



V. Grapevine and LaViña -EN

General Service Conference - Conférence des Services généraux -
Conferencia de Servicios Generales

2025-04-28 08:00 - 12:00 EDT

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2025 Conference Committee on Grapevine and La Viña

ITEM A: Review AA Grapevine Workbook.

Background notes:

From 2024 Additional Committee Considerations:

The committee reviewed the AA Grapevine Workbook and provided some editorial suggestions.

From 2023 Additional Committee Considerations:

The committee reviewed the AA Grapevine Workbook and provided some editorial suggestions and ways to access the workbook more easily.

From 2022 Additional Committee Considerations:

The committee reviewed the progress report on the AA Grapevine Workbook revisions and looks forward to having it available on the website, in English and Spanish. The committee also forwarded editorial suggestions to the workbook to the Grapevine office.

From 2021 Additional Committee Considerations:

The committee reviewed the progress report on AA Grapevine Workbook revisions and suggested adding additional information on ways to use AA Grapevine resources as Twelfth Step tools, availability of books, pricing, ways Canadian members can more easily participate, and new multimedia platforms.

Background:

1. Grapevine Workbook Report
2. [Grapevine Workbook](#)

Note: The electronic version that is available on aagrapevine.org is linked above.

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2025 Office Report

AA Grapevine Workbook

The AA Grapevine Workbook can be found at the top of the “Get Involved” page on aagrapevine.org under “Rep Resources.” The workbook was streamlined to make it easier to use and more helpful for Grapevine reps. The content includes shared experience on how to use Grapevine and La Viña as recovery tools. Colorful illustrations have been added as well as clickable links which take members directly to relevant sections of the Grapevine website for more detailed information. It has also been designed to make it easier for staff to update from time to time. The workbook was also translated into Spanish for La Viña reps and Spanish-speaking members and can be found on the La Viña website.

2025 Conference Committee on Grapevine and La Viña

ITEM B: Consider the list of suggested AA Grapevine book topics for 2026 or after.

Background notes:

From 2002 Advisory Actions:

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

From 1992 Advisory Actions:

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

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

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

Background:

1. List of Suggested Titles
2. List of Conference Approved Titles for Grapevine and La Viña
3. [AA Grapevine Catalog](#)

Note: The electronic version that is available on aagrapevine.org is linked above.

AA Grapevine
List of Suggested Titles
(for production in 2026 or later)

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

1. Women's Book II (working title) (GV book): Women AA members share stories of experience, strength and hope.

Softcover: Approx. 120-200 pp.

Projected unit cost (includes printing and design): \$2.50 per book (10,000-piece print run)

Price: \$13.99

eBook

Estimated project cost: \$2,000

Price: \$11.99

2. Best of If Walls Could Talk (working title) (GV book): A collection of AA meeting room photos (taken by members) from around the U.S., Canada and the world showing the interesting places we get together to stay sober and help alcoholics.

Softcover: Approx. 120-200 pp.

Projected unit cost (includes printing and design): \$2.50 per book (10,000-piece print run)

Price: \$13.99

eBook

Estimated project cost: \$2,000

Price: \$11.99

3. Amor, Unidad y Servicio (working title) (La Viña book): (Love, Unity and Service) Hispanic members share their gifts of sobriety through service in AA.

Softcover: Approx. 120-200 pp.

Projected unit cost (includes printing and design): \$2.50 per book (10,000-piece print run)

Price: \$13.99

eBook

Estimated project cost: \$2,000

Price: \$11.99

Updated: June 2024

List of Conference-Approved Titles for Grapevine and La Viña

Approved GV Book Ideas

1. Voices of Long-Term Sobriety II
2. Accessibilities (formerly Special Needs)
3. Inclusiveness (Diversity) in AA
4. Gratitude
5. Mid-Sobriety Challenges
6. How I found My Higher Power
7. Steps 4 & 5
8. All About GV Reps (doing service with GV & LV)
9. AA & Families
10. The Early Days of AA (40s, 50s, 60s — AA's earliest days)
11. Getting Involved in General Service
12. AA's Twelve Concepts
13. Best of Dear Grapevine
14. Book for Newcomers
15. GV Cartoon Book III
16. Emotional Sobriety III
17. Sober Holiday Stories (passed in 2024)
18. Dating & Relationships (passed in 2024)
19. Prayer & Meditation II (working title) (passed in 2024)

