I. • AD-HOC • 3RD QUARTER 2019
Finished revised product presented to P.I. Committee body. Approved. Presented to Area body. Tabled for them to take back to groups.

P.I. • AD-HOC • 4TH QUARTER 2019

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P.I.
Item G
Doc. 1

Revised pamphlet presented to Area 64 body. Approved for GSC submissions as a 2020 Conference agenda item.

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OUTLINE FOR REVISION OF SPEAKING AT NON-A.A. MEETINGS

- **Non-A.A. Meetings**
  - Types of Non-A.A. Meetings
  - Does our presence help us with our primary purpose?
  - Are we following our Traditions?

- **Which A.A. is Qualified**
  - Speaker choice
  - Amateur standing

- **What and how to Share about A.A.**
  - Know your audience and reason for your invitation.
  - Be familiar with our history, literature, and program of action
  - When to share part of your story
  - We have amateur status – not experts in alcoholism

- **Brief Outline for a Talk**
  - Considerations before giving a talk
  - Introduction
  - What is A.A., How It Works (Steps), Unity (Traditions), Types of meetings
  - Personal story (provided it is appropriate)
  - Contacting A.A.; Cooperation

- **Frequently Asked Questions by Non-A.A. Groups**

The goal was to retain as much information from the current pamphlet as possible, add vital information and useful material, re-organize, and condense.

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2021 Conference Committee on Public Information

ITEM G: Discuss Public Information pamphlets

2. Discuss trustees' Public Information Committee review of P.I. pamphlets.

Background Notes:

From the August 1, 2020 report of the trustees' Public Information Committee:

The committee discussed the request that the P.I. pamphlet "Speaking at Non-A.A. Meetings" be revised. The committee asked that this item be discussed at the October meeting along with a comprehensive review of all Conference-approved literature under the purview of P.I.

From the October 30, 2020 report of the trustees' Public Information Committee:

The committee reviewed a request that the P.I. pamphlet "Speaking at Non-A.A. Meetings" be revised. The committee noted the need for a comprehensive review of all P.I. pamphlets. The chair appointed a working group consisting of Cathy B., Christine C. and Ino F.to begin a review of all P.I. pamphlets and materials. The chair requested that working group members provide feedback to the staff secretary, and that the staff secretary compile the feedback and provide a progress report to the January 2021 meeting.

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

The committee also discussed the trustees' Public Information Committee working group report on the review of Public Information pamphlets. The committee suggested that further discussion and review of the research grid provided to the full committee is needed to best evaluate the relevancy and content of literature under the purview of Public Information. The committee will add this item to their agenda at their meeting to review the PSA rough cuts and provide any findings from their review of the pamphlets to the 2021 Conference Committee on Public Information.

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Background documents:

Conference-approved P.I. literature (www.aa.org)

1. Preliminary trustees' P.I. Working Group review notes
2. Understanding Anonymity
3. A Brief Guide to A.A. (P-42)
4. A.A. Fact File (M-24)
5. A.A. Membership Survey (P-48)
6. Speaking at Non-A.A. Meetings (P-40)
7. A.A. At a Glance (F-1)
8. A Message to Teenagers (F-9)
9. Understanding Anonymity (P-47)
10. "What Does Anonymity Mean to A.A.?" Wallet Card (M-22)

P.I. Service Material

8. Anonymity and Digital Media (SMF-197) (revision in development)
9. A.A. Guidelines on Internet (MG-18)
10. A.A. Guidelines on Public Information (MG-07)
11. A.A. ANONYMITY (Announcement for reading at meetings open to the public) (F-20) (service material)

Note: The above card and other service items are queued to be updated at their next printing

12. Non- P.I. pamphlets and other A.A. literature (www.aa.org)

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(Please see History of Advisory Actions for the most recent actions regarding the following items)

Preliminary trustees' P.I. working group review of P.I. pamphlets/flyers:

Understanding Anonymity: https://www.aa.org/assets/en_US/p-47_understandinganonymity.pdf

- Some initial draft edits to outdated technical terminology have been drafted (editorial)
- Section *Anonymity in the Digital Age* (P.10) may need revision to provide clarity and to reflect current online and social media practices.
- Add to the Question & Answer section a section on- clarifying the difference between public streaming and simply attending virtual A.A. meetings "Are virtual A.A. Meetings considered the "public level?"
- Also, note for safety purposes anonymity at virtual meetings pertaining to naming conventions, picture taking, screen shots etc.

