

74th General Service Conference Committees

Below is the final list of agenda items for the 74th General Service Conference (GSC), including the EDW distribution plan approved by the General Service Board at their Q1 January 2024 meeting.

Agenda Items

I. Agenda

- A. Review suggestions for the theme of the 2025 General Service Conference.
- B. Review presentation/discussion topic ideas for the 2025 General Service Conference.
- C. Discuss workshop topic ideas for the 2025 General Service Conference.
- D. Review the General Service Conference Evaluation Form, distribution process and 2023 Evaluation Summary.
- E. Discuss progress report on Conference improvement.
- F. Review feedback from Delegate Chairs on quarterly communications.
- G. Review Conference Inventory plan for the 2025 General Service Conference.

II. Cooperation with the Professional Community

- A. Review progress report on AAWS LinkedIn page.
- B. Review progress report on the development of outward facing pamphlet for mental health professionals.
- C. Review content and format of CPC Kit and Workbook.
- D. Discuss effectiveness and relevance of CPC videos currently on aa.org.
- E. Consider a request to develop a pamphlet on the unhoused alcoholic in A.A.*

III. Corrections

- A. Consider updated Singleness of Purpose text to replace the existing paragraph in the pamphlet “A Message to Corrections Professionals.”
- B. Review content and format of Corrections Kit and Workbook.
- C. Review the video “Carrying the Message Behind These Walls” for effectiveness, relevance, and intended audience.
- D. Consider a request to develop a pamphlet on the transgender alcoholic in A.A.*
- E. Review progress report on updating A.A. Service Material to better carry the message to alcoholics with intellectual or information processing challenges, communication challenges and diverse neurological abilities.*

IV. Finance

- A. Consider a request that the General Service Board develop supplemental reporting focused on the actual and evolving costs of various services provided by the GSB.
- B. Review Self-Support Packet.
- C. Review progress report reflecting shared experience from the Fellowship on possible future changes to literature written by A.A.’s founders.*
- D. Review video "Hope" for effectiveness and relevance.*

V. Grapevine/La Viña

- A. Review AA Grapevine Workbook.
- B. Consider the list of suggested Grapevine book topics for 2025 or after.
- C. Discuss the cost effectiveness and sustainability of continuing to print La Viña.
- D. Explore the services provided by AA Grapevine and how they should be funded.
- E. Consider a request to develop a pamphlet on the Asian and Asian-American alcoholics in A.A.*

VI. Literature

- A. Annual review of recovery literature matrix.
- B. Review progress report regarding revisions to the pamphlet “The Twelve Steps Illustrated.”
- C. Review draft of the revised pamphlet “A.A. for the Black and African-American Alcoholic.” (Retitled: “Black in A.A.: Experience, Strength and Hope.”)

- D. Review progress report or draft of the revised pamphlet “A.A. for the Native North American.”
- E. Review progress report or draft manuscript of the Fourth Edition of the book *Alcohólicos Anónimos* - Spanish.
- F. Review draft manuscript of the translation of the book *Alcoholics Anonymous* (Fourth Edition) into plain and simple language.
- G. Review progress report on the development of the Fifth Edition of the book *Alcoholics Anonymous*.
- H. Review progress report on the video animation of the pamphlet “The Twelve Concepts Illustrated.”
- I. Review progress report on video adaption of the pamphlet “Too Young?”
- J. Review progress report on revisions to the pamphlet “Questions and Answers on Sponsorship.”
- K. Consider a request that the words "Donation" and "Contribution" be swapped under Warranty One in “The Twelve Concepts Illustrated” pamphlet.

VII. Policy/Admissions

- A. Review GSO general manager’s memo regarding General Service Conference site selection.
- B. Review dates for the 2027 and 2028 General Service Conference.
- C. Discuss report on the Equitable Distribution of Workload process.
- D. Review report of the GSB Ad-Hoc Committee on Participation of Online Groups in the U.S./Canada Service Structure.
- E. Discuss revising procedures for electing the Delegate chairperson, Conference Committee chairpersons and their alternates.

VIII. Public Information

- A. Review the 2024 Public Information Comprehensive Media Plan.
- B. Public Service Announcements (PSAs):
 - 1. Review the 2023 report on the “Relevance and Usefulness of Video PSAs.”
 - 2. Discuss progress report on paid placement of PSA videos on streaming platforms.
 - 3. Review progress report on the Mesmerize Point PSA distribution channel.
- C. Review report on the GSO Podcast.

- D. Review report on AAWS YouTube channel.
- E. Review report on Google Ads.
- F. Review report on Meeting Guide app.
- G. Review report on GSO's A.A. website.
- H. Review reports on reports on AAGV/La Viña media platforms.
- I. Review report for AAWS Online Business Profiles.
- J. Review report from working group on improving analytics across media platforms.
- K. Consider revised proposal to develop an AAWS Instagram account.
- L. Review progress report on the Young People's Video Project.
- M. Discuss Public Information pamphlets/materials:
 - 1. Review progress report and draft on revision to the flyer "A.A. at a Glance."
 - 2. Review draft of the revised pamphlet "Speaking at Meetings Outside of A.A."
 - 3. Review progress report on revision to the flyer "A Message to Teenagers."
- N. Review results of A.A. Membership Survey convenience sample pilot.
- O. Review content and format of PI. Kit and Workbook.

IX. Report and Charter

- A. *The A.A. Service Manual, 2024-2026 Edition:*
 - 1. Review list of editorial updates.
- B. Discuss General Service Conference *Final Report*.
- C. Discuss the reporting of Simple Majority Items.

X. Treatment and Accessibilities

- A. Review progress report on Military Outreach Project (formerly known as the Military Audio Interview).
- B. Review contents and format of Treatment Kit and Workbook.
- C. Review contents and format of Accessibilities Kit and Workbook.
- D. Review progress report on update to the pamphlet "Bridging the Gap."

- E. Review updated Bridging the Gap service material.
- F. Review report on what resources are currently available from the General Service Office and the AA Grapevine to meet accessibility-related challenges and how those resources are communicated to the Fellowship.
- G. Review P-27 “A.A. in Treatment Settings” for effectiveness and relevance.
- H. Review F-4 “Where do I go from here?” flyer for effectiveness and relevance.
- I. Review resource lists for Remote Communities and Cooperation with the Elder Community.

XI. Trustees

- A. Review resumes of candidates for:
 - 1. West Central Regional Trustee
 - 2. Western Canada Regional Trustee
- B. Review slate of trustees and officers of the General Service Board of Alcoholics Anonymous, Inc.
- C. Review slate of directors of A.A. World Services, Inc.
- D. Review slate of directors of AA Grapevine, Inc.
- E. Review progress report on the update to the pamphlet “Do You Think You’re Different?”+
- F. Discuss guidelines or parameters for deadlines of Conference agenda items.

XII. Archives

- A. Review content and format of Archives Workbook.

XIII. International Conventions/Regional Forums

- A. Discuss an anonymity-protected photograph of the Flag Ceremony to be taken at the 2025 International Convention.
- B. Discuss an encrypted, anonymity-protected, delayed Internet broadcast of the Convention Flag Ceremony for the 2025 International Convention.
- C. Discuss a report concerning virtual programming for the 2025 International Convention.
- D. Discuss options for closing the Big Meeting at the International Convention.
- E. Discuss ways to encourage interest and participation at Regional Forums.

- F. Discuss the production of anonymity-protected videos of other highlights of the Convention as a way of sharing the spirit and enthusiasm of the 2025 International Convention with A.A. members.
- G. Discuss the production of a delayed, anonymity protected, digital access video product offering of the three big meetings at the 2025 International Convention.

* 2024 EDW distribution

+Carryover from a previous EDW plan



I. Agenda - Monday - Tuesday

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

Apr 15, 2024 9:00 AM - Jun 15, 2024 11:00 AM EDT

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2024 Conference Committee on Agenda

ITEM A: Review suggestions for the theme of the 2025 General Service Conference.

Background notes:

In the early years of the Conference (1951 through 1961) the theme of each Conference became defined following the Conference itself, from taking a “sense of the meeting.”

Advance themes came into being beginning with the 1962 General Service Conference. Letters mailed to speakers/presenters prior to the Conference reveal that a definite theme was selected before the start of the Conference.

Conference theme and presentation topics revolve around basic principles of A.A. and can spark thought-provoking discussion. Regions, areas and districts often incorporate these topics into workshops, meetings, pre-Conference assemblies, etc., allowing for broad discussion throughout the Fellowship.

Background:

1. Suggestions for 2025 Conference Theme
2. List of Conference Themes 1951-2024

Suggested Theme Topics for the 2025 Conference

1. A New Age of Growth
2. Out of Our Comfort Zone
3. Let's Double Our Inheritance
4. Making Waves
5. Managing for Growth
6. Standing On Shoulders Instead of Hiding In Shadows
7. Shoulder to Shoulder: Our Common Journey
8. Service: When We Get Busy, We Get Better
9. Service: Vital to Our Growth
10. Service: Our Great Responsibility
11. A Vision of Unity, Through the Three Legacies of A.A.
12. The Long-Term Future of the A.A. Movement Through Services
13. The "U" in Unity – How Service Work Brings Us Together
14. As Our Higher Power Guides Us - Individual Spiritual Freedom
15. Inventory – the Key to the Future
16. The Home Group Conscience: Informed and Reported
17. A.A.'s Essential Voice: The Informed Group Conscience
18. The Informed Group Conscience: Defined, Practiced and Reported
19. The A.A. Group Voice: Responsibility, Accountability and Participation
20. The A.A. Group: Actively Practicing Responsible Authority

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**21. The Entire Conference Structure Takes Its Inventory -- The Acid Test: A Thriving Structure
Under All Conditions**

Themes of the General Service Conference 1951 – 2024

2024 - Connecting with Love, Unity and Service
2023 - A.A.'s Three Legacies – Our Common Solution
2022 - A.A. Comes of Age 2.0: Unified in Love and Service
2021 - A.A. in a Time of Change
2020 - 2020: A Clear Vision for You
2019 - Our Big Book – 80 Years, 71 Languages
2018 - A.A. – A Solution for All Generations
2017 - Supporting Our Future
2016 - Our Spiritual Way of Life: Steps, Traditions and Concepts
2015 - Celebrating 80 Years of Recovery, Unity and Service – The Foundation of Our Future
2014 - Communicating Our Legacies – Vital in a Changing World
2013 - The General Service Conference Takes Its Inventory – Our Solution in Action
2012 - Anonymity: Our Spiritual Responsibility in the Digital Age
2011 - We Are Responsible for A.A.'s Future – Let It Begin with Us
2010 - Practicing A.A.'s Principles – The Pathway to Unity
2009 - Our Commitment to Carry A.A.'s Message – Enthusiasm and Gratitude in Action
2008 - Communication and Participation – The Key to Unity and Self-Support
2007 - Our 12th Step Responsibility – Are We Going to Any Length?
2006 - Sponsorship, Service and Self-Support in a Changing World
2005 - Basics of Our Home Group – Recovery, Unity and Service
2004 - Our Singleness of Purpose – The Cornerstone of A.A.
2003 - Living A.A.'s Principles Through Sponsorship
2002 - Sharing the Steps, Traditions and Concepts
2001 - Love and Service
2000 - Trusting Our Future to A.A. Principles
1999 - Moving Forward: Unity Through Humility
1998 - Our Twelfth Step Work
1997 - Spirituality – Our Foundation
1996 - Preserving Our Fellowship – Our Challenge
1995 - Pass It On – Our Three Legacies
1994 - Spirit of Sacrifice
1993 - A.A. Takes Its Inventory – The General Service Conference Structure
1992 - The A.A. Message in a Changing World
1991 - Sponsorship: Gratitude in Action
1990 - The Home Group – Our Responsibility and Link to A.A.'s Future
1989 - Anonymity – Living Our Traditions
1988 - Singleness of Purpose – Key to Unity
1987 - The Seventh Tradition – A Turning Point

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1986 - A.A.'s Future – Our Responsibility
1985 - Golden Moments of Reflection
1984 - Gratitude – The Language of the Heart
1983 - Anonymity – Our Spiritual Foundation
1982 - The Traditions – Our Way of Unity
1981 - A.A. Takes Its Inventory
1980 - Participation: The Key to Recovery
1979 - The Legacies: Our Heritage and My Responsibility
1978 - The Member and the Group – Recovery Through Service
1977 - The A.A. Group – Where It Begins
1976 - Sponsorship – Our Privilege and Responsibility
1975 - Unity Through Love and Service
1974 - Understanding and Cooperation – Inside and Outside A.A.
1973 - Responsibility – Our Expression of Gratitude
1972 - Our Primary Purpose
1971 - Communication: Key to A.A. Growth
1970 - Service – The Heart of A.A.
1969 - Group Conscience Guides A.A.
1968 - Unity Vital to A.A. Survival, Growth
1967 - Sponsorship – The Hand of A.A.
1966 - Principles and Responsibility
1965 - More Effective Ways to Use Tools of Service
1964 - Sharing
1963 - Our Common Welfare
1962 - One Primary Purpose
1961 - Working and Growing Together
1960 - Need for Improved Internal and External Communications
1959 - Confidence – Absence of Fear of the Future
1958 - Promise and Progress
1957 - Stability and Responsibility Without Complacency
1956 - Petition, Appeal, Participation and Decision -Principles of A.A. Service
1955 - A.A. Had Truly Come of Age
1954 - Self-Confidence and Responsibility
1953 - On the Threshold of Maturity
1952 - Progress – Humility and Unity
1951 - Genuine Faith – It Begins as an Experiment and Ends as an Experience

2024 Conference Committee on Agenda

ITEM B: Review presentation/discussion topic ideas for the 2025 General Service Conference.

Background:

1. List of 2025 Conference presentation/discussion topic ideas.
2. List of Conference presentation/discussion topics recommended by Conference 1985-2024.

Suggested Presentation Topics for the 2025 Conference

1. We Hope You Like the Stewardship We Have Given You
2. Service: A Huge Rotating Committee
3. A Practical Application of the 12 Concepts in Our Service Work
4. The Relationship & Parallels Between the 12 Traditions and 12 Concepts
5. How to Ask the Hard Questions with Respect
6. The Effects of Our Modes of Communication on Our Unity
7. Improving Our Unity by Taking an Inventory
8. Dual Sense of Belonging, Recovery and Services
9. Service: When We Get Busy, We Get Better
10. Service: Vital to Our Growth
11. Service: Our Great Responsibility
12. Service: A Huge Rotating Committee
13. Communication: The Key to an Informed Decision
14. Ultimate Responsibility: Where Is the Missing A.A. Group's Conscience?
15. The A.A. Group: Delivering an Informed Group Conscience
16. Technology's Role in Facilitating Stronger 12th Step Work
17. Where the Legal Meets the Spiritual

**Presentations Recommended by Conference
1985 – 2024**

- 2024: Safety Throughout the Structure in Our Fellowship
1728 Sponsorship
Overcoming the Barriers to Participation
- 2023: General Service – Our Mighty Purpose and Rhythm:
Our Common Perils and Common Solution
Using A.A.'s Literature in Carrying the Message
Fostering a Thriving Three Legacy Culture
- 2022: How Do A.A.'S Go to Any Lengths to Recover, Unify and Serve?
Going Beyond Fear
How to Reach Anyone, Anywhere
- 2021: Practicing A.A.'s Spiritual Principles in a Changing World:
Recovery in a Changing World
Unity in a Changing World
Service in a Changing World
- 2020: Recovery – Who is Missing in Our Rooms?
Unity – Practicing Our Principles
Service – Keeping A.A. Relevant
- 2019: Yesterday's World – Our Legacies Begin
Today's World – Demonstrating Integrity, Anonymity and Service
Tomorrow's World – Courage to be Vigilant
- 2018: Today's Alcoholic: Inclusion, Not Exclusion
Participation in All of A.A. – Is My Triangle Balanced?
A.A. Technology: Where Innovation Meets the Traditions
Attraction not Promotion: A.A.'s Relation to the World
Group Conscience: The Guiding Force
- 2017: 1. Growth:
Diversity – Outreach and Attraction
Safety – Our Responsibility
Communication – Today and Tomorrow
2. Participation:
Fellowship vs. Membership
Leadership: "I am Responsible. . ."
Is Your Voice Heard?
3. Contributions:

Spirituality and Money
Fully Self-Supporting Our Obligations
Apathy and Power of the Purse

- 2016: Connecting with the Newcomer
Connecting with Each Other
Connecting with A.A. as a Whole
- 2015: Our Common Welfare Through Gratitude in Action
1. Diversity in A.A. - Our Heritage of Inclusion
2. Safety and Respect – Practicing the Principles Begins in our Home Group
3. Safeguarding our Traditions Through the Evolution of Technology
4. Inventory – Looking Back to Move Ahead
- 2014: Living in the Heart of A.A.:
1. Recovery, Unity and Service – Our Responsibility
2. Passing It on Through Sponsorship
3. Participating in Our Common Welfare through Contributions
4. Inventory – A Guiding Tool to Our Future
- 2013: Spiritual Principles for World Service:
1. The Triangle – More Than a Shape
2. The General Service Conference Inventory – Why Is It Necessary?
3. Self-Support – What Does It Mean to the Fellowship?
4. Primary Purpose – Carrying the A.A. Message
- 2012: a: Carrying the A.A. Message:
1. Still Our Primary Purpose
2. Social Web Sites
3. Young People in A.A.
4. Importance of Sponsorship
b: Change – Essential to A.A.'s Growth:
1. Service: Our Third Legacy
2. Spirit of Rotation
3. Diversity – Let's Keep Our Doors Open for Any Who May Suffer from Alcoholism
4. Archives – Where the Past Meets the Present
- 2011: a: Alcoholics Anonymous in a Digital Age:
1. Practicing Our Traditions in a Digital Age
2. Carrying A.A.'s Message Online
3. Grapevine – "A.A.'s Meeting in Print" and More . . .
b. An Informed Group Conscience: The Voice of A.A.:
1. Self-Support – Where Do Money and Spirituality Mix?
2. Humility – Accepting the Group Conscience
3. An Informed Group Conscience – Using the Three Legacies
c. Diversity in A.A.:

1. The Language of the Heart is Spoken Here
 2. The Hand of A.A. – Inclusive Never Exclusive
 3. Tradition Five – Our Primary Purpose
 - d. Sponsorship:
 1. Importance of a Home Group
 2. Leading by Example – Attraction Not Promotion
 3. Recovery, Unity, Service
- 2010:
- a: Practicing These Principles in All Our “Service” Affairs:
 1. What is the Difference Between General Service and Service in General?
 2. Love and Tolerance Is Our Code
 3. Setting an Example – Attraction to Service
 - b: Unity Through Inventory:
 1. Our Common Welfare Should Come First
 2. This We Owe to A.A.’s Future
 3. What Happens After Inventory?
 - c: General Service Conference Agenda Selection Process:
 1. How it Works
 2. Collective Participation
 3. Communication – The Key to an Informed Decision
- 2009:
- a: Humility and Sacrifice:
 1. Setting an Example
 2. Changing Our Perceptions
 3. Anonymity – Sacrificing Our Egos
 - b: Enthusiasm and Gratitude:
 1. Hope and Purpose from Defeat and Despair
 2. Happy, Joyous and Free
 3. Enthusiasm – A Gift of Inventory
 - c: Spiritual Program in Action:
 1. Maximum Service – Our Spiritual Benefit
 2. Persistence – The Key to Progress
 3. Living the Traditions
- 2008:
- a. Communication and Participation:
 1. Sharing the Message of Service
 2. Our Key to Keeping A.A. Strong
 3. Leadership in A.A.: Building Communication
 - b: Unity
 1. Our Common Welfare Should Come First
 2. Principles Before Personalities
 3. Diversity: Reaching Out to All Alcoholics
 - c: Self-Support:
 1. Self-Supporting Through Members’ Voluntary Contributions Only
 2. Contempt Prior to Investigation
 3. Responsibility to Communicate and Participate

- 2007:
 - a. Inclusiveness in A.A.:
 - 1. Our 3rd Tradition
 - 2. Growth of the Fellowship
 - 3. Reaching Out to All Who Want It
 - b. Our Primary Purpose:
 - 1. Attraction Rather Than Promotion
 - 2. Working with Wet Drunks
 - 3. Practicing These Principles in All Our Affairs
 - c. Humility and Responsibility:
 - 1. Expressed by Anonymity
 - 2. Are We Resting on Our Laurels?
 - 3. Raising Literature Prices or Footing the Bill?
- 2006:
 - a. Sponsorship:
 - 1. Presenting A.A. to Newcomers
 - 2. Changes in the Alcoholic Coming to A.A.
 - 3. Sponsorship Into Sobriety, Into Service
 - b. Service:
 - 1. Performing Service Without Expectations
 - 2. Leadership – An Ever Vital Need
 - 3. Responsibility With Accountability
 - c. Self-Support:
 - 1. An Informed Group Conscience
 - 2. Gratitude through Self-Sacrifice
- 2005:
 - a. Recovery:
 - 1. “How It Works” in Our Home Group
 - 2. Carrying the Message Through Practicing the Principles in Our Daily Lives
 - b. Unity:
 - 1. “Love and Tolerance of Others is Our Code” (Alcoholics Anonymous, p. 84)
 - 2. The Basket – Where Money and Spirituality Mix
 - 3. The Spiritual Principle of Our Twelfth Tradition
 - c. Service:
 - 1. Concept One – Final Responsibility and Ultimate Authority
 - 2. Minority Opinion – Are We Listening?
 - 3. Leadership – Responsibility for A.A.’s Future – Concept Nine
- 2004:
 - a. Our Singleness of Purpose:
 - 1. Our Responsibility to the Newcomer
 - 2. Communicating Our Singleness of Purpose
 - b. The Cornerstone of A.A.:
 - 1. Safeguarding Our Unity
 - 2. The Role of the Home Group
 - 3. Traditions Three and Five: Our Members, Our Message

- 2003:
 - a. Sponsorship:
 - 1. Responsibilities of Sponsorship
 - 2. Is Sponsorship Fading Away?
 - 3. Working with Medical Practitioners, Other Professionals and Friends
 - b. Principles:
 - 1. What Are the Principles?
 - 2. Living the Principles, Accepting Our Differences
- 2002:
 - a. Unity:
 - 1. Spirit of Rotation—Letting Go!
 - 2. Does Our Committee System Work?
 - 3. The Internet—A Part Of or Apart From?
 - b. Inventory:
 - 1. A.A. Literature—Is It Being Utilized or Collecting Dust?
 - 2. Seventh Tradition and Spirituality—Do They Really Mix?
- 2001:
 - a. Sponsorship:
 - 1. The Home Group
 - 2. Sponsorship into Service
 - 3. Never Too Late to Get a Sponsor
 - b. Language of the Heart:
 - 1. Listening to the Language of the Heart
 - 2. Sharing Experience, Strength and Hope
 - 3. Passing On Our Three Legacies
 - c. The G.S.R.'s Role in A.A.:
 - 1. In the Home Group
 - 2. Link to the District, Area and G.S.O.
 - 3. Guardian of the Traditions
- 2000:
 - a. Recovery:
 - 1. Trust the God of Your Understanding
 - 2. Clean House
 - 3. Work With Others
 - b. Unity:
 - 1. Our Common Welfare
 - 2. The Informed Group Conscience and Substantial Unanimity
 - 3. Practicing Genuine Humility Through Anonymity
 - c. Service:
 - 1. I Am Responsible...
 - 2. Our Primary Purpose
 - 3. Spirit of Rotation
- 1999:
 - a. Our Responsibility to A.A. Unity:
 - 1. Home Group
 - 2. A.A. Service Structure
 - 3. A.A. Worldwide

- b. Many Faces—One Fellowship
 - 1. Accepting Our Differences
 - 2. I Am Responsible...
 - 3. Principles Before Personalities
 - c. Our Future Together:
 - 1. Sponsorship
 - 2. A.A. Literature
 - 3. Tradition Seven
- 1998:
- a. Our Twelfth Step Work:
 - 1. Reaching the Newcomer
 - 2. Carrying This Message
 - 3. Back to Basics
 - b. Tools for Twelfth Stepping:
 - 1. The A.A. Member
 - 2. Sponsorship
 - 3. Literature
 - c. Diversity of Twelfth Step Work:
 - 1. Home Group
 - 2. Service Structure
 - 3. Around the World
- 1997:
- a. Group Conscience—Seeking Our Ultimate Authority
 - b. Carrying A.A.'s Message Around the World
 - c. The Hat—Where Money and Spirituality Mix
- 1996:
- a. Preserving Our Fellowship—Let It Begin with Me
 - b. Preserving Our Fellowship—Carrying Our Original Message
 - c. Preserving Our Fellowship—Unity and Spirituality in All Our Affairs
- 1995:
- a. Pass It On: Recovery—Our First Legacy
 - b. Pass It On: Unity—Our Second Legacy
 - c. Pass It On: Service—Our Third Legacy
- 1994:
- a. Spirit of Sacrifice: Bill's and Dr. Bob's Farewell Messages:
 - Bill's Message
 - Dr. Bob's Message
 - b. Spirit of Sacrifice in the Long Form of the Traditions:
 - Traditions One, Two and Three
 - Traditions Four, Five and Six
 - c. Spirit of Sacrifice in the Long Form of the Traditions:
 - Traditions Seven, Eight and Nine
 - Traditions Ten, Eleven and Twelve
- 1993:
- a. A.A. Takes Its Inventory
 - The Purpose of the General Service Conference
 - The A.A. Conference Relation to A.A.

- The General Service Conference and Its General Procedures
 - b. A.A. Takes Its Inventory
 - Conference Relation to the General Service Board and Its Corporate Services
 - The General Service Board: Composition, Jurisdiction, Responsibilities
 - c. The General Warranties of the Conference
 - d. A.A. Takes Its Inventory: Finance
 - e. A.A. Takes Its Inventory: The Grapevine
- 1992:
 - a. The A.A. Message in a Changing World
 - Our Common Welfare
 - Unity: Together We Can
 - The Language of the Heart Worldwide
 - b. The Joy of Living
 - The Newcomer: A.A.'s Future
 - Principles Before Personalities
 - Humility Through Rotation
 - c. Love and Service
 - d. GSO Finances
- 1991:
 - a. Sponsorship
 - Help and Hope
 - I Am Responsible
 - A Way of Life
 - b. Our Collective Humility
 - How We Identify Ourselves
 - Anonymity—Our Spiritual Foundation
 - In All Our Affairs
 - Self-support Project—Five Years Later
 - GSO Finances
- 1990:
 - a. The Importance of the Home Group
 - In Recovery
 - For Unity
 - For Service
 - b. Sponsorship
 - In Recovery
 - For Unity
 - For Service
 - c. Self-support
 - d. GSO Finances
- 1989:
 - a. Self-support
 - b. GSO Finances
 - c. Anonymity
 - How It Developed

- Its Necessity Today
 - Principles Before Personalities
- d. Back to Basics
 - The Group in the Structure
 - Sponsorship in Recovery and Service
 - A.A. Literature—Tool or Mandate
- 1988:
 - a. Self-Support
 - b. Singleness of Purpose—Key to Unity
 - Groups vs. Meetings
 - Are We Being Too Friendly with Our Friends?
 - Our Primary Purpose—Is Our Message Clear?
 - c. Focus on the Positive
 - Communications—Challenges
 - What Are We Doing Right?
 - Spirit of Rotation
- 1987:
 - a. Are We Carrying the Message to All?
 - b. Area Structure
 - General Service Representative
 - District Committee Member
 - Area Committee
 - Delegate
 - c. Finance
 - Can GSO Be Self-supporting Through Group Contributions Only?
 - What About the Birthday Plan?
 - Could Groups Pledge Contributions?
 - Group Support to District, Area and Intergroup
 - d. Maintaining the Basics—A.A.'s Principles
 - Our Primary Purpose
 - The Twelve Steps
 - The Twelve Traditions
 - The Twelve Concepts—How Can We Live the Concepts in Service?
 - e. Right of Decision
- 1986:
 - a. The Committee System
 - Do We Trust It?
 - Does It Eliminate Conflict?
 - b. Responsibility in Service
 - Why Are You a General Service Representative?
 - Why Are You a District Committee Member?
 - Why Are You an Area Officer?
 - Why Are You a Trustee?
 - c. Trusted Servants
 - Do We Trust Them?
 - Ultimate Authority—Are We Listening?
 - Are Trusted Servants Informed?

The Importance of Rotation

- 1985: (Presentation and/or workshop for 1985)
- a. Will the Hand of A.A. Always Be There?
 - The Middle Years of Sobriety—A Dangerous Time
 - Are We Diluting Ourselves?
 - Communication Within the Fellowship
 - b. The Warranties
 - c. Beyond the Seventh Tradition—Group Responsibility
 - In the Meeting Place
 - To the Newcomer
 - d. Fifty Years of Caring and Sharing
 - In Treatment Centers
 - In Correctional Facilities
 - With Young People
 - In the Group
 - e. The GSR—The Key Role
 - Obtaining the Most Qualified Member
 - The Service Sponsor

2024 Conference Committee on Agenda

ITEM C: Discuss workshop topic ideas for the 2025 General Service Conference.

Background:

1. List of 2025 Conference workshop topic ideas.
2. List of Conference workshop topics recommended by Conference 1985-2024.

Suggested Workshop Topics for the 2025 Conference

1. Respect For the Past and Appreciation of Current And Future Needs
2. How Online Groups Are Changing the Face of A.A.
3. The Importance of Unity in Our Service Structure
4. A Better Understanding of "Custodial Oversight"
5. What Are Essential Services and How Do We Meet Them?
6. Unity -- Putting Our Principles into Practice
7. Unity in a Changing World
8. How to Access A.A. Principles and Structures Online
9. Carrying This Message to All Who Want It
10. What Can We Be Doing to Encourage Members to Become More Active in Carrying Our Message?
11. Why Has Being a Movement of Carrying Our Message Become Less Important to Us?
12. Inventories Across the Service Structure (Group, District, Area, Conference, GSB)
13. Give the Time to Ad Hoc and Subcommittees for Reporting Back to the Conference.
Ex. Finding a Home for On-Line Groups in the Service Structure. This Will Save Time Overall and Provide Adequate Time for Questions and Answers on Very Pertinent Topics
14. Where the Legal Meets the Spiritual
15. Is a Structure Created Long Ago Working Today?
16. Is It Time for All Our Areas to Look at 'Changing Boundaries' (i.e., Redistricting, Rearranging, and the Like)?

**Workshop Topics Recommended by General Service Conference
1985 – 2024**

- 2024: Connecting Home Groups to the Conference Throughout the Year, to Better Inform the Group's Conscience
- 2023: Practicing Our Twelve Traditions Across All Group Settings
- 2022: The Warranties – Our Promise to the Fellowship and the World
- 2021: Inform - Communicate
Involve - Act
Inspire - Attract
- 2020: Attraction Through Action
- 2019: Clarity of Purpose – Addressing the Needs of Our Meetings
- 2018: Getting the A.A. Message Out...
- 2017: Anonymity – The Spiritual Foundation
- 2016: GSB Brainstorming Ideas – no Workshop
- 2015: Conference Inventory – no Workshop
- 2014: Conference Inventory – no Workshop
- 2013: Conference Inventory – no Workshop
- 2012: Safety in A.A.: Our Common Welfare
- 2011: How to Increase Participation in A.A. – Striving for Self-Support in All Our Affairs
- 2010: Discuss the General Service Agenda Selection Process
- 2009: Language of the Heart – Keeping It Simple
- 2008: Love and Tolerance, Now More Than Ever
- 2007: Spiritual Value of Our A.A. Dollars
- 2006: Passing It On in a Changing World

- 2005: Do I Carry the A.A. Message or My Own?
- 2004: How Is Singleness of Purpose Important to the Individual, Group, District, Area, GSO and Grapevine Office?
- 2003: Sponsorship – Remembering to Practice Our Principles
- 2002: Using the Steps, Traditions and Concepts in Our Daily Lives
- 2001: Love and Service
- a. Carrying the A.A. Message of Service
 - b. Living the A.A. Principles in All Our Affairs
 - c. Maintaining the Spirit of Anonymity
- 2000: Trusting Our Future to A.A. Principles
- a. Twelve Steps
 - b. Twelve Traditions
 - c. Twelve Concepts
- 1999: Moving Forward: Unity Through Humility
- a. Harmony in the A.A. Community
 - b. Principle of Rotation
 - c. Spiritual Significance of Anonymity
- 1998: Our Twelfth Step Work
- a. In the Home Group
 - b. In the Service Structure
 - c. Around the World
- 1997: Spirituality – Our Foundation
- a. Spirit of Rotation
 - b. Working with Faith, Serving with Love
 - c. Unity – We Are Responsible
- 1996: Preserving Our Fellowship – Our Challenge
- a. Through Your Home Group
 - b. Through Your District
 - c. Through Your Conference Area
- 1995: How We Pass It On:
- a. Our Basic Message
 - b. Sponsorship in Recovery and Service
 - c. Communication – The Language of A.A.
- 1994: The Twelfth Step in Action:
- a. Where Have We Been?

CONFIDENTIAL: 74th General Service Conference Background

- b. Where Are We Now?
 - c. Where Are We Going?
- 1993: A.A. Takes Its Inventory—The General Service Conference Structure (Focus to be on the other six articles of the Conference Charter)
A Vision for Us—Where Are We and Where Are We Going?
- 1992: The A.A. message in a Changing World
- 1991:
- a. Sponsorship: Gratitude in Action
 - b. Sponsorship: Our Three Legacies
 - c. Sponsorship: The Hand of A.A.
- 1990:
- a. Home Group—Where Love and Service Begin
 - b. Home Group—Our Link to the Fellowship
 - c. Home Group—Our Responsibility and Link to A.A.'s Future
- 1989: Anonymity—Our Past, Present and Future or
Anonymity—Living Our Traditions
Love and Service
- 1988: Our Singleness of Purpose—Key to Unity
(Per Conference: A second workshop be scheduled, if time permits, with the subject to be determined at the trustees' Conference Committee's discretion)
- 1987: Unity—Let's Talk About It
Living Sober—Growing Together or Growing Apart?
- 1986:
- a. Letting Go of Old Ideas:
New Ways of Carrying the A.A. Message
Are We Getting Too Rigid?
 - b. A.A.'s Impact on the World
Are We Being Friendly With Our Friends?
How A.A. Cooperates
- 1985: (Presentation and/or workshop for 1985)
- a. Will the Hand of A.A. Always Be There?
The Middle Years of Sobriety—A Dangerous Time
Communication Within the Fellowship
 - b. The Warranties
 - c. Beyond the Seventh Tradition—Group Responsibility
In the Meeting Place
To the Newcomer
 - d. Fifty Years of Caring and Sharing
In Treatment Centers
In Correctional Facilities
With Young People

In the Group

- e. The GSR—The Key Role
Obtaining the Most Qualified Member
The Service Sponsor

2024 Conference Committee on Agenda

ITEM D: Review the General Service Conference Evaluation Form, distribution process and 2023 Evaluation Summary.