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Approved LV Book Ideas:

1. Stories from LV Workshops
2. Carrying the Message into Institutions
3. Hispanic Members Doing Service in AA
4. Surrender & Hope
5. How We Came to Believe
6. Voices of Oldtimers
7. Spiritual Awakenings (translated GV book)
8. Lo Mejor de La Viña III (Best of LV III) (passed in 2024)
9. En las prisiones (Jails and Institutions) (passed in 2024)
10. La derrota (Surrender) (passed in 2024)

2025 Conference Committee on Grapevine and La Viña

ITEM C: Review the five-year financial plan for La Viña.

Background notes:

2024: It was recommended that: The AA Grapevine Board develop a five-year financial plan for La Viña with the goal to reduce shortfalls and increase revenue to be brought back to the 2025 Conference Committee on Grapevine and La Viña.

Past Conference Advisory Actions and Committee Considerations:

1995: It was recommended that: Based on an expressed need, a Spanish edition of the Grapevine be produced, contingent on the following: that the Grapevine Corporate Board proceed to gather information and develop a business plan for a bi-monthly Spanish edition of the Grapevine, for presentation to the trustees' Finance Committee, and that funding for up to five (5) years be obtained from the General Service Board Reserve Fund, with start-up costs estimated at \$84,000 for the first year. It was further recommended that if a Spanish edition is established, the monthly Spanish articles be removed from the English-language Grapevine, and that if, after five (5) years, the Spanish edition of the magazine is determined to be no longer feasible, publication be discontinued.

1999: Committee Consideration: Being mindful of the demonstrated effectiveness of La Viña and the need for it expressed by the Hispanic community, and considering its spiritual benefits and benefits as a Twelfth Step tool, the committee wishes to express strong support for its continued publication.

2000: Committee Consideration: The committee reviewed the five-year history of La Viña. Being mindful of the demonstrated effectiveness of La Viña and the strong support for it expressed by the AA membership as a whole, and considering its spiritual benefits as a Twelfth Step tool, the committee wishes to express strong support for its continued publication.

2001: It was recommended that La Viña continue to be published by the AA Grapevine and supported by the General Service Board as a service to the Fellowship. It was recommended that La Viña continue to be published utilizing

AA Grapevine resources in order to achieve efficiencies in production and distribution.

2010: *The Committee recommended that La Viña achieve spiritual parity with the AA Grapevine, beginning in the following manner:*

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

2013: *Additional Considerations that did not result in Conference Advisory Actions: The committee reviewed the results of the 2012 assessment of La Viña as a bimonthly, perfect bound, black and white, 68-page magazine and concluded:*

- *The committee recognized that funding La Viña as a service, through the General Fund, is an issue affecting the overall Fellowship.*
- *The committee acknowledged the increase in circulation by 8.6% from January 2011 to December 2012 may be tied to the changes in format and additional content.*
- *The committee acknowledged that the 2012 increase in La Viña deficit results in large part from allocation of pension funding expense.*
- *The committee expressed concern that funding La Viña through the General Fund of the General Service Board while AA Grapevine Inc. has responsibility for the production of La Viña may suggest an imbalance between responsibility and authority.*

The committee requested that the GV board submit a proposal to the 2014 Conference Committee on the Grapevine that would significantly reduce the La Viña deficit

2014: *Additional Considerations that did not result in Conference Advisory Actions:*

- *The committee reviewed the AA Grapevine Board's suggestion that a new business plan is required for La Viña and requested that a new business plan be developed for La Viña and be brought back to the 2015 Conference Committee on AA Grapevine for review.*

2015: *Additional Committee Considerations that did not result in Conference Advisory Actions:*