A Brief Guide to A.A.: https://www.aa.org/assets/en_US/p-42_abriefguidetoaa.pdf

- Not a current "brief" guide by today's standards.
- 1971: Originally published as "Students Guide to Alcoholics Anonymous"
- 1972: A Brief Guide to A.A. is created to replace "Students Guide to A.A." (Archival notes suggest that this may have been made due to "…*1971 Survey indicate that we need to find new and better ways of reaching young people and blue - collar workers - both men and women."*
- AA.org Description**:** "Originally designed for use in schools, this folder also lends itself to other P.I. purposes. In simple language, it describes our program and offers general information on A.A."
- There are many overlapping pamphlets that answer similar questions and "brief" ways to communicate to the public. Example: *Frequently Asked Questions*, *A Newcomer Asks, This is A.A.*, to name a few.
- There are P.I. "postcards" in development.
- Excerpted text could be used for the "Pamphlet to Video" project.

A.A. at a Glance: https://www.aa.org/assets/en_US/f-1_AAataGlance.pdf

- Earliest reference to its creation 1954. No other mention until 1977. Unable to determine due to its early creation if it was "Conference- approved" other than service material however changes to the flyer have occurred through Advisory Action. Most recently 2019.
- This is a no charge item utilized by many service committees

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- AA.org description: "Flyer condensing facts on the Fellowship."
- Needs editorial review to provide the ways people search for A.A. and perhaps a full revision.
- Perhaps a redesign to the overall look.

A.A. Fact File: https://www.aa.org/assets/en_us/m-24_aafactfile.pdf

This file dates back in some form to the 1950s – to be used as a press packet to provide up to date, relevant information and news about A.A. Note: Based on the research it is not entirely clear if this piece was originally Conference- approved. However, starting in 1958 and then in 1988 (and later) there are examples of Advisory Actions relating to updates and processes.

History: …some comments Bill W. made regarding the 1955 International Convention. "When visitors saw the Convention's pressroom, many realized for the first time that good communications within and without were the actual arteries in which A.A.'s live-giving blood circulated among us. And then to our brothers and sisters everywhere. Something more than slow word-of mouth message-carrying was obviously required."

- This may not be a practical way to provide easily updated information to the press and public about A.A.
- G.S.O is developing an electronic press packet for the press/media page, more in keeping with today's standards with use of relevant and accurate information, embedded video content, in a colorful & attractive format.

***Message to Teenagers*:** https://www.aa.org/assets/en_us/f-9_amessagetoteenagers-1.pdf

History: (Pertinent excerpts)

This flyer was first printed in December 1980. The first mention found was in the report of the Trustees P.I. Committee in the 1980 Conference Report. It read, "*The committee has prepared a sample of a proposed flyer similar to 'A.A. at a Glance,' directed to young people ages ten to 18 and planned as a giveaway*."

An Advisory Action from the same Conference read "*The trustees' P.I. Committee take excerpts from the current pamphlet 'Too Young?' and make it into a flyer for teenagers. The committee particularly liked the 12 questions illustrated at the end. (The current proposed draft for such a flyer was rejected*.)"

The trustees P.I. Committee Report in the July 1980 G.S.B. Minutes mentioned this pamphlet in a section titled "Projects in Progress." It reads, "Teenage Flyer - Giveaway teenage flyer based on 'Too Young?' pamphlet for use while speaking in schools and on P.I. talks."