Background notes:

Excerpts from the January 2024 meeting of the trustees' General Service Conference committee meeting:

The committee reviewed and accepted a final report from the 2023-24 Subcommittee on Conference Improvements. The committee noted activities focused on improvement opportunities based on the 73rd General Service Conference evaluations. The committee noted improvements to daily workflow and end times to improve the Conference Week Schedule and that the 2024 General Service Conference evaluation questionnaires will include opportunities for Conference members to provide feedback on the schedule. The committee noted the cost savings of approximately \$112,000 to the Conference Week Schedule. The committee also reviewed the new format of the 2023 Conference evaluation summary, including a cost savings summary.

The committee **agreed to forward** the Subcommittee on Conference Improvements final report, the 2023 Evaluation summary, and the 74th General Service Conference evaluation forms to the 2024 Conference Committee on Agenda.

Secretary Note:

The 74th General Service Conference evaluation forms will be distributed to General Service Conference Members and Observers through an electronic survey during the Conference week.

Background:

1. 2024 GSC Evaluation Form – Conference Members
2. 2024 GSC. Evaluation Form - Observers
3. 2023 Evaluation Summary

April 2024

74th GENERAL SERVICE CONFERENCE EVALUATION FORM

To: All Conference Members

***Please take the time to share your experience and opinions
by filling out & turning in this Conference Evaluation.***

This Conference Evaluation plays an important role in helping both the trustees' Committee on the Conference and the staff to plan the next annual meeting of the General Service Conference.

To ensure that useful decisions for improvement of the Conference can be made, all Conference members have an obligation to fill out the Conference Evaluation Form.

The committees and staff members responsible for the agendas for future Conferences give careful consideration to the comments of all delegates, trustees, directors and staff who turn in a form.

I. Pre-Conference (Events and Activities) up to Saturday April 13, 2023

Please rate and comment on the Pre-Conference Communications.

Please rate and comment on the Conference Manual.

Please rate and comment on the Conference Week Schedule.

Please rate and comment on the time to review the Trustees' Reports.

Please rate and comment on the time to review the Board Reports.

Please rate and comment on the communication around the dress code and the casual dress day.

OnBoard Platform

Please rate and comment on the usefulness of the OnBoard Platform.

Joint Committee meetings

Please rate and comment on the videoconference Joint Committee meeting.

Joint Committees with an EDW Item(s)

Please rate and comment on having access to a trustee member to discuss the forwarded EDW item(s).

Videoconference meeting venue of the 1728 and Remote Communities

(Estimated savings of \$18,600)

Please rate and comment on the videoconference meeting venue of the 1728 Meeting.
Please rate and comment on the videoconference meeting venue of the Remote Communities Meeting.

II. During the Conference Week

SUNDAY, APRIL 14

Reading Room Accommodations to view the Plain Language Translation

Please rate and comment on the reading room accommodations to view the Plain Language Big Book draft.

Opening Session:

Please rate and comment on the Sunday Opening Session.

Area Highlights

Please rate and comment on the Area Highlights.

Presentation/ Discussion Theme

Please rate and comment on “Safety Throughout the Structure in our Fellowship.”

Please rate and comment on “1728 Sponsorship.”

Please rate and comment on “Overcoming the Barriers to Participation.”

Sunday Lunch and Delegate Orientation by Region

Please rate and comment on the Sunday Regional Delegate Luncheon.

Workshop Discussion

Please rate and comment on “Connecting Home Groups to the Conference Throughout the Year, to Better Inform the Group’s Conscience.”

Sunday onsite venue for Joint Committee Meeting

Please rate and comment on the onsite venue for Joint Committee follow-up meeting.

General Service Board Report

Please rate and comment on the General Service Board Report.

Sunday Opening Dinner Banquet and A.A. meeting

Please comment on your experience of the Sunday opening plated dinner banquet and A.A. meeting.

MONDAY, APRIL 15

Reading Room Accommodations to view the Plain Language Translation

Please rate and comment on the reading room accommodations to view the Plain Language Big Book draft.

Area Highlights

Please rate and comment on the Area Highlights.

General Sharing Session: What's On Your Mind?

Please rate and comment on the General Sharing Session.

Discussion on Co-founders' Writing

Please rate and comment on the Discussion on Co-founders' Writing.

Finance Report

Please rate and comment on the Finance Report and Discussion.

TUESDAY, APRIL 16

Reading Room Accommodations to view the Plain Language Translation

Please rate and comment on the reading room accommodations to view the Plain Language Big Book draft.

Area Highlights

Please rate and comment on the Area Highlights.

A.A. International Presentation/Discussion

Please rate and comment on the A.A. International Presentations.

A.A.W.S. Board Report

Please rate and comment on the A.A.W.S. Board Report.

General Sharing Session: What's On Your Mind?

Please rate and comment on the General Sharing Session.

International Convention Report and Skit

Please rate and comment on the International Convention Report and Skit.

WEDNESDAY, APRIL 17

Reading Room Accommodations to view the Plain Language Translation

Please rate and comment on the reading room accommodations to view the Plain Language Big Book draft.

AA Grapevine Board Report

Please rate and comment on the AA Grapevine Board Report.

General Sharing Session: What's On Your Mind?

Please rate and comment on the General Sharing Session.

Wednesday Regional Lunches for Delegates

Please rate and comment on the regional luncheon.

Trustee Elections

Please rate and comment on the Trustee Elections.

Secondary Committees Joint Dinner Meetings

Please rate and comment on the secondary Joint committee dinner meeting.

Wednesday Dinner on your own off-site (Estimated savings of \$11,500)

Please rate and comment on the Wednesday dinner on your own off-site.

Location Plus Report/Discussion

Please rate and comment on the Location Plus Report/Discussion.

Conference Committee Reports

Please rate and comment on the discussion of Conference committee reports.

Mid-Week Conference Review

Please rate and comment on the Conference so far (write in).

Conference Member Participation

Please rate and comment on Conference Member Participation (grid).

	Not Enough	Just Right	Too Much
Delegates			
Trustees			
Directors			
Staff			

THURSDAY, APRIL 18

Reading Room Accommodations to view the Plain Language Translation

Please rate and comment on the reading room accommodations to view the Plain Language Big Book draft.

Conference Committee Reports

Please rate and comment on the discussion of Conference committee reports.

General Sharing Session: What's On Your Mind?

Please rate and comment on the General Sharing Session.

FRIDAY, APRIL 19

Conference Committee Reports

Please rate and comment on the discussion of Conference committee reports.

Conference Member Participation

Please rate and comment on Conference Member Participation (grid).

	Not Enough	Just Right	Too Much
Delegates			
Trustees			
Directors			
Staff			

III. End-of-Week Conference Review

Please rate and comment on the overall Conference experience (write in).

Reduced Coffee Stations (at a saving of \$24,000)

Please rate and comment on consolidating the number of coffee stations from about 25 to 15 during the week.

French and Spanish Interpretation

Please rate and comment on the support of participation of Conference members in Spanish and French languages.

Please rate and comment on the positioning of the Interpretation booths at the GSC.

IV. Post Conference

Saturday after Conference

Please rate and comment on removing the Saturday brunch on April 20, for an estimated savings of \$18,600 (write in).

Please comment on the Saturday, April 20, 2024, gathering to announce the 2025 New

Delegate chairperson and farewell talks given by rotating trustees (write in).

Please comment on the Stepping Stones visit Saturday afternoon April 20, 2024 (write in).

Please comment on the suggestion to make voluntary contributions to GSB to offset the costs for the Stepping Stones visit for an estimated savings of \$14,000 (write in).

Please comment on the decision not to reimburse for an extra hotel night on Saturday, April 20, 2024, after the Conference, due to late afternoon return from the Stepping Stones visit. **\$12,500** (write in)

V. Future Conferences

Please rate and comment on adding stipends for offsite lunches outside of the hotel, when possible, for an estimated savings of **\$ 8,500** per lunch.

For future Conferences, please rate and comment on moving the Joint Committee follow-up meeting to videoconference held prior to the Conference.

For future Conferences, please rate and comment on replacing the Sunday plated dinner banquet with a coffee/desert service prior to the Sunday A.A. meeting for an estimate savings of **\$37,275**.

Please comment on your overall Conference experience (write in).

How can we improve on the overall Conference experience and expense? (write in) (e.g. Meals, Hotel Accommodations, Reimbursement, Conference Activities, etc.).

APRIL 2024

**74th General Service Conference
Observer Evaluation Form**

To: Conference Observers

We thank you for taking the time to complete this Conference Evaluation.

Your feedback helps the General Service Office and the trustees' Committee on General Service Conference to plan the next annual meeting of the General Service Conference.

Conference Manual

Please rate and comment on your experience with the Conference Manual:

Conference Week Overall Experience:

Please rate and comment on the following:

_____ Opening Sessions	_____ Backup Plan
_____ Board Reports	_____ Area Highlights
_____ Committee Reports	_____ Presentations/Discussions
_____ Sharing Sessions	

Conference Member Participation

Please rate and comment on Conference Member Participation (grid)

	Not Enough	Just Right	Too Much
Delegates			
Trustees			
Directors			
Staff			

Comments and Suggestions for the 75th General Service Conference

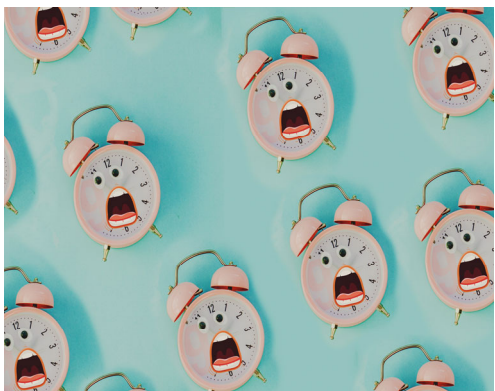
How can we improve on the overall Conference experience and expense?

(e.g. Meals, Hotel Accommodations, Reimbursement, Conference Activities, etc.)

2023 Evaluation Summary
Summary of Opportunities

- Onsite registration worked great; hard copy binders helpful; PowerPoint slides were great.
- Long times each day was ineffective and brutal. Conference schedule should reflect a “Business first focus.”
- Need to receive the Conference Manual, reports, and schedules earlier.
- Use of the electronic voting from Sunday to Friday, and agreements need to be more concrete.
- More frequent and less formal Pre-Conference communications.
- Dashboard needs to let people view files and reorganize them so to use when in a hurry.
- Sunday AA Dinner registration confirmation.
- Virtual Ask It basket for when Conference Members are cut off waiting in line, their questions will get answered.
- Prioritize Sharing Sessions or “What’s On your Mind.” Delegates want the opportunity to ask direct questions to all Conference Members since we are in the same place and time to discuss issues.
- Board reports were enjoyed and appreciated but should focus on answering questions.
- Map the Committee reports to the Proposed Agenda Items; and have better version control of the committee reports.
- More communication about coming to a new city and a new adventure, dress code, and casual day.
- Invest in interpreter booths to allow interpreters can do their jobs well without creating distractions for the Conference Members in the back of the room.
- Repetitive meals and inconsistent or late vegan (or GF) meals.
- Confirmation when RSVP’ing for Sunday banquet.
- Need fresh fruit and protein breakfast options.
- Need training for the Trustee Elections.
- Saturday Activities are not really optional, so approve hotels starting on Friday evening.
- Quiet Room or a meditation space where people could just go sit and be quiet away from other humans for a minute. Not all Conference Members had a hotel room by themselves, so having a designated room would be appreciated.

Reading Room to view the Plain Language Translations



"Would of preferred more time even a half hour more. It went by too quickly to get a real feel and sense and before I knew it I ran out of time to check a few areas I had hoped to...Appreciated the quiet reading space."

"This might be one of the greatest ideas to come from a Trustee committee in a long time. I am hopeful we remember how impactful this experience was for all Conference members and how much this will help the Fellowship with trust in the Conference process. I am hopeful we will implement this same type of experience in future years with any new material that is controversial in our movement OR with edits of any of our co-founders' writings."

1

Reading Room continued.



"I had a wonderful experience in the reading room. It felt like reading with my sponsor, sponsee, or friend. I understand there were many suggestions given and that they were taken. I was very impressed with how well the Language of the Heart was translated into plain language."

This book will not replace the OG Big Book, but it will reach many more people than our original book ever could because it is so easily comprehended. What a labor of love. Keep up the great work on this, and continue to fine-tune it until it is the best translation possible."

2

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Joint Trustee Meeting Videoconference & on site

"Our committee had very sensitive work to do and I appreciate the joint meeting as we received very valuable information that changed the tone of our work"

"Felt better prepared for committee work after the Joint Zoom meeting."

"Most of the committee did not have the drafts of the material, which was revealed during the meeting. This caused me to be a bit distracted during our time with the trustees."

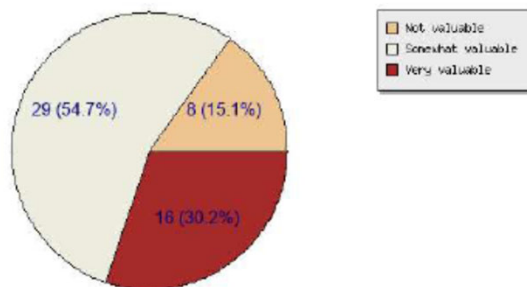
Provide tools to prepare for and participate in this meeting in advance.

"Please note that we met by Zoom prior to Conference. Very disappointed that we were only allowed as a Committee to use 1 hour of that 3 hour window of time."



3

Value of having a trustee member to discuss the EDW item(s) at your joint committee meeting



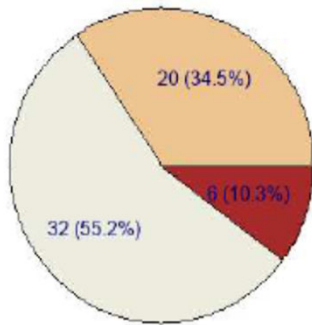
"The joint committee meeting at the Conference was much more valuable & helpful than the Zoom meeting prior to Conference."

"I like the way it was down this year at the conference where our committee was able to discuss EDW and other topics in our own room with our trustees."

Very valuable at the time...but why was on the agenda again in person.

4

Was there enough time for discussion of Conference committee reports?



- “Yes. I said not enough because I think we could have used a little more time. However, we made time for what mattered in the committee reports. I appreciate that and all the hard work the committees put into their reports. I think the committee work time and reporting time have to be the conference's priority. We could do an even better job with a bit more time.”
- “We need to arrange the agenda to make more time to discuss and vote on agenda items. There are too many agenda items anyway. Working all day and into the early hours of the next morning is not civilized. It's really hard on the delegates and board and the hard working staff. Not good.”

5

Conference committee reports Continued



“I think we might benefit from more time for committee reports in order to make time for floor actions at the end of the Conference”

“There will never be enough time for discussions of this sort! I am glad that we sacrificed rigidity in our schedule to allow for full discussions of this and trustee elections. It was very important that everyone that wanted to speak had time to speak and I feel we did a good job to make sure that happened every step of the way. Very well done!”

6

Board Reports



"Listening to a report read verbatim is just not an effective use of our time."

"Provide the reports ahead of time, and then they don't need to be read to us. We could come prepared to ask questions and keep it moving."

"I appreciated the information in the report, and it was well presented. It felt as if the time for questions was very brief. I am not sure why we hear the reports verbatim to what is already written in our binders."

"Perhaps a top-line report with more time for questions would be better."

7

Board Reports continued



"So much work is being done by our staff with minimal employees. Are we overworking them? A very detailed report was provided!! The PowerPoint was also very helpful. Looking forward to having a copy so I can share it with my area."

"Very informative and answered many questions I had. Absolutely fantastic report."

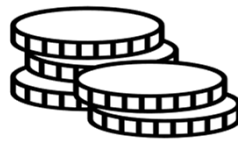
"I appreciated the information in the report, and it was well presented. However, it felt as if the time for questions was very brief. I am unsure why we hear the words verbatim to what is already written in our binders. Perhaps a highlight with more time for questions would be better."

"I enjoyed the World Service Meeting report. I heard the Language of the Heart so clearly in it."

8

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Finance Report



"Like the style of presentation. It had to be difficult with the uncertainty of the body toward him this year. He did his "job" very well in an understandable and entertaining way."

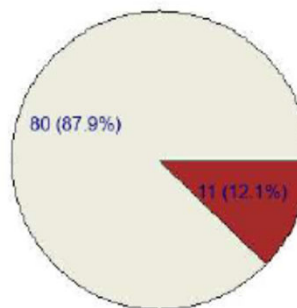
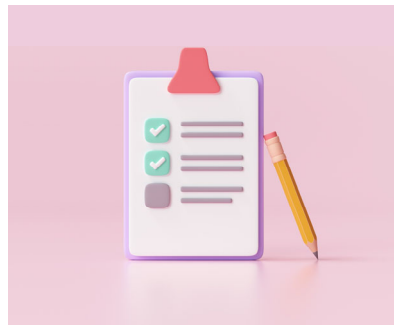
"I think these are all valuable, I only wish there was more time to ask questions after each report. I also like the power point"

9

Equitable Distribution Workload year 2

"I was on a committee that received EDW items both years; I think its a good system, there's just definitely some bugs to still work out.

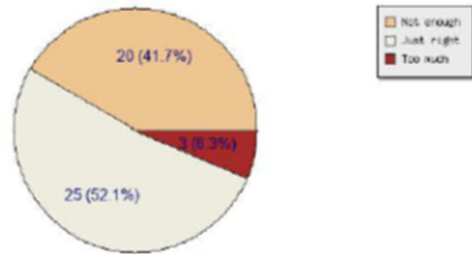
It was a little frustrating to have an item that we wanted to do something with but all we could do is an additional committee consideration because it wasn't under our scope to make a recommendation."



10

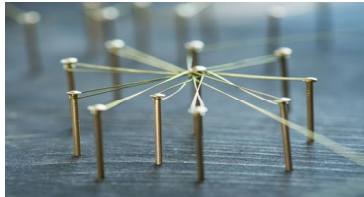
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General Sharing Session- What's On Your Mind



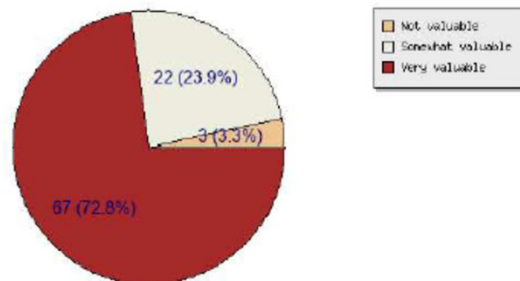
"These sessions are our sole legacy to the old Conference days where 'issues affecting the movement' can be discussed."

"We did not have enough time for these sessions. They often followed reports, so they were more of the Q and A for the prior session rather than set aside for open sharing, or we just ran out of time and skipped them. I know we had a hectic agenda, so not sure what to do to make time except to cut presentations which feels unfair if we have scheduled presenters."



11

Location Plus Ad Hoc Committee Report Please rate



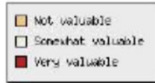
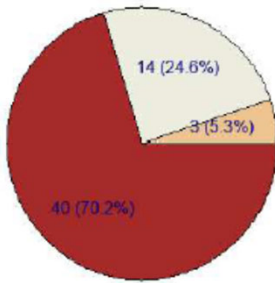
"I thought the Location Plus report was thorough and contained all of the information I needed to inform my area and the groups back home about the facts of the matter. The details about the process we are going through to assess and address concerns about our location, current space utilization, and possible alternatives were very informative and useful."

"Information was good, but I never understood the 'Plus.' Sounded non AA. Very corporate, like a new streaming service company"

12

Report from Online Groups POG Ad Hoc Committee Report

"Very informative and love that we need to keep talking about it in our areas to get as much information as possible, love the idea that online groups/districts could have a survey and that we are in the development phase of figuring out how these groups can stay connected"

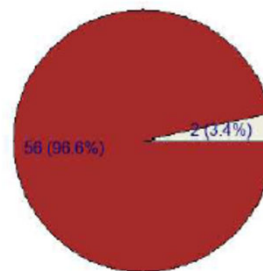


13

Discussion on the Plain Language Big Book

"We had a lot of feedback on the book and most of it was positive which was somewhat of a surprise considering all the negative comments I was hearing towards the project."

I was in favor of this from the outset but was reserved on my opinion of what it would look like until I could sink my teeth into it a little bit I had got a quick bite like everyone else but it left me with an appetite for some more"



14

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Area Highlights



"Really enjoyed the evening of Area highlights. Maybe consider one block of time (like tonight) for all highlights. They were great and informative."

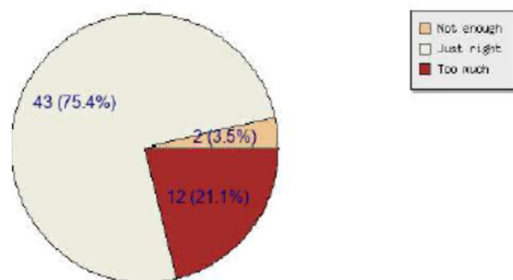
"Overwhelming to hear all Highlights at once instead of over 3 days, but it really made an impact on some new delegates to absorb how much bigger AA is than their little corner of the world."

"No disrespect, but area highlights use much conference time. Although they are very interesting, the time is not quite worth it. Highlights are printed in the final report and some regions provide the delegate's the experience of sharing them in person."

"Wastes too much time. Just put them in the Final Report."

"They are interesting and enjoyable, but time is so very limited that I would sacrifice them."

"One marathon session on the first night might be a better schedule option."



15

Comment on the Conference dashboard

"The dashboard is difficult to navigate still...and I am a second-year delegate. I wish I could look at an item without having to download it to my device. Sometimes I just need a little information and I have to download it to see."

Versus

"The dashboard is valuable. It is essential for conference members. However, it is a challenge to navigate. The inability to view a file is a negative.

The weekly update email was helpful."



16

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Was the advance material and preparation from G.S.O. adequate

"There isn't a question about registration. It needs to be mentioned that registration on site was very organized and smooth. Also, the printed conference manual is MUCH appreciated."

"Too much information coming at the 11th hour. Anything g that comes in a week before conference is difficult to get to."



17



Usefulness of the opening session

"Very exciting and so grateful for the spiritual space this creates at the beginning of the conference"

"Can a poll be sent to conference members in advance asking all the things we're agreeing on?"

"I would like to see us take a moment of silence."

This is where we realize we are at THE GENERAL SERVICE CONFERENCE!!!! I loved being welcomed so warmly!"



18

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Lunch and delegate orientation by region meeting

“Both regional lunches are invaluable to the Conference process and should be preserved at all costs.”

“Meeting with Regional Delegates is an opportunity to share conference swag, make decisions about Regional Forum bids, and discuss the regional A.A. service assembly business with the outgoing and incoming chairs. My regional delegates are a solid group, and we lean on each other for help with agenda item commentaries and discussions, copies of meeting notes, sharing presentation power points and spreadsheets, and for emotional and spiritual support before, during, and after the conference.”



19

Wednesday Regional Lunches for Delegates

“Being together mid-week with my fellow regional members and our trustee is very special.”

“I do not feel the lunch prepared us for the process of selecting our Regional Trustee.”



20

Workshop: “Practicing Our Twelve Traditions Across All Group Settings”

“Loved that we broke up into groups with members of many different regions to discuss and share ideas and suggestions.

This allowed for a lot of discussion from all members in my group.

Recommend to continue doing this, because is the large group we run out of time, and not all members are heard (just who gets to the mic first).”



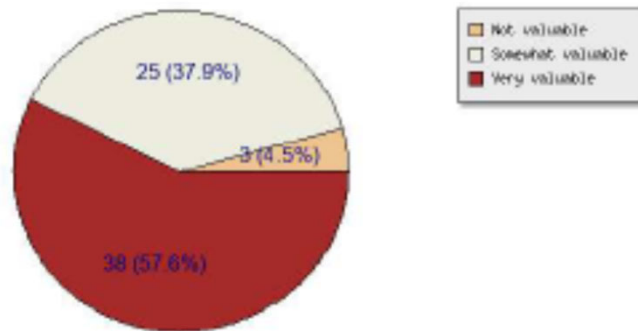
	Percent	Count
Not valuable	8.8%	8
Somewhat valuable	38.5%	35
Very valuable	52.7%	48
Times answered	94.8%	91
Times skipped	5.2%	5

21

3. Presentations

“All three speakers wrote and presented very moving presentations.”

“Topics and presentation excellent”



22

Trip to General Service Office

"The opportunity to talk to staff and employees was valuable "

"Please consider another day for the tour. Tuesday afternoon is one of the most important days of the entire week. All of the conference secretaries have to come out of committee and write the reports, and it sometimes take hours and hours. Some of the committees were still meeting that afternoon. It's one of the worst times of the week to leave the hotel, and go all the way up to the office in my opinion. Very very hard on the staff and delegates."



23

Mid-Week Conference Review



"Since we only did one sharing session they must not be as valuable as we think they are. They appear to be disposable. However we were assured plenty of time to ask questions and that was not the case. For example there were more question about the board reports and we were told not to worry that we could ask them during the sharing session that we did not have. The AAWS report contain a whole lot of information and would benefit a larger time slot because they report on the AAWS budget and activities alongside the GSB Budget and GSO activities."

24

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Participation of Conference Members

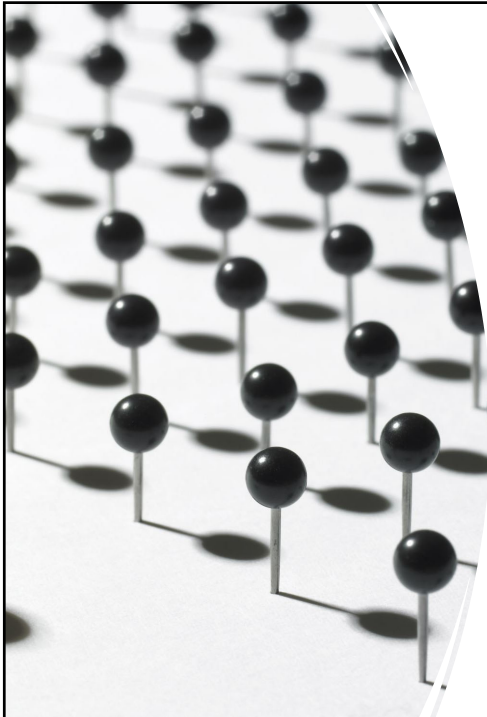
"I am glad we hear from our staff, directors, and trustees. They answered questions well. They did share opinions but not over much. This has very much been a conference of all the conference members"



25

Please rate and comment on the participation

"the delegates seem to be way more vocal than those other trusted servants and paid staff that are doing the work, I would really love to hear more from them."



26

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End-of-Week Conference Review

"At the end of the week, I felt physically, mentally, and spiritually drained by the process of the discussion and voting on floor motions. I am glad we did that at the Conference, and I hope the message will carry back to all A.A. members that A.A. is in good hands and we can trust the process. My spiritual tank was renewed Saturday morning with discussions among delegates and talks with rotating Trustees that we are all okay after the week of conference work.

"I have to say, this was the most well organized, most smoothly run Conference I can remember. The Mets team did a fantastic job, including the supporting staff and all the many moving parts. I was so impressed with the job the team at GSO did. Congratulations!

And Diana is an angel. I don't know how she pulled it off. In the future, I think we need a Conference department, not just a Conference desk. It keeps growing, becoming bigger, more complicated and takes up more months of the year every year. Just a thought."



27

Responses to Suggestions For The 74th General Service Conference How can we improve on the overall Conference experience and expense?

"Overall the conference was well organized with few hiccups. Staff were well prepared and exceptionally helpful (as usual). The meals were tasty and ready on time. Beverages were a good assortment. Would prefer better wifi and the first ballroom. "

"the days were entirely too long. i believe the breaks could have been longer, but the length of time of the entire conference was brutal. i think by the end people were voting just to get it over with. i really think this needs to be looked at and discussed about how the same work can be accomplished in a different manner. Marriott's staff as well as the GSB staff were exceptional. "



28

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A red suitcase is shown overflowing with a variety of items, including colorful clothing, shoes, and a bag, illustrating the concept of overpacking. A small purple tag is attached to the handle.

Summary of Cost Savings

In review and discussion of the 2023 evaluations, the Conference Improvements Subcommittee suggested the following cost savings of approximately **\$112,000** which the Trustees' General Service Conference Committee agreed to incorporate in the 2024 Conference budget:

- Saturday before the Conference, moving the onsite venue of Pre-Conference activities to videoconference (Remote Communities, Saturday Delegates' Only, and 1728 Meeting). **\$18,600**
- Friday night before the Conference, cost savings from a reduction in extra hotel nights due to on-site Saturday Pre-Conference events. **\$12,500**
- Wednesday evening of the Conference week, replacing a buffet dinner for Conference participants with a stipend for a meal outside of the hotel, with adequate travel time, and a list of local options; except for buffet dinner for Secondary Conference Committees. **\$11,500**
- During the Conference week, reduce the number of coffee stations from about 25 to 15. **\$24,000**
- Saturday morning after the Conference, remove the breakfast buffet before the meeting to hear trustees' rotation talks. **\$18,600**
- Saturday afternoon after the Conference, the GSB receives voluntary self-support contributions from Conference Members to offset the costs of the Stepping Stones visit, organized by the Board. **\$14,000**
- Cost savings from not paying for an extra hotel night on Saturday after the Conference, due to late afternoon return from the Stepping Stones visit. **\$12,500**

**Trustees' Committee on the General Service Conference (TCGSC)
2023-2024 Subcommittee on Conference Improvements (SCI)
Progress Report**

Subcommittee: Paz P., Chair; Vera F., John W. and Diana L., Secretary

Scope: The committee was appointed with the following scope in mind:

- Review 73rd GSC Evaluations, Post Conference Sharing Session notes, a summary evaluation from the Conference Coordinator to GSO's Conference Management Team (see items D3 and D4).
- Review Draft 2024 Conference Week Schedule.

2023 Evaluations: The committee reviewed and discussed the 2023 evaluations, and the Conference week schedule, and noted the following actionable items that could improve the experience or expenses at the 74th General Service Conference (GSC):

Pre-Conference:

- Well in advance (3-4 weeks prior to the Conference starting), Conference members receive Board reports, and the Conference Week Schedule.
- Well in advance (3-4 weeks prior to the Conference starting), useful information for first-time visitors to New York City including dress codes during the Conference week.
- Joint Committee meetings continue to be held by videoconference prior to the Conference Week, with access to a trustee committee member to discuss a forwarded item from the Equitable Distribution of Workload pilot if assigned. The committee noted the positive feedback received from the 73rd GSC and agreed to continue with a virtual meeting venue.
- A 30-minute follow-up session for Joint Committee meetings be held on Sunday afternoon at the start of the Conference. The committee noted the concerns raised by Conference members whether an in-person meeting venue for follow-up was

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needed. A question on having in-person Joint Committee meetings at future Conferences was included on the 74th GSC evaluation form.

- Friday evening on April 12, an extra hotel night due to early arrival to attend on-site Pre-Conference Saturday activities, would be at the Conference member's own expense for an estimated saving of **\$12,500**.
- Saturday afternoon on April 13, change the on-site venue of the following Pre-Conference Saturday activities such as a meet/greet gathering for Conference members and their Guests; The Remote Communities Meeting, and the 1728 meeting to a virtual meeting for an estimated savings of **\$18,600**.

During Conference Week

- Board Chair report summaries will have 90 minutes, and chairs should take up to half the allotted time scheduled, which can facilitate more time (up to 45 minutes) for open discussions and sharing sessions.
- On Wednesday, April 17 replace the buffet dinner for Conference participants with a stipend for a meal outside of the hotel (**\$50 stipend**), with adequate travel time, and a list of local options; except for a buffet dinner for Secondary Conference Committees and Board members for an estimated savings of **\$11,500**.
- Consolidate the number of coffee stations from about 25 to 15 during the week for an estimated savings of **\$24,000**. In 2023, the price of coffee was \$19 per cup. In 2024, it is estimated to be \$22 per cup.
- GSO explore ways to support the participation of Conference members in Spanish and French languages, including translation booth positioning at the GSC, and interpreter technologies.
- Reading room accommodations for Conference members to review portions of the final Plain Language Big Book (PLBB) draft will be on a specific day and time as assigned by the Conference Coordinator. A 90-minute session for Conference members is intended to give Conference members the opportunity to review portions of the final PLBB draft, noting the full schedule of activities. A new communication would be needed to clarify the changes to the Reading Room Guidelines this year, and what expectations are needed from Conference members.
- Based on the positive feedback about the Backup plan for the 73rd General Service Conference, the committee suggested continuing with the plan. The committee

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noted the Backup plan provided Conference members a way to participate in a discussion and a vote, who cannot be physically in the main session room, due to unforeseen events.

Post Conference:

- Saturday morning on April 20, 2024, remove the breakfast buffet before gathering to hear the talks by rotating trustees, for an estimated savings of **\$18,600**.
- Saturday afternoon on April 20, 2024, Conference Members could make voluntary self-support contributions to offset the costs of the Stepping Stones visit organized by GSB for an estimated savings of **\$14,000**.
- On Saturday, April 20, an extra hotel night due to late afternoon return from a Stepping Stones visit be at the Conference member's own expense for an estimated saving of **\$12,500**.

Future Conferences

The committee agreed that the following improvements could enhance the experience and expenses of future GSCs:

- Replace in-person Sunday Joint Committee Meetings with a videoconference meeting held prior to the Conference Week. Consideration should be made to hold a follow-up meeting before the Conference if needed. The time on Sunday afternoon would be available for other activities such as Conference committee meetings, Area Highlights, and presentations.
- Replace the Sunday plated dinner banquet with a coffee/desert service prior to the Sunday A.A. meeting for an estimate savings of **\$37,275**.
- Whenever possible, replace buffet lunches with a stipend for Conference members to have lunch outside of the hotel, with adequate travel time, and a list of local options, for an estimated savings per meal of **\$8,500**.

In review and discussion of the 2023 evaluations, the committee suggested approximately **\$112,000** in cost savings to the Conference Budget. The committee noted that the Trustees' General Service Conference Committee agreed to incorporate these suggestions during their review of the 2024 Conference Budget at their October 2023 meeting.

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2023 Conference Evaluation Summaries: The committee reviewed the new format of the 2023 Conference evaluation summary and agreed to include a summary of cost savings.

2024 Conference Evaluation Forms: The committee agreed to include specific questions about the new changes to the 2024 Conference Week Schedule in the evaluation form.

2024 Conference Week Schedule: In addition to cost savings, the committee suggested several ways to improve the workday flow and the placement of committee report discussion in the draft 2024 Conference Week Schedule. The improvements are intended to have reasonable ending times of general sessions later in the week. The schedule also reflects reasonable time for Conference members to discuss important topics from Board reports such as the General Service Board Inventory, Location Plus, Discussion on Co-founders' Writings, General Sharing Sessions, A.A. International, and the 2025 International Convention.

###

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###

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2024 Conference Committee on Agenda

ITEM F: Review feedback from Delegate Chairs on Quarterly Communications.

Background notes:

Excerpts from the January 2024 meeting:

The committee **agreed to forward** the feedback report of the Delegate Chairs on the quarterly communications report to the 2024 Conference Committee on Agenda.

Secretary's Note:

The annual feedback call took place in October to align with the Equitable Distribution of Workload pilot.

Two types of ongoing communications between our Trustee Committees and Conference Committees occur:

Type 1 - Regular Communication with Delegate and Trustee Committee Chairperson Approved at the Third Quarter Meeting of the GSB (August 1, 2016):

“That there be regular communication between the chairs of each trustees’ Committee and their corresponding Conference committee chair and between the AAGV board and the chair of the Conference Committee on the Grapevine.