- *The committee reviewed the AA Grapevine Board's 2015 Office Report on La Viña and agreed that La Viña is published as cost effectively as possible given existing parameters and conditions. The committee agreed with the AA Grapevine Board's suggestion to develop and implement a communication plan that utilizes (but is not limited to) AA Grapevine, Inc.'s newsletters, Forum presentations, and Box 4-5-9 to clarify to the Fellowship La Viña's unique status as a hybrid entity that is at once a service to the Fellowship and is also required to strive to become self-supporting.*

2017: *Additional Committee Considerations:*

- *The committee discussed the spiritual value of Grapevine and La Viña in carrying the message of Alcoholics Anonymous and agreed that the magazines are important Twelve Step tools, noting that they serve as a beacon of hope for alcoholics in treatment centers and prisons and alcoholics all over the world. The committee recognized that Grapevine and La Viña cannot accept contributions and are self-supporting only through subscriptions and sales of books and other items.*

2018: *It was recommended that La Viña be published at its current frequency of six times per year as a service to the Fellowship, with perfect binding, at 68 pages, and in full color.*

2020: *It was recommended that the name of the Conference Committee on Grapevine be changed to the Conference Committee on Grapevine and La Viña.*

Background:

1. AA Grapevine Office Report on La Viña ***For members of this Conference committee only and are not available for duplication or distribution beyond the committee***

2025 Conference Committee on Grapevine and La Viña

ITEM D: Review the progress report for a plan for a more effective La Viña subscription procedure, fulfillment process and customer service experience.

Background notes:

Past Conference Advisory Actions and Committee Considerations:

2024: *It was recommended that: The AA Grapevine Board develop a five-year financial plan for La Viña with the goal to reduce shortfalls and increase revenue to be brought back to the 2025 Conference Committee on Grapevine and La Viña.*

Background:

1. Progress Report on La Viña Subscriptions and Customer Service
****For members of this Conference committee only and are not available for duplication or distribution beyond the committee**

2025 Conference Committee on Grapevine and La Viña La Viña Subscriptions and Customer Service

The committee requested that the Grapevine Board develop a plan for a more effective La Viña subscription procedure, fulfillment process and customer service experience and that a progress report be brought back to the 2025 Conference Committee on Grapevine and La Viña.

Responding to the request, the AA Grapevine Board formed an ad hoc committee to identify problems and find solutions to better serve the La Viña community. Members include:

Chair: Chris C., Publisher

Board Members: David S., Paz P.

Staff Members: Donna C., Paola M., Kimberly L., Sonia D.

Advisors: Alex W., Doug S., Melvin M., Pablo H.

The advisory members brought examples of challenges members in their areas are experiencing along with ideas for solutions to the ad hoc committee. Below are some key issues that we're addressing:

- **Helping members subscribe to LV**

- Updated the order forms that are delivered to area chairs for distribution to group and event reps. We've asked for the old forms to be recycled.
- LV Area Reps asked to be sure group and event reps and members understand the importance of writing accurate details on subscription forms, and that changes of address should be called in to customer service.
- The Digital Publishing Department has created how-to videos for La Viña customers, for both print and digital subscriptions. Available on Instagram and YouTube.
- Testing envelope inserts in La Viña magazine in 2025. Customers can add check or money order to envelope to pay for subscription.

- **Fulfillment**

- We added a second supplemental subscriber list run for new and returning customers, so they will get their first issue sooner than in the past.
- Bulk shipments were being separated at the post office or coming apart. Printer now shrink-wraps bulk packages for better security.

- **Customer Service**

- The Customer Relations Manager now meets with our fulfillment vendor, Darwin, and the customer service team regularly, and is in touch with Darwin Manager daily.
 - Darwin has expanded customer service training.
 - In-house customer relations helps members directly with complex issues, and helps Darwin with phone messages and email follow-up
 - A second Spanish-speaking rep was hired, with plans to hire a third.
 - A log created by Sonia allows reps to document calls as they come in.
 - Updated customer service script ensures all details are captured.
- **We've noted positive results**, reflected in the La Viña Workshop feedback:
 - Significant improvement in customer service. Area 93 has reported an increase in efficiency, with faster issue resolution and better handling of shipments.
 - Members expressed great interest in the upcoming La Viña products, including the Meetings book and La Viña book featuring Hispanic stories. They have been inquiring about release dates and providing suggestions.
 - Members discussed the possibility of creating a task force to establish digital subscription stations during La Viña workshops.
 - LV Area Reps have been encouraging members to take on more responsibilities and participate in service roles to support La Viña.
- **Subscription Growth 2024 vs. 2023**