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In the October 1980 G.S.B. Minutes, the trustees P.I. Committee reported on the pamphlet, stating "Teenage Flyer - The flyer is in production and will be ready for distribution in about one month. It will be available to P.I. Committees free of charge in quantity." Finally, the trustees P.I. Committee Report in the February 1981 G.S.B. Minutes stated that "Teenage Flyer - A new flyer adapted from the pamphlet 'Too Young?' was completed and is now available, in quantity, to all P.I. committees. The advantage of the new flyer is that it may be distributed free to interested teenagers when A.A.s speak in schools as a public information activity." The 1981 Conference report also shows carries a statement in The trustees P.I. Committee report reading "The flyer 'A Message to Teenagers,' a useful P.I. tool for speaking in schools, is available free."

(Continued)

An Advisory Action at the 1987 Conference suggested that "The graphics in the flyer 'A Message to Teenagers' be updated with the new graphics from 'Too Young?'"

…Lastly, the 2009 Conference stated that "The updated pamphlet, 'A Message to Teenagers,' containing text and graphics from the current, 'Too Young?' pamphlet, be approved with minor changes."

- Title, look, and content is outdated
- This is a "no-charge" item
- If young people want expansive young people sharing, there are two existing pamphlets.
- More focus should also be on developing short content GIFs, memes and videos that are easy to text (to "Pass it on")
- Is this Flyer the best way to provide information to high school students?
- A P.I. "Young People" postcard service piece is in development for a more current look/feel.

What Does Anonymity Mean to A.A.?" Wallet Card (M-22) (Conference-approved -1971 Advisory Action)

- The wallet card has stayed as is since its infancy.
- The same principles apply however card lacks current sharing on the expansive and more nuanced topic of anonymity, with no sharing about online platforms.
- If this card were to continue, a revision would be helpful with a corresponding digital/web based version for easy virtual sharing at groups, texting, and emailing.

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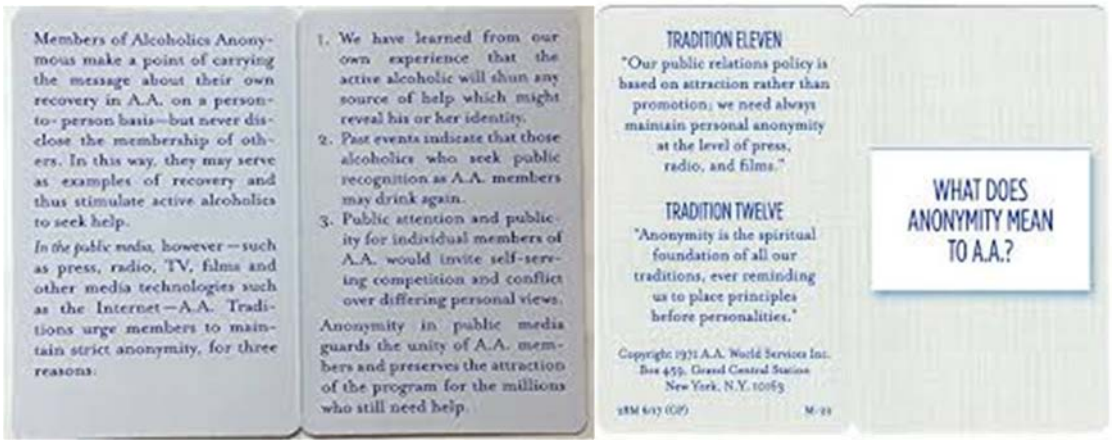

Members of Alcoholics Anonymous make a point of carrying the message about their own recovery in A.A. on a person-to-person basis—but never disclose the membership of others. In this way, they may serve as examples of recovery and thus stimulate active alcoholics to seek help.

In the public media, however—such as press, radio, TV, films and other media technologies such as the Internet—A.A. Traditions urge members to maintain strict anonymity, for three reasons:

1. We have learned from our own experience that the active alcoholic will shun any source of help which might reveal his or her identity.
2. Past events indicate that those alcoholics who seek public recognition as A.A. members may drink again.
3. Public attention and publicity for individual members of A.A. would invite self-serving competition and conflict over differing personal views.