The 2017 Conference Committee on Agenda reviewed the 2016 survey results and requested that this sharing be gathered from the Conference committee chairs annually and provided to the Conference Committee on Agenda.

Type 2 – Feedback Call on Proposed Agenda Items 2018 request by the General Service Board chairperson:

“Before the January [General Service Board] meeting, the entire Conference committee have a conference call with the corresponding trustees’ committee chair and staff secretary to review items submitted as agenda items and to talk about items still being considered by the trustees’ committee.”

These conference calls have taken place annually since 2019.

Background:

1. Survey Results from Delegate Committee chairs

Page 1 of 1

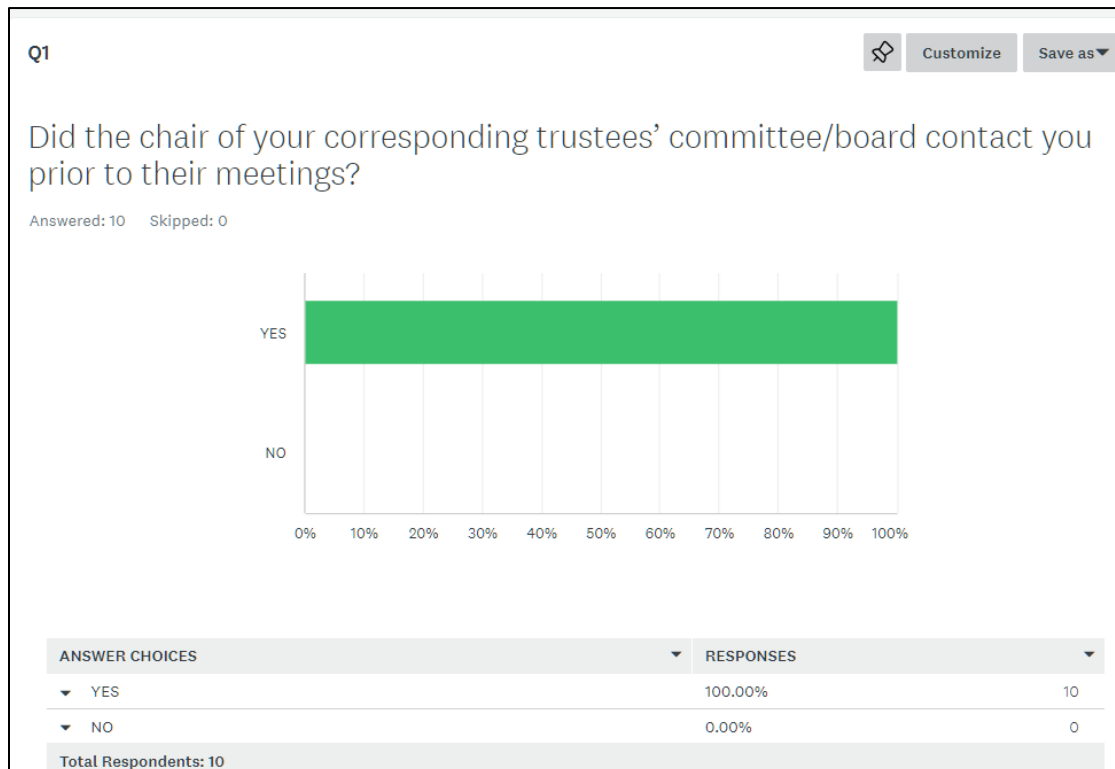
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Results from Delegate Chairs on Quarterly Communications

Survey Questions:

1. Did the chair of your corresponding trustees' committee/board contact you prior to their meetings?
2. Did the chair of your corresponding trustees' committee/board follow up with you after their meetings?
3. Were you able to share about potential Conference agenda items with the chair during these conversations?
4. How valuable did you find these conversations?
5. Did you communicate about your calls with the corresponding chair with the other members of your committee?
6. Overall, how satisfied are you with this process for providing input into the Conference Agenda process?
7. What suggestions for improvement to this process do you have?

Survey Results

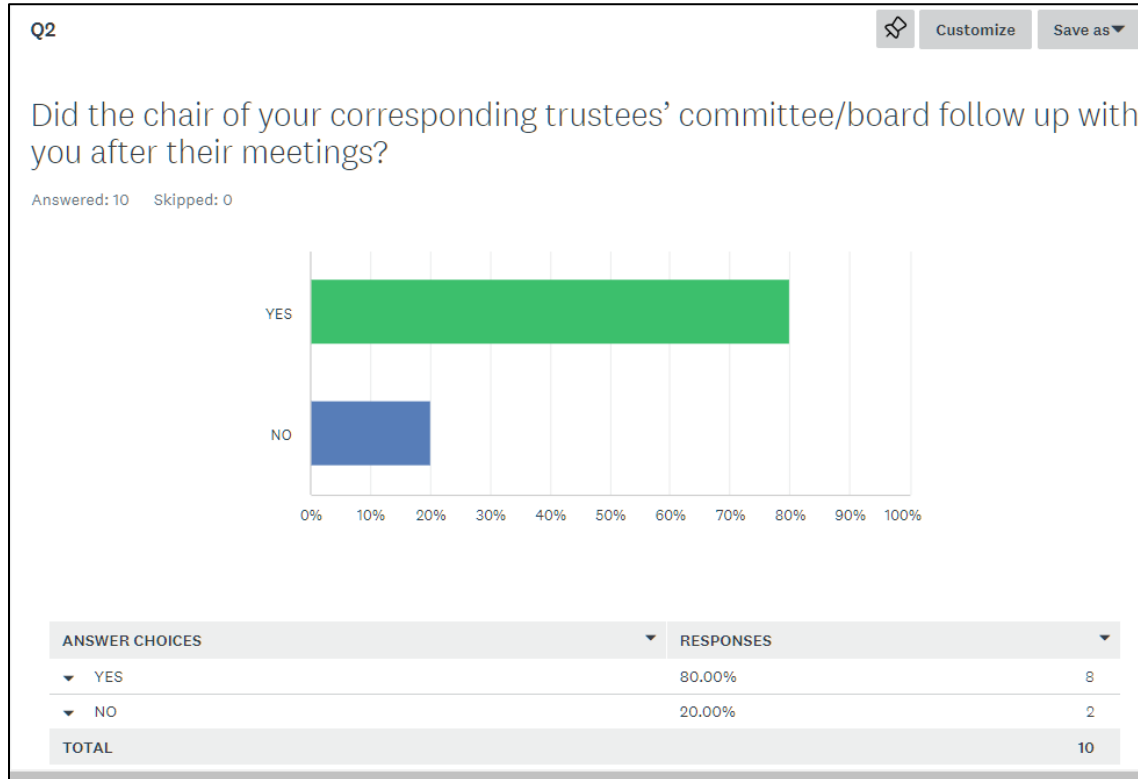


Q1 Comments

1. Always
2. Communication was sparse, but we did communicate.
3. We have met regularly before and after each board weekend.

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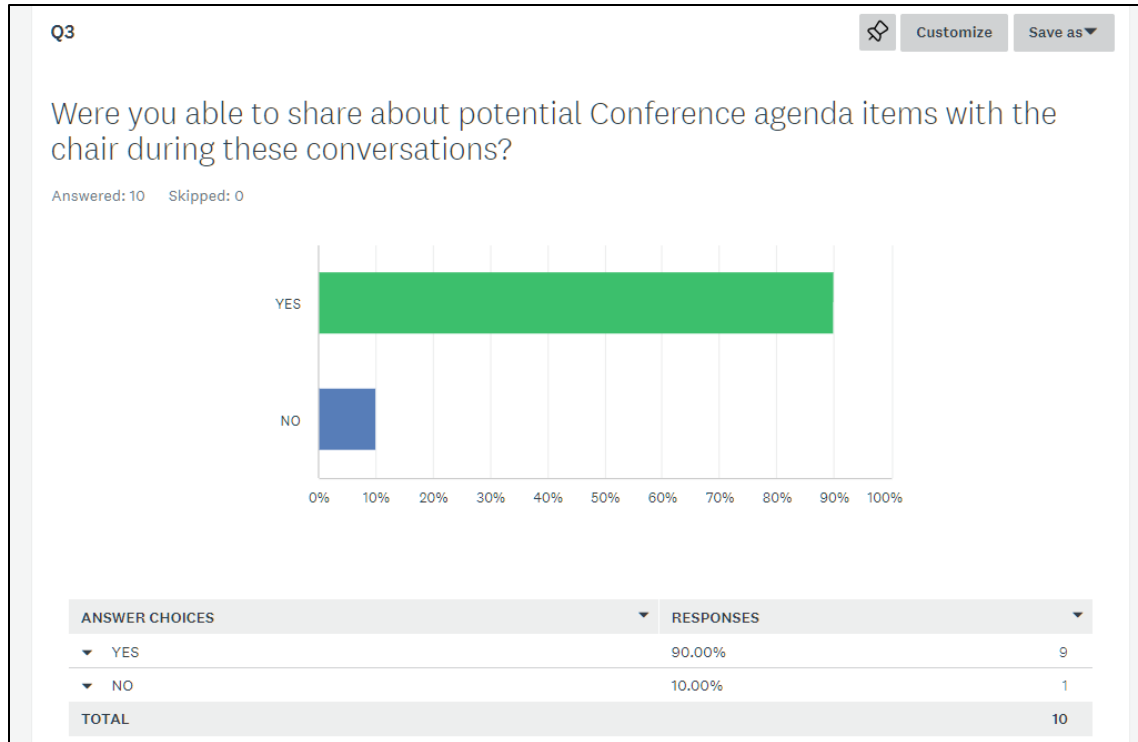
4. There is no corresponding Trustees' committee for my Conference committee, but I did meet with the chair of the Trustees' Committee on the GSC.



No comments provided

Question 3

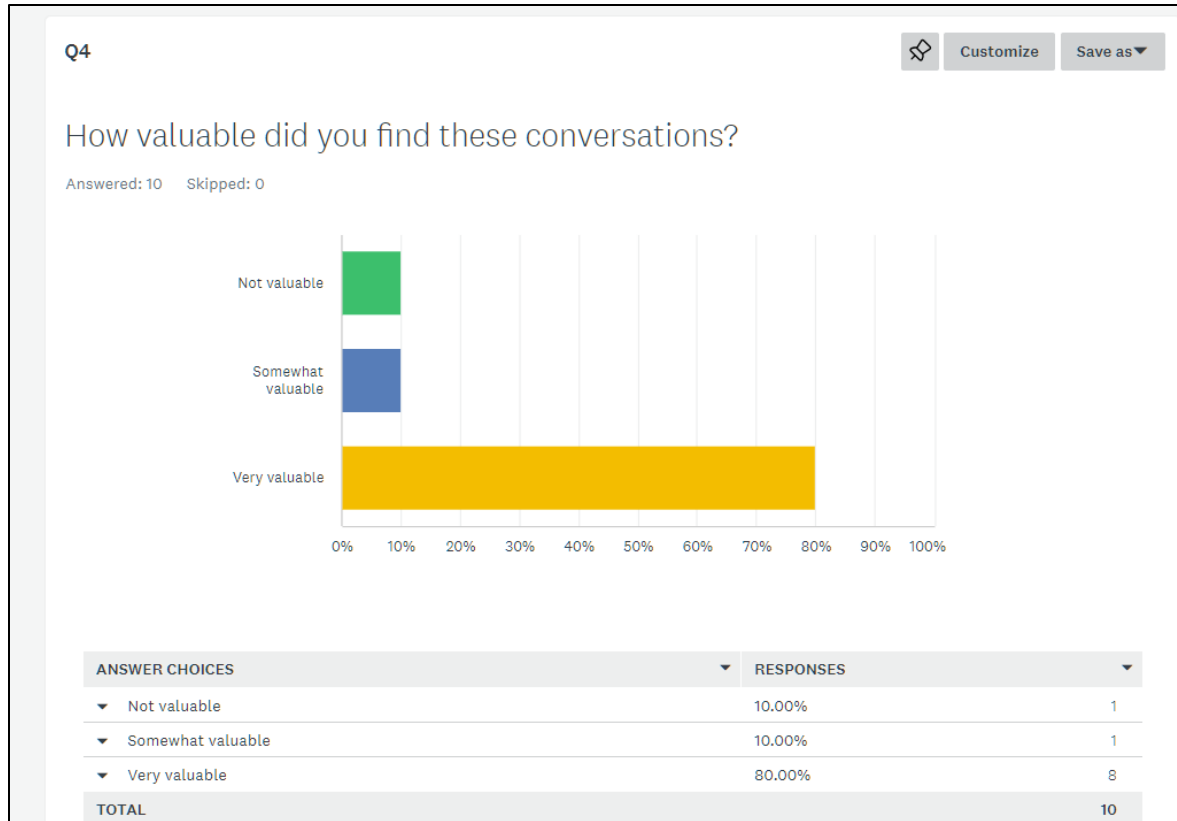
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Q3 comments

1. The opportunity was made available, but we didn't have any PAIs submitted for our committee.
2. Everyone had input.
3. The entire committee met with the board chair.

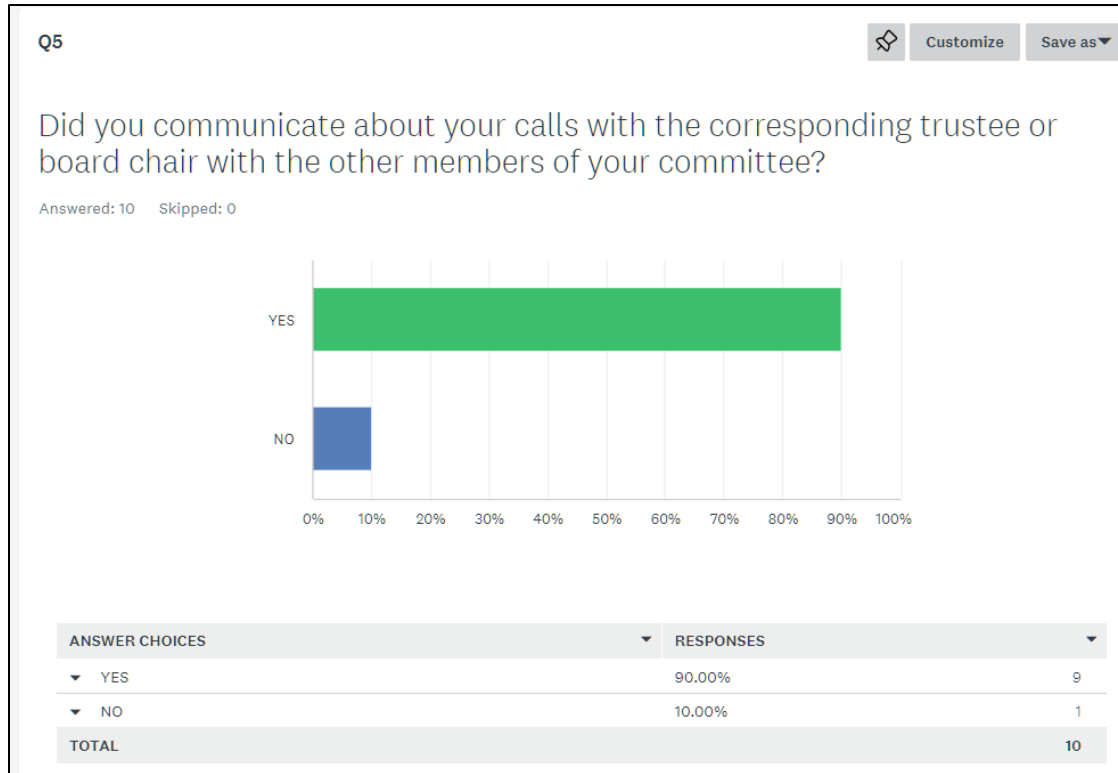
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Q4 comment

1. It allowed me to ask questions and to learn more about process and have them share their experience of committee work & previous Conferences.

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Q5 comments

1. No real need. We had time during our meetings.
2. I gave a report to the committee about our meeting.
3. I meet with my committee members before & after each meeting.

Question 6 – Comments only

Overall, how satisfied are you with this process for providing input into the Conference Agenda process?

Q6 Comments

1. Not sure I can really speak to this as we didn't have any PAIs related to our committee. Aside from discussing committee-specific items, I'm not sure what opportunity for input there is on the rest of the conference agenda.
2. Am very satisfied.
3. Ok. It was nice. But it could have been more.
4. Very satisfied.
5. Highly.
6. I have a smaller committee, so there was not much to communicate.
7. I was mostly satisfied. The only concern was we wanted three PAIs to be given to our committee and when the board chair went and asked if we could have

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them, we were told no and that it was the board's "purview" to send them where they wanted them to go. We were given no explanation as to why they couldn't be given to us, just that the board said no.

8. it was a great experience and it really makes you feel part of the year long Conference process.
9. Very satisfied.

Q7 Comments only

What suggestions for improvement to this process do you have?

1. More involvement with the committee chairs, or perhaps delegates in general, regarding the Conference week and the parts of the agenda outside of the committees.
2. Just keep up the communication and encourage members to be part of.
3. I keep hearing that the Conference is a year long thing. However, the Conference committee is really relegated to the background 51 weeks out of the there. With today's technology there is more opportunity to really utilize the committee beyond what is currently being done.
4. None at this time.
5. None really.
6. Overall, I think it works and will continue to do so for so long as the lines of communication stay open between the board and Conference committees.
7. Could the "Information & Suggestions for Conference Committee Chairs" be updated with more information about what to be doing with your committee members prior to conference. I was instructed to meet with mine before and after each board weekend. Also to cc the secretary and trustee with all correspondence going out to the committee members. None of that was in the information sheet.
8. It is somewhat frustrating that Report and Charter is not directly aligned with a Trustees' Committee as it can be confusing and frustrating to follow up on our advisory actions.

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<input type="checkbox"/>	More involvement with the committee chairs, or perhaps delegates in general, regarding the conference week and the parts of the agenda outside of the committees.	1/4/2024 12:48 PM	View respondent's answers	Add tags▼
<input type="checkbox"/>	Just keep up the communication and encourage members to be part of	1/3/2024 06:52 AM	View respondent's answers	Add tags▼
<input type="checkbox"/>	I keep hearing that the conference is a year long thing. However, the conference committee is really relegated to the background 51 weeks out of the there. With today's technology there is more opportunity to really utilize the committee beyond what is currently being done.	12/30/2023 06:35 PM	View respondent's answers	Add tags▼
<input type="checkbox"/>	none at this time			

<input type="checkbox"/>	None really	12/28/2023 07:15 AM	View respondent's answers	Add tags▼
<input type="checkbox"/>	Overall, I think it works and will continue to do so for so long as the lines of communication stay open between the board and conference committees.	12/27/2023 11:20 PM	View respondent's answers	Add tags▼
<input type="checkbox"/>	Could the "Information & Suggestions for Conference Committee Chairs" be updated with more information about what to be doing with your committee members prior to conference. I was instructed to meet with mine before and after each board weekend. Also to cc the secretary and trustee with all correspondence going out to the committee members. None of that was in the information sheet.	12/27/2023 10:48 PM	View respondent's answers	Add tags▼

<input type="checkbox"/>	It is somewhat frustrating that Report and Charter is not directly aligned with a Trustees' Committee as it can be confusing and frustrating to follow up on our advisory actions	12/27/2023 10:43 PM	View respondent's answers	Add tags▼
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2024 Conference Committee on Agenda

ITEM G: Review Conference Inventory plan for the 2025 General Service Conference.

Background notes:

Excerpts from the January 2024 Trustees' General Service Conference Committee meeting

Subcommittee on Inventory: At their January 12, 2024, meeting, the committee reviewed and accepted the final report from the Inventory Subcommittee. The committee expressed their gratitude to the Inventory Subcommittee for their work on the GSB Inventory and the plan for a conference inventory to take place at the 75th GSC. .

The committee **agreed to forward** the 2025 Conference Inventory Plan to the 2024 Conference Committee on Agenda.

The committee noted that a summary of activities related to the GSB inventory will be included in the GSB Board report at the 74th GSC. The committee expressed their gratitude for the work of the Inventory subcommittee and accepted the report.

Excerpts from the July 2023 Trustees' General Service Conference Committee meeting:

Subcommittee on Conference Inventory: The committee reviewed a progress report from the Subcommittee on Conference Inventory (See attached). The subcommittee chairperson reported on the efforts of the established Working Group that consisted of 73rd GSC Conference Members who developed a list of proposed inventory questions to be considered. The chairperson mentioned that the subcommittee will gather input from other Conference Members.

The committee also noted the subcommittee's next steps are to form a GSC Inventory Planning Committee at their August 2023 meeting and **agreed to forward** the progress report to the 2024 Conference Committee on the Agenda.

The General Service Conference Inventory Plan results from the following Advisory Action of the 73rd General Service Conference:

“The General Service Conference conduct a thorough inventory of itself during the 2025 General Service Conference and that a Conference Inventory Planning Committee be established by the General Service Board to develop a comprehensive inventory plan, timeline and cost estimate to bring forward to the 2024 Conference Committee on Agenda for consideration.” – *Conference Committee on Agenda*

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Excerpts from the January 2023, Trustees' General Service Conference Committee meeting:

The committee continued their review and discussion of an expanded and amplified draft report by the committee's vice-chairperson that summarized the selected outcomes from the 2013-2015 Conference Inventory. The committee agreed that the previous 2013-2015 plan received extensive time and preparation and did not receive any reports of procedural flaws.

The committee **agreed to forward** to the 2023 Conference Committee on Agenda a report and draft plan for a potential Conference Inventory with considerations of its value, timeline and approach.

Excerpts from the December 2022 Trustees' General Service Conference Committee meeting:

The committee continued their discussion on the 2022 Advisory Action, "The General Service Board develop a status report on the progress and outcomes from the 2013-2015 Conference inventory and include a draft plan for another Conference inventory with considerations of its value, timeline and approach to be brought back to the 2023 Conference Committee on Agenda." The committee reviewed and discussed a draft report by the committee's vice-chairperson and agreed with its approach to summarize the selected outcomes. The committee agreed to continue their discussion of the draft report and plan at their January 2023 meeting.

Background:

1. Conference Inventory plan for the 2025 General Service Conference
2. July 2023 Progress Report - Subcommittee Inventory

**Conference Inventory Planning Committee
2023**

INVENTORY PLAN

I. Timeline and Process

a. December 2024

- Members of inventory workshop groups will be selected by lot in December 2024 by one or two members of the trustees' Committee on the General Service Conference and the Conference Coordinator.
- There will be fifteen workshop groups, each with approximately nine members.

b. January/February 2025

- The preliminary inventory will be conducted via an online survey consisting of all questions included in the Conference Inventory Plan.
- Information about the survey, including background, instructions, and a link to the survey, will be distributed to voting members of the 2025 General Service Conference via OnBoard, General Service Conference tile, or using an alternate survey tool.
- Voting members of the 2025 General Service Conference will have an opportunity to complete the survey by an agreed-upon deadline that allows time for compilation, translation, and distribution of the survey results.
- A summary of survey results will be distributed to Conference members via OnBoard, General Service Conference tile.
- Conference members will review survey results in preparation for the 2025 General Service Conference Inventory.

c. 2025 General Service Conference:

- Inventory workshops:
 - Workshop groups will meet during time slots usually reserved for presentations or other workshops.
 - One or two members of the trustees' Committee on the General Service Conference and the Conference Coordinator will assign four inventory questions to each workshop group, using a selection process that ensures all questions are assigned.

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- Each workshop group will discuss its four assigned questions and the survey report. Then, topics not addressed by inventory questions may also be considered.
 - Each workshop group will prepare a Conference Inventory workshop report, including the results of their discussions
- Full Conference Sharing Sessions:
 - Representatives from each workshop group will present Conference Inventory workshop reports for discussion and sharing.
 - Discussion and/or sharing sessions will be held during time slots usually reserved for presentations or sharing sessions.
- d. After the 2025 General Service Conference:
 - Include an overview report in the 2025 Final Conference Report (see *Reporting*)
 - Prepare & distribute a separate comprehensive GSC Inventory Report,

II. Participation

- a. Every voting member of the General Service Conference will be included in the inventory process to ensure that the inventory reflects current experience and a broad range of opinions/experiences.
- b. Each inventory group will have the best possible proportionate representation, including by region where feasible, of:
 - i. First-year delegates
 - ii. Second-year delegates
 - iii. Trustees and Directors
 - iv. Staff

III. Reporting

- a. An overview report on the Conference Inventory will be included in the 2025 Final Conference Report.
- b. A separate digital Comprehensive Inventory Report will be produced after the inventory process is complete. This report will include a thorough account of the Conference Inventory sessions, including discussions related to each inventory question, and may include suggestions for future Conference agenda items or improvements in how the Conference serves the Fellowship.
- c. Distribution

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- The digital Comprehensive Inventory Report will be distributed electronically to Conference members and made available at aa.org.
- Information about the inventory may be included in Box 459 and other AAWS publications.
- Printed reports will be distributed as requested.

IV. Finance

- No additional facility costs would be incurred since the inventory would take place during the regular Conference week.
- *Final Conference Report* costs depend on the overview report's length. It is possible that a 6–8-page report could be worked into the *Final Conference Report* at no additional manufacturing cost. A longer report would require adding 32 pages to the *Final Conference Report*.

2025 GSC Inventory Report Estimated Costs

	<u>Digital</u>
Digital Editorial Costs for Comprehensive Report ¹	\$1500
Digital layout for the Comprehensive Report ¹	\$1000
2025 Final Conference Report with a summary of the Conference Inventory, 192 pages	<u>Printing/Mailing/Shipping^{2,3}</u>
M-23 (English) 30,000 copies for (\$2.52 ea.) ⁴	\$75,692.02
FM-23 (French) 2,500 copies for (\$2.67ea.) ⁴	\$6,680.40
SM-23 (Spanish) 5,500 copies for (\$2.35 ea.) ⁴	\$12,927.43
Estimate Total Cost	\$97,799.83

Notes from Finance and Publishing Departments

- 1. There has been communication with the GSO Chief Financial Officer regarding a budget for freelance digital design and layout assistance in 2024.**
- 2. Based on today's material costs for the 2023 Conference Report.**
- 3. Based on printing industry reporting, a 10-20% increase in overall print costs by press time in Q3 2025 is likely.**
- 4. Total cost per language version. English, French and Spanish would be sold at same amount.**

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V. Questions:

Working Together, Increasing Trust

1. Are we practicing the 36 principles of the A.A. program as we consider, discuss, and make decisions affecting the entire Fellowship?
2. Reflecting on Concept Two, a) How can we better serve as the actual voice and be an effective conscience for our whole society? b) How are we hearing the voices from the back of the room?
3. How is the Conference fulfilling its purpose as stated in Article 1 of the Conference Charter?
4. What matters affecting the Fellowship as a whole, now and into the future, merit greater focus from the Conference?
5. Reflecting on Concepts One and Two, does the current process for submission of proposed agenda items and the subsequent process for selection of final agenda items result in the Conference addressing the most widely expressed needs within the Fellowship?
6. Reflecting on Warranty Six: How do we foster a spirit of mutual trust and respect within the Fellowship regarding Conference matters? What can be done to educate one another on the negative impact that lobbying or the politicization of Conference matters may have?
7. Reflecting on Tradition Two and Concept Nine, how do we navigate the use of social media as a tool for accurate and well-informed communication between Conference members and the Fellowship of A.A.?
8. Does the Conference committee system function in accordance with our principles? If not, what changes should we consider regarding: a) structure, b) composition, c) effectiveness, and d) timing?

Leadership in A.A.

9. Reflecting on Concept Nine and the essay "Leadership in A.A.: ever a vital need," does the current method of identifying and nominating Class A trustees, Class B general service trustees, and directors: a) allow the Fellowship sufficient input in choosing our leaders, b) ensure the deliberations of our boards are always informed by the widest range of perspectives, and c) result in trustees and directors that are representative of our Fellowship?
10. Is our structure encouraging each individual in the Fellowship to feel and act as a member of a "society of alcoholics in action"? Have we identified the issues with communicating up and down the triangle? How can we

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continue to ensure the entire Fellowship feels included in the Conference process?

11. What more could be done to ensure broad diversity of representation in our A.A. leaders?
12. Reflecting on Concept Six, how can the Conference ensure that the authority we delegate to the General Service Board is commensurate with the responsibility we have entrusted to them?
13. What actions do we take to ensure the final responsibility and ultimate authority for A.A. world services always reside in the collective conscience of our whole Fellowship? What could we do better?
14. Are we asking too much of our trusted servants, particularly their time? Is the work being done focused on a balance of quantity and quality?

Self-Support and use of A.A. Contributions

15. Prudent use of our Seventh Tradition contributions and literature revenue is an integral factor in our budget process. How can we improve understanding of and communication about this process?
16. How does the Conference effectively communicate its finite resources to the Fellowship, such as monetary limitations and time limitations?

Communication

17. Keeping a balance between ultimate authority and responsibility and the active, day-to-day functioning of world services means there must be consistent communication among all elements of the structure, groups<>district <> area <>< delegate and Conference <> GSB. Where is the greatest need for improvement in this communication? How can we improve it?
18. Reflecting on Concept Three, is communication from the General Service Board to the delegates and Fellowship clear, consistent, and timely? How can this be improved?
19. How can we better communicate that the Conference process is more than one week in New York? How do the delegates and regional trustees support the yearlong process effectiveness, and how can we improve?

VI. Follow-up:

- a. Following the 2025 General Service Conference, Conference members are encouraged to provide feedback, such as progress on actionable items from the Inventory Report, reports from local discussions, lessons learned, and

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opportunities for improvement, to conference@aa.org. This information will be included in the background for the 2026 General Service Conference and discussed during a full Conference sharing session led by the chair of the trustees' Committee on the General Service Conference. A report from this session will be included in the 2026 Final Conference Report.

- b. Topics of interest from the Inventory Report may be selected for Regional, Local, and Special Forum presentations and workshops, area assemblies and conferences, and other appropriate venues.

**Trustees' General Service Conference Committee
Subcommittee on Inventory Progress Report
July 29, 2023**

At their June 2023 meeting, the trustees' General Service Conference Committee (TGSCC) discussed implementation of the following Advisory Actions of the 73rd General Service Conference:

"In an effort to improve communication, ensure Board policies are reflective of our principles, and reestablish a relationship of trust between the General Service Conference, the General Service Board and the Fellowship of Alcoholics Anonymous, the General Service Board is asked to undertake an inventory prior to the 74th General Service Conference. To assist the Board in this endeavor, the 73rd General Service Conference will establish a working group to aid the General Service Board in formulating possible inventory questions."

"The General Service Conference conduct a thorough inventory of itself during the 2025 General Service Conference and that a Conference Planning Committee be established by the General Service Board to develop a comprehensive inventory plan, timeline and cost estimate, to bring forward to the 2024 Conference Committee on Agenda for consideration."

The TGSCC agreed to appoint an Inventory Subcommittee, consisting of: Cathi C., East Central Regional Trustee, chairperson; Vera F., AAWS Nontrustee Director; Tom H., Southeast Regional Trustee, and Irma V., Western Canada Regional Trustee. The scope of this Subcommittee includes both the GSB Inventory and the GSC Inventory Plan to be considered by the 74th GSC. Work to date has focused on the GSB Inventory.

The TGSCC also agreed that the GSB Inventory working group would include the following voting members of the 73rd General Service Conference:

- 4 Panel 72 Delegates**
- 4 Panel 73 Delegates**
- 3 Trustees*
- 1 Nontrustee Director*
- 1 GSO Staff member.
- 1 Grapevine Staff member.

*Conference Inventory Subcommittee members

**Total of eight delegates, one from each region

An announcement from the interim GSB Chairperson and TGSCC was sent to members of the 73rd General Service Conference, requesting that they notify the Conference

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Coordinator if they were not available to participate in the working group.

As of July 12, 2023, the Subcommittee has completed the following tasks:

- Developed a random selection process to determine which delegates and Staff members would serve on the working group. The selection process ensured that one delegate from each region - four Panel 72 and four Panel 73, and one Staff member each from GSO and Grapevine would be chosen.
- Determined a process and procedures for a virtual meeting of the working group.
- Scheduled a meeting with working group members and invited each to prepare up to three questions for possible inclusion in the GSB inventory.
- Participated in the working group meeting, where members reviewed the forty questions submitted and selected eight for inclusion in the inventory, and four for inclusion with minor clarifications to be completed by the Inventory Subcommittee.

The Subcommittee's next steps include:

- Review questions selected, consider additional sources of potential questions, and prepare recommended set of questions, including the twelve selected by the working group.
- Provide GSB Inventory Plan, including recommended set of questions, to the TGSCC for approval in October 2023. (Final set of questions to be made available upon approval)
- Discuss facilitation of the GSB Inventory, source potential facilitator(s) and make recommendation of a facilitator to the TGSCC in October 2023.
- Compile and distribute Inventory materials, including background and questions, to GSB members.
- GSB Inventory – January 26, 2024.
- Prepare and provide final report/presentation on the GSB Inventory to the 74th General Service Conference.
- Develop 2025 General Service Conference Inventory Plan, including timeline and cost estimate, for consideration by the 2024 General Service Conference Committee on Agenda.



II. Cooperation with the Professional Community: Monday-Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Cooperation with the Professional Community

ITEM A: Review progress report on AAWS LinkedIn page

Secretary's Note: The 2018 Conference Committee on CPC recommended that A.A. World Services, Inc. develop a company page on LinkedIn with goals in mind that included offering a platform where our professional friends can find accurate information about A.A., raise awareness of exhibits staffed by local CPC committees at national and local professional conferences, expand the network of our professional friends, may recommend us and perhaps deepen the pool of Class A Trustee candidates.

Through continued efforts of the CPC desk and the AAWS Communication Services Department, the A.A. LinkedIn page has met the closely monitored cadence and goals of the trustee's CPC/T-A and the Conference committee considerations while carefully exploring ways to maximize the reach on the platform within the guidelines of A.A. Tradition.

Background:

1. LinkedIn Q4 report (Oct. 2022 – Sept. 2023)



LinkedIn Yearly Summary

Quarter 4 2022 – Quarter 3 2023

TOTALS FOR THE YEAR:

- Total page views: 8,660
- Unique visitors: 3,443
- Total followers: 3,261

TOP 3 POSTS (by engagement rate*):

[Are you interested in working at Alcoholics Anonymous \(Posted 1/31/2023\)](#)

Hashtags included: #alcoholicsanonymous #nonprofits #hiringnow #hiring

Impressions: 1,605

Click through rate: 10.4%

Reactions: 57

Reposts: 7

Clicks: 167

Engagement rate: 14.39%

[The Digital A.A. Press Kit \(Posted 10/13/2023\)](#)

Hashtags included: #press #media #nonprofit #AddictionRecovery #addiction

Impressions: 1,030

Click through rate: 5.92%

Reactions: 57

Reposts: 6

Clicks: 61

Engagement rate: 10.87%

[Mental health issues don't have to be a barrier to sobriety \(Posted 5/4/2023\)](#)

Hashtags included: #healthcareindustry #Mentalhealth #mentalhealthmatters #nonprofit

Impressions: 1,221

Click through rate: 5.16%

Reactions: 57

Reposts: 11

Clicks: 63

Engagement rate: 10.73%

*Engagement rate, as calculated by LinkedIn = (Likes+Comments+Shares+Clicks+Follows)/Impressions

Q4 2022 (October – December)

PROGRESS:

- In the fourth quarter of 2023, we posted new information 8 times.
- Employee sweep done by HR in January. There were reported to be 8 profiles removed.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop content calendar, populate backlog of posts and post at least twice a month.
- Continue expanding hashtag research. Work on a timeline with translators to include comparable Spanish and French terms.
 - Direct translation of the English hashtags does not guarantee a large audience.
 - Best practice for hashtags is to include 3-5 per post. If we branch into French and Spanish, recommend no more than 3 per language per post.