2024 Issue	Total Copies	Total Income	Per Copy	2023 Issue	Total Copies	Total Income	Per Copy
Jan/Feb '24	7,232	\$ 17,848	\$ 2.47	Jan/Feb '23	5,584	\$ 11,973	\$ 2.14
Mar/Apr '24	7,156	\$ 17,548	\$ 2.45	Mar/Apr '23	6,102	\$ 14,802	\$ 2.43
May/Jun '24	7,035	\$ 17,486	\$ 2.49	May/Jun '23	6,283	\$ 15,151	\$ 2.41
Jul/Aug '24	7,330	\$ 17,534	\$ 2.39	Jul/Aug '23	6,726	\$ 17,683	\$ 2.63
Sep/Oct '24	7,212	\$ 15,416	\$ 2.14	Sep/Oct '23	6,268	\$ 16,607	\$ 2.65
Nov/Dec '24	7,947	\$ 16,947	\$ 2.13	Nov/Dec '23	6,328	\$ 15,905	\$ 2.51
FYTD 24	43,912	\$ 102,779	\$ 2.34	FYTD 23	37,291	\$ 92,121	\$ 2.47
Vol Var.	Total Copies	Total Income	Per Copy	Vol Var.	Total Copies	Total Income	Per Copy
FYTD 24	6,621	\$ 10,658	\$ (0.13)	FYTD 24	17.8%	11.6%	-5.3%

2025 Conference Committee on Grapevine and La Viña

ITEM E: Review the financial reporting system for Grapevine and La Viña.

Background notes:

2024 Additional Committee Consideration:

The committee requested that the Grapevine Board develop a Grapevine and La Viña financial reporting system that is clearer and easier to understand for the Fellowship.

Background:

1. Progress report on Grapevine and La Viña financial reporting
****For members of this Conference committee only and are not available for duplication or distribution beyond the committee**

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2025 Office Report on Grapevine and La Viña Financial Reporting

Throughout 2024, the Publisher and Controller have been making ongoing revisions to the Grapevine and La Viña financial reports with the goal of improving clarity to the Fellowship.

1. Circulation numbers, revenue per copy and subscription income: The presentation and description of these numbers and corresponding income is now in the same order in the Statement of Activities and can easily be tracked for each type of income.
2. Cost of goods sold: The direct expenses for producing subscription products were expanded to provide an additional explanation of these components.
3. Expenses: The expense line items have been reviewed and consolidated where appropriate, such as immaterial expenses. Other expense line items have been added to provide additional clarity. Examples include “App Development” and “Bank Service Charges.”
4. Language: The language used throughout the financial reports was reviewed and descriptions were changed and modernized based on current products offered by AA Grapevine.
5. Formatting: Overall formatting, including the use of bolding and underlining, to assist the reader in reviewing important line items was implemented.
6. Statement of Activities: Starting in 2025, certain Grapevine and La Viña expenses will be consolidated and included in the General and Administrative Section of the Statement of Activities. Currently, the following expenses are spread among four different areas of the statement:
 - a) Commercial insurance
 - b) Office supplies
 - c) Occupancy costs
 - d) Meetings and Conferences

By combining them with General and Administrative, the totals of these costs will be clear and monitoring them against the budget will be easier.

The Grapevine Board reports Grapevine and La Viña financials to the Trustees Finance Committee and General Service Board each quarter. AA Grapevine, Inc. financials, along with commentary and analysis, are included in the Quarterly Financial Report from the Trustees Finance Committee.