Anonymity in public media guards the unity of A.A. members and preserves the attraction of the program for the millions who still need help.

TRADITION ELEVEN

"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."

TRADITION TWELVE

"Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities."

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Box 459, Grand Central Station
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WHAT DOES ANONYMITY MEAN TO A.A.?

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2021 Conference Committee on Public Information

ITEM H: Review content and format of P.I. Kit and Workbook.

Background notes:

From the August 1, 2020 report of the trustees' Committee on Public Information:

…**Note:** The Public Information staff person has forwarded a memo to the A.A.W.S./T.C.S. Committee noting the suggestion on the development an A.A. Service Committee app.

From the October 31, 2020 report of the trustees' Committee on Public Information:

The committee reviewed the P.I. Workbook, including a draft with revised content and format presented by the staff secretary. The committee noted the usefulness for local committees of more contemporary formats and content for committee kits and workbooks which are available through G.S.O. The committee expressed appreciation for the ongoing work and requested that the staff secretary provide an updated draft and/or progress report to the January 2021 meeting.

From the January 30, 2021 report of the trustees' Committee on Public Information:

> The committee noted receipt of a memo from the A.A.W.S. Board in response to the 2020 P.I. committee consideration that shared concerns on the relevancy of a print copy workbook and kit for P.I. committees. The board also noted the P.I. Committee's suggestions to explore the development of an A.A. service committee app and the possible creation of a new digital PDF version of the P.I. Workbook. The committee asked that the staff secretary include the memo as background to the 2021 Conference Committee on Public Information.

Background:

1. Public Information Workbook available to view on www.aa.org
2. A.A.W.S. Memo – Re: Discussion about Service Kits

- ENG - https://www.aa.org/pages/en_US/public-information-committees
- FR - https://www.aa.org/pages/fr_FR/public-information-committees
- SP - https://www.aa.org/pages/es_ES/public-information-committees

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P.I.
Item H
Doc. 2

MEMO

To: Trustees' Committee Chairs

From: Staff Coordinator

January 30, 2021

Subject: Discussions about Service Kits

At their January 29, 2021 meeting, the AAWS Board continued discussing the 2020 P.I. Committee Consideration which shared concerns on the relevancy of a print copy workbook and kit for P.I. Committees. The board also noted the P.I. Committee's suggestions to explore the development of an A.A. Service Committee app and the possible creation of a new digital PDF version of the P.I. Workbook.

The board noted that we tend to have a "print-first" approach to the service material we publish and that approach can sometimes delay updates. We are forced to consider questions like "Do the number of changes warrant tossing out significant printed inventory? Do we make revisions and reprint in all three languages even though we may have lots of inventory in one or two of those languages?" Many feel that we should evolved to a digital or web based approach as our publishing model.

Knowing that many Conference committees have standing agenda items to consider their service kits, the Board sees this as an opportunity for broader sharing. Rather than start with the notion of a kit needing to be a physical binder, perhaps the following questions could be discussed to generate wider sharing:

- Could web-based kits offer more up-to-date content?
- Should we consider the development of an A.A. Service Committee app?
- What is the role of the new website in making digital versions of workbooks and other service material more available?
- Could PDF versions of workbooks be more easily shared, and perhaps customizable by local committees?
- Could we offer options like a photocopied print-out on request to those without electronic access?
- What digital assets could be integrated into online workbooks to aid local service committee services. (Examples: Email templates, links to videos on aa.org or the A.A.W.S. YouTube Channel, links to the Meeting Guide app, C.P.C. and Accessibilities videos etc.)

Based on the recent experience of going full-on digital for some of our publications – even if only temporarily due to the pandemic – there could also be financial savings. This is part of a broader discussion the A.A.W.S. Board is having, informed by several departments at G.S.O. including Publishing, I.T., and Staff Services. Your experience and insight is welcomed!

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