CONFIDENTIAL: This is background for the General Service Conference, and as such may be a confidential A.A. document. Distribution is limited to A.A. members. Placement of this material in a location accessible to the public, including aspects of the Internet, such as Web sites available to the public, may breach the confidentiality of the material and the anonymity of members, since it may contain members' full names and addresses.

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- Draft designs to update header banner are in the early, idea stage. CSD Project Coordinator plans to have updated visuals prepared by next quarter.
- Work with CPC and Regional Forums staff coordinators to revise and continue development of language to highlight Regional Forums and their usefulness to professionals. (On hold)

ANALYTICS:

- As of January 3, 2022, we have 2,491 followers. (+222 from last quarter - 2,269)
- Channel stats this quarter:
 - Total page views: 1,692 (-339 from last quarter)
 - Unique visitors 696 7 (-67 from last quarter)

Q 1 2023 (January – March)

PROGRESS:

- In the first quarter of 2023, we posted new information 9 times.
- Employee sweep was done by HR in March. LinkedIn is having issues removing some accounts that are private because they do have account links and are not active on their accounts. These are most likely fake accounts, but they have not verified that yet.
- Discussed highlighting Regional Forums materials with CPC, Regional Forums, and staff coordinators. This effort has been suspended for now due to Regional Forums being geared mostly toward members and potential members with little information focused specifically for professionals.
 - The team believes it is still best for professionals to be invited and brought by a member in service or an informed colleague to avoid confusion at the breadth of topics covered. It is not a full weekend professional event, but if there was a specific session to call out it would help us to provide clear, effective messaging to interested professionals.
- Worked with graphic designer for update to channel banner section.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Work on a timeline with translators for hashtag research to include comparable Spanish and French terms.
 - Direct translation of the English hashtags does not guarantee a large audience.
 - Best practice for hashtags is to include 3-5 per post. If we branch into French and Spanish, recommend no more than 2-3 per language per post.
- CSD Project Coordinator plans to implement an updated profile channel banner in the third quarter of 2023.
- Prepare and send out an email blast to Fellowship highlighting active LinkedIn page.

ANALYTICS:

- As of January 1, 2023, we have 2,931 followers (+325/43.8% increase from last quarter).
- Channel stats this quarter:
 - Total page views: 2,266 (+574/32.3% increase from last quarter)
 - Unique visitors: 899 (+203/28.6% increase from last quarter)

Quarter 2 2023 (April – June)

PROGRESS:

- In the second quarter of 2023, we posted new information 12 times.

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- Employee sweep was done by HR in July. For Q2, HR reported 11 profiles that are being removed. There are about 15 other private profiles that LinkedIn will try to track down. They said they are noticing more and more private profiles connecting to company pages with the increase accessibility of AI.
- Met with Language Services to discuss hashtag research to include comparable Spanish and French terms.
 - Our preliminary research efforts are in English until we can continue discussion of a support plan for French and Spanish hashtags with Language Services.
- Received final graphics for profile banner section.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Hashtag research project is in the Language Services' department's queue and is expected to be worked on alongside the Communications department during the remainder of the year.
- CSD Project Coordinator plans to implement an updated profile channel banner in the third quarter of 2023.
- Prepare and send out an email blast to Fellowship highlighting active LinkedIn page.

ANALYTICS:

- As of June 30, 2023, we have 3,059 followers (+278 increase from last quarter).
- Channel stats this quarter:
 - Total page views: 2,187 (6.3% decrease from last quarter)
 - Unique visitors: 893 (3.1% decrease from last quarter)

Quarter 3 2023 (July – September)

PROGRESS:

- In the third quarter of 2023, we posted new information 8 times.
- Employee sweep was done by HR in October. There are about 30 profiles that have been difficult to trace back because they are "private" (most likely fake). LinkedIn is looking into them to verify they are indeed fake and then will delete them. This is a longer process than just removing a real profile from the company page.
- Updated new image for profile banner.

NEXT STEPS:

- CPC staff coordinator and Communication Services Department will continue to develop the content calendar, populate backlog of posts, and post at least twice a month.
- Hashtag research project is in the Language Services department's queue and is expected to be worked on alongside the Communications department during the remainder of the year.
- Prepare and send out an email blast to Fellowship highlighting active LinkedIn page.

ANALYTICS:

- As of September 30, 2023, we have 3,261 followers (+322 increase from last quarter).
- Channel stats this quarter:
 - Total page views: 2,344 (2.7% increase from last quarter)
 - Unique visitors: 872 (5.6% decrease from last quarter)

2024 Conference Committee on Cooperation with the Professional Community

ITEM B: Review progress report on the development of outward facing pamphlet for mental health professionals.

Secretary's Note: In October 2023, the trustees' Cooperation with the Professional Community/Treatment and Accessibilities (TCPC/T-A) committee, with the assistance of the staff secretary, completed the final interviews with mental health professionals. These interviews were designed to gather preliminary source material for the development of the outward facing pamphlet for mental health professionals.

The materials gathered in these interviews were forwarded to the AAWS Publishing Department following the October 2023 trustees' meeting. This material along with current A.A. literature will be considered in the creation of a draft pamphlet to be delivered to the trustees' committee for further consideration.

Background notes:

Excerpts from the January 28th, 2024 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed the update on the development of the pamphlet for mental health professionals, noting a working title, and the effort across the multiple departments to move this closer to publication. The committee looks forward to a progress report or draft pamphlet at the July 2024 meeting.

Background:

1. Progress report

Progress report on the development of outward facing pamphlet for mental health
professionals submitted to the
2024 Conference Committee on Cooperation with the Professional Community
April 2024

- The 2021 Committee on Cooperation with the Professional Community recommended the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop a pamphlet directed to mental health professionals.
- The initial phase of development consisted of members of the trustees' Cooperation with the Professional Community/Treatment-Accessibilities (TCPC/T-A) Committee along with the staff secretary, interviewing selected mental health professionals who are members of Twelve Step Fellowships. The second round of interviews consisted of professionals who are not members of Twelve Steps Fellowships. The purpose of the interviews was to identify topics that would provide content in developing the pamphlet and additional materials to inform mental health professionals about the Twelve Steps of recovery in Alcoholics Anonymous. The interviews were completed in October 2023.
- At their October 2023 meeting, the trustees' committee on CPC/T-A agreed to forward to the AAWS Publishing Department the results of the interviews conducted by the committee, and the staff secretary, to form an initial draft of the pamphlet.
- In January 2024, the AAWS Publishing Department presented the trustees' CPC/T-A with an update report which included a working title, and a path toward the July 2024 TCPC/T-A meeting where they will present the committee with a progress report or draft pamphlet.

Secretary's note: Following the January 2024 meeting, the staff secretary and AAWS publishing department met to discuss the path to draft the initial language of the pamphlet. Summarizing questions from the interview sessions and responses from mental health professionals with experience incorporating A.A. into their practice with clients and patients who are seeking help with a drinking problem. The topics to be highlighted are based on the 18 interview transcripts with mental health professionals, with the goal to offer suggestions and experiences on:

- *Challenges that mental health professionals face when introducing their clients and patients to the Alcoholics Anonymous program.*
- *Addressing concerns and clarifying misunderstandings that mental health professionals could have about how A.A. can help Alcoholics who have mental health issues.*
- *Referencing Conference-Approved literature and A.A. resources to communicate about specific topics that some A.A. members have dealt with such as trauma, singleness of purpose, and sponsorship.*
- *Approaches to support the different types of areas that mental health professionals work in.*
- *What are A.A.'s limitations when cooperating with the mental health professional community.*

###

2024 Conference Committee on Cooperation with the Professional Community

ITEM C: Review content and format of CPC Kit and Workbook.

Secretary's Note: Kits and Workbooks for CPC, Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate Conference Committees during each General Service Conference. Workbooks and Kits are service pieces. Any suggested changes to their content from the Conference committee are put forth as Committee Considerations rather than recommendations.

Between Conferences, ideas for changes to a Workbook or to the contents of a Kit may be received. These may be reviewed by the appropriate trustees' Committee and implemented, or the trustees' committee may choose to forward an idea to the Conference Committee for review.

The 2023 updates to the CPC Kit are live on the aa.org website. The updates suggested by the 2023 Conference Committee and trustees' Committee to CPC Workbook were forwarded to AAWS Publishing and are currently being translated by the Language Services Department.

Background:

1. CPC Kit available to view on www.aa.org:

ENG: [Cooperation with the Professional Community \(CPC\)](#)

SP: [Cooperación con la Comunidad Profesional \(CCP\)](#)

FR: [Collaboration avec les Milieux professionnels \(CMP\)](#)

2. CPC Workbook (revisions and translations pending) available to view on www.aa.org:

ENG: [Cooperation with the Professional Community \(CPC\)](#)

SP: [Cooperación con la Comunidad Profesional \(CCP\)](#)

FR: [Collaboration avec les Milieux professionnels \(CMP\)](#)

2024 Conference Committee on Cooperation with the Professional Community

ITEM D: Review CPC videos for effectiveness and relevance.

Background notes:

Excerpts from the October 29, 2023 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee discussed ways to update the videos focused for professionals and what approaches should be considered concerning the content, cost, and other factors that would influence the development of new CPC videos.

The committee noted the current language of the videos and asked for consideration to be made to assist in focusing the content for pre-professionals as well as professionals. The committee requested staff explore these suggestions and work with Communication Services and Publishing to bring additional background and an updated report to the January 2024 meeting.

Excerpts from the January 28th, 2024 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed the update on a proposal to revise the three CPC videos on aa.org. The committee requested that the term "pre-professionals" be replaced with "para-professionals" to ensure that we are including those who work alongside the professionals in supporting roles, members of the professional staff, offices, etc. along with students, and other future professionals as part of the target audience. The committee noted the estimated production costs appear reasonable.

The committee agreed to forward to the 2024 Conference Committee on CPC the proposal to revise all three CPC videos.

Current videos:

[A.A. Video for Healthcare Professionals](#)

[A.A. Video for Legal and Corrections Professionals](#)

[A.A. Video for Employment/Human Resources Professionals](#)

Background:

1. Update report.

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**CPC
Item D
Doc. 1**

Trustees' Cooperation with the Professional Community/Treatment-Accessibilities Committee

Discuss effectiveness and relevance of CPC videos currently on aa.org
Update report submitted to the 2024 Conference Committee on Cooperation with the Professional Community
April 2024

Update report:

The Publishing Department produced a summary outlining suggested steps and estimated costs to initiate the update to the three videos.

Creative Concept

- To revise all 3 CPC videos using both stock music/footage.
- The recommended duration for these videos is one to two minutes each, with additional versions of fifteen and thirty seconds of each of the three videos.
- Publishing will make copy changes as part of the revision to reflect current usage across all platforms.
- When possible, applicable assets will be repurposed from the current videos.
- French and Spanish versions will feature dubbed audio.

Budget (all costs estimated)

- | | |
|---|----------------|
| • Video Editing - 6 rounds of Revisions | \$3,000 |
| • Stock Music - Adobe Stock Footage | \$2,000 |
| • Translation - French and Spanish | \$1,100 |

Total production cost: **\$6,100** (estimate)

###

2024 Conference Committee on Cooperation with the Professional Community

ITEM E: Consider a request to develop a pamphlet on the unhoused alcoholic in A.A.*

* 2024 EDW distribution

Background Notes:

Excerpt from the October 28, 2023, trustees' Literature Committee meeting report:

The committee considered a *request to develop a pamphlet on A.A. and the Unhoused Person that specifically addresses alcoholism, what A.A. is and is not; and includes personal stories from A.A. members who have experienced homelessness* and **agreed to forward** to the 74th General Service Conference.

Background:

1. Request to develop pamphlet for the unhoused alcoholic in AA

(1) Submit a clear and concisely worded motion. PAI #43

Consider developing a pamphlet on AA and the Unhoused Person that specifically addresses alcoholism, what AA is and is not; and includes personal stories from AA members who have experienced homelessness.

(2) What problem does this proposed item address?

1. Addresses a growing population with relatively high rates of alcoholism
2. Fills a gap in existing literature
3. Creates an opportunity for AA to begin gathering data and tailor outreach to a community that has perhaps until now been overlooked
4. Reaches out the hand of AA to an underserved remote community
5. Creates a resource for professionals working with this population
6. Allows an unhoused person to see themselves as a member of AA and to know that they're welcome
7. Creates a tool for sponsorship for those working with unhoused individuals
8. Addresses challenges that an individual may encounter with spiritual precepts of the AA program, such as the Seventh Tradition
9. Elucidates accessibility barriers unique to this community that may make regular meeting attendance difficult to sustain
10. Provides guidance to newly-sober unhoused individuals on maintaining their sobriety
11. Creates a space for formerly unhoused AA members to share their experience, strength, and hope

(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.

This agenda item is being proposed by the AA fellowship of Area 40, Montana. It was first proposed by a group who recognized a need in their community within District 41. The group was specifically asked to provide literature for the unhoused to a local shelter and found there was nothing specifically addressing this demographic of people. The group put the idea through to their District and then brought it to a workshop on writing agenda items. The District and the Workshop attendees submitted it for consideration to the Area 40 Fall Assembly. The Area 40 Literature Committee passed the motion within committee and brought it to the floor of Assembly where it passed with substantial unanimity. The motion passed with 64 in favor, 5 opposed, and 6 abstentions.

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

A member of Alcoholics Anonymous (AA) was approached by the executive director of St. Vincent DePaul in Great Falls, Montana requesting a meeting for the unhoused in Great Falls to be hosted by AA at St. Vincent's Angel Room, a location where the unhoused can get food, clothing, hair cuts, showers, and laundry service. The executive director noted that many of the unhoused feel stigmatized by their lack of housing to attend established AA meetings, and many of these meetings are logistically difficult for this population to attend. While deliberating the feasibility of this request, this member of AA researched which AA material would be most appropriate to have at the Angel Room. Much to her amazement, she discovered there is no pamphlet, brochure, or any other type of AA literature specific to the unhoused population. This proposal is to rectify this grievous omission.

Before submitting this item, we reviewed current AA literature and were unable to find any references to the unhoused or homeless, including in any of the following pamphlets:

- From Safety and AA: Our Common Welfare
- Access To A.A. - Members Share On Overcoming Barriers
- Alcoholics Anonymous in Your Community
- Problems Other Than Alcohol
- Do You Think You're Different?

The following articles provide some general background information on the prevalence of homelessness and ways in which alcoholism affects this population. They are included as background material for the committee's consideration.

- Mike Loverde, InterventionHelpline.com, Homeless Alcoholics – A Double Stigma That Can Interfere With Recovery (May 24, 2019), available at <https://interventionhelpline.com/blog/homeless-alcoholics-a-double-stigma-that-caninterfere-with-recovery/>.
- Peter Grinspoon, MD, Harvard Health Publishing, Poverty, Homelessness, And Social Stigma Make Addiction More Deadly (Sept. 28, 2021), available at <https://www.health.harvard.edu/blog/poverty-homelessness-and-social-stigma-makeaddiction-more-deadly-202109282602>.
- AddictionHelp.com, Addiction and Homelessness (April 28, 2023), available at <https://www.addictionhelp.com/addiction/homelessness/>.

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

The hope is that when this item is approved, a pamphlet will be developed for Alcoholics Anonymous and the Unhoused. This pamphlet can be used in both inward and outward facing capacities. Members from the AA fellowship will have the opportunity to share their experience, strength, and hope with being homeless or unhoused as content for the pamphlet. The pamphlet will allow people from the unhoused population to see themselves in and on the front of some of our literature and know that they have a place in AA. Professionals also be able to use this pamphlet as a resource specifically for the unhoused and homeless.

There is an understanding that, in the future, this demographic of people may be addressed within the "Do you think you are different?" pamphlet, and we believe this is needed as a separate and distinct pamphlet not to be buried in the pages of another pamphlet and grouped with other "issues".

(6) Provide a primary contact for the submission.

Kacie N. - Panel 73 Area 40 Montana Delegate

(7) Final comments:

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III. Corrections: Monday - Tuesday

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

Apr 15, 2024 9:00 AM - Jun 23, 2024 11:00 AM EDT

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2024 Conference Committee on Corrections

ITEM A: Consider updated Singleness of Purpose text to replace the existing paragraph in the pamphlet “A Message to Corrections Professionals.”

Background notes:

2022 Conference Committee on Corrections:

The 2022 Conference Committee on Corrections made multiple suggestions for revision and update to the “Corrections Workbook,” including a change to the “Singleness of Purpose” section on page 5.

October 2022 meeting of the Trustees’ Corrections Committee:

The committee requested that the terms “substance abuse” and “chemical dependency” be replaced with “substance use disorder” in the “Corrections Workbook.”

The committee also discussed the importance of consistency as it pertains to all A.A. literature and requested that the secretary forward a memo to the Publishing department and request that they consider updating A.A. literature, where applicable, to replace the terms “substance abuse” and “chemical dependency” with “substance use disorder.”

January 2023 meeting of the Trustees’ Corrections Committee:

The secretary presented to the committee a suggestion from GSO Publishing that when revising the section “Singleness of Purpose,” we remove professional labels to eliminate the need to update the literature as professional terminology changes. The change would be from:

“Some professionals refer to alcoholism and drug addiction as “substance abuse” or “chemical dependency.” Nonalcoholics are, therefore, sometimes introduced to A.A. and encouraged to attend A.A. meetings. Nonalcoholics may attend open A.A. meetings as observers, but only those with a drinking problem may attend closed meetings.”

to:

“Some professionals refer to alcoholics and drug addicts using the same professional terminology. Nonalcoholics are, therefore, sometimes introduced to

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A.A. and encouraged to attend A.A. meetings. Nonalcoholics may attend open A.A. meetings as observers, but only those with a drinking problem may attend closed meetings.”

The committee approved this revision to be applied to the “Corrections Workbook” and the pamphlet “A Message to Correction Professionals,” and agreed that the final wording be decided by Publishing. The staff secretary will send a memo to Publishing requesting this change.

Considering the importance of consistency as it pertains to all A.A. literature, the staff secretary will send a memo to the committee secretaries who have literature items that also contain this paragraph.

December 2023 Interim Meeting of the Trustees’ Committee on Corrections:

The Trustees’ Committee on Corrections reviewed and amended the language provided by Publishing, and agreed to forward the following language to the 2024 Conference Committee on Corrections:

“Some professionals refer to alcoholics and drug addicts as a single group when using professional terminology. Nonalcoholics are, therefore, sometimes introduced to A.A. and encouraged to attend A.A. meetings. Nonalcoholics may attend open A.A. meetings as observers, but attendance at closed meetings is limited to persons who have a desire to stop drinking.”

Additional literature items that contain this paragraph:

Faith Leaders Ask About Alcoholics Anonymous	P-25
A.A. As a Resource for the Health Care Professional	P-23
How A.A. Members Cooperate with Professionals	P-29
If You Are a Professional...Alcoholics Anonymous Wants To Work With You	P-46
Is There a Problem Drinker in the Workplace	P-54
Information on Alcoholics Anonymous	F-2
Treatment Committee Workbook	M-40i
Cooperation with the Professional Community Workbook	M-41i
A.A. Guidelines on Cooperating with Court, D.W.I. and Similar Programs	MG-05
A.A. Guidelines for A.A. Members Employed in the Alcoholism Field	MG-10

Background:

1. [A Message to Corrections Professionals...](#)

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2024 Conference Committee on Corrections

ITEM B: Review content and format of Corrections Kit and Workbook.

Background notes:

Kits and Workbooks for Corrections, CPC, Public Information, Treatment Facilities, and Accessibilities are reviewed by the corresponding Conference Committee during each General Service Conference.

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

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

The Corrections Workbook (M-45i) is contained in the Kit. The content list of the Corrections Kit is available on GSO's A.A. Website (www.aa.org) with hyperlinks to most items listed.

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

Background:

1. Corrections Kit Content List available to view at the links below:

- [ENG](#)
- [FR](#)
- [SP](#)

- [ENG](#)
- [FR](#)
- [SP](#)

2. Corrections Kit (provided to Conference Committee on Corrections members only)

2024 Conference Committee on Corrections

ITEM C: Review the video “Carrying the Message Behind These Walls” for effectiveness, relevance, and intended audience.

Background notes:

From the Trustees’ Corrections Committee — January 27, 2024, meeting report excerpt:

The Trustees’ Committee on Corrections reviewed the Corrections video “Carrying the Message Behind These Walls” for relevance and usefulness. The committee noted that the video addresses multiple audiences over an extended duration; and that shorter, targeted presentations could be more effective.

The Trustees’ Committee on Corrections considered that the videos “A New Freedom” and “A.A. For Legal and Corrections Professionals” address topics and audiences which overlap with the “Carrying the Message Behind These Walls” video.

The Committee agreed to forward to the 2024 Conference Committee on Corrections a suggestion that the video “Carrying the Message Behind These Walls” be reviewed for relevance, effectiveness and intended audience.

Background documents attached:

1. [Carrying the Message Behind These Walls | Alcoholics Anonymous \(aa.org\)](https://www.aa.org)

2024 Conference Committee on Corrections

ITEM D: Consider a request to develop a pamphlet on the transgender alcoholic in A.A.*

*2024 EDW distribution

Background Notes:

Excerpt from the October 28, 2023, trustees' Literature Committee meeting report:

The committee considered a request to develop a pamphlet entitled "Experience, Strength, and Hope: A.A. for the Transgender Alcoholic" and agreed to forward to the 74th General Service Conference.

Background:

1. Proposed Agenda Item (PAI) Submission Form - PAI 30
2. Presentation to Area 06 assembly (2019)
3. "LGBTQ Alcoholics in A.A." pamphlet

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(1) Submit a clear and concisely worded motion. PAI #30

Area 06 (California Northern Coastal) requests that a pamphlet entitled "Experience, Strength and Hope: AA for the Transgender Alcoholic" be produced.

(2) What problem does this proposed item address?

Gender identity and expression is different from sexuality, and the unique barriers of transgender, non-binary, genderqueer, gender-fluid, and gender non-conforming alcoholics could be better addressed in a separate pamphlet.

(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.

This proposal was discussed at Queer Femmes: A Meeting for Trans Women and Queer Femmes of All Genders, a group in Oakland, and then forwarded to the District in Alameda County North, where discussion occurred for the better part of 2018 and passed the District with substantial unanimity. At the suggestion of the Area Chair, members of District 07 waited to present this motion to the Area until the revised pamphlet for the LGBTQ alcoholic (published in 2018) was available for their review. After the pamphlet was published, members of the District strongly felt that there was still a need for a separate pamphlet. The motion was then presented at our Pre-Conference Assembly in California Northern Coastal Area 06 in April 2019. The Area had fruitful discussion over the course of the next two years at four separate assemblies. Because of the pandemic, the discussion stretched over two years. The motion passed with substantial unanimity in April 2021; the vote was 166 in favor, 5 opposed, 13 abstentions. There was no motion to reconsider after the minority opinion. Our Delegate at the time submitted a proposed agenda item, at which point the Trustee's Literature committee discussed the proposed agenda item and took no action. The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conferences, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration. The proposal was submitted again last year, again resulting in no action.

The Area Grapevine/Literature/La Vina sharing session discussed this proposal again this year and requested a sense of the room at our most recent assembly in August 2023 on whether to re-submit this proposal for a third time, emphasizing the continuing need for this pamphlet. The Area voted again with substantial unanimity to submit this proposed agenda item.

Members from several other Areas attended our sharing session and emphasized the importance of producing literature for the trans alcoholic.

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

Attached: Presentation to the Assembly of Alcoholics Anonymous of California Northern Coastal Area 06
April 13th, 2019 by Grace L. from District 07 (Alameda North)

The attached presentation from the makers of the motion outlines it best, but to recap some of the issues unique to this community: restricted access to gender-focused meetings; confusions arising from the informal AA tradition in which men sponsor men, and women sponsor women; lack of access to gender-neutral facilities in AA meetings; for those who transition after getting sober, the informal tradition of resisting "making any big life choices in the first year of one's recovery," which can sometimes sound like an attempt to stop people from transitioning; difficulties of disentangling trans life from alcoholic patterns of action; confusion and sometimes outright hostility concerning trans people's identities and lives; confusion within the Fellowship concerning the nature and purpose of hormone replacement therapy for trans people; gendered language in AA scripts that some trans people find off-putting. Statistics show this community has a higher rate of alcoholism and is more likely to encounter discrimination.

While some in our Area felt current literature was adequate or that this could be addressed through better 12th step work at individual and group level, it was our Area conscience that an ever-growing and strongly expressed need from members of our Fellowship warrants the creation of a separate pamphlet. Pamphlets are inexpensive to produce, serve as invitations to welcome new and potential members, and help educate their sponsors and others.

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

That a separate pamphlet be created for this community, which would also serve to educate the Fellowship, and could be used as a resource for doctors and counselors who refer people to AA. Some stories could also remain in the LGBTQ pamphlet.

We understand that as part of the Conference process, if this were to become an advisory action, the final title could well be different from that in our motion. As always, the goal is to be respectful and inclusive.

(6) Provide a primary contact for the submission.

Eric L. Panel 73 Delegate, CNCA 06

(7) Final comments:

Area 06 strongly emphasized that they were resubmitting this agenda item because the need for a pamphlet continues, and that sexual orientation and gender identity are not the same thing. This was a multi-year discussion that resulted in an informed group conscience.

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Presentation to the Assembly of Alcoholics Anonymous of California Northern Coastal Area 06

April 13th, 2019

Grace L. (District 07)

Dear Fellows,

The primary purpose of the Fellowship of Alcoholics Anonymous is to carry the message of recovery to the alcoholic who still suffers. In order to better fulfill that purpose, our Fellowship has from time to time considered circulating pamphlets addressing particular groups within our communities, whose particular needs or barriers to recovery may need particular address. In assessing whether or not to consider a new group for such a pamphlet, we have often applied the standard of *demonstrated need* that is, we have investigated whether there is a particular need for a pamphlet among the group we are considering addressing. If ever there were such a need, it exists among the group I am addressing today: transgender, transsexual, non-binary, genderqueer, Two Spirit, and gender non-conforming people, whom, for the sake of concision, I will refer to as "trans people." For this reason, on behalf of District 07 it is my privilege to propose to this Assembly that we request that a pamphlet be produced entitled "Experience, Strength, Hope: AA for the Transgender Alcoholic."

The demonstrated need for recovery among our community is strong - indeed, it is far stronger than among other groups that have been the subject of AA pamphlets. There has been a wealth of scientific research published on trans people and alcoholism, and the findings are uniform, trans people experience significantly higher rates of alcohol abuse than the rest of the LGBTQ community, which itself experiences significantly higher rates than heterosexual people. Among LGBT people, the rate of alcohol abuse is 25%; among heterosexual people it is 10%. Among trans people, perhaps in the region of 50%. These statistics do little to convey the struggles that individual trans people have with alcohol - struggles that all of us in this Fellowship can remember well. Perhaps this statistic will do so more clearly: 48% of trans people in the UK have attempted suicide. Trans people are dying of alcoholism every day, and we have a message of recovery that can help.

Alcoholics Anonymous has already registered this material need, and has indeed begun to address it. A recent pamphlet entitled "Experience, Strength, Hope: LGBTQ Alcoholics in AA" contained moving and inspiring stories from trans alcoholics in recovery. Says Chris, a trans man quoted in that pamphlet, "I had always known that I was in the wrong body, and alcohol helped push that thought to the recesses of my mind. It was hard living a lie and pushing the masculinity bar further and further to fit in with what society told me I had to be. But like I said, alcohol helped

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me live a lie.” (p 14) Chris's words resonate with many recovered trans people in our community, for whom alcohol served just such a purpose. Moreover, a recent note in “Box 459: News and Notes from the General Service Office of AA,” a couple of fellows, Jesse and David, talk about

their experiences as trans people in recovery. Yet Jesse also puts his finger on an important issue: “although Jesse appreciates the LGBTQ pamphlet, he still feels there should be one specifically created for transgender and gender-non-conforming members.” (Winter 2018, p.2) Jesse is right.

Since District 07 began discussing the possibility of a trans pamphlet in early 2018, we have conducted research to determine the particular barriers that trans people face when trying to access recovery. We believe that, at present, the best way to address these issues is through the creation and circulation of a new pamphlet. Those issues are: confusion within the Fellowship concerning the nature and purpose of hormone replacement therapy (HRT) for trans people, usually testosterone (a controlled substance) for men, and estrogenating hormones for women; restricted access to gender-focused meetings - e.g., women's meetings in which trans women are welcomed; men's meetings in which trans men are welcome; confusions arising from the informal AA tradition in which men sponsor men, and women sponsor women. Trans people seeking recovery may either find such principles to be inappropriate, or (especially for those people who are trans but not male or female) inhospitable; lack of access to gender-neutral facilities in AA meetings and Fellowships; for those of us who transition after getting sober, the informal tradition of resisting “making any big life choices in the first year of one's recovery,” which can sometimes sound like an attempt to stop us from transitioning; for those of us who were already out when in active addiction, the difficulties of disentangling trans life from alcoholic patterns of action; confusion and sometimes outright hostility concerning trans people's identities and lives; gendered language in AA scripts that some trans people find off-putting.

None of these problems is, alone, insurmountable and I stand before you with my trans siblings in recovery to attest that we are here, and we do recover. The point is that these are barriers that impede our ability, as a Fellowship, to carry the message to the alcoholic who still suffers. And we have an opportunity to alleviate those conditions, and to demonstrate to trans people that AA is a place where they belong.

Over the last two years, a number of meetings focused on trans people have emerged in the Berkeley and Oakland area, as trans people have come together to save our own lives. My own home group is the meeting for “Trans Women and Queer Femmes of All Genders,” which meets at the Rockridge Fellowship at 8pm every Tuesday; other groups for all trans people, as well as special groups for trans masculine people, exist in our area. We are active members in service to our local Fellowship, and we are each of us profoundly grateful for the gift that AA has given us, the gift of a power greater than ourselves that can restore us to sanity. For some of us, myself included, the sanity my higher power had in mind for me was a gender transition—a difficult, costly,

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and frightening step that I took with the support of a caring sponsor and many loving Fellows. We bring you this motion with gratitude in our hearts.

There are at present 1.5 million trans people in the United States alone, and the rates of alcohol addiction among that group are extremely high. That community is proportionately under-represented among our Fellowship. Our primary purpose here is clear: let us produce a pamphlet, and carry the message of a spiritual solution directly to trans alcoholics, living and dying of alcoholism today.

Grace L. (Berkeley, CA)

Background notes:

The content listing for the pamphlet P-32 “LGBTQ Alcoholics in A.A.” on aa.org says:

Thirteen LGBTQ alcoholics chronicle their experience before and after joining Alcoholics Anonymous, and how – despite their trepidations about A.A. – they discover that the tie that binds us all together is freedom from alcohol. Includes stories by recovering alcoholics who self-identify as lesbian, gay, bisexual, trans and transitioning, and queer.

Background documents attached:

1. [LGBTQ Alcoholics in A.A. | Alcoholics Anonymous \(aa.org\)](#)
2. [SP – Los Alcohólicos LGBTQ en A.A. \(aa.org\)](#)
3. [FR - Les alcooliques LGBTQ des AA](#)

2024 Conference Committee on Corrections

ITEM E: Review progress report on updating A.A. Service Material to better carry the message to alcoholics with intellectual or information-processing challenges, communication challenges and diverse neurological abilities.*

* 2024 EDW distribution

Background Notes:

From the October 29, 2023, Meeting of the trustees' Committee on CPC/Treatment and Accessibilities:

The committee reviewed a report on the service materials that could be updated to address members with intellectual or information-processing challenges. The committee suggested reaching out to ICYPAA for an archive recording of their workshop on A.A. members and neurodivergence. The committee agreed to forward the report to the 2024 Conference Committee on Treatment and Accessibilities.

2023 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee discussed carrying the message to alcoholics with intellectual or information-processing challenges, communication challenges and diverse neurological abilities, and suggested that:

- The trustees' CPC/TA Committee review accessibility-related service material and consider updating it with new shared experience on this topic.
- The A.A. Grapevine consider publishing an issue dedicated to the experiences of people with intellectual or information-processing challenges, communication challenges and diverse neurological abilities and those who sponsor them.
- The trustees' Literature Committee consider revising the pamphlet "Questions and Answers on Sponsorship" to add language on working with alcoholics with intellectual or information-processing challenges, communication challenges and diverse neurological abilities.

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Secretary's note: We are seeking guidance from the Conference Committee on Treatment and Accessibilities on next steps for communication with this demographic. Some questions include:

- What publication formats communicate best to those with neurological diversity?
 - What's the best way to gather shared experience from this demographic in our Fellowship?
 - What service material/committees most likely intersect with this demographic?
-

Background:

1. List of service material that could be updated to reflect the experiences of neurodiverse members and those with perceptual/learning differences: autism spectrum/ dyslexia/ADD/ ADHD and other cognitive impairments.

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Service material that could be updated to reflect the experiences of neurodiverse members and those with perceptual/ learning differences: autism spectrum/ dyslexia/ADD/ ADHD and other cognitive impairments:

Accessibilities Workbook
Treatment Workbook
F-107 Serving All Alcoholics - Making the A.A. Message Accessible
MG-13 A.A. Guidelines on Sharing the A.A. Message with the Alcoholic Who Is Deaf
MG-16 A.A. Guidelines on Accessibility for All Alcoholics
New Remote Communities Guidelines
Loners Internationalists Correspondence Service
SMF-208 Accessibilities Checklist for Meetings and Groups

Some other materials (not under TA purview) that might be considered for updating:

- MG-4 Conferences, Conventions, Roundups
- SMF-126 Presentation: What A.A. Is and What It Is Not (to Treatment Administrators and Staff)
- SMF-128 Presentation: What is A.A. and What It Is Not (to Treatment Clients)
- SMF 209 Safety in A.A.: Our Common Welfare
- SMF 142: Sharing experience on Approaching New People referred to A.A. by Treatment Facilities
- SMF 174 Sharing DCM to DCM
- SMF 110 Sponsorship
- F-4 Where do I go from here?

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IV. Finance: Monday - Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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* 2024 EDW distribution

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2024 Conference Committee on Finance

ITEM A: The General Service Board should develop supplemental reporting focused on the actual costs of the various service items we provide, with an initial draft being brought back to the Conference Committee on Finance for review at the 75th General Service Conference.

Background:

1. Proposed Agenda Item (PAI) Submission Form - PAI 41
2. Memorandum from Trustees Finance and Budgetary Committee to Conference Finance Committee

(1) Submit a clear and concisely worded motion. PAI #41

The General Service Board develops supplemental reporting focused on the actual costs of the various service items we provide, with an initial draft being brought back to the Conference Committee on Finance for review at the 75th General Service Conference.