CONFIDENTIAL:

75th General Service Conference Background

GRAPEVINE

**ITEM E
DOC 1**

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2025 Conference Committee on Grapevine and La Viña

ITEM F: Consider request to revise the pamphlet “Grapevine and La Vina: Our meetings in print.” (PAI 79)

Background notes:

Past Conference Advisory Actions and Committee Considerations:

1995: *It was recommended that: A manuscript be developed for a pamphlet providing basic information on the AA Grapevine magazine and its place in Alcoholics Anonymous and be brought to the 1997 Conference for approval.*

2002: *It was recommended that: The pamphlet “The A.A. Grapevine: Our Meeting in Print” (P-52) be revised to accurately reflect changes in Grapevine operations and to clarify the text.*

2004: *Committee Consideration: The pamphlet “The A.A. Grapevine: Our Meeting in Print” be revised to include the proposed references to La Viña and La Viña representatives where the Grapevine magazine and its representatives are mentioned.*

The AA Grapevine Workbook be designated as service material and be reviewed on an annual basis by the Conference Committee on the AA Grapevine.

2011: *It was recommended that: The editorial revisions made by the AA Grapevine staff to “The A.A. Grapevine and La Viña: Our Meetings in Print” pamphlet be approved with minor suggestions.*

Background:

1. PAI 79
2. [Pamphlet P-52 — “Grapevine and La Vina: Our Meetings in Print and Other Media.”](#)

Note: The electronic version that is available on aa.org is linked above.

1 of 1

2025 Conference Committee on Grapevine and La Viña**General Service Conference (GSC) Proposed Agenda Item
Submission Form PAI 79**

(1) Submit a clear and concisely worded motion.
Revision of Pamphlet P-52 - Grapevine and La Vina our meetings in print and other media.
(2) What problem does this proposed item address?
The pamphlet is outdated. Missing and incorrect information needs to be updated in order to inform members and non AA members, interested in alcoholism, about the AA Grapevine and La Vina.
(3) What level of group conscience, if any, discussed the proposed agenda item? Make it clear who is submitting the item (an individual, group, district, area, etc.).
Note: While all items are received equally, experience has shown that ideas greatly benefit from the value of a broader group conscience. Consider if and with whom you would like to have a group conscience discussion on the proposed agenda item prior to submitting.
Submitted by Grapevine / La Vina Area Committee
(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

Some examples of items that needs to be updated or revised:

Pg 8 - Editorial selection

“Both Grapevine and La Viña receive several hundred submissions per month and every contributor receives a reply from the editorial department, whether or not the work is published.”

GV Website states “We will definitely contact you if your story is selected for publication.” Contributors do not receive a reply from the editorial department if the work is not being published. Statement in the pamphlet is incorrect.

Pg 9 - Website

“Grapevine’s website includes a Spanish-language section, featuring articles from La Viña, and more.”

La Vina now has a website www.lavina.org

Pg 9 - Related items

Products that are not available should be removed and new digital services should be added: You tube and Instagram accounts, Apps and Weekly Podcast should be added.

The Grapevine Office

Office staff changed and new positions were created for the new digital services.

How to contact Grapevine and La Vina

Update info for the new La Vina website

Also there are two different links going to the same pamphlet at aa.org. One has the preamble updated and the other one does not.

(5) What are the intended/expected outcomes if this proposed item is approved?

The pamphlet's purpose is to inform people about Grapevine and La Vina. The revision of the pamphlet will effectively inform members and non AA members, interested in alcoholism, about the AA Grapevine and La Vina. Providing correct and updated information about our meeting in print and also the new digital services provided by AA Grapevine.

(6) Provide a primary contact for the submission.

Nadja B. F.

(7) Final comments:

2025 Conference Committee on Grapevine and La Viña

ITEM G: Review report on “AAGV/La Viña Website, Marketing and Podcast.”

Note: This item was forwarded from the Public Information Agenda as part of the 2025 Equitable Distribution Plan (EDW)

Background Notes:

From an interim meeting of trustees’ Committee on Public Information, held virtually December 2, 2024:

The committee discussed revisions to the PI Media Platform reports. The revised reporting of a set of annual reports on each media platform reflects an update to the previous practice of forwarding four quarterly reports for each platform.

It was noted that the 2024 reports, covering the period Q4 2023 to Q3 2024, now also include additional narrative description to provide context for the analytics.