These reports should include information such as:

- Budgeted cost
- Any changes to the budgeted cost
- Estimated total cost

Additionally, the relevant parts of the new report(s) would be included as background information for any agenda item listed in the report(s).

(2) What problem does this proposed item address?

The intent is to provide better insight as to what our various services cost and better inform the fellowship of where our contributions are being spent.

As we begin to increase our creation of online materials (podcasts, apps, Instagram accounts, etc.), they come with more long-term costs such as server fees, development costs as platforms evolve, and ongoing content creation, to name a few, and this will only increase over time. While these tools have wide popularity amongst the fellowship, many of them, such as The Meeting Guide app, are free but can come with significant costs.

(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.

I am submitting this on behalf of Area 47 Central New York, which passed it unanimously at our assembly on June 11th.

- Christopher M. Area 47 Delegate

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

As we begin to increase our creation of online materials (podcasts, apps, Instagram accounts, etc.), they come with more long-term costs such as server fees, development costs as platforms evolve, and ongoing content creation, to name a few, and this will only increase over time. While these tools have wide popularity amongst the fellowship, many of them, such as The Meeting Guide app, are free but can come with significant costs.

**(4) Provide background information that describes and supports the reasoning for the proposal.
List background material(s) included with the proposal:**

As we begin to increase our creation of online materials (podcasts, apps, Instagram accounts, etc.), they come with more long-term costs such as server fees, development costs as platforms evolve, and ongoing content creation, to name a few, and this will only increase over time. While these tools have wide popularity amongst the fellowship, many of them, such as The Meeting Guide app, are free but can come with significant costs.

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

If approved, new reporting would be developed to communicate better the costs of the services being provided to the fellowship.

Additionally, the relevant parts of the new report(s) would be included as background information for any agenda item listed in the report(s).

(6) Provide a primary contact for the submission.

Christopher M.
Area 47 Panel 73 Delegate

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(7) Final comments:

Another Area opted to discuss this PAI to provide some more information that may be of potential benefit. They did not have their assembly until after Area 47 held our vote, so I'm including their input here. (They were clear from the start that they would not be voting on it simply because they were not involved in its creation)

- Revenue #s for items we sell (and identify "free" items, perhaps separate sections priced items vs. free items)
- Reporting on the item's origin (advisory action, staff idea, board decision, etc.)
- Reporting on any draws from the reserve fund for any item (both historical and prospective)

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Memorandum

November 29, 2023

To: 74th General Service Conference

From: Zenaida Medina, Secretary to Trustees Finance and Budgetary Committee

Re: Proposed Agenda Item 41

At its October 29, 2023 meeting, the Trustees Finance and Budgetary Committee (TFC) of the General Service Board (GSB) considered Proposed Agenda Item (PAI) 41, a request that the GSB develop supplemental reporting focused on the actual costs of various service items, with an initial draft being brought back to the Conference Committee of Finance (CFC) for review at the 75th General Service Conference. The Committee agreed to forward this PAI to the 74th General Service Conference.

The TFC requests that the CFC consider:

- Which service items to report on
- The frequency of reporting (quarterly or annual)
- The level of detail reported (summary or line item)

Suggestions for service items to report on include but are not limited to:

- Development of certain new literature titles
- Cost of certain capital projects such as software, app, and website development
- Maintenance cost of software, apps, and website
- International services

Background

The following service costs are currently reported to the General Service Conference as part of the audited financial statements, which are also available upon request to any member of the Fellowship:

- Literature Development and Distribution
- Communications
- Group Services
- Public Information
- Cooperation with the Professional Community
- Treatment/Accessibility
- Correctional Facilities
- Loners and Overseas Services
- General Service Conference
- Regional Forums
- Archives
- Nominating
- World Service Meeting
- Grapevine

- La Viña

Thank you.

cc: Robert Wilcox, General Manager
Diana Lewis, Conference Coordinator

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2024 Conference Committee on Finance

ITEM B: Review Self-Support Packet.

Background: Self-Support Packet Contents

1. [Self-Support Card](#) (F-42)
2. [Self-Support: Where Money and Spirituality Mix](#) (F-3)
3. [The A.A. Group Treasurer](#) (F-96)
4. [A.A Guidelines on Finance](#) (MG-15)
5. [Your Seventh Tradition Contributions Flyer](#) (F-203)
6. AAGV/La Vina Self-Support Flyer (F-230)
7. Birthday Contribution Envelope (F-5)

AA GRAPEVINE

FIN
Item B
Doc. 6

Supported Solely By Your Participation

WE'RE SELF-SUPPORTING

The AA Grapevine strives to be self-supporting through the sale of the magazine and related items. An important part of self-support at all levels (individual, group, district, area) is to subscribe and purchase other materials to assure the Grapevine and La Viña continue to carry the message of Alcoholics Anonymous.

As stated in the AA Service Manual

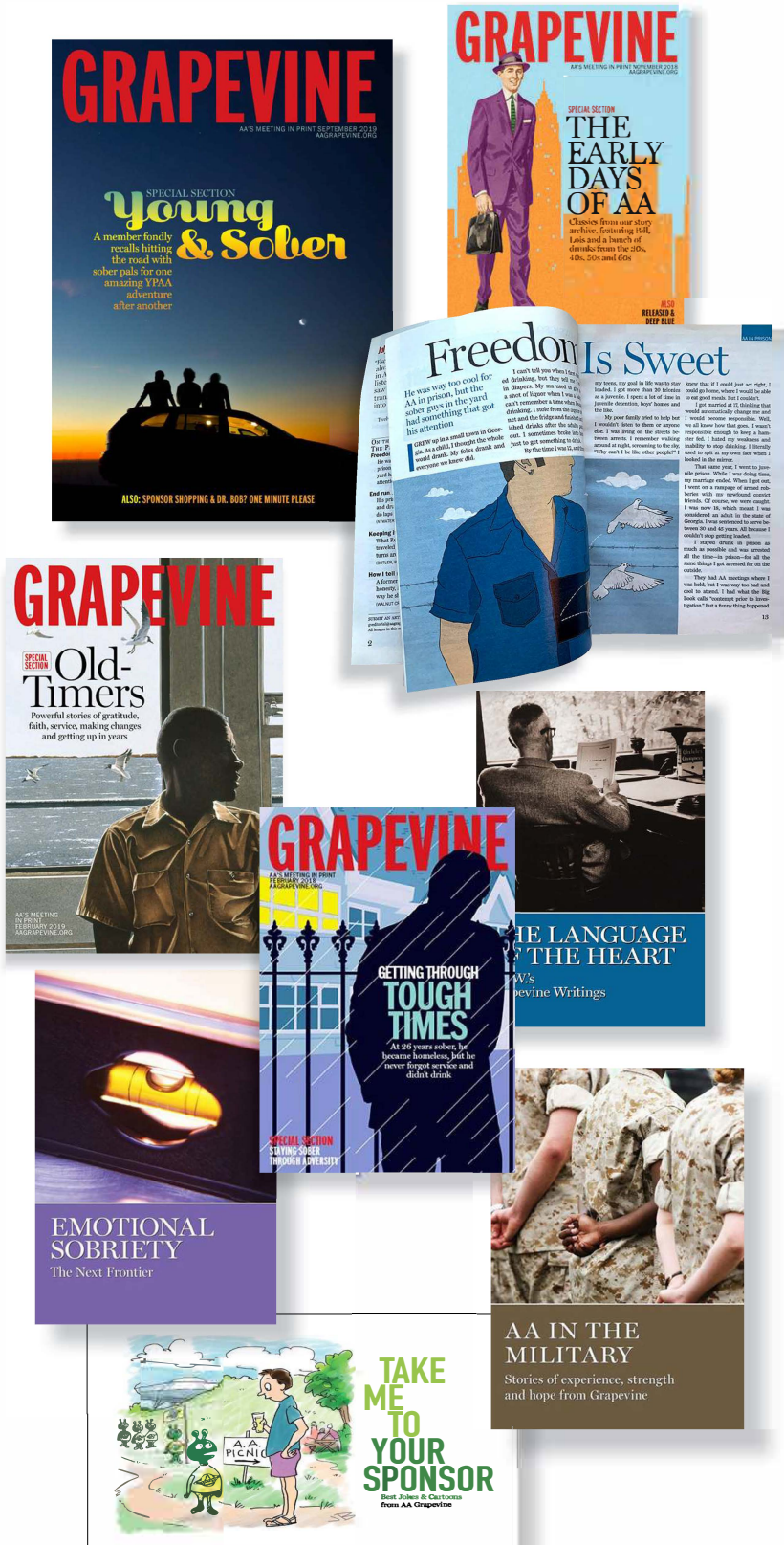
'AA Grapevine Inc.'s goal is to be supported by revenues from the purchase of subscriptions and other content related items. In contrast to G.S.O., where group contributions are applied to support group services, AA Grapevine, Inc., does not accept contributions from individuals or groups. Nor does it accept revenue from ads or membership fees. AA Grapevine, Inc. relies on A.A. groups, committees, and individual members who value Grapevine and La Viña in their recovery and in their Twelfth Step work to purchase subscriptions. After all,' as Bill W. once wrote, 'the Grapevine is to be their Voice — their newspaper. I am quite sure they will support it.'

WE'RE CONFERENCE APPROVED

As Bill W. expressed in his letter to Royal Shepherd in June 1946, "The Grapevine will be the voice of the Alcoholics Anonymous movement." In 1986, the General Service Conference officially recognized Grapevine as the International Journal of Alcoholics Anonymous.

EACH ISSUE of Grapevine is filled with stories of recovery and hope written by members of AA and, on occasion, by friends of AA. The stories are direct and personal, and as varied as the fellowship itself. Grapevine writers come from all walks of life and every generation and geographic area. Each month we offer a current, ongoing view of our beloved fellowship!

Visit us at
www.aagrapevine.org



Congratulations!

We celebrate your sobriety and are grateful for contributions such as yours that help support the services G.S.O. provides to members and groups throughout the U.S. and Canada. Your contribution helps ensure that the A.A. message is available anytime, anywhere — to those who reach out for help. Some members contribute \$1, \$2 or even \$5 a year for each year of sobriety. Whatever the amount you may choose, we thank you for your participation in A.A.'s Seventh Tradition of self-support!

(Please note that per A.A.'s 2018 General Service Conference, individual contributions may not exceed \$5,000 per year.)

MEMBERS CAN ALSO MAKE A CONTRIBUTION ONLINE AT WWW.AA.ORG

FOLD HERE

In keeping with A.A.'s Seventh Tradition of self-support, we accept contributions only from A.A. members.

☐

I am a member of A.A.

PLEASE PRINT

Contributor _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____

Email address _____ Daytime phone _____

Group Name _____ Group ID Number (if you know it) _____

Credit Card Information

First Name _____ Last Name _____

Card Number _____ Expiration Date _____ Amount _____

Billing Address _____ City _____ State/Province _____

Zip/Postal Code _____ Country _____ Phone Number (_____) _____

Contributions to the General Service Board may be tax deductible in the US and Canada.

**FIN
Item B
Doc 7**



2024 Conference Committee on Finance

ITEM C: Review progress report reflecting shared experience from the Fellowship reflecting on possible future changes to literature written by A.A.'s founders.*

+Carryover from a previous EDW plan

Background note:

In response to a Committee Consideration from the 73rd General Service Conference suggesting that the trustees' Literature Committee *seek input from the Fellowship (including but not limited to Area delegate feedback) regarding any possible future changes to literature written by A.A.'s Founders*, the trustees' Literature Committee met to discuss and subsequently developed a list of suggested questions for discussion. The list was distributed to all Conference Delegates with the anticipation that the Area Delegates would schedule discussions within their Areas, utilizing the proposed questions to help inform the discussions.

Excerpt from trustees' Literature Committee January 27, 2024 Meeting Report

As of January 25, a total of 1,171 responses have been received via online and postal mail. The breakdown by region:

Online (region/area unknown)	2
East Central	80
West Central	15
Western Canada	6
Eastern Canada	1
Southeast	264
Northeast	154
Pacific	247
Southwest	94
International*	35

**Received a response explaining that the correspondence was directed to members in the U.S./Canada structure*

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CONFIDENTIAL: 74th General Service Conference Background

It was noted that approximately 2/3rds of the responses came from individual members, with the remaining representing sharing from group, district, or Area discussions.

The committee discussed and agreed to develop and distribute another letter to be sent to the Fellowship to clarify the intent of the original letter (e.g., designed to help inform area discussions — through Conference process/delegates, not a survey). The committee also discussed and agreed to distribute to the Regional Trustees the sharing received to date so that they can distribute to the respective Area delegates.

Background:

1. Sharing on Founders Writings - Proposed Questions, Document from the Trustees' Literature Committee (November 2023)
2. February 2024 Correspondence from Trustees' Literature Committee

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General Service Office of Alcoholics Anonymous

475 Riverside Drive, 11th Floor, New York, NY 10115 / Telephone: (212) 870-3400

November 13, 2023

**Please direct all
communications to:**

P.O. Box 459
Grand Central Station
New York, NY 10163
Fax: (212) 870-3003

Dear Trusted Servants:

A.A.'s Co-Founder, Bill W., in his 1953 address to the General Service Conference, stated that he did not consider himself the author of *Alcoholics Anonymous*, the Big Book (*Our Great Responsibility*, p. 92). He also alluded to the fact that in the various A.A. literature published prior to his passing, he borrowed heavily from other sources, and that other A.A. members made significant contributions.

On the other hand, addressing the historical context of some of the writings of our Founders, many members in our Fellowship have expressed strong sentiment against any changes in the first 164 pages of *Alcoholics Anonymous*, the Big Book, as well as the Preface, the Forewords, The Doctor's Opinion, Doctor Bob's Nightmare, and the Appendices. In fact, as early as 1995 and most recently in 2022, Advisory Actions designed to protect the above-referenced contents have been passed by the General Service Conference.

In response to a Committee Consideration from the 73rd General Service Conference suggesting that the trustees' Literature Committee *seek input from the Fellowship (including but not limited to Area delegate feedback) regarding any possible future changes to literature written by A.A.'s Founders*, the trustees' Literature Committee agreed it would be beneficial to gather shared experience from the Fellowship regarding this topic.

We would like to hear from you — the top of the triangle! While we hope that the suggested questions will help to spark thoughtful sharing and discussion, please feel free to add questions that we may not have thought of that you feel may best inform the discussion. Most of all, we are grateful for and thank you for your participation.

In fellowship,

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The trustees' Literature Committee (2023-2024)

Attachment: Suggested Questions

HOW SHOULD WE TREAT A.A. FOUNDERS' WRITINGS?

SUGGESTED QUESTIONS FOR DISCUSSION

1. Do you think that A.A. Founders would object to or embrace revisions to their writings? If yes, why? If not, why?
2. Do you think the Founders' writings are effective in reaching new members? If not, what measures do you think can be taken to resolve this issue?
3. What reasons would you consider for changing our Founders' writings?
4. How do you feel about changing A.A. Founders' writings to replace outdated references?
5. What suggestions do you have for preserving the Founders' writings, along with keeping pace with our current A.A. Society and its future?
6. Should there be a special Conference process for approval of changes to our Founders' writings? (e.g., super, or qualified majority – 75%, and/or two-year consideration process.)
7. What additional ideas, thoughts, or suggestions can you share about changing or not changing the Founders' writings?

Note: Please be as concise as possible in your responses to the questions.

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###

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Alcoholics
Anonymous®
www.aa.org

General Service Office of Alcoholics Anonymous

475 Riverside Drive, 11th Floor, New York, NY 10115 / Telephone: (212) 870-3400

Please direct all
communications to:

P.O. Box 459
Grand Central Station
New York, NY 10163
Fax: (212) 870-3003

February 7, 2024

A TENTH STEP FROM THE TRUSTEES' LITERATURE COMMITTEE

We appreciate and thank all who took the time to discuss the “proposed” questions and provided sharing. However, we realize that for the vast majority, our correspondence was unclear as to its intent and that caused confusion. We apologize for this confusion.

The November 13, 2023, correspondence enclosing “proposed” questions was not intended to be a “survey.” Instead, we hoped the questions would spark discussions at the local level. And that the local sharing would be provided to the Area Delegates.

However, in a subsequent meeting with the delegates, it was stated that the sharing could be forwarded to the General Service Office. As a result, many in the Fellowship sent us individual letters relating their viewpoints on the matter.

We realize now that this invitation confused matters and inadvertently circumvented the Conference process wherein the Area Delegates bring to the Conference the sense of their respective Areas.

We have gathered the sharing received and will provide this sharing to the regional trustees who will in turn distribute to the Delegates in their Region. You may be interested to know that there is a sharing session planned for this year’s General Service Conference on this very topic — “How Should We Treat Writings by A.A.’s Founders.” To be clear, this is just a sharing session — not a voting or policy making discussion.

While we admittedly missed the mark with the November 13 correspondence, one silver lining is that members are discussing this important subject. We hope you continue to discuss in your local areas and connect with your Area Delegate. For more information about the Conference process and how we work together “to help the alcoholic who still suffers,” you may want to access the pamphlet “Circles of Love and Service” <https://www.aa.org/circles-love-and-service>.

With gratitude for your service and participation.
The Trustees’ Literature Committee (2023-2024)

Conference Committee on Finance

ITEM D: Review video “Hope: Alcoholics Anonymous” for effectiveness and relevance*

* 2024 EDW distribution

Background Notes:

From the October 29, 2023, Meeting of the trustees’ CPC/Treatment and Accessibilities Committee:

The committee reviewed video “Hope: Alcoholics Anonymous” as part of their regular review of material under the purview of Treatment and Accessibilities. The committee agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities the video “Hope” for discussion on its’ effectiveness and relevance.

2011 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee considered removing one line of dialog from the video “Hope: Alcoholics Anonymous” and took no action. The committee requested instead that the trustees’ Committee on CPC/Treatment and Accessibilities review the entire script of the video, taking into consideration concerns expressed by the Conference Committee, and return a progress report to the Committee at the 2012 Conference.

2009 Treatment and Accessibilities Advisory Action:

It was recommended that the revised video “Hope: Alcoholics Anonymous” be approved.

Background:

1. Evaluation tool – “Hope: Alcoholics Anonymous” video
2. “Hope” video <https://www.aa.org/Hope-Alcoholics-Anonymous>

Evaluation Tool

To help determine the effectiveness and relevance of the video “Hope: Alcoholics Anonymous,” which has been a part of the Treatment kit (the current version was approved by the 59th GSC), please consider the following:

1. Is information included in the video up to date? For example, have the ways to find AA changed? (note: avoid referring to phone books for example)
2. Does the video include slogans or tag lines? Are they up to date?
3. Does the video convey a message the organization is currently looking to get across?
4. Consider the value of having the message presented in a fresh, new way. Does the age of the video diminish its value?
5. Are issues discussed in the video timely or dated (are past events like Olympics or Presidential Campaigns mentioned?)
6. Do scenes portray real world issues/current state of society, or do they seem far-fetched?
7. Do scenes appear dated (hairstyles, clothing, way of speaking, etc.)
8. Does the video production value hold up?
9. Does video reach a wide audience demographic, or does it appear to reach a more targeted audience?
10. Is the call to action and contact information on the video still current, and correct?

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V. Grapevine and LaViña: Monday - Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Grapevine and La Viña

ITEM A: Review AA Grapevine Workbook.

Background notes:

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.

Attachments:

1. 2024 Office Report
2. Grapevine Workbook (mailed to committee members only; available online at www.aagrapevine.org)
3. La Viña Workbook (mailed to committee members only; available online at www.aalavina.org)

2024 Office Report

AA Grapevine Workbook

The updated AA Grapevine Workbook was posted on the AA Grapevine website in January 2024. It can be found on the “Get Involved” page under “Rep Resources.” The new Workbook was streamlined recently to make it easier to use and more helpful for Grapevine reps. The content was updated to expand on shared experience and how to use Grapevine and La Viña as a recovery tool. 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 recently translated into Spanish for La Viña reps and Spanish-speaking members. You can find it on the La Viña website.

2024 Conference Committee on Grapevine and La Viña

ITEM B: Consider the list of suggested AA Grapevine book topics for 2025 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.

Attachments:

1. Staff Report for 2025
2. List of Conference approved titles for Grapevine and La Viña
3. AA Grapevine Catalog (mailed to committee members; online at www.aagrapevine.org)

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**Staff Report
AA Grapevine Items
Suggestions for production in the year 2025 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.

Prayer & Meditation II (working title) (GV book)

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

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.

Sober Holiday Stories (working title) (GV book)

A helpful book where members share about the joys and challenges of staying sober through the many holidays of the year.

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.

Dating & Relationships (working title) (GV book)

Members share stories about learning how to date in sobriety and/or how their relationships have changed since they've been in AA awhile.

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

4.

Lo Mejor de La Viña III (Best of LV III) (working title) (La Viña book)

The stories demonstrate the various ways members get active in AA to stay sober, carry the message and live useful and rewarding sober lives.

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

5.

En las prisiones (Jails and institutions) (working title) (La Viña book)

Stories by sober Hispanic members who have experienced AA in prison. Alcoholics finding AA in prison, helping one another, and carrying the message into prisons.

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

6.

La derrota (Surrender) (working title) (La Viña book)

AA members share what helped them get sober, surrender and handle their new lives of recovery.

CONFIDENTIAL: 74th General Service Conference Background

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 of 3

CONFIDENTIAL: 74th General Service Conference Background

As of June 2023

PAST CONFERENCE-APPROVED AAGV BOOK IDEAS (TO POSSIBLY PRODUCE):**APPROVED GV BOOK IDEAS**

Voices of Long-Term Sobriety II

Accessibilities (formerly Special Needs)

Inclusiveness (Diversity) in AA

Gratitude

Mid-Sobriety Challenges

How I found My Higher Power

Steps 4 & 5

All About GV Reps (doing service with GV & LV)

AA & Families

The Early Days of AA (40s, 50s, 60s -AA's earliest days)

Getting Involved in General Service

AA's Twelve Concepts

Best of Dear Grapevine

Book for Newcomers

GV Cartoon Book III (passed in 2023)

Emotional Sobriety III (passed in 2023)

1 of 2

APPROVED LV BOOK IDEAS:

Stories from LV Workshops

Carrying the Message into Institutions

Hispanic members Doing Service in AA

Surrender & Hope

Best of La Viña II

Prayer & Meditation

How We Came to Believe (passed in 2023)

Voices of Oldtimers (passed in 2023)

Spiritual Awakenings (translated GV book)

2024 Conference Committee on Grapevine and La Viña

ITEM C: Discuss the cost effectiveness of continuing to print La Viña.

Background notes:

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 bimonthly 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 A.A. 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 A.A. 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 A.A. Grapevine resources in order to achieve efficiencies in production and distribution.

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

CONFIDENTIAL: 74th General Service Conference Background

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

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 A.A. 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 Grapevine magazine that would significantly reduce the La Viña deficit.

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

- The committee reviewed the A.A. 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 A.A. Grapevine for review.

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

CONFIDENTIAL: 74th General Service Conference Background

- The committee reviewed the A.A. 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 A.A. Grapevine Board's suggestion to develop and implement a communication plan that utilizes (but is not limited to) A.A. 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. PAI #103 Submitter Form
2. AA Grapevine Office Report on La Viña

2024 Office Report
La Viña Finances

This is a review of La Viña magazine circulation, revenue, costs and the contribution from the General Service Board over the past 6 years, and the corresponding budget for 2024. Note that La Viña's circulation peaked in 2019, but then dropped dramatically in 2020 during the COVID-19 pandemic. The COVID shutdowns hurt circulation in 2021 and 2022 as well. A rebound has been slow, but circulation did improve in 2023 and we expect that trend to continue. *The column "Other Revenue" refers to La Viña books and other items from the catalog. The budget for 2024 shows improved circulation and a reduction in costs and GSB contribution.

Year	Circulation	Magazine Revenue	Other Revenue*	Costs	GSB Contribution
2018 Actual	9,635	65,343	15,392	229,202	148,467
2019 Actual	10,150	68,338	15,749	373,401	288,594
2020 Actual	6,435	21,831	12,425	426,881	252,080
2021 Actual	6,415	24,159	17,005	429,810	388,646
2022 Actual	6,685	96,151	59,710	714,086	636,604
2023 Reforecast	7,281	109,000	100,754	865,144	754,451
2024 Budget	7,836	115,187	101,304	688,373	569,512

**General Service Conference (G.S.C.)
Proposed Agenda Item Submission Form**

(1) Submit a clear and concisely worded motion.

That the Conference review the overall cost effectiveness of continuing to print La Vina and whether the ongoing annual financial loss from continued publishing of La Vina is sustainable.

(2) What problem does this proposed item address?

The financial loss that is absorbed annually from the La Vina publication

(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.

I am submitting this PAI on my own after reviewing the Financial Reports over the last five years.

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

In the final financial report for 2022 it states that La Vina experienced a loss of \$670K. In June 2023 the Q2 financials show that La Vina is currently at a net loss of \$343K. This tracks that to be a more substantial loss than 2022. In a year where our financial state is tight absorbing another loss of this magnitude may no longer be prudent. In 2021 the loss was \$429K. In 2020 the loss was \$385K. In 2019 the loss was \$329K. In 2018 the loss was \$72K. In 2017 the loss was \$62K. Each of these amounts are from the final financial reports released by the General Service Board.

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

CONFIDENTIAL: 74th General Service Conference Background

The intended outcome is that the General Service Conference would, in the spirit of good stewardship, be willing to assess the cost effectiveness of continuing to print La Vina. And consider that there may be other avenues to reach the intended audience for La Vina that are more financially appropriate.

(6) Provide a primary contact for the submission.

Laura B.
Home Group: Hopeful Agnostics Big Book Study
District 13
Area 68
Southwest Region

(7) Final comments:

I believe in the usefulness of La Vina as I do in the usefulness of the Grapevine. I am not necessarily in favor of discontinuing the magazine but believe the continued increased loss annually deserves the Conference's full attention and hopefully an informed group conscience decision based on the principle of good stewardship.

Submit completed forms to the GSO Staff Member on the Conference Desk:

EMAIL: Conference@aa.org

POSTAL MAIL:

Attn: Conference Desk
General Service Office
P.O. Box 459
Grand Central Station New
York, NY 10163

Updated 7/22

2024 Conference Committee on Grapevine and La Viña

ITEM D: Explore the services provided by AA Grapevine and how they should be funded.

Background notes:

Past Conference Advisory Actions and Committee Considerations:

1987: It was recommended that the Grapevine staff be responsible for communicating updated information to the delegates at appropriate intervals regarding editorial, circulation/fulfillment, and financial matters.

1988: It was recommended that the committee reaffirmed the 1987 Conference Advisory Action number 29: "The Grapevine staff be responsible for communicating updated information to the delegates at appropriate intervals regarding editorial, circulation/fulfillment, and financial matters," in order to keep these lines of communication open.

1993: Committee Consideration: The committee discussed the Grapevine's history of self-support and wanted to reestablish focus on the magazine and to affirm the desire that the magazine be self-supporting through subscription income only.

1994: It was recommended that all AA members be strongly urged to work toward the goal that the AA Grapevine magazine be self-supporting through the sale of magazine subscriptions.

2008: Committee Consideration: The committee discussed the Grapevine's legacy of self-support and encouraged the A.A. Grapevine, Inc. to uphold that legacy.

2009: Committee Consideration: The committee supported the spirit of communication between the Grapevine Board and Conference members, as recommended in 1987 and reaffirmed in 1988 that: "The Grapevine staff be responsible for communicating updated information to the delegates at appropriate intervals regarding editorial, circulation/fulfillment, and financial matters."

2011: The Committee recommended that, in the spirit of being self-supporting while also protecting our Traditions of attraction, anonymity, and non-affiliation, A.A. Grapevine be permitted to utilize digital channels and current (commissionable) support and distribution technologies, such as, but not limited to, smart phones, tablets, e-readers, applications and commissioned online stores for the sale and distribution of magazines, books and products. The committee requests that the Board ensure that all contracts protect our Traditions, with the option to discontinue any and all contracts at any time. The Committee requests that a status and financial report be submitted to the 2012 Grapevine Conference Committee.

The Committee reviewed a request for discussion on how to best support the Grapevine magazine and recommended that the A.A. Grapevine Board, in consultation with the A.A. World Services Board and under the guidance of the General Service Board chairman, continue to investigate what efficiencies and objectives can be accomplished by combining services and sharing resources, including reviewing Concept 11, while still maintaining editorial and corporate independence.

After extensive review and discussion of the results of the surveys conducted per the 2010 Conference Advisory Action, the Committee recommended that, in order to encourage unity and to support A.A. Grapevine, Inc., the A.A. Grapevine Board establish an ad hoc committee to review and determine actionable items from the A.A. Grapevine Fellowship Sharing Report and that the ad hoc committee have a proportional representation similar to the General Service Conference and be chaired by the Chair of the General Service Board.

Committee Consideration: The committee considered permitting A.A. Grapevine, Inc., to accept contributions limited to the same General Service Board contribution policy, to be used for operation expenses with excess funds continuing to be forwarded to the Reserve Fund and agreed to take no action. The committee noted that the current financial structure is appropriate.

Committee Consideration: In order to adhere to our spiritual principle of self-support, the Conference Committee on the A.A. Grapevine suggests that the A.A. Grapevine Board only propose balanced operating budgets to the General Service Board.

2015: Committee Consideration: The committee encouraged the support and purchase of Subscription Gift Certificates by local service committees, groups and members as a way to carry the A.A. message. These subscriptions would be used to provide magazines to people in correctional facilities, treatment centers, nursing homes, and other facilities or locations. This work would be accomplished at the local area level.

CONFIDENTIAL: 74th General Service Conference Background

2017: Committee Consideration: 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 A.A. Grapevine, Inc. allow sales of Grapevine and La Viña books, single-issue magazines (as available), and other products to non-A.A. entities, such as (but not limited to), hospitals, treatment centers and bookstores. NOTE: As a current practice, A.A. Grapevine Inc. does not seek outside sales for magazine subscriptions.

Background:

1. Trustee's Finance & Budget Committee Memo
2. GV Services and Funding Report
3. Section of GSB Bylaws

Memorandum

November 16, 2023

To: Jon W., Senior Editor/Secretary to the Conference Committee on Grapevine/La Viña

From: Zenaida Medina, Secretary to Trustees' Finance and Budgetary Committee

Re: How services are funded for Grapevine/La Viña

The Trustees' Finance and Budgetary Committee discussed the Grapevine budget report and referenced the request for funding of services provided by Grapevine.

The Committee had a discussion on how the La Viña services being funded by the General Service Board was a Conference Advisory Action. They felt the decision to fund services for Grapevine should be sent to Conference for further discussion.

The Trustees' Finance and Budgetary Committee recommended to the General Service Board to forward a request to the Conference Committee on Grapevine/La Viña to explore the services provided by AA Grapevine and how it should be funded.

Thank you.

cc: Kevin Prior, Trustees' Finance and Budgetary Committee Chair
Chris C., Publisher AA Grapevine/ La Viña
Diana L., Conference Coordinator

2024 Office Report
Services Provided by AA Grapevine

At the request of the General Service Conference, AA Grapevine, Inc. provides digital publishing services to the Fellowship at no charge to members. The Conference Committee on Grapevine will be discussing how these services shall be funded going forward. Below is a rundown of the cost of these services in 2023. These costs include vendor, talent, editing, freelance and platform fees.

Project	2023 costs	Notes
AAGV Podcast	\$47,640.00	Talent, Editing, Travel, Captivate, Apple, staff time.
GV & LV Instagram	\$14,850.00	Stikky Media, research, scheduling, posting, creative.
GV & LV YouTube Channel	\$2,900.00	Editing, posting.
In-house cost estimate	<u>\$26,000.00</u>	Staff time, promotional materials, equipment, zoom, etc.
Total	\$91,390.00	

**From the BYLAWS OF THE GENERAL SERVICE BOARD OF ALCOHOLICS
ANONYMOUS, INC.**

STATEMENT OF PURPOSE

The General Service Board of Alcoholics Anonymous, Inc., now has but one purpose, that of serving the Fellowship of Alcoholics Anonymous. It is in effect an agency created and now designated by the Fellowship of Alcoholics Anonymous to maintain services for those who should be seeking, through Alcoholics Anonymous, the means for arresting the disease of alcoholism through the application to their own lives, in whole or in part, of the Twelve Steps which constitute the recovery program upon which the Fellowship of Alcoholics Anonymous is founded. These Twelve Steps are as follows:

1. We admitted we were powerless over alcohol — that our lives had become unmanageable.
2. Came to believe that a Power greater than ourselves could restore us to sanity.
3. Made a decision to turn our will and our lives over to the care of God as we *understood Him*.
4. Made a searching and fearless moral inventory of ourselves.
5. Admitted to God, to ourselves, and to another human being the exact nature of our wrongs.
6. Were entirely ready to have God remove all these defects of character.
7. Humbly asked Him to remove our shortcomings.
8. Made a list of all persons we had harmed, and became willing to make amends to them all.
9. Made direct amends to such people wherever possible, except when to do so would injure them or others.
10. Continued to take personal inventory and when we were wrong promptly admitted it.
11. Sought through prayer and meditation to improve our conscious contact with God *as we understood Him*, praying only for knowledge of His will for us and the power to carry that out.
12. Having had a spiritual awakening as the result of these steps, we tried to carry this message to alcoholics, and to practice these principles in all our affairs.

2024 Conference Committee on Grapevine and La Viña

ITEM E: Consider a request to develop a pamphlet on the Asian and Asian-American alcoholic in A.A.*

* 2024 EDW distribution

Background Notes:

Excerpt from the October 28, 2023, trustees' Literature Committee meeting report:

The committee considered a request to develop a pamphlet for Asian and Asian-American alcoholics with stories of experience, strength and hope from Asians and Asian-Americans and agreed to forward to the 74th General Service Conference.

Background:

1. Proposed Agenda Item (PAI) Submission Form – PAI #74

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(1) Submit a clear and concisely worded motion. PAI #74

Area 49 office manager respectfully proposes to have a new pamphlet for the Asian and Asian-Americans. With stories of experience, strength, and hope from other Asians and Asian-Americans that are still in recovery.

(2) What problem does this proposed item address?

This item reaches out to alcoholism in the Asian and Asian-Americans.

(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.

This idea comes from an Area committee member from Area 49. It has been discussed that AA needs to reach out to our Asian brethren. The proposed agenda item was also discussed during our Area Assembly on September 10, 2023. It was seconded, there was discussion and then a vote. Area 49 supported this proposed agenda item with substantial unanimity by a vote of 90 in favor of supporting, 2 opposed and no abstentions. The proposed agenda item is supported by Area 49 with substantial unanimity.

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

The committee member is an Asian in recovery in Area 49, it was hard for him to relate to people in the rooms. Since there were no Asians in the meetings, he couldn't feel like I belonged. Even if an Asian comes into the room, they find it hard to identify themselves as a newcomer or as an alcoholic. The drinking culture is slightly different from Western drinking culture. Culturally Asians don't think drinking alcohol is a problem at all. They think it's a mindset of having a sense of control. Also there is the culture of honor and shame, if admitting that they are alcoholics; it means the family will not have honor and will be shamed in society. During the beginning of the COVID-19 pandemic, some Asian members of the fellowship have been dropping out of the program. This is because they were being verbally/physically assaulted on the streets. Most Westerners didn't really know what to say or do while this was happening to their Asian fellows, so they rather say and do nothing. In AA, the minority myth is rampant; if an Asian male comes in, most don't come up to him. And if an Asian female comes into the rooms, everyone comes up to them. It seems like if Asians come into AA, most Westerners think they could figure things out for themselves. The Chinese translated Big Book only contain the first 164 pages of the Big Book, and not the personal stories in the back because Asian don't identify with the stories of Westerners. The 12th step say we carry the message of recovery to the next suffering alcoholic.

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

To reach out to the Asians and Asian-Americans who are still sick and suffering.

(6) Provide a primary contact for the submission.

This agenda Item is being submitted by Jo Ann McC., Delegate Area 49 Panel 73

(7) Final comments:

We believe that this will help the program of AA evolve to the next level of acceptance, compassion, and understanding.

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VI. Literature: Monday - Tuesday

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

Apr 13, 2024 9:00 AM - Apr 14, 2024 12:00 PM EDT

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For members of this Conference committee only . Not available for duplication or
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2024 Conference Committee on Literature

ITEM A: Annual review of recovery literature matrix.

Background Notes:

Excerpt from the January 27, 2024, trustees' Literature Committee meeting report:

The committee reviewed and agreed to forward to the 2024 Conference Committee on Literature the 2024 Recovery Literature Matrix.

2017 Conference Advisory Action

Implementation of the revised plan for the annual review of recovery literature, with the first report to be delivered to the 2018 Conference Committee on Literature.

Background:

1. 2024 Recovery Literature Matrix

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Title and Copyright Date	LANGUAGE	PRINT DISTRIBUTIO N RATES 2017	PRINT DISTRIBUTIO N RATES 2018	PRINT DISTRIBUTIO N RATES 2020	PRINT DISTRIBUTIO N RATES 2021	PRINT DISTRIBUTIO N RATES 2022	PRINT DISTRIBUTIO N RATES 2023	E*2017 PAGE VIEWS AND DOWNLOADS	*2018 PAGE VIEWS AND DOWNLOADS	*2019 PAGE VIEWS AND DOWNLOADS	Additional Information
Alcoholics Anonymous (all print editions)	English	901,484	898,271	635,818	771,612	808,855	860,449	33,955 PV 117,788 DL	1,026,528 PV 0 DL	1,033,786 PV 0 DL	
Les Alcooliques Anonymes (all print editions)	French	5,821	5,975	3,435	3,232	6,497	7,410	4,820 PV 0 DL	15,546 PV 0 DL	15,805 PV 0 DL	
Alcohólicos Anónimos (all print editions)	Spanish	27,161	30,413	18,117	24,503	28,120	29,817	17,942 PV 1637 DL	65,876 PV 0 DL	15,805 PV 0 DL	
Twelve and Twelve (all print editions)	English	331,579	337,085	215,198	307,009	293,394	330,202	180,532 PV 64,609 DL	585,242 PV 0 DL	638,360 PV 0 DL	
12 Étapes et 12 Traditions (all print editions)	French	2,693	2,398	1,347	1,680	2,048	2,805	49,33 PV 0 DL	153,786 PV 0 DL	159,117 PV 0 DL	
Doce Pasos y Doce Tradiciones (all print editions)	Spanish	21,590	21,406	11,810	17,960	21,062	28,701	45,299 PV 22,877 DL	13,584 PV 0DL	834 PV 0 DL	
As Bills Sees It (all print editions)	English			35,187	32,635	58,757	50,577				
Réflexions de Bill (all print editions)	French			835	964	1,267	1,738				
Como Lo Ve Bill (all print editions)	Spanish			1,858	2,798	4,485	4,046				
Came To Believe (all print editions)	English	31,646	33,408	16,367	19,473	25,422	26,465				
Nous en Sommes Venus à Croire (all print editions)	French	5,107	4,621	407	384	850	658				
Llegamos a Creer (all print editions)	Spanish	612	664	2,857	2,594	5,253	6,140				
Daily Reflections (all print editions)	English			78,689	108,931	95,965	110,186				
Réflexions Quotidiennes (all print editions)	French			1,299	1,781	2,896	2,843				
Reflexiones Diarias (all print editions)	Spanish			4,646	6,366	7,489	9,161				
Living Sober (all print editions)	English	111,654	117,497	71,614	83,452	94,699	108,386				
Vivre... Sans Alcool (all print editions)	French	2,564	2,353	5,184	1,753	2,699	3,152				
Viviendo Sobrio (all print editions)	Spanish	10,270	10,466	976	8,493	10,499	12,967				
Dr. Bob & The Good Oldtimers	English	6,686	7,594	4,751	3,368	7,926	5,969				
Dr. Bob et Les Pionniers	French	315	264	103	79	225	276				
El Dr. Bob Y Los Buenos Veteranos	Spanish	1,865	2,184	1,000	26	2,871					
Pass It On ©1984	English	5,360	6,123	3,200	3,990	4,003	5,020				
Transmets-le	French	373	291	9	72	7	340				
Transmítelo	Spanish	2,704	2,426	1,400	2,046	3	2,926				
Experience, Strength and Hope ©2003	English	7,988	7,072	5,100	5,610	6,003	8,056				SB-20 published in 2023
Expérience, Force & Espoir	French	290	61	6	85	5	179				
Experiencia, Fortaleza y Esperanza	Spanish					15					
Twelve Traditions Illustrated ©1971	English	47,252	47,789	22,885	22,976	29,190	41,914	1,137 PV 0 DL	3,950 PV 1,184 DL	3,543 PV 1,093 DL	
Douze Traditions Illustrées	French	1,478	1,595	361	658	718	1,031	50 PV 0 DL	242 PV 74 DL	194 PV 82 DL	
Doce Tradiciones Ilustradas	Spanish	3,457	2,863	1,753	1,813	2,111	1,623	1,216 PV 0 DL	3,603 PV 1,189 DL	3,888 PV 945 DL	
Twelve Concepts Illustrated ©1986	English	28,033	26,335	10,712	13,914	16,281	20,466	3,172 PV 195 DL	11,600 PV 2,539 DL	6,767 PV 1,413 DL	
Douze Concepts de Service Mondial Illustrés	French	1,006	1,281	513	356	683	569	91 PV 0 DL	264 PV 83 DL	229 PV 66 DL	
Doce Conceptos Ilustrados	Spanish	1,437	1,039	1,133	1,181	1,773	1,985	1,325 PV 0 DL	3,496 PV 805 DL	2,062 PV 437 DL	
Is A.A. For Me? ©1989	English	83,785	84,812	30,832	37,451	47,031	59,365	1,695 PV 0 DL	5,469 PV 1,025 DL	5,512 PV 1,122 DL	
Les A.A. sont-ils Pour Moi?	French	1,458	1,054	326	307	2,207	1,205	101 PV 0 DL	275 PV 38 DL	361 PV 64 DL	
¿Es A.A. para Mí?	Spanish	7,716	9,701	6,032	3,975	9,376	9,953	101 PV 0 DL	351 PV 101 DL	513 PV 113 DL	

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Twelve Steps Illustrated ©1971	English	43,033	47,564	21,495	18,892	26,425	31,286	1,020 PV 0 DL	3,564 PV 943 DL	3,713 PV 887 DL	
Douze Étapes Illustrées	French	2,509	731	465	212	844	2,235	41 PV 0 DL	204 PV 69 DL	186 PV 61 DL	
Doce Pasos Ilustrados	Spanish	3,158	2,373	2,570	1,066	3,849	1,144	297 PV 0 DL	936 PV 220 DL	1,255 PV 204 DL	
A.A. for the Older Alcoholic ©2001	English	33,810	40,200	12,544	12,084	13,982	23,568	1,470 PV 0 DL	5,030 PV 725 DL	6,463 PV 872 DL	
Les A.A. pour l'alcoolique plus âgé	French	1,224	1,193	431	35	825	898	64 PV 0 DL	268 PV 72 DL	295 PV 56 DL	
A.A. para el Alcohólico de Edad Avanzada	Spanish	2,388	3,649	867	1,615	1,715	2,432	90 PV 0 DL	493 PV 99 DL	543 PV 117 DL	
A.A. For The Black & African American Alcoholic ©2001	English	18,800	18,612	6,542	7,355	9,591	15,850	837 PV 0 DL	2,678 PV 436 DL	2,992 PV 431 DL	
Your D.C.M. ©1988	English			4,258	5,155	5,716	7,106	533 PV 1 DL	1,830 PV 447 DL	1,768 PV 433 DL	
What Happened To Joe? ©2003	English	18,829	19,292	5,755	5,969	6,767	10,082	71 PV 0 DL	607 PV 125 DL	647 PV 121 DL	
Jean... face à son problème d'alcool	French	267	327	100	54	416	104	6 PV 0 DL	52 PV 0 DL	37 PV 0 DL	
Lo que le Sucedió a José	Spanish	3,153	4,225	1,218	2,913	2,561	2,194	57 PV 0 DL	173 PV 39 DL	486 PV 46 DL	
The A.A. Group ©1965	English	67,869	73,572	28,428	36,363	28,214	81,763	5,559 PV 1,451 DL	17,719 PV 5,971 DL	19,270 PV 3,623 DL	
Groupe des A.A	French	2,311	2,129	828	568	1,308	1,377	242 PV 0 DL	542 PV 188 DL	313 PV 131 DL	
Grupo de A.A.	Spanish	6,843	6,546	3,213	4,677	2,695	9,277	990 PV 0 DL	3,037 PV 710 DL	2,293 PV 492 DL	

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Too Young? ©1979	English	36733	37082	14006	13,118	19,550	13,471	508 PV	0 DL	1,487 PV	242 DL	1,729 PV	247 DL	
Trop jeune?	French	1,439	896	394	207	594	174	15 PV	0 DL	69 PV	0 DL	65 PV	0 DL	
¿Demasiado Jóven?	Spanish	4060	2848	1639	2,079	2,727	1,232	107 PV	0 DL	313 PV	105 DL	364 PV	85 DL	
It Happened To Alice ©1985	English	17,430	19,721	6,070	7,365	7,061	10,218	131 PV 0 DL		625 PV 124 DL		586 PV 109 DL		
L'histoire de Nicole	French	381	331	74	323	416	164	5 PV 0 DL		25 PV 0 DL		25 PV 0 DL		
¡Le Sucedió a Alicia!	Spanish	3,586	3,421	712	2,209	1,929	1,889	32 PV 0 DL		84 PV 29 DL		225 PV 36 DL		
Young People & A.A. ©2007	English	65095	65062	22785	25,894	36,161	46,744	6,045 PV 0 DL		19,185 PV 1,459 DL		16,172 PV 1,364 DL		
Les jeunes et les A.A.	French	1432	1306	143	407	1,095	693	155 PV 0 DL		500 PV 60 DL		308 PV 52 DL		
Los Jóvenes y A.A.	Spanish	5255	8379	1736	3,476	3,589	5,851	724 PV 0 DL		2,295 PV 386 DL		2,377 PV 327 DL		
Is A.A. for You? ©1973, 2008	English	301,933	286,354	128,427	143,965	197,697	197,338	3,320 PV 553 DL		8,974 PV 2,602 DL		7,471 PV 1,818 DL		
Les A.A. sont-ils pour vous ?	French	8,730	10,771	3,292	2,879	6,726	6,575	298 PV 0 DL		1030 PV 213 DL		1,151 PV 235 DL		
¿Es A.A. para Usted?	Spanish	39,773	47,230	22,161	24,128	40,805	34,394	186 PV 0 DL		629 PV 201 DL		642 PV 201 DL		
A.A. for the Native North American ©1989	English	14,120	13,413	5,199	4,813	7,021	9,353	394 PV 0 DL		1,685 PV 254 DL		1,472 PV 225 DL		
A.A. et les autochtones d'Amérique du Nord	French	86	279	20	83	415	312	10 PV 0 DL		61 PV 0 DL		60 PV 0 DL		
A.A. para el Native Norteamericano	Spanish	NA	16	NA	235	216	462	21 PV 0 DL		92 PV 26 DL		109 PV 33 DL		
Questions & Answers on Sponsorship ©1976,1983	English	222,887	225,918	87,330	100,568	149,876	161,025	4,615 PV 869 DL		17,795 PV 4,401 DL		14,727 PV 3,115 DL		
Questions & Réponses sur le Parrainage	French	2,275	3,161	735	734	1,381	1,355	87 PV 0 DL		243 PV 90 DL		190 PV 56 DL		
Preguntas y Respuestas Sobre el Apadrinamiento	Spanish	8,072	6,618	3,912	4,610	7,694	7,622	1,400 PV 0 DL		3,537 PV 611 DL		2,362 PV 416 DL		
A.A. Member - Medication & Other Drugs ©1984, 2011	English	64,696	61,471	26,251	23,014	31,437	41,434	532 PV 0 DL		1,517 PV 1,863 DL		13,433 PV 1,354 DL		
Les membre des AA face à la Médication et Autres Drogues	French	1,035	697	373	238	767	915	6 PV 0 DL		15 PV 55 DL		350 PV 31 DL		
Miembro de A.A.—Los Medicamentos y Otras Drogas	Spanish	3,285	2,767	999	1,395	1,663	2,612	58 PV 0 DL		171 PV 148 DL		2416 PV 115 DL		
A.A. And The Armed Service ©2002,2007	Spanish	10,013	10,940	4,545	4,255	6,295	8,388	407 PV 0 DL		1,276 PV 216 DL		1,140 PV 163 DL		
Circles of Love and Service ©2014	English	32,797	33,929	13,224	14,288	18,234	21,927	687 PV 0 DL		2,427 PV 590 DL		2,309 PV 517 DL		
Cercles d'amour et de Service	French	1,053	726	357	341	547	597	32 PV 0 DL		111 PV 37 DL		80 PV 23 DL		
Círculos de Amor y Servicio	Spanish	2,827	2,628	831	1,299	1,014	1,926	373 PV 0 DL		1,501 PV 238 DL		1,489 PV 173 DL		
Many Paths to Spirituality ©2014	English	51,804		18,031	19,613	27,777	38,517	769 PV 0 DL		3,180 PV 2,069 DL		2,152 PV 557 DL		
Différentes Avenues vers la Spritualité	French	8,092		2,268	3,522	3,863	3,371	32 PV 0 DL		361 PV 429 DL		86 PV 35 DL		
Muchas Sendas Hacia la Espiritualidad	Spanish	2,000		1,127	1,521	1,607	1,332	68 PV 0 DL		93 PV 43 DL		340 PV 91 DL		
G.S.R. General Service Representative: "Your Group's Link to A.A. as a Whole" ©2018	English	35,158	32,486	12,582	14,195	23,911	29,991	2,383 PV 0 DL		7,641 PV 0 DL		6,156 PV 1,377 DL		
Le RSG représentant auprès des Services généraux – le lien de votre groupe aux AA dans leur ensemble	French	1,265	2,028	760	351	897	734	44 PV 0 DL		157 PV 0 DL		207 PV 66 DL		

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R.S.G. Representante de Servicios Generales – Puede ser el trabajo más importante en A.A.	Spanish	2,418	1,606	1,189	1,283	1,669	2,571	449 PV 0 DL	1,830 PV 0 DL	2,054 PV 301 DL	
Experience, Strength and Hope: A.A. For The Woman ©2018	English	57,462	62,632	25,055	25,866	35,665	42,079	5976 PV 81 DL	18,992 PV 1,182 DL New: 860 PV	5976 PV81 DL	
Expérience, Force Et Espoir- Les femmes des AA	French	1,336	1,993	449	176	1,178	1,438	309 PV 0 DL	,033 PV 131 DL New: 0 PV	309 PV0 DL	
Experiencia, Fortaleza Y Esperanza - Las mujeres de AA	Spanish	5,820	7,220	2,553	4,293	6,085	5,687	680 PV 0 DL	,261 PV 412 DL New: 0 PV	680 PV0 DL	
Experience, Strength and Hope: LGBTQ Alcoholics in A.A. ©2018	English	25,342	32,304	9,353	12,899	18,756	24,570	1,791 PV 1 DL	Old: 6,906 PV 826 DL New: 0 PV 4 DL	981 PV331 DL	
Expérience, Force Et Espoir - Les alcooliques LGBTQ des AA	French	506	837	147	335	638	566	38 PV 0 DL	164 PV 24 DL New: 0 PV	117 PV48 DL	
Experiencia, Fortaleza Y Esperanza – Los alcohólicos LGBTQ en A.A.	Spanish	980	1,169	901	1,186	1,581	1,141	217 PV 0 DL	390 PV 160 DL New: 0 PV	206 PV90 DL	
Inside A.A. ©2018	English	30,664	29,025	14,644	15,565	18,746	23,946	658 PV 0 DL	5,606 PV 729 DL	2,857 PV 678 DL	
La structure des AA	French	1,008	1,239	371	355	400	709	69 PV 0 DL	142 PV 30 DL	235 PV 37 DL	
Dentro de A.A.	Spanish	1,861	1,429	1,087	986	1,633	1,714	96 PV 0 DL	328 PV 109 DL	395 PV 115 DL	

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Experience, Strength and Hope: A.A. for Alcoholics with Mental Health Issues — and their sponsors ©2018	English		14538	11653	13,974	19,122	25,151		41 PV 410 DL	396 PV 1,130 DL			
Expérience, Force Et Espoir - Les aa pour les alcooliques atteints de maladie mentale — et ceux qui les parrainent	French		100	54	306	675	857		15 PV 0 DL	41 PV 0 DL			
Experiencia, Fortaleza, Esperanza: A.A. para los alcohólicos con problemas de salud mental — y sus padrinos	Spanish		396	267	755	603	1,061		3 PV 54 DL	20 PV 108 DL			
Experience, Strength and Hope: The "God" Word	English	25342	26031	9353	12,899	22,823	31,076	1,791 PV 1 DL	52 PV 342 DL	2,629 PV 1,538 DL			
Expérience, Force Et Espoir – Le mot « Dieu » Membres agnostiques et athées chez les AA	French	506	100	147	335	2,567	3,771	38 PV 0 DL	0 PV 47 DL	274 PV 186 DL			
Experiencia, Fortaleza Y Esperanza – La palabra “Dios” Los miembros de A.A. agnósticos y ateos	Spanish	980	67	901	1,186	1,270	1,910	217 PV 0 DL	8 PV 64 DL	427 PV 243 DL			
The Jack Alexander Article About A.A. *Reprinted by Special Permission of Saturday Evening Post ©1941	English	11808	11640	4382	4,191	6,029	7,619	397 PV 0 DL	1,272 PV 347 DL	883 PV205 DL	Archival		
Article de Jack Alexander sur les A.A.	French	407	119	14	133	197	118			17 PV 0 DL	83 PV 46 DL	59 PV 0 DL	
Artículo de Jack Alexander Acerca de A.A.	Spanish	1679	510	554	900	1,408	474			187 PV 0 DL	577 PV 191 DL	505 PV 122 DL	
A.A. Tradition-How It Developed By Bill W. ©1955	English	19446	16741	9007	7,611	13,584	15,674	568 PV 0 DL	1,991 PV 648 DL	1,436 PV 448 DL	Historical		
La Tradition des A.A. et son Développement par Bill W.	French	455	161	94	32	306	188			11 PV 0 DL	94 PV 40 DL	91 PV 25 DL	
La Tradición de A.A.—Cómo se Desarrolló	Spanish	1891	1497	820	1,568	1,410	1,527			437 PV 0 DL	1,399 PV 419 DL	1,427 PV 251 DL	
A.A.'s Legacy of Service By Bill W. ©1969	English	9402	8675	3482	3,148	6,232	5,146	872 PV 0 DL	2,844 PV 685 DL	2,061 PV 427 DL	Historical		
L’héritage des services des A.A.	French	220	418	257	3	231	172			21 PV 0 DL	93 PV 22 DL	67 PV 1 DL	
El Legado de Servicio de A.A.	Spanish	1069	864	700	615	491	843			804 PV 0 DL	2,885 PV 614 DL	2,842 PV 444 DL	
The Co-founders of A.A. ©1973,1975	English	9268	7978	5058	6,093	4,246	6,733	436 PV 0 DL	2,314 PV 332 DL	1,403 PV 181 DL	Archival/ Biographical		
Les Deux Fondateurs des A.A.	French	462	355	335	366	121	267			8 PV 0 DL	60 PV 15 DL	40 PV 0 DL	
Los Cofundadores de Alcohólicos Anónimos	Spanish	NA	NA	313	558	559	558			46 PV 0 DL	194 PV 60 DL	154 PV 30 DL	
Anonymity Display Card ©1993	English			373	943	1129	1186						
Affichette Sur L'anonymat	French	2086	1876	0	32	29	14						
Tarjeta de Declaración de Anonimato	Spanish			13	67	473	162						
Suggestions for Leading Beginners Meeting	English			241	254	0	414	1,995 PV 0 DL	7,952 PV 915 DL	352 PV 556 DL			

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Suggestions pour réunions de débutants	French			1	0	9	0	39 PV 0 DL	108 PV 15 DL	1 PV0 DL	
Sugerencias para Coordinar Reuniones de Principiantes	Spanish			44	23	20	1	1,834 PV 0 DL	8,272 PV 794 DL	402 PV 751 DL	
Bill Discusses the Twelve Traditions	English			80, 1	66, 0	36, 0	76	N/A			
Bill's Own Story	English			1, 85	0, 82	0, 205	0, 129	N/A			
Your A.A. General Service Office, the Grapevine and the General Service Structure	English			31	43	94	312	N/A			
Votre BSG	French			1	1	0	0				
Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	Spanish			5	17	0	0				

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Last Review	Years since last review (as of 2018):	Title and Copyright Date	Item ID	EN	SP	ER	EN	SP	ER	EN	SP	ER	EN	SP	ER	EN	SP	ER	EN	SP	ER	Additional Information
1971	46	Twelve Traditions Illustrated ©1971	P-43	55,663	4,935	1,626	52,437	4,431	1,596	47,375	4,247	1,361	50,808	3,277	1,587	47,252	3,457	1,478	1137 PV / 0 DL	1216 PV / 0 DL	50 PV / 0 DL	Currently being updated as per 2016 Advisory Action
		Douze Traditions Illustrées	FP-43																			
		Doce Tradiciones Ilustradas	SP-43																			
1986	31	Twelve Concepts Illustrated ©1986	P-08	29,821	2,561	1,643	28,448	3,248	1,073	27,911	2,213	1,361	28,511	2,166	1,095	28,033	1,437	1,006	3172 PV / 195 DL	1325 PV / 0 DL	91 PV / 0 DL	
		Douze Concepts de Service Mondial Illustrés	FP-08																			
		Doce Conceptos Ilustrados	SB-08																			
1989	28	Is A.A. For Me? ©1989	P-36	91,029	8,691	1,596	93,052	9,070	1,512	88,659	9,960	1,193	87,727	7,688	1,113	83,785	7,716	1,458	1695 PV / 0 DL	101 PV / 0 DL	123 PV / 0 DL	
		Les A.A. sont-ils Pour Moi?	FP-36																			
		¿Es A.A. para Mí?	SP-36																			
1991	26	Twelve Steps Illustrated ©1971	P-55	58,606	5,173	1,626	49,337	4,613	758	46,856	3,542	1,631	43,046	3,715	663	43,033	3,158	2,509	1020 PV / 0 DL	297 PV / 0 DL	41 PV / 0 DL	
		Douze Étapes Illustrées	FP-55																			
		Doce Pasos Ilustrados	SP-55																			
2001	16	A.A. for the Older Alcoholic ©2001	P-22	43,234	4,324	1,322	40,401	3,693	1,404	38,175	3,202	1,010	34,927	3,668	1,305	33,810	2,388	1,224	1470 PV / 0 DL	90 PV / 0 DL	64 PV / 0 DL	
		Les A.A. pour l'alcoolique plus âgé	FP-22																			
		A.A. para el Alcohólico de Edad Avanzada	SP-22																			

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Last Review	Years since last review (as of 2018):	Title and Copyright Date	Item ID	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	Additional Information
2001	16	A.A. For The Black & African American Alcoholic ©2001	P-51	26,987	N/A		21,677	N/A		19,359	N/A		16,869	N/A		18,800	N/A		837 PV / 0 DL	0 PV / 0 DL	2 PV / 0 DL	
2002	15	Your D.C.M. ©1988	F-12	N/A															533 PV / 1 DL	124 PV / 0 DL	22 PV / 0 DL	
2003	14	What Happened To Joe? ©2003	P-38	27,679	5,141	865	27,341	4,872	358	22,874	3,730	228	19,882	3,409	603	18,829	3,153	267	71 PV / 0 DL	57 PV / 0 DL	6 PV / 0 DL	
		Jean... face à son problème d'alcool	FP-38																			
		Lo que le Sucedió a José	SP-38																			
2017	12	The A.A. Group ©1965	P-16	78,255	7,108	2,006	81,973	5,692	2,068	78,373	6,948	1,650	76,654	6,172	1,523	67,869	6,843	2,311	5559 PV / 1451 DL	990 PV / 0 DL	242 PV / 0 DL	
		Groupe des A.A	FP-16																			
		Grupo de A.A.	SP-16																			
2017	11	Too Young? ©1979	P-37	47,740	3,506	1,747	45,264	2,914	1,231	43,850	3,704	1,135	40,223	3,756	1,254	36,733	4,060	1,439	508 PV / 0 DL	107 PV / 0 DL	15 PV / 0 DL	Currently being updated as per 2017 Advisory Action
		Trop jeune?	FP-37																			
		¿Demasiado Joven?	SP-37																			
2006	10	It Happened To Alice ©1985	P-39	28,132	4,443	807	26,367	3,895	367	24,209	3,442	298	17,289	2,539	619	17,430	3,586	381	131 PV / 0 DL	32 PV / 0 DL	5 PV / 0 DL	
		L’histoire de Nicole	FP-39																			
		¡Le Sucedió a Alicia!	SP-39																			
2016	10	Young People & A.A. ©2007	P-04	80,611	9,393	1,445	77,089	5,742	1,512	72,335	7,102	968	69,245	6,673	1,313	65,095	5,255	1,432	6045 PV / 0DL	724 PV / 0 DL	155 PV / 0 DL	Currently being updated as per 2016 Advisory Action
		Les jeunes et les A.A.	FP-04																			
		Los Jóvenes y A.A.	SP-04																			
2008	8	Is A.A. for You? ©1973, 2008	P-03	329,072	47,234	8,532	317,297	47,201	9,347	300,664	51,478	7,232	301,933	46,978	7,454	284,774	39,773	8,730	3320 PV / 553 DL	186 PV / 0 DL	298 PV / 0 DL	
		Les A.A. sont-ils pour vous ?	FP-03																			
		¿Es A.A. para Usted?	SP-03																			

CONFIDENTIAL: 74th General Service Conference Background

CURRENT CATALOGUE OF A.A. LITERATURE (Under Purview of Trustees/Conference Literature Committees)				PRINT DISTRIBUTION RATES 2013			PRINT DISTRIBUTION RATES 2014			PRINT DISTRIBUTION RATES 2015			PRINT DISTRIBUTION RATES 2016			PRINT DISTRIBUTION RATES 2017			* 2017 PAGE VIEWS AND DOWNLOADS			
Last Review	Years since last review (as of 2018):	Title and Copyright Date	Item ID	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	Additional Information
2009	7	A.A. for the Native North American ©1989	P-21	17,995	N/A	599	16,330	N/A	103	14,703	N/A	108	13,763	N/A	502	14,120	N/A	86	394 PV / 0DL	21 PV / 0 DL	10 PV / 0 DL	
		A.A. et les autochtones d’Amérique du Nord	FP-21																			
2017	7	Questions & Answers on Sponsorship ©1976,1983	P-15	266,632	7,051	3,213	254,214	5,744	1,597	239,983	8,233	1,662	229,158	6,053	2,330	222,887	8,072	2,275	4615 PV / 869 DL	1400 PV / 0 DL	87 PV / 0 DL	
		Questions & Réponses sur le Parrainage	FP-15																			
		Preguntas y Respuestas Sobre el Apadrinamiento	SP-15																			
2011	6	A.A. Member - Medication & Other Drugs ©1984, 2011	P-11	82,741	4,390	1,735	71,804	3,273	1,104	75,504	2,715	851	70,816	3,287	1,066	64,696	3,285	1,035	532 PV / 0 DL	58 PV / 0 DL	6 PV / 0 DL	
		Les membre des AA face à la Médication et Autres Drogues	FP-11																			
		Miembro de A.A.—Los Medicamentos y Otras Drogas	SP-11																			
2018		G.S.R. General Service Representative: "Your Group's Link to A.A. as a Whole" ©2018	P-19	35,428	2,689	1,686	37,045	2,289	1,260	40,539	1,579	1,279	36,405	3,096	1,366	35,158	2,418	1,265	2383 PV / 0 DL	449 PV / 0 DL	44 PV / 0 DL	
		Le RSG représentant auprès des Services généraux – le lien de votre groupe aux AA dans leur ensemble	FP-19																			
		R.S.G. Representante de Servicios Generales – Puede ser el trabajo más importante en A.A.	SP-19																			
2012	5	A.A. And The Armed Service ©2002,2007	P-50	12,542	N/A	N/A	11,865	N/A	N/A	10,148	N/A	N/A	7,917	N/A	N/A	10,013	N/A		407 PV / 0 DL	45 PV / 0 DL	9 PV / 0 DL	
2014	3	Circles of Love and Service ©2014	P-45	35,476	2,349	1,310	54,262	2,940	993	40,038	1,977	1,838	35,568	2,082	737	32,797	2,827	1,053	687 PV / 0 DL	373 PV / 0 DL	32 PV / 0 DL	
		Cercles d’amour et de Service	FP-45																			
		Círculos de Amor y Servicio	SP-45																			
		Many Paths to Spirituality ©2014	P-84																			

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CONFIDENTIAL: 74th General Service Conference Background

CURRENT CATALOGUE OF A.A. LITERATURE (Under Purview of Trustees/Conference Literature Committees)				PRINT DISTRIBUTION RATES 2013			PRINT DISTRIBUTION RATES 2014			PRINT DISTRIBUTION RATES 2015			PRINT DISTRIBUTION RATES 2016			PRINT DISTRIBUTION RATES 2017			* 2017 PAGE VIEWS AND DOWNLOADS			
Last Review	Years since last review (as of 2018):	Title and Copyright Date	Item ID	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	Additional Information
2014	3	Différentes Avenues vers la Spritualité	FP-84	N/A			80,728	893	1,555	82,390	7,040	8,300	56,814	3,321	8,931	51,804	2,000	8,092	769 PV / 0 DL	68 PV / 0 DL	32 PV / 0 DL	
		Muchas Sendas Hacia la Espiritualidad	SP-84																			

CURRENT CATALOGUE OF A.A. LITERATURE (Under Purview of Trustees/Conference Literature Committees)				PRINT DISTRIBUTION RATES 2013			PRINT DISTRIBUTION RATES 2014			PRINT DISTRIBUTION RATES 2015			PRINT DISTRIBUTION RATES 2016			PRINT DISTRIBUTION RATES 2017			* 2017 PAGE VIEWS AND DOWNLOADS			
Last Review	Years since last review (as of 2018):	Title and Copyright Date	Item ID	EN	SP	ER	EN	SP	ER	EN	SP	ER	EN	SP	ER	EN	SP	ER	EN	SP	ER	Additional Information
		The Jack Alexander Article About A.A. *Reprinted by Special Permission of Saturday Evening Post ©1941 Article de Jack Alexander sur les A.A. Artículo de Jack Alexander Acerca de A.A.	P-12 FP-12 SP-12	17,115	1,932	526	16,741	1,848	366	13,549	2,278	118	11,833	1,150	543	11,808	1,679	407	397 PV / 0 DL	187 PV / 0 DL	17 PV / 0 DL	Archival
		A.A. Tradition-How It Developed By Bill W. ©1955 La Tradition des A.A. et son Développement par Bill W. La Tradición de A.A.—Cómo se Desarrolló	P-17 FP-17 SP-17	22,490	1,725	910	25,823	2,192	379	17,126	1,687	487	16,916	1,257	456	19,446	1,891	455	568 PV / 0 DL	437 PV / 0 DL	11 PV / 0 DL	Historical
		A.A.'s Legacy of Service By Bill W. ©1969 L'héritage des services des A.A. El Legado de Servicio de A.A.	P-44 FP-44 SP-44	10,283	636	319	11,871	804	475	10,717	591	204	10,883	839	417	9,402	1,069	220	872 PV / 0 DL	804 PV / 0 DL	21 PV / 0 DL	Historical
		The Co-founders of A.A. ©1973,1975 Les Deux Fondateurs des A.A. Los Cofundadores de Alcohólicos Anónimos	P-53 FP-53 SP-53	10,214	N/A	557	9,702	N/A	116	11,574	N/A	554	11,170	N/A	195	9,268	N/A	462	436 PV / 0 DL	46 PV / 0 DL	8 PV / 0 DL	Archival/ Biographical
2018		Experience, Strength and Hope: A.A. For The Woman ©2018	P-05	77,639	8,450	1,507	77,242	6,953	1,944	68,936	8,411	903	58,978	5,544	1,402	57,462	5,820	1,336	5976 PV / 81 DL	680 PV / 0 DL	309 PV / 0 DL	Currently being updated as per 2015 Advisory Action
		Expérience, Force Et Espoir- Les femmes des AA	FP-05																			
		Experiencia, Fortaleza Y Esperanza Las mujeres de AA	SP-05																			
		Inside A.A. ©2018	P-18																			Currently being

CURRENT CATALOGUE OF A.A. LITERATURE (Under Purview of Trustees/Conference Literature Committees)				PRINT DISTRIBUTION RATES 2013			PRINT DISTRIBUTION RATES 2014			PRINT DISTRIBUTION RATES 2015			PRINT DISTRIBUTION RATES 2016			PRINT DISTRIBUTION RATES 2017			* 2017 PAGE VIEWS AND DOWNLOADS			
Last Review	Years since last review (as of 2018):	Title and Copyright Date	Item ID	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	EN	SP	FR	Additional Information
2018		La structure des AA	FP-18	34,653	2,031	1,156	35,952	2,705	944	28,625	2,466	1,216	30,150	1,574	1,028	30,664	1,861	1,008	658 PV / 0 DL	96 PV / 0 DL	69 PV / 0 DL	Currently being updated as per 2015 Advisory Action
		Dentro de A.A.	SP-18																			
2018		Experience, Strength and Hope: LGBTQ Alcoholics in A.A. ©2018	P-32	29,131	1,839	438	27,649	1,551	261	26,737	1,743	698	25,118	1,593	284	25,342	980	506	1791 PV / 1 DL	217 PV / 0 DL	38 PV / 0 DL	Currently being updated as per 2015 Advisory Action
		Expérience, Force Et Espoir - Les alcooliques LGBTQ des AA	FP-32																			
		Experiencia, Fortaleza Y Esperanza – Los alcohólicos LGBTQ en A.A.	SP-32																			
2018		Experience, Strength and Hope: A.A. for Alcoholics with Mental Health Issues — and their sponsors ©2018	P-87																			
		Expérience, Force Et Espoir - Les aa pour les alcooliques atteints de maladie mentale — et ceux qui les parrainent	FP-87																			
		Experiencia, Fortaleza, Esperanza: A.A. para los alcohólicos con problemas de salud mental — y sus padrinos	SP-87																			
2018		Experience, Strength and Hope: The "God" Word ©2018	P-86																			
		Expérience, Force Et Espoir – Le mot « Dieu » Membres agnostiques et athées chez les AA	FP-86																			
		Experiencia, Fortaleza Y Esperanza – La palabra “Dios” Los miembros de A.A. agnósticos y ateos	SP-86																			
*PV/DL #'s Sept-Dec 2017/#'s prior to Sept 2017 not available.																						