The committee suggested that the discussion of these revised these reports, as well as the Comprehensive Media Plan might be useful for the ongoing General Service Board work on communications. It was also noted that at the November 2024 TPIC meeting, the committee had agreed to place a greater focus on matters related to their Comp, Scope and Procedure and that more discussion on the topic of reporting was needed so that feedback on reporting priorities could be shared with the Staff Secretary, the GSO Communication Services Department and AAWS. The committee suggested that this matter be added to the agenda for the next meeting.

The committee **agreed to forward** to the 2025 Conference Committee on Public Information the following reports:

- 2024 Report on AAGV/La Viña Media Platforms

From the July 27, 2024 meeting of the trustees’ Public Information Committee:

The committee reviewed the list of the 2024 GSC Advisory Actions related to Public Information and the 2024 Public Information committee considerations.

The committee discussed the AA Grapevine/ La Viña Website, Marketing, Podcast and App reports, noting with appreciation the recent growth of subscriptions, downloads, web traffic and listeners which indicate the real impact of AA Grapevine/ La Viña efforts to carry the message of Alcoholics Anonymous as expressed by our

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members.

From the 2024 Additional Committee Consideration of the Conference Committee on Public Information:

The committee reviewed and accepted the 2023 annual report from the AA Grapevine and La Viña website, marketing, podcast and app, noting appreciation for the continued growth of the podcast and expressed support for the AA Grapevine app. The committee made the following suggestions:

- The committee suggested that future AA Grapevine reports include more detailed analytics on their communication channels.
- The committee requested the opportunity to review the AA Grapevine Five Year plan.
- The committee offered suggestions for the AA Grapevine App and Podcast and suggested that the staff secretary forward these to the AA Grapevine Publisher.

Staff note:

A memo with the requested suggestions from the Conference Committee on Public Information was sent to the AA Grapevine board chair in August 2024. It was also noted that the AA Grapevine Five year plan was accessible to all Conference Members.

Background attached:

1. 2024 Report on AA Grapevine/LaViña Media Platforms

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Digital Publishing Department Report
October 22, 2024



To: Trustees' Public Information

From: Chris Cavanaugh

Date: October 22, 2024

Subject: AA Grapevine, Inc. Digital Publishing

App Updates:

Ver. 1.10.0 Released on Sep 30, 2024: Introducing biometric login for seamless account access:

- *This new feature allows for logging in with biometric signatures. App users can use their phone's facial recognition, thumbprint, or other biometric identifiers, such as phone pins, to log in and not have to remember and type in their GV / LV account credentials.*
- *PSA server - SSL certificate chain "Leaf certificate" Updated: This certificate authenticates a specific entity, such as a user, device, or server:*
 - *The certificate chain is crucial for implementing the secure HTTPS protocol, which ensures a website's safety and security. The chain's tree-like structure allows for quick and safe contact with the server and makes it easy to trace the certificate back to its root to verify its legitimacy.*

Strategic Planning Meeting Follow-up and Implementation Updates

In the last three months:

- *Seven videos have been made and published on Instagram:*
 - *Why AA members love GV / LV Digital*
 - *Explore the universe of GV / LV Digital Publications*
 - *Two engaging videos about the ASL playlist*
 - *Three engaging videos about the current GV / LV issues are live online.*
- *My department continues using the Grid shared document I reported in my previous report. It has allowed us to visually plan out our feed, creating a cohesive and aesthetically pleasing look that helps establish a strong brand image and increase engagement by presenting a well-organized and visually appealing layout at a glance. This makes it easier for users to understand our content and brand identity.*

App-Generated Outreach: (Newsletter templates / IG / Dedicated pages / featured box)

Launched GV News and e-blasts, MGA, and social media platforms concerning the "1st. Anniversary of the Apps," "Announcement of LV Price Increase," "2025 IC Registration and Announcements," and "NPS Current Offer."

Upcoming Video Projects:

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- Developing new videos for Instagram and YouTube on "AAGV, Inc. is Self-Supporting" and adding more shorts focused on emphasizing the numerous advantages of subscribing to GV and LV.