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2024 Conference Committee on Literature

ITEM B: Review progress report on revisions to the pamphlet “The Twelve Steps Illustrated.”

Background Notes:

Excerpt from the January 27, 2024, trustees’ Literature Committee meeting report:

The committee reviewed and agreed to forward to the 2024 Conference Committee on Literature a progress report on revisions to the pamphlet “The Twelve Steps Illustrated.”

2023 Conference Committee on Literature Committee Consideration:

The committee reviewed a draft of the revised pamphlet “The Twelve Steps Illustrated” and chose not to proceed with the graphic approach. The committee requested that the Publishing Department develop a new draft and that a progress report or a draft be brought to the 2024 Conference Committee on Literature.

2022 General Service Conference Advisory Action:

The trustees’ Committee on Literature continue to make edits to the draft pamphlet “The Twelve Steps Illustrated” with a new draft or progress report to be brought back to the 2023 Conference Committee on Literature, keeping in mind: color, diverse expressions of spirituality and accessible interpretation of meaning in the illustrations.

Background:

1. Progress report on revisions to the pamphlet “The Twelve Steps Illustrated.”
2. Current pamphlet “The Twelve Steps Illustrated” available on GSO’s A.A. website at: https://www.aa.org/assets/en_US/aa-literature/p-55-twelve-steps-illustrated

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Trustees' Literature Committee
Revisions to the pamphlet "The Twelve Steps Illustrated"
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

Regarding the above-referenced project, please note the following update report submitted by GSO Publishing Department:

Working with the art director of the AA Grapevine who will source an illustrator, while contacting two other illustrators. As was done previously, we will bring samples to the Trustees' Literature Committee for approval prior to the selection of the final illustrator.

We are tasking potential illustrators to be mindful of diversity representation as well as showing prospective illustrators the rejected pamphlet to show them what is unacceptable to the committee.

Publishing now has clear guidelines – we have a budget of \$10,000 for a freelance art director and illustrator, and the art director is now fully aware of the specific objections to the previous draft. We expect to have sample illustrations for approval by the July 2024 trustees' Literature committee meeting.

###

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2024 Conference Committee on Literature

ITEM C: Review draft of the revised pamphlet “A.A. for the Black and African-American Alcoholic” (Retitled “Black in A.A.: Experience, Strength and Hope”).

Background Notes:

Excerpt from the October 28, 2023, trustees’ Literature Committee report:

The committee reviewed the updated draft pamphlet “A.A. for the Black and African-American Alcoholic” (retitled “Black in A.A.: Experience, Strength and Hope”). It was requested that the back page be updated to reflect current information on how to contact A.A. The committee agreed to forward to the 2024 Conference Committee on Literature the draft pamphlet with the requested revision.

2023 Conference Committee on Literature Committee Consideration:

The committee reviewed a progress report on the update of the pamphlet “A.A. for the Black and African-American Alcoholic.” The committee noted the progress made on the development of the pamphlet and requested that a draft or a progress report be brought back to the 2024 Conference Committee on Literature.

2021 General Service Conference Advisory Action:

The pamphlet “A.A. for the Black and African-American Alcoholic” be updated to include fresh stories and a new title that is respectful and inclusive and that a progress report or draft pamphlet be brought back to the 2022 Conference Committee on Literature.

Background:

1. Draft pamphlet “Black in A.A.: Experience, Strength and Hope.”*
2. April 2024 Memo to Committee regarding confidential background.
3. Current pamphlet “A.A. for the Black and African-American Alcoholic” available on GSO’s A.A. website: https://www.aa.org/assets/en_US/aa-literature/p-51-aa-for-the-black-and-african-american-alcoholic

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***For members of this Conference committee only. Not available for duplication or distribution beyond the committee."**

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CONFIDENTIAL: 74th General Service Conference Background

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April 2024

To: Members of the 2024 General Service Conference

From: Sandra Wilson, Secretary, trustees' and Conference Committees on Literature

Subject: **Confidential** draft pamphlet

As a Conference Committee reviews a new, or extensively revised literature item it is general practice that drafts are reviewed by **committee members only**. This means that the rest of the Conference members will not be getting copies of the pamphlet in their background materials for the Conference.

The Conference Committee on Literature will be reviewing the draft pamphlet primarily to determine whether or not the item that has been presented to them meets the intended goals of the pamphlet revision.

Also, as with all Conference-approved A.A. literature, the Conference Committee will be looking at the pamphlet to see "that everything in such literature is in accord with A.A. principles. Conference-approved material always deals with the recovery program of Alcoholics Anonymous or with information about the A.A. Fellowship." (Concerns about routine grammar, punctuation, editing, etc., will be addressed by the Publishing Department.)

Once the Conference Committee reviews the draft pamphlet "A.A. for the Black and African American Alcoholic" (Retitled "Black in A.A.: Experience, Strength and Hope"), several things may happen. Among them:

- The Committee might approve the pamphlet and recommend the pamphlet be approved by the Conference as a whole.
- If approved by the Conference Committee, experience suggests that copies of the pamphlet are made available to all Conference members with enough time to read it prior to voting on the item.
- The Committee might also send the pamphlet back to the trustees' Committee on Literature with any significant concerns about the proposed pamphlet.

Until a pamphlet is "Conference-approved," it is confidential and for committee eyes only. Prior to then, any number of changes might be made by the trustees'

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CONFIDENTIAL: 74th General Service Conference Background

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Committee on Literature or the corresponding Conference committee. This confidential process ensures that the message that reaches the A.A. Fellowship is a reflection of A.A. as a whole, an assurance made by the Conference-approval process.

###

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2024 Conference Committee on Literature

ITEM D: Review progress report on revisions to the pamphlet “A.A. for the Native North American.”

Background Notes:

Excerpt from the October 28, 2023, trustees’ Literature Committee report:

The committee reviewed a progress report on the update of the pamphlet “A.A. for the Native North American” noting that the deadline for story submissions was expanded from October 31, 2023, to December 31, 2023, to allow greater participation. It was also noted that the current working group composition includes four Canadian and six U.S. members. The committee agreed to forward to the 2024 Conference Committee on Literature the progress report.

2023 Conference consideration:

The committee reviewed a progress report regarding the update of the pamphlet “A.A. for the Native North American.” The committee discussed efforts to distribute the call for stories to the widest possible native North American population in the U.S. and Canada. The committee requested that a draft or progress report be brought back to the 2024 Conference Committee on Literature.

2021 Conference Advisory Action:

The pamphlet “A.A. for the Native North American” be updated to include language that is both respectful and inclusive of all Indigenous peoples as well as add fresh stories and updating inaccuracies contained in the current pamphlet and that a draft pamphlet be brought back to the 2022 Conference Committee on Literature. **Note:** This Advisory Action stemmed from a Floor Action.

2021 Conference Committee on Literature consideration:

The committee considered the request to update the pamphlet “A.A. for the Native North American.” The committee noted its extensive agenda load resulting in part from the pandemic-affected 2020 General Service Conference. Rather than rush through agenda items, the committee agreed to request that discussion on this item continue with the trustees’ Literature Committee and that consideration be made to forward the item to the 2022 Conference Committee on Literature.

Background:

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CONFIDENTIAL: 74th General Service Conference Background

1. October 2023 Progress Report.
2. Current pamphlet, "A.A. for the Native North American" on GSO's A.A. website
<https://www.aa.org/aa-native-north-american>

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Trustees' Literature Committee
Update to the pamphlet "A.A. for the Native North American"
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

The working group has met monthly since the 73rd General Service Conference: May 11, June 8, July 13, August 10, September 14, and October 12, 2023.

A call for stories went out to all members of the 73rd General Service Conference; and submitted for inclusion in *Box 4-5-9*.

A proposed new title for the pamphlet has been submitted to the Publishing Department for their consideration.

An online story submission form was created by staff and, after a couple small revisions, was approved by the working group.

The working group reviewed a rating tool for submitted stories and modified it to better address cultural matters faced by indigenous peoples in A.A. They also reviewed and modified a PowerPoint presentation to use in both online and in person writing workshops.

Two members of the working group, Julie M. and Angel G., left the group for personal reasons and a search for their replacements was conducted. After soliciting applications and conducting interviews of the applicants, three new members were chosen for the working group. Judy C. who is Cree from the Fort Albany Band, Adrianna T. from Westbank First Nation, and Iris A. from Zagime First Nation, were welcomed to the group at the September meeting. The current composition of the working group includes four Canadian and 2 U.S. members.

The working group chair, Gerry R. presented at the following writing workshops:

- The Northeast Regional Forum
- The West Central Regional Forum
- The Southwest Regional Forum
- National Native American Indian Conference
- Online workshop for Area 63 in South Dakota

The deadline for the call for stories was expanded to December 31, 2023. The working group is looking forward to receiving and reviewing stories submitted by Indigenous members of the A.A. Fellowship as well as reviewing the current stories in the existing pamphlet to determine which will be included in the upcoming revision.

###

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2024 Conference Committee on Literature

ITEM E: Review progress report on the development of the Fourth Edition of the book *Alcohólicos Anónimos* - Spanish

Background Notes:

Excerpt from the October 28, 2023, trustees' Literature Committee report:

The committee reviewed a progress report regarding the development of a Fourth Edition *Alcohólicos Anónimos*. It was shared that additional members will be added to the working group. The committee agreed to forward to the 2024 Conference Committee on Literature the progress report.

2023 Committee Consideration

The committee reviewed a progress report regarding development of a Fourth Edition of the book *Alcohólicos Anónimos* (Spanish) The committee requested that a progress report or draft manuscript be brought back to the 2024 Conference Committee on Literature.

2021 Conference Advisory Action:

That a Fourth Edition of the book *Alcohólicos Anónimos* be developed, including an update of stories to better reflect current membership, and that a progress report be brought back to the 2022 Conference Committee on Literature.

Background:

1. October 2023 Progress Report.

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Trustees' Literature Committee
Development of the 4th Edition of *Alcohólicos Anónimos*
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

The working group has met twice since the 73rd General Service Conference (September and November 2023) and the subsequent appointment of Cesar F. as Appointed Committee Member (ACM) on the trustees' Literature Committee, and chair of the working group.

Working group members include: Cesar F. (chair), Julio E., Juan M., Paola A., Guadalupe A., Zoraida R., and MaRosa R., all of whom expressed gratitude and appreciation for the opportunity to work on this project.

The working group discussed several items related to the project, including, but not limited to:

1. Timeline for review of stories, including new stories and stories from the 3rd Edition.
2. Review of Chapter Five

Regular updates will be provided as the project progresses.

###

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2024 Conference Committee on Literature

ITEM F: Review draft manuscript of the translation of the book *Alcoholics Anonymous* (Fourth Edition) into plain and simple language.

Background Notes:

Excerpt from the January 28, 2024, trustees' Literature Committee report:

The committee reviewed the draft manuscript of the book *Alcoholics Anonymous* (Fourth Edition) translated into plain and simple language and agreed to forward to the 2024 Conference Committee on Literature with the requested copyediting.

The committee also reviewed the draft "letter of understanding" outlining the confidentiality guidelines related to review of the manuscript (to ensure A.A.'s legal rights in the registration of the approved final draft of the manuscript with the U.S. Copyright Office, maintain the integrity of A.A. literature and ultimately our most valued asset which is A.A. unity).

2023 Committee Consideration

The committee reviewed a progress report regarding the translation of the book *Alcoholics Anonymous* (Fourth Edition) into plain and simple language and agreed with the general direction of the project. The committee requested that the project continue to move forward and that a draft or progress report be brought back to the 2024 Conference Committee on Literature.

2021 Conference Advisory Action:

That a draft version of the book, *Alcoholics Anonymous* (Fourth Edition), be translated into plain and simple language and be developed in a way that is accessible and relatable to as wide of an audience as possible and that a progress report or draft be brought back to the 2022 Conference Committee on Literature.

Background:

1. Draft Manuscript (**To be provided to Committee on Saturday, April 13, 2024**).
2. April 2024 Letter of Understanding to Conference regarding confidentiality guidelines.

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April 2024

To: Members of the 2024 General Service Conference

From: Sandra Wilson, Secretary, trustees' and Conference Committees on Literature

Subject: **Confidential Draft Manuscript Letter of Understanding**

LETTER OF UNDERSTANDING

As a Conference Committee reviews a new, or extensively revised literature item it is general practice that drafts are reviewed by **committee members only**. This means that the rest of the Conference members do not receive copies of the draft manuscript of the Plain Language Big Book (the "Manuscript").¹

The 74th General Service Conference Committee on Literature (the "Committee") will be reviewing the Manuscript primarily to determine whether or not it meets the intended goals of the development of a plain and simple language Big Book.

Also, as with all Conference-approved A.A. literature, the Committee will be looking at the Manuscript to assure "that everything in such literature is in accord with A.A. principles. Conference-approved material always deals with the recovery program of Alcoholics Anonymous or with information about the A.A. Fellowship." (Concerns about routine grammar, punctuation, editing, etc., will be addressed by the Publishing Department.)

After the Conference Committee reviews the draft manuscript, several things may happen. Among them:

- The Committee might approve the Manuscript and recommend the Manuscript be approved by the Conference as a whole. If approved by the Committee, members of the Conference will be provided with an opportunity to review the manuscript prior to voting on the item. (**See** Footnote 1.)

¹ In a departure from general practice and procedures pertaining to Conference approved literature, *Reading Rooms* will be made available during Conference Week to provide Conference members the opportunity to review the Manuscript **whether or not** a Recommendation is submitted to the Conference for approval.

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CONFIDENTIAL: 74th General Service Conference Background

- The Committee might also send the Manuscript back to the trustees' Committee on Literature with any significant concerns / changes about the proposed draft.

CONFIDENTIALITY

Until a draft is “Conference-approved,” (i.e., approved by a 2/3rds vote of the Conference) and published, it is considered confidential. Prior to then, any number of changes might be suggested by the Conference to be made by the trustees' Committee on Literature.

To ensure A.A.'s legal rights in the registration of the approved final draft of the Manuscript with the U.S. Copyright Office, maintain the integrity of A.A. literature and ultimately our most valued asset which is A.A. unity, it is critical that **all** Conference members adhere to “confidentiality” guidelines that **expressly limit the review and discussion of the Manuscript to Conference members only and prevent the copying and/or distribution of the Manuscript (in whole or in part) at any time prior to publication which may lead to having multiple unapproved draft versions available to the public.**

This confidential process ensures that A.A. literature will be protected from copyright challenges, and that the message that reaches the A.A. Fellowship reflects A.A. as a whole, an assurance made by the Conference-approval process.

I acknowledge receipt of the Manuscript and agree to completely adhere to the guidelines and procedures as outlined in the Letter of Understanding, including, but not limited to:

- I agree to limit review and discussion of the Manuscript to members of the 74th General Service Conference.
- I agree that I will not copy and/or distribute the Manuscript (in whole or in part) at any time prior to publication.

Conference member name (please print): _____

Conference member signature: _____

Date: _____

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2024 Conference Committee on Literature

ITEM G: Review progress report on the development of the Fifth Edition of the book *Alcoholics Anonymous*.

Background Notes:

Excerpt from the October 28, 2023, trustees' Literature Committee meeting report:

The committee reviewed a progress report regarding the development of a Fifth Edition of the book *Alcoholics Anonymous*. It was shared that while the administrative process and procedure has improved, the story review is still moving much slower than anticipated. In order to speed up the process, given the breadth of stories remaining to be reviewed, the committee agreed to: a) drop those readers who have not yet completed their first packet of stories, replace those readers, and return those stories to the pool; and b) increase the number of additional readers to a total of 15 readers, with the option of adding another five readers if warranted. The subcommittee chair will contact the readers who will be replaced, thanking them for their service. Committee members were invited to submit the names of potential readers. Committee members also agreed to accelerate their review of the stories. The committee agreed to forward to the 2024 Conference Committee on Literature a progress report, understanding that the report will be updated by or before November 15, 2023.

2023 Committee Consideration

The committee reviewed a progress report regarding development of a Fifth Edition of the book *Alcoholics Anonymous*. The committee requested that a progress report or draft manuscript be brought back to the 2024 Conference Committee on Literature.

2021 General Service Conference Advisory Actions

It was recommended that a Fifth Edition of the Big Book, *Alcoholics Anonymous*, be developed, including an update of stories to better reflect current membership, keeping in mind the 1995 Advisory Action that: "The first 164 pages of the Big Book, *Alcoholics Anonymous*, the Preface, the Forewords, 'The Doctor's Opinion,' 'Dr. Bob's Nightmare,' and the Appendices remain as is," and that a progress report be brought back to the 2022 Conference Committee on Literature.

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CONFIDENTIAL: 74th General Service Conference Background

It was recommended that pending its development, the draft Fifth Edition of the Big Book would include a new Foreword, an updated Preface and updates to expand on existing ideas in Appendices III and V.

Background:

1. November 2023 Progress Report

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Trustees' Literature Committee
5th Edition Alcoholics Anonymous, Big Book
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

Regarding the above-referenced project, please note the following update report:

The subcommittee consists of the entire Trustees' Literature Committee.

The TLC affirmed the expanded reading group to include ten volunteer readers recommended by committee members. The Publishing Department sent members nondisclosure agreements to sign to help protect the integrity of the individual stories. While more than 500 stories have been read or are currently with subcommittee members, progress has been much slower than anticipated for several reasons:

- Of the ten additional readers, one dropped out in August and two others have not yet turned in their initial story packets sent in June.
- Staff was not equipped to create and send out new packets in a timely manner. In some cases, it took more than a week to complete a request for new stories.
- The estimated turnaround of 30 days to read a packet of stories was optimistic. Currently only three members are reading at that pace.

Some good news:

- Staff improved and streamlined the response form used for submitting 'keepers.'
- Staff is working to speed up the packet assembly and distribution.
- Lots of stories have been read!

The subcommittee voted at the October 28 meeting of the Trustees' Literature Committee, to increase the number of active readers to 15. We are adding 6 new readers to get us to 15. Invitations are going out to them by the end of November 2023.

We are reevaluating the commitments of some current readers to see if they are able to continue at the required pace or if it's time to thank them for their service. All new readers will be required to sign the non-disclosure agreements.

###

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2024 Conference Committee on Literature

ITEM H: Review progress report on the video animation of the pamphlet “The Twelve Concepts Illustrated.”

Background Notes:

Excerpt from the October 28, 2023, trustees’ Literature Committee meeting report:

The committee reviewed a progress report on a video animation formatted “Twelve Concepts Illustrated,” including cost estimates submitted by the Publishing Department. The committee agreed to forward to the 2024 Conference Committee on Literature the progress report and cost estimates.

2023 Committee Consideration

The committee discussed an update on the adaptation of the video animation of the pamphlet “The Twelve Concepts Illustrated” published by the General Service Board of A.A. Great Britain. The committee acknowledged that the project of adapting the video for use in the U.S./Canada structure is pending for budgetary reasons. The committee looks forward to a report on the status of this project being brought to the 2024 Conference Committee on Literature.

2022 Conference Advisory Action

The video animation of the pamphlet “The Twelve Concepts Illustrated” (currently published by the General Service Board of A.A. Great Britain) be adapted and produced by the Publishing Department. The committee requested a progress report or rough cut be brought back to the 2023 Conference Committee on Literature

Background:

1. October 2023 Progress Report.
2. Video adaption of the pamphlet “The Twelve Concepts Illustrated” – Cost estimates.

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Trustees' Literature Committee
Video adaption of the pamphlet "Twelve Concepts Illustrated"
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

Regarding the above-referenced project, please note the following update report submitted by GSO Publishing Department:

On October 18 the Publishing Department had the opportunity to meet with the animation company responsible for producing the whiteboard animation video "The 12 Concepts Illustrated."

Cognitive Media will be forwarding ballpark costs of the English version first to give us a sense of costs to produce the U.S. adaptation of the video. Minor revisions to the illustration will be required. Publishing will also provide costs for recording and selecting a female voiceover talent.

A separate budget for the French and Spanish versions will be forwarded once we provide the production company with translated scripts. All timelines for the English version of the video will be discussed pending estimate approval.

Should the board need to review the animation a link has been provided below.

<https://www.youtube.com/watch?v=qN6t4jAXJd0>

###

Trustees' Literature Committee
Video adaption of the pamphlet "Twelve Concepts Illustrated."
Cost estimates submitted to the 2024 Conference Committee on Literature
April 2024

A) PHASE 1 — English-language version "Americanized"

With cost estimates received from GB Production House (video originator)

- 1) ***Voice Over Narration Re-versioning Costs***
to insert American English narration **\$1,030**

- 2) ***New Narration recording of American English***
@ NYC audio house (Talent and Production) **\$1,500***

****ballpark estimate – we await confirmation***

- 3) ***Minor tweaking of visuals***
Such as: removing "Circle and Triangle AA" and pound signs, etc. **\$250.***

****ballpark estimate***

Total estimated cost for Phase 1 re-versioning GB version

to "Americanized English": **\$2,780.**

B) PHASE 2 — French- and Spanish-language versions

OPTION 1 – (recommended)

Translated voiceovers for French and Spanish versions with Illustrated visual treatment also translated in French and Spanish versions.

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1) **Translation of Narration voiceover text into French & Spanish**
(in office, via Language Services department) _____

2) **Translation of visual text into French**
(in office, via Language Services department) _____

3) **New Narration -- French and Spanish**
@ NYC audio house (talent and production)
\$1,500 each, or total = \$3,000.*

**ballpark estimate – we await confirmation*

4) **Voiceover Narration Re-versioning Costs**
to insert French and Spanish narration into 2 new versions
\$2,430.

5) **Visuals Re-versioning:**
Substitute new French and Spanish illustrated text to French and Spanish versions
\$1,750.

Total estimated cost for Phase 2 - Option 1 new French and Spanish versions:

\$3,590 each, or total = \$7,180.

OPTION 2 – (minimal cost savings)

Translated voiceovers for both French and Spanish versions

with the Illustrated visual text remaining in English,

and with French and Spanish subtitles of the visual text for each version

1) **Translation of Narration voiceover text into French & Spanish**
(in office, via Language Services department) _____

2) **Translation of visual text into French**
(in office, via Language Services department) _____

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3) **New Narration -- French and Spanish**

@ NYC audio house (talent and production)

\$1,500 each, or total =

\$3,000.*

**ballpark estimate – we await confirmation*

4) **Voiceover Narration Re-versioning Costs**

to insert French and Spanish narration into 2 new versions

\$2,430.

5) **Costs to retain the illustrated text as is in English**

And add subtitles in French and Spanish

\$270 each, or total = \$540.

Total estimated cost for Phase 2- Option 2 new French and Spanish versions

\$2,985 each, or total = \$5,970

Total estimated English, French, and Spanish (Option 1) = \$9,960.

Total estimated English, French, and Spanish (Option 2) = \$8,750.

###

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2024 Conference Committee on Literature

ITEM I: Review progress report on the video adaptation of the pamphlet “Too Young?”

Background Notes:

Excerpt from the January 27, 2024, trustees’ Literature Committee meeting report:

The committee reviewed three art samples designed to show the direction of the graphics for the “Too Young?” video project. The committee discussed that the designs should stay clear from stereotypes and that obtaining feedback from young people (the targeted audience) may be beneficial. The committee agreed to forward to the 2024 Conference on Literature the art samples as an addition to the update report.

Excerpt from the October 28, 2023, trustees’ Literature Committee meeting report:

The committee reviewed a progress report on the development of an animated version of the pamphlet “Too Young?” submitted by the Publishing Department. The committee agreed to forward to the 2024 Conference Committee on Literature the progress report.

2023 Conference Advisory Action

That the print version of the pamphlet “Too Young?” be retired and that the content be repurposed as an animation video at an estimated cost no higher than \$70,000. The committee requested that a progress report or a rough cut of the video be brought back to the 2024 Conference Committee on Literature.

Background:

1. November 2023 Progress Report.
2. Art Samples “Too Young” video adaptation – **CONFIDENTIAL – FOR COMMITTEE EYES ONLY**

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Trustees' Literature Committee
Video adaption of the pamphlet "Too Young?"
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

Regarding the above-referenced project, please note the following update report submitted by GSO Publishing Department:

Based on ongoing research with various animation production companies in New York, the cost to develop the Too Young animation video will be significantly higher than \$70,000.

As mentioned at Conference, and in our last July board meeting, to not exceed the cost of \$70,000 in production and postproduction costs, we should explore the option of producing one storyline from the Too Young pamphlet.

What will strongly influence the animation budget with the possibility of driving production costs even higher, will be the length of the animation. The running time of the video will always equal costs. We will also need to consider the first initial production phases such as colorization and approval of cast of characters that dictate the style in which the animation video will be produced.

Below is a list of the main steps in the animation process. I have met with editorial to determine how we can rework one of the stories. Once the final draft of the storyboard is approved by Conference, we can then move forward with the animation process. I will be attending the board meeting and will be happy to answer additional questions about the approved budget and the overall production process.

1. Research
2. Script
3. Storyboard
4. Art Direction
5. Voiceover narration recording
6. Illustration
7. Animation
8. Sound Design

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9. Integration

10. Deliverable

###

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2024 Conference Committee on Literature

ITEM J: Review progress report on revisions to the pamphlet “Questions and Answers on Sponsorship.”

Background Notes:

Excerpt from the October 28, 2023, trustees’ Literature Committee meeting report:

The committee reviewed a progress report and draft mock-up reflecting the suggested revisions to date. It is understood that additional revisions may be submitted; the committee looks forward to an updated report or draft pamphlet being brought to the January 2024 meeting.

2023 Conference Committee on Treatment and Accessibilities Committee Consideration

The 2023 Conference Committee on Treatment and Accessibilities requests that the trustees’ Literature Committee consider updating the pamphlet “Questions and Answers on Sponsorship” to add language on working with alcoholics with intellectual or information processing challenges, communication challenges and diverse neurological abilities.

The Conference Committee on Treatment and Accessibilities hopes that the following changes be considered:

- A section that details some of the sponsorship challenges a member might face.
- Strategies and resources that could be used to address those challenges.
- An acknowledgement that some potential members have experienced trauma, racism, genocide or other kinds of violence that make it difficult to accept the direction of sponsorship.

Excerpt from the July 29, 2023, trustees’ Literature Committee meeting report:

The committee discussed the 2023 Conference Committee on Treatment and Accessibilities consideration regarding inclusion of accessibility language related to working with alcoholics in the pamphlet “Questions & Answers on Sponsorship.” The committee chair asked committee members Vera F., Teddy B., and Appointed Committee Member, Gerry R., along with accessibilities and current Literature’s G.S.O. staff to help develop appropriate draft language that addresses the challenges of alcoholics with experiences of racism and trauma

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CONFIDENTIAL: 74th General Service Conference Background

when working with sponsors. The committee looks forward to reviewing a progress report at the October 2023 meeting.

Background:

1. October 2023 Progress Report

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Trustees' Literature Committee
Update to the pamphlet "Questions and Answers on Sponsorship."
Progress Report submitted to the 2024 Conference Committee on Literature
April 2024

The ad hoc group (Gerry R., Teddy B., and Vera F.) met twice (September 7 and October 2). After an initial discussion about the goals and scope of work as well as key principles that members wanted to keep in mind, the ad hoc committee members each took responsibility for suggesting edits to different sections of the pamphlet. Members then met to review and discuss these suggestions and collectively draft a document to be reviewed by the committee.

Some key principles and suggestions / thoughts discussed for updating literature and service material to address barriers created by histories of violence, trauma, racism, or genocide faced experienced by some of our members and potential members included:

- **How do we connect the Steps and Traditions to the ideas of barriers to sponsorship we are addressing?**

This could be an opportunity to share that the Steps are a way to heal from spiritual trauma and to share with sponsors that these issues exist and that if they do not have this experience, there are many resources, including other AA members and spiritual advisors that could be consulted.

- **Language to use:**

"Racism, genocide and other forms of trauma"

Other kinds of trauma – domestic violence (comes up a lot in 5th edition stories)

- **How do we address harm?**

We are members of our societies and come into AA with baggage and are learning to deal with our own hurtful behavior (hurtful behavior we have experienced and hurtful behavior we have done) in a constructive spiritual healing way.

In addition to personal trauma, Indigenous people often deal with generational trauma which exacerbates the challenges of trusting someone from another culture, especially those from the dominant culture. Those raised on a

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reservation, reserve, or agency, grow up haunted by a cultural recollection that their ancestors, even as children, were often hunted down and killed.

There can exist a great animosity and a reluctance to ask for help from someone from the very same culture that instigated that harm. A misconception exists that these events happened so long ago that they should be forgotten by now, when, in fact, for some older members, the lives of their parents or grandparents were directly impacted by the survivors of these events.

Harm – connect to reparations, justice, healing - 8th and 9th Steps (and in 4th Step – especially resentment of institutions. For example, many black A.A. members put the institution of racism on their 4th Step; while many A.A. members not directly affected might not even think of that, but it could be a consideration to add to their own inventories.

Having this kind of conversation is needed... we don't come in here the weldest of people.

Acknowledgement of the lingering effects of these harms at a cultural level is key to any productive conversations moving forward.

A process of Steps and Traditions; we can give examples – but we want to rely on the Steps.)

We can also point people to other resources / other literature.

- **How to sponsor people who have experienced these traumas**

Many times, a sponsor will find that they lack personal experience with a specific life experience that a sponsee or other newcomer describes. Much of the time, the sponsor finds that he or she can offer their own experience, strength, and hope with a similar challenge to demonstrate to the sponsee how they have applied the Steps to their own lives.

In some cases, the sponsor may find they need to seek spiritual guidance to help a sponsee apply the Steps to a particularly difficult experience. At other times, the sponsee may find they need to seek professional help to help them deal with traumatic experiences or mental health challenges.

In either case, the collective experience of sober A.A. members are that the 12 Steps have been a path to healing from spiritual, emotional, mental, and physical trauma for thousands.

While many A.A. members come to the program with feelings of guilt, shame, hopelessness, uselessness, anger and depression, some members come into

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the program with additional trauma or life experiences that may make it particularly difficult to trust others.

- **We can start with the idea of trust.**

People have learned not to trust because of trauma.

How do we gain the trust of people we are working with ? We can apply spiritual principles, compassion, listening and patience and help a person heal from harm. We can be warm and loving.

- **Members need safety.**

We need to feel safe and supported. Newcomers who go on this journey should get to experience unconditional love and compassion.

We can create environments/ relationships that are safe, supportive, respectful, kind to address painful histories.

Again, acknowledgement of historical and ongoing cultural oppression in the case of Indigenous peoples is helpful. One may not be able to change anything about it, but trying to recognize the humanity and agency of a sponsee and treating them without condescension is a starting point.

We don't want to get out of our lane – remember a sponsor is not a counselor or mental health or medical professional.

- **A key principle is Empathy: It shouldn't have to happen to you for it to matter to you.**

There is a lack of empathy among members who deny a particular experience (especially racism) has happened if it has not happened to them or if they think it is not happening in their meeting.

In sponsorship – you may hear about life experiences that have not happened to you.

How do we encourage sponsors to bring the same empathy and compassion to those relationships?

Sponsors: listen with an open heart, with curiosity when it is welcomed.

Ideas:

- Support
- Empathy

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- Compassion

Using the principles, we can heal – but we must be able to honestly acknowledge the challenges people face.

What are some of the kinds of trauma sponsors might encounter? Sexual violence, domestic violence, racism, childhood abuse and neglect, genocide. While some of these might seem, at first glance, to be “outside issues,” they may pose a very real barrier to someone trying to get sober. Sponsors can offer acceptance, respect, empathy, friendship, care, hope, safety, confidentiality, and support for the newcomer, so that person can begin to heal from the things that kept them drinking.

As sponsors we can help share the message that the 12 Steps are about repairing and healing our relationships with each other, with the world, with a Higher Power and with ourselves.

We need to have the right tool to reach people with these ideas (being mindful of the challenges with updating the Safety material)

Look in “Leadership in AA: Ever a Vital Need.”

- **What should I look for in a sponsor?**

Someone you trust or who you think you might be able to learn to trust.

- **What qualities make a good sponsor?**

- Patience
- Compassion
- Safe
- Supportive
- Respectful
- Kind
- Confidential / respectful of privacy

- **How to make the Q&A work for people who are neurodivergent**

Some of the same principles apply here – respect, kindness, patience – an environment where people will hear the message in a way that makes sense to them.

(Backmatter –would be useful to include a section that is something like:

Q:What if my problems seem too big for AA? Or, What if I'm worried about being accepted?

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A: From the earliest days, there were A.A. members who worried that they would not be accepted because they did not fit with what they thought was the typical alcoholic. Since then, many thousands of people have found that their differences did not exclude them. Alcoholics Anonymous has developed many pieces of literature designed to reassure people from all different walks of life that they belong in AA if they want to stop drinking, regardless of what other identities or life experiences they may have. Please see the back of this pamphlet for a partial list of publications that might help you or your sponsee see how A.A. is for them too.

A draft was sent to the Publishing Department for copyediting, with the understanding that the staff member on the Treatment and Accessibilities assignment is also in the process of trying to collect sharing from the Fellowship on this topic. We anticipate that if useful sharing is collected staff will share it with this committee.

###

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2024 Conference Committee on Literature

ITEM K: Consider a request that the words “Donation” and “Contribution” be swapped under Warranty One in the pamphlet, “The Twelve Concepts Illustrated.”

Background Notes:

Excerpt from the October 27, 2023, AAWS Board Meeting Minutes:

Recommendation: Regarding a proposal (originally P.A.I. #9 submitted in 2022), the committee recommended that the AAWS board forward this item to the 74th General Service Conference, adding background regarding the 2006 Advisory Action as it relates to the terms "contribution" and "donation." The committee discussed that AAWS considered the original PAI submitted last year. The pamphlet was revised as follows: "So long as we refuse to take outside contributions and limit contributions from individual members, we shall not become wealthy in any perilous sense" (the 2006 Advisory Action recommended that the word "donation" be replaced with the word "contribution" in A.A.W.S. literature as it comes up for reprint.) However, the submitter believes that the wording should be as noted in the proposal. The committee agreed that forwarding this item to the 74th General Service Conference might be helpful, given that sentiment within the Fellowship may have shifted since the 2006 Advisory Action.

Advisory Action from the 56th General Service Conference (2006):

Finance

It was recommended that:

The word “donation” be replaced with the word “contribution” in A.A.W.S. literature as it comes up for reprint.

Background:

1. Proposed Agenda Item (PAI) Submission Form - PAI9 (2022)
2. AAWS response to submitter (November 2023)
3. Current pamphlet “Twelve Concepts Illustrated” available on GSO A.A. website <https://www.aa.org/twelve-concepts-world-service-illustrated>

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(1) Submit a clear and concisely worded motion. PAI #9

Our Group would like to make a motion to suggest the word "Donation" and "Contribution" be swapped around in the 12 Concepts Illustrated under Warranty One.