Website Enhancements

Ongoing (on-demand) Creation of Seven Landing Pages:

- /Anuncio (announcement): For the LV price increase in Jan 2025.
- /important-updates: For 2025 IC.
- /2gifts; /canada-2gifts; /intl-2gifts: For "Holiday Gift Offer"
- /subscribe-grapevine-and-receive-free-copy; /2024-August-offer: For NPS Special Offer

Drupal Web Maintenance (Cycles):

- Minimum of once a month: In collaboration with North Studio, the security release window is the third Wednesday of each month, so we plan around that:
 - Modules may have security updates released at other times. So, as part of our routine maintenance and monitoring, we monitor for module security updates throughout the month and decide on a case-by-case basis whether they need to be applied right away or can wait until the next "maintenance cycle."
- Redirect 301: I activated the aalavina.org/suscripciones for aalavina.org/tienda/suscripciones, so both typing leads to the LV subscription page.

Attended the National AA Technology Workshop:

- A successful online presentation about "The Key Benefits of AA Grapevine and La Viña Digital Products!." We also presented live demos of the Apps and the Websites.

Hosting server "Routine Scheduled Maintenance":

- Despite any anticipated site interruptions, the Dashboard and site operations were temporarily interrupted during this 30-minute maintenance window. The maintenance includes creating new multi-dev environments, site backup, and restore operations. We received a couple of emails, and we apologize for any inconvenience.

Ongoing Projects

Collaborations:

- Sticky Media "Adding Books ISBN - SEO Project."
- Sticky Media "Optimize YouTube Channel Project."
- Sticky Media "Audit "duplicates" URLs project."
- Working with the Digital Engagement Editor to update content for the Audio Project pages and forms on the GV and LV Resources pages.
- Participating in a new "Committee Consideration Regarding the Survey."

Mailing List Maintenance:

- Updated GV and LV mailing lists with an increase of 748 and 24 subscribers in the past 30 days, respectively.

Training and Guidelines: Ongoing updates to departmental guidelines and training.

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Regular Meetings and Communications

Status Calls:

- *Maintaining regular status and connection endpoint calls with Treeline, North Studio, Sticky Media, Engagement Editor, and other digital matters.*

Newsletter Management:

- *Creating and distributing AAGV newsletters, including Weekly Web Exclusives, Monthly GV Product News, and GV & LV Daily Quotes emails.*

Numbers

- E-Commerce and Apps: E-Commerce revenue for non-subscription products dipped slightly in Q3 of 2024 by 4.17%, however the quantity of items purchased increased 1.67%, indicating that orders remain steady, however the number of products purchased, and the value has decreased compared to Q2 2024. Digital subscriptions on the other hand have seen significant increases across the board compared to last quarter, with an average 29.91% increase in the number of online and complete subscriptions.
- App downloads for both Grapevine and La Viña have dropped significantly compared to last quarter (16.49% and 21.2% respectively), however the number of active subscriptions is up (8.85% increase for Grapevine and 22.42% increase for La Viña). At the end of September, Grapevine has just over 6000 active subscriptions across iOS and Android, and La Viña has 253.
- Fellowship Services: On Instagram, the follower counts for Grapevine and La Viña continue to rise quarter-over-quarter. In Q3 2024, the total number of accounts reached decreased for Grapevine, however posts still reached over 100k accounts.
- The podcast has had similar listenership this quarter compared to last, with just over 80,000 listens in the three-month span. This is a slight decrease from this time last year, where the podcast received just over 92,000 listens between July and September 2023.
- Viewership on the YouTube channel has increased significantly both compared to last quarter and last year, with 700 new subscribers and over 21,000 views in Q3 2024.
- Digital Publishing: On the Grapevine site, total sessions, new users, and page views are all elevated compared to Q2 2024, with a total of 337,000 visits to the site. On average, people view 2.2 pages per time they visit. For the year to date, new users make up approximately 95% of all traffic. For La Viña, sessions remain consistent with Q2 2024 with an average between 3,000-4,000 sessions per month. Returning users make up a larger percentage of traffic for the year to date at approximately 28% of all traffic.
- Interestingly, the Microsoft Edge "New Tab Page" is one of the top ways people find the AA Grapevine site, just behind aa.org and aalavina.org. For La Viña, the second-highest traffic source for referral traffic was through the Linktree page posted in the bios of La Viña's social media profiles.

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