From: *"So long as we refuse to take outside contributions and limit individual member's donations, "we shall not become wealthy in any perilous sense."*

To: *"So long as we refuse to take outside donations and limit individual member's contributions, "we shall not become wealthy in any perilous sense."*

(2) What problem does this proposed item address?

Given the definitions clearly the words are misplaced in this paragraph and could give new GSRs a misrepresentation as to why we don't use the word "Donation" in the rest of our literature.

(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.

The New Horizons Group Of Alcoholics Anonymous in Bend Oregon Area 58 District 5

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

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2006 Conference Advisory Action states the word “Donation” *(When being used as money given within the fellowship)* **be replaced with the word “Contribution” in AAWS Literature as it comes up for reprint.**

The reason we changed the name of the "Alcoholic Foundation" to the "General Service Office" when we adopted the 7th tradition is because words like "foundation and donation" can imply a charitable organization.

The 7th tradition, like all the rest, is a spiritual principle. One of the ways I've been taught to support the 7th Tradition is to never use the "D" word in an AA setting.

We don't "donate" to Alcoholics Anonymous. We "Contribute". Groups, Districts, Areas, and even AA as a whole, don't accept "donations" We are fully self supporting through our own "Contributions". The word "donation" implies something given for charity. My sobriety is not a charity. It's something I get to participate in. In the same way I get to contribute to my household bills. I don't donate to the electric company or my mortgage. I DO however "donate" to the Animal Shelter, Meals on Wheels, and other charitable organizations.

Questions to ask yourself that may help this distinction to make sense. Do you "donate" to your household bills where you live? Or do you contribute? Do you donate to your state at the end of the year, and the IRS when you do your taxes? Or are you contributing member of society?

“In the midst of this exciting turn of affairs, the Conference agreed that the Alcoholic Foundation ought to be renamed the General Service Board of Alcoholics Anonymous, and this was done. The word “Foundation” stood for charity, paternalism and maybe big money. A.A. would have none of these; from here out we could assume full responsibility and pay our expenses ourselves.” P-44 Legacy Of Service

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

That our literature be corrected to be consistent with the use of the wording with the rest of our Conference approved literature.

**-(6) Provide a primary contact for the submission. Carrie B.
GSR New Horizons Group**

(7) Final comments:

Thank you for the consideration

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CONFIDENTIAL: 74th General Service Conference Background

LIT
Item K
Doc 2

November 3, 2023

Via Email
Carrie B.
New Horizons Group

Dear Carrie,

Warm greetings from your friends at GSO!

This correspondence is to follow up on the Proposal (originally PAI #9) which you submitted for the 73rd General Service Conference.

Consider revising the pamphlet "Twelve Concepts Illustrated" under Warranty One by changing the use of the words "donation" and "contribution." To read as follows:

"So long as we refuse to take outside donations and limit contributions from individual members, "we shall not become wealthy in any perilous sense."

At their October 27, 2023 meeting, the AAWS Board discussed the proposal and agreed to forward to the 74th General Service Conference

As you are aware, the original PAI submitted last year was considered by AAWS, and the pamphlet was revised as follows: "So long as we refuse to take outside contributions and limit contributions from individual members, "we shall not become wealthy in any perilous sense" (in accordance with the 2006 Advisory Action recommended that: The word "donation" be replaced with the word "contribution" in A.A.W.S. literature as it comes up for reprint.)

However, the AAWS Board agreed that it may be useful to forward this item to the 74th General Service Conference given the fact that sentiment within the Fellowship may have shifted since the 2006 Advisory Action.

Following the General Service Conference in April 2024, I will be in touch to let you know the results of the Conference deliberations pertaining to this item.

Kindest regards,

Pamela P.
Secretary to A.A. World Services Board
General Service Office of Alcoholics Anonymous
475 Riverside Drive, 11th Floor

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VII. Policy & Admissions: Monday - Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Policy/Admissions

ITEM A: Review GSO General Manager's memo regarding General Service Conference site selection.

Background notes:

Excerpts from the trustees' General Service Conference Committee January 2024, meeting:

The committee reviewed a memo from the general manager on the status of Site Selection for the 2027 General Service Conference.

The committee also reviewed the background forwarded to the 2023 Conference Committee on Policy and Admissions, which included sample information about the General Service Conference potentially meeting outside of New York City. The committee agreed to forward the memo update from the General Manager on Site Selection status to the 2024 Conference Committee on Policy and Admissions.

2023 Committee Consideration of the Conference Committee on Policy/Admissions:

The committee reviewed the GSO General Manager's report regarding General Service Conference site selection. The committee appreciated the detailed analysis of the costs and logistics of holding the Conference at sample facilities in four of the eight regions. The committee is not requesting a site selection report from the General Manager in 2024, recognizing that contracts have been executed with hotels in the New York area for 2024, 2025, and 2026, and that site selection for the 2027 General Service Conference could be impacted by the results of the Location Plus Committee and possible relocation of the General Service Office. The committee is requesting that the trustees' General Service Conference Committee conduct a survey of current General Service Conference members regarding the spiritual implications of holding the Conference outside the New York area. An additional option to explore in the survey could be alternating between holding the Conference in the New York area and the Akron/Cleveland area. The committee looks forward to reviewing the survey results or a progress report at the 74th General Service Conference.

2022 Committee Consideration of the Conference Committee on Policy/Admissions:

The committee reviewed the GSO General Manager's report regarding General Service Conference site selection, noting with appreciation the level of detail regarding specific sites considered. The committee requested that the next site selection report provide detail on the financial, logistical, and spiritual implications of holding the General Service Conference at other locations throughout the eight regions of the U.S./Canada service structure, perhaps in rotation with the New York City metropolitan area.

Current Conference Charter excerpt:

9. The General Service Conference Meetings: The Conference will meet yearly in the City of New York, unless otherwise agreed upon. Special meetings may be called should there be a grave emergency. The Conference may also render advisory opinions at any time by a mail or telephone poll in aid of the General Service Board or its related services.

Background:

1. General Manager's memo on General Service Conference site selection

Alcoholics
Anonymous®
www.aa.org

General Service Office of Alcoholics Anonymous

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Grand Central Station
New York, NY 10163
Fax: (212) 870-3003

MEMORANDUM

To: Trustees' General Service Conference Committee and
Conference Committee on Policy/Admission

From: Bob W., General Manager

Date: November 2023

Re: GSO General Manager's memo regarding 2027 General Service
Conference site selection and dates

At the 73rd General Service Conference (GSC), the Conference Committee on Policy/Admission reviewed the dates for the 2027 General Service Conference. In order to provide additional flexibility to the General Service Office management in contracting the most cost-effective and appropriate venues for the General Service Conference, the committee agreed to select three proposed dates for the 77th General Service Conference, as follows (in order of preference): May 2-8, 2027; April 11-17, 2027; May 23-29, 2027.

The committee also brought forth the consideration that it will not be requesting a site selection report from the GSO General Manager in 2024, recognizing that contracts have been executed with hotels in the New York area for 2024, 2025, and 2026, and that site selection for the 2027 GSC could be impacted by the results of the Location Plus Committee and possible relocation of the General Service Office.

The Location Plus Committee has not yet completed its work, therefore the impact of the results of their work on the dates and location of the 2027 GSC are not known. As soon as the results are known, the process to select the dates and location of the 2027 GSC will begin and will be communicated as soon as the process is complete.

Conference Advisory Actions Regarding General Service Conference Site Selection

2017 *It was recommended that:*

General Service Office management submit a report on the process, implementation, and status on the site selection of the General Service Conference for review by the 2018 Policy/Admissions Committee.

2008 *It was recommended that:*

The responsibility for General Service Conference site selection be delegated to General Service Office management, subject to approval of the General Service Board; and that a report be forwarded to the 2009 General Service Conference.

1991 *It was recommended that:*

The 1992 General Service Conference annual meeting be held in the city of New York. (Floor Action)

1970 *It was recommended that:*

The General Service Office have the right to choose the hotel for the 1971 General Service Conference without conferring further with the delegates to the Conference. (Delegates Only Meeting)

1969 *It was recommended that:*

Inasmuch as GSO is now giving consideration to relocation of the office in New York, consideration might also be given to the relocation of the site of this annual meeting, with a view to returning to single-room accommodations, so that the advantages of private meditation, study, thought, and rest might be restored. It was further suggested that the rising costs of the annual meeting might be controlled, or at least reduced, by a study of possible alternative hotel accommodations. (Delegates Only Meeting)

1956 *It was recommended that:*

The proposal that meetings of the General Service Conference be “rotated” from New York City in even years to a different geographical section in odd years be tabled for consideration at some future date.

2024 Conference Committee on Policy/Admissions

ITEM B: Review dates for the 2028 General Service Conference.

Background notes:

2023 Committee Consideration of the Conference Committee on Policy/Admissions:

The committee reviewed the dates for the 2027 General Service Conference. In order to provide additional flexibility to the General Service Office management in contracting the most cost-effective and appropriate venues for the General Service Conference, the committee agreed to select three proposed dates for the 77th General Service Conference, as follows (in order of preference): May 2-8, 2027; April 11-17, 2027; May 23-29, 2027. The committee noted that these proposed Conference dates are the best choices available for avoiding conflicts with significant holidays. The committee asked that all Conference members be notified of the final dates for the 77th General Service Conference as soon as they are finalized by GSO management.

Background:

1. List of past GSC dates
2. 2028 calendar with holidays and observances

List of Conference Dates from 1993 to 2023

April 18 – 24, 1993

April 17 – 23, 1994

April 30 – May 6, 1995

April 21 – 27, 1996

April 13 – 19, 1997

April 19 – 25, 1998

April 18 – 24, 1999

April 30 – May 6, 2000

April 22 – 28, 2001

April 21 – 27, 2002

April 27 – May 3, 2003

April 18 – 24, 2004

April 17 – 23, 2005

April 23 – 29, 2006

April 22 – 28, 2007

April 27 – May 3, 2008

April 26 – May 2, 2009

April 18 – 24, 2010

May 1 – 7, 2011

April 22 – 28, 2012

April 21 – 27, 2013

April 27 – May 3, 2014

April 19 – 25, 2015

April 17 – 23, 2016

April 23 – 29, 2017

April 22 – 28, 2018

May 19 – 25, 2019

May 16 – 19, 2020

April 18 – 24, 2021

April 24 – 30, 2022

April 23 – 29, 2023

1 of 1

2028

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31						

Holidays and Observances:

2028

April 9 – Palm Sunday

April 10 – Pesach First Night seder

April 11 – Pesach Second Night seder

April 14 – Good Friday

April 17 – Easter Monday

April 18 – Last day Pesach

April 23–24 – Yom HaShoah

May 5 – Eid al-Adha (tentative date)

May 14 – Mother's Day

May 22 – Victoria Day

May 29 – Memorial Day

May 31 – Shavuot

2024 Conference Committee on Policy/Admissions

ITEM C: Discuss report on the Equitable Distribution of Workload process.

Background notes:

Excerpt from the trustees' General Service Conference Committee January 27, 2024, meeting:

Subcommittee on Equitable Distribution of Workload (EDW): The committee reviewed and accepted a final report (including a distribution plan of agenda items and survey results) from the Subcommittee on EDW. The subcommittee chair noted their activities focused on a final report that summarized each pilot year's work, summarized survey results of Conference members, and presented considerations and recommendations from the three-year pilot for the 2024 Policy and Admissions Conference Committee to be considered at the 74th General Service Conference.

The committee expressed their gratitude and appreciation for the comprehensive final report and **agreed to forward** the EDW final report to the 2024 Conference Committee on Policy and Admissions, pending minor edits.

The committee recommended to the General Service Board that the Equitable Distribution of Workload plan be implemented for the 2024 General Service Conference.

Committee Consideration from the 2023 Conference Committee on Policy/Admissions:

The committee reviewed the progress report from the 2023 Subcommittee on the Equitable Distribution of Workload (EDW) regarding year two of the three-year pilot. The committee appreciated the improvements made to the joint meetings and the simplification of forms and processes. The committee requested that the trustees' General Service Conference Committee (TGSCC) explore all possibilities for extending the deadline for submitting Proposed Agenda Items (PAIs) to allow areas more time to consider items at their Fall assemblies. The committee also requested that the TGSCC conduct a survey of delegates to find out the effect EDW has had upon their areas, especially related to the submission deadline and the engagement of members and groups in the group conscience process. Finally, the committee requested that the TGSCC consider creating a simple video or other form of communication that would reinforce the idea that PAIs can be submitted year-round, as well as help the Fellowship better understand the role of PAIs as a

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document to reflect the outcome of a group conscience rather than a petition or suggestion box.

2021 Advisory Action of the General Service Conference

It was recommended that:

The Equitable Distribution of Workload Process, as detailed in the Report from the 2020 Trustees' General Service Conference Committee, be implemented for the 72nd General Service Conference (GSC) on a three-year trial basis, with a progress report to be brought to the Conference Committee on Policy and Admissions after each year of the trial.

Background:

1. EDW Year Three Report to 74th GSC
2. PAI form
3. CAR form
4. EDW Year Three Survey Summary
5. EDW Year Two Report to 73rd GSC
6. EDW Year One Report to 72nd GSC

Trustees' General Service Conference Committee
Subcommittee on Equitable Distribution of Workload Pilot
Year Three Report
2023

Subcommittee: Tom H., Chairperson; Irma V., John W. and Diana L., Secretary

Introduction

At the General Service Conference (GSC), committee work is one of the most anticipated and important parts of the conference week for the 93 Delegates. However, the distribution of the agenda items to conference committees had been consistently weighted with several committees often getting the bulk of agenda items to discuss year after year, while other committees get few, if any, new agenda items. That imbalance has led to some committees working well beyond their allotted meeting times and other committees finishing their work with hours to spare. Seeking a better-balanced workload and a more equitable Conference experience has led to the three-year pilot known as the Equitable Distribution of Workload (EDW). This final report will summarize each year's work, describe the distribution process, provide the year three survey results (attached), and present recommendations for the Policy and Admissions Conference Committee (P&A) to consider during their deliberations at the 74th GSC.

The goal of the three-year EDW Pilot was to "ensure that the Conference committees receive an equitable distribution of agenda items that require a depth and substance of discussion." The term equitable was defined in the 2020 plan to mean that, "everyone gets their fair share of something, it's an adjective meaning fair or impartial. Something that is equitable does not unduly benefit one person more than any other person."

The EDW pilot was developed in response to many comments and requests over the years pertaining to the imbalance of conference committee workloads. The subcommittee recognizes that should EDW continue beyond a pilot there will be more latitude to make improvements.

Several progress reports from the trustees' Committee on the General Service Conference (TCGSC) to the Conference Committee on Policy and Admissions led to the following:

2021 GSC Advisory Action:

"The Equitable Distribution of Workload Process, as detailed in the Report from the 2020 trustees' General Service Conference Committee, be implemented for the 72nd General Service Conference on a three-year trial basis, with a progress report to be brought to the Conference Committee on Policy and Admissions after each year of the trial."

Scope and Procedures for TCGSC Subcommittee on GSC Committee Workload:

“The purpose of the trustees’ Committee on General Service Conference (TCGSC) Subcommittee on General Service Conference (GSC) Committee Workload is to ensure that there is a reasonable attempt to distribute the workload for conference committees equitably across the standing committees. Prior to the formation of this subcommittee, little consideration has been given to the complexity and time-demand of individual agenda items. Experience shows that the number of items assigned to a committee is itself, an insufficient indication of the workload demand on a committee during conference week.

Each agenda item is first handled by Staff assigned to the Conference desk, who assigns the item to the appropriate corporate board or trustees committee or GSO department for review, in consultation with the Chair of TCGSC, and GM. This committee or board uses a scoring tool to evaluate the item and assign an estimate of the complexity and thus, time demand that each item would place on a GSC committee.”

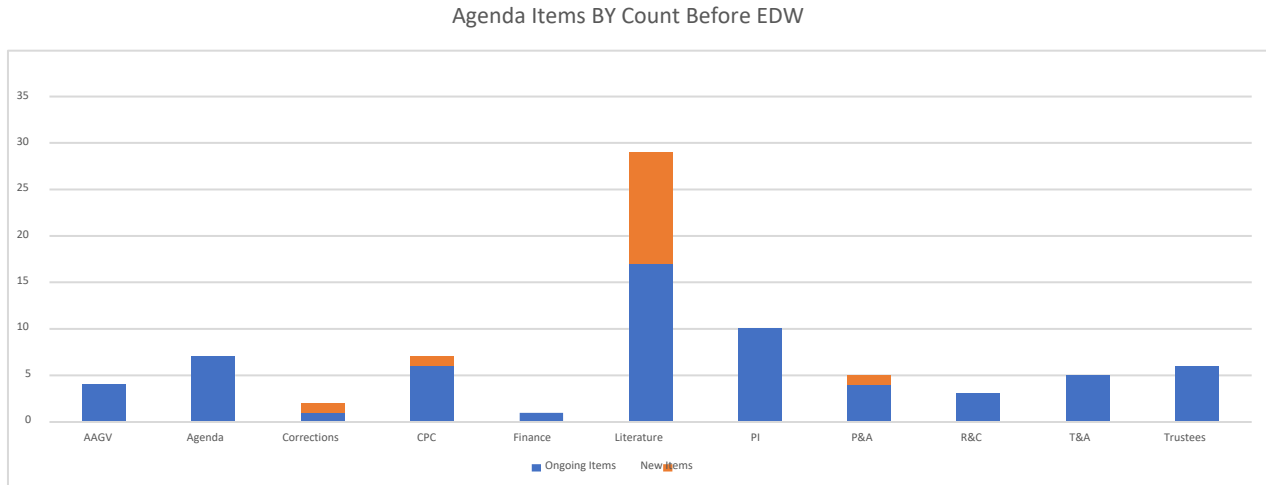
Year One Summary

Year one saw challenges to the workflow and the joint committee meeting communication, and scoring tool challenges documented in the report, as well as the significant challenges to Areas and to the group conscience process caused by moving up the deadline for submitting proposed agenda items to September 15. The TCGSC was encouraged to strive to address these challenges.

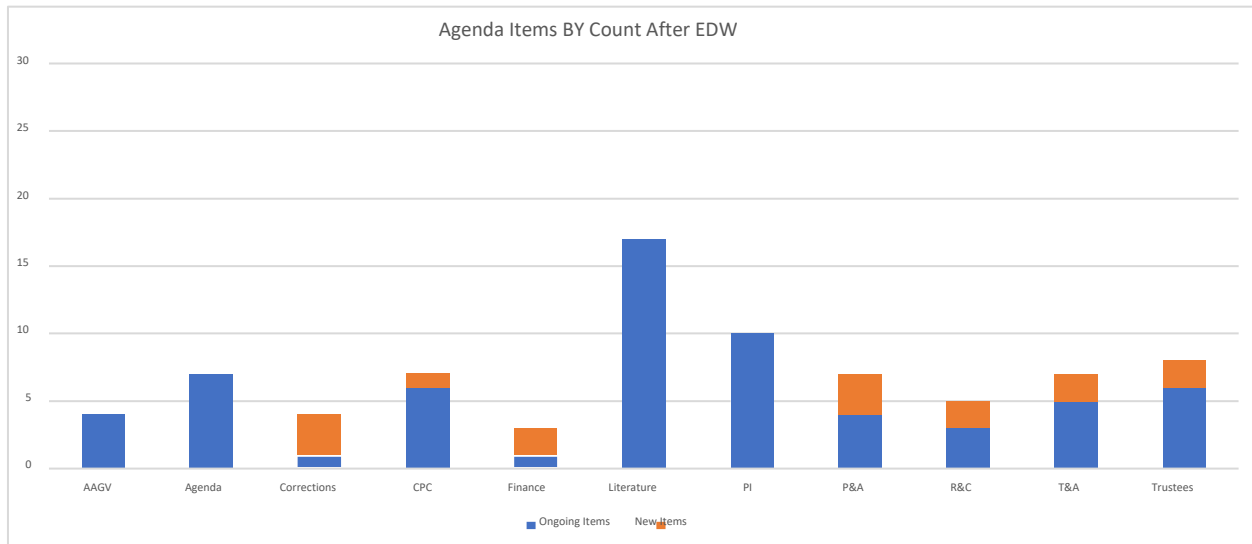
The committee noted that the plan allowed 50 more delegates to participate more equitably in the Conference committee process and appreciated the spiritual aspect of that accomplishment.

The year one pilot distribution results are as follows:

Year One before EDW - Orange notes the new items per committee.



Year One after EDW



Year Two Summary

The subcommittee made significant improvements to the overall process compared to year one, such as:

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- In response to feedback received from Trustees Committees and Staff Secretaries the Scoring Tool was replaced with a simplified Conference Agenda Routing (CAR) form that no longer required an estimate of the time that each agenda item might take to discuss in committee at the Conference.
- A presentation describing the EDW process and timeline was developed by GSO Staff and shared with both Staff and Trustees.
- Joint committee meetings for committees with EDW items were reworked. The large, combined EDW joint meeting was eliminated. Each conference committee with a carry over EDW item had a member from the applicable trustees' committee present in case there were questions or feedback.

Some challenges:

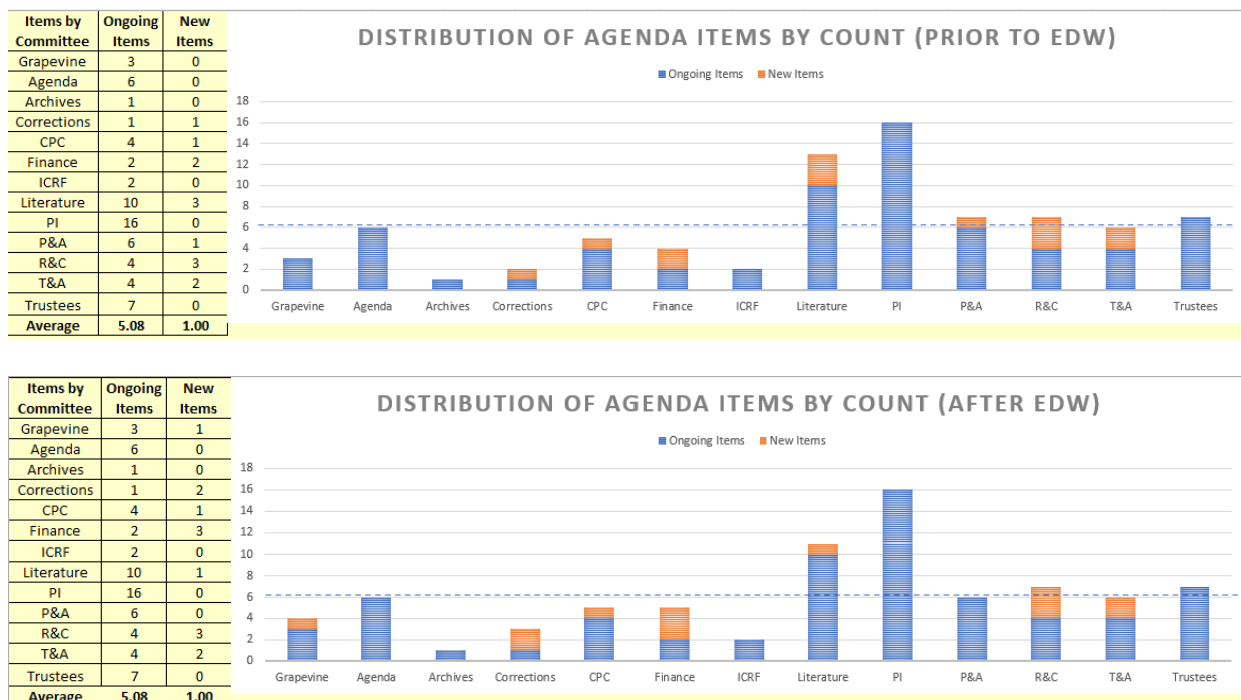
- Seven out of the 184 PAIs were not included to the October/Q4 GSB agendas but were discussed for forwarding at subsequent meetings. This did not affect whether they were included on the agenda for the 73rd GSC or not but did complicate the review and distribution process.
- The fillable PAI PDF form was determined to be cumbersome to use during the overall process (the PDF format was replaced in year three).
- The volume of content of some PAIs was very large. Consider character limits per field, and maximum attachment sizes to ease document management and translation, and foster similarity in the amount of content attached.

Three committees (Grapevine, Corrections, and Finance) participated more equitably with new agenda items at the 73rd GSC:

- Corrections – Discussion of SMF 209 (from AAWS)
- Finance – Discussion of changes to the 12 x 12 (from Literature)
- Grapevine – Request that alternate delegates receiving access to the Conference Dashboard (from Policy and Admissions)

Additionally, one Conference committee (Trustees) continued work from the 72nd GSC on an EDW item from Literature.

Year two distribution before and after EDW:



Year Three Summary

In year three, the EDW subcommittee focused on consolidating the learnings over the three-year pilot and collecting survey feedback on the overall process and its impacts from Conference members.

The PAI form (attached):

The PAI form was reformatted from a fillable PDF to a Smartsheet form to be more user friendly and better aligned with the conference assignment processing.

The CAR form (attached):

The CAR form was developed in year two and implemented in year three in hopes of simplifying the scoring process and how items are forwarded from the trustees' committees to the conference assignment.

Input from the Policy & Admissions Conference Committee, 73rd GSC:

Several questions were brought to the P&A Conference Committee at the end of year two:

1. How, and from whom, should members gain access to the PAI form?
2. What is the role of delegates? Is there a need to prevent PAI forms being used as petitions/suggestion box forms? If so, how might this be achieved?
3. What can be done to encourage submission prior to the deadline to prevent everything coming in at once?
4. Should the PAI form ask specifically whether the idea has been discussed at an area assembly and what the outcome of the vote was?
5. How heavily should whether the PAI was supported by group conscience factor into decisions to move items onto the GSC agenda or not?

The response from the Policy and Admissions Conference Committee was as follows:

“The committee reviewed the progress report from the 2023 Subcommittee on the Equitable Distribution of Workload (EDW) regarding year two of the three-year pilot. The committee appreciated the improvements made to the joint meetings and the simplification of forms and processes. The committee requested that the trustees’ General Service Conference Committee (TGSCC) explore all possibilities for extending the deadline for submitting Proposed Agenda Items (PAIs) to allow areas more time to consider items at their Fall assemblies. The committee also requested that TGSCC conduct a survey of delegates to find out the effect EDW has had upon their areas, especially related to the submission deadline and the engagement of members and groups in the group conscience process. Finally, the committee requested that TGSCC consider creating a simple video or other communication that would reinforce the idea that PAIs can be submitted year-round, as well as help the Fellowship better understand the role of PAIs as a document to reflect the outcome of a group conscience rather than a petition or suggestion box.”

PAI deadline:

The current deadline of September 15 allows for the PAIs to be received, formatted, and provided to the applicable trustees committee or board for consideration. This includes a feedback call with the conference committee and the trustees committee chair to help inform the discussion the trustees committee will have at their October meeting.

All proposed agenda items that come in after the September 15 deadline are considered for the subsequent year’s General Service Conference.

Feedback Call:

The feedback call was instituted as part of the EDW pilot. Of significance is that the delegate chairs have traditionally been invited to the January Board weekend because that is when the trustees' committees set the agenda for the upcoming GSC. When setting the Conference agenda moved to the October GSB meeting, the process evolved to be a feedback call with the trustee chair and the whole conference committee. In some cases, delegated responsibility became confused, with some inferring that the conference committee decides which agenda items move forward to the conference agenda. The following is some history concerning the feedback call.

The committee noted the 2016 report suggested that:

"Before the January board weekend, the entire Conference committee could have a conference call with the corresponding trustees' committee chair and staff secretary to review items submitted as agenda items and to talk about items still being considered by the trustees' committee. This way, Conference committee members would get a verbal report on the disposition of items submitted to the trustees' committee and could share regarding those items. This would allow all Conference committee members to offer feedback on proposed Agenda items. Their feedback could be brought to the trustees' committee meeting as background for the discussion."

From 2017:

"The committee considered a request to add text to the committee's Composition, Scope, and Procedure regarding the option to meet by conference call prior to the Annual Meeting (the Annual Meeting happens after the close of the General Service Conference) and took no action."

From the P&A History and Actions:

"Prior to 2019 the conference committee opportunity for input was limited to the conference committee chair being in attendance at the January GSB weekend where the trustees' committees made these decisions. Over the years and depending on the chair of the trustees committee this varied from being a silent observer, to having a voice."

The committee noted that this has not happened and requested that the trustees' committee chairs implement this conference call portion of the plan starting in January 2019."

Thus began the "January call." With EDW, this call was moved to October, however the delegate chair attendance continues in January, while the trustees' committees discuss the agenda in October.

PAI input from Conference Committees:

The PAI feedback calls held prior to the Trustees Committees/Boards determining which items they will forward to the GSC have also been very effective and beneficial. The feedback from the conference committees has helped inform the trustee committee/board decisions and allowed for more input from delegates regarding those items they do or do not wish to see forwarded to the GSC.

While increased delegate input on the GSC agenda is a very positive thing, the evolution of how this input is provided may have created confusion about where, exactly, the authority and responsibility for the decisions made to forward or not forward PAIs for the GSC agenda is held. This is a GSB responsibility, as is responding to any questions or concerns from the fellowship regarding which items were or were not forwarded for the agenda. An unintended consequence of the current practice is that some conference committee chairs have been pressured by A.A. members advocating to get an item onto the agenda. Adding to the confusion is the fact that there are inconsistencies among the trustees committee chairs regarding how much input the conference committee has on this process. All involved would benefit from an orientation tool that briefly summarizes roles and responsibilities in accordance with the Concepts and the Conference Charter.

From memo from Chair of TGSCC:

“Prior to Trustees' Committee meetings at the October GSB, those of you with PAIs to consider will need to meet with your corresponding Conference Committees. This meeting consists of the Chair of the Trustees Committee, the entire Conference Committee, and the Staff Secretary. The purpose is to seek input from the conference committee and help inform the discussion at the trustees' committee Q4 meeting.

It is important to note that the conference committee is not determining if items are forwarded to the conference or not, no voting occurs in these meetings. The decisions are made in your trustees' committee Q4 meeting.

If your trustees' committee does not have any PAIs to review, there is no need under the EDW pilot for you as Chair to meet with the corresponding conference committee prior to the Q4 GSB meeting. However, if the conference committee would like to meet with you anyway, you certainly can do so. I suggest you determine an agenda or topic for this meeting for the clarity of all involved since it would be outside of the EDW process.”

EDW Distribution:

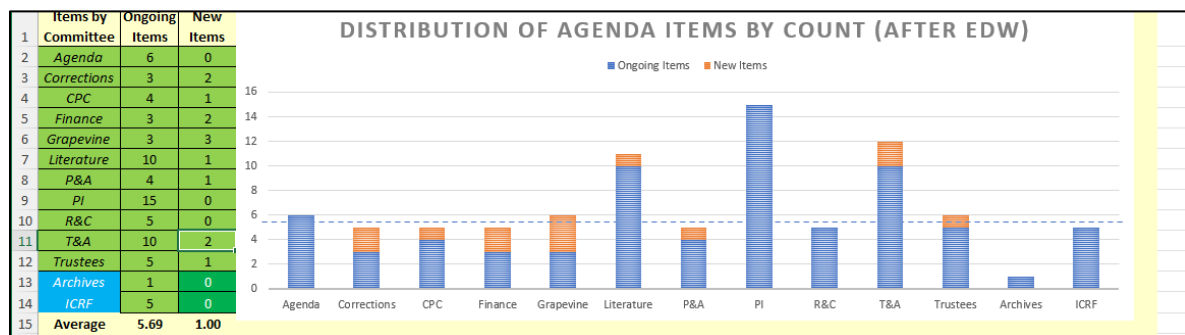
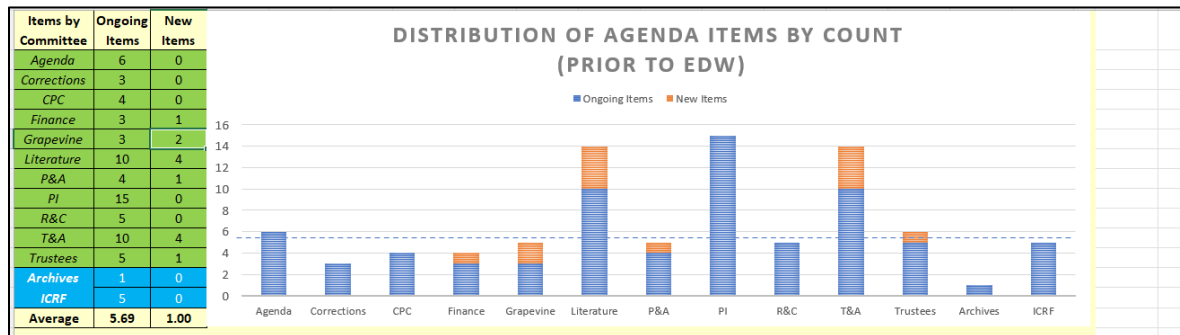
The EDW Subcommittee considers the current workload of each conference committee and what that workload would look like if new agenda items assigned to each committee were not distributed. Trustees' Committees receive all PAIs that pertain to their Composition, Scope, and Procedures (CSP), and then determine which ones are to be forwarded to the GSC.

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It was suggested that each PAI received be accompanied by a "Conference Agenda Item Routing Form" (CAR form). The CAR form is used for a consistent approach to review and routing and will feed into the tracking process. This was implemented in year two to replace the more complex scoring tool that was used in year one of the EDW pilot. Trustees' Committees complete and return the CAR form for each PAI under their consideration to the Conference Coordinator. Trustees Committees have typically completed these forms during their meetings while discussing the PAI, so it is ready to submit immediately after the meeting. The completion of these was inconsistent and some of the Staff Secretaries used alternate methods to note the rationale when items were not forwarded to the GSC. This rationale is required for the response letters to the submitters, and the list of PAIs not forwarded that is to be sent to all conference members. A method that is consistent across the committees is needed to collect and share outcomes of trustee committee reviews of PAIs.

The EDW Subcommittee receives conference agenda items that have been forwarded to the GSC by designated boards and committees. The EDW subcommittee then reviews the number of agenda items assigned to each committee and reassigns agenda items from committees with excessive workloads to those with additional work capacity.

Year three distribution before and after EDW:



Approval of EDW Distribution:

Prior to the January board weekend, the EDW subcommittee will tabulate and then create a final agenda item document detailing the proposed equitable distribution of Agenda Items. The full TCGSC will review and approve the equitable distribution plan and documentation and recommend it to the GSB for approval.

EDW Survey Highlights (full summary is attached):

The 2023 Policy and Admissions Conference committee requested that TCGSC survey delegates to determine the effect Equitable Distribution of Workload (EDW) has had upon their areas, especially related to the submission deadline and the engagement of members and groups in the group conscience process.

- Most responses suggested that a Group Conscience should be “very heavily” or “heavily” considered when determining if a PAI is to be forwarded to the GSC.
- Most responses agreed that the EDW process should continue.
- One Area moved its Assembly dates to accommodate the September 15 deadline and 34 Areas responded “no” to this question in the survey.

The following communication points have been implemented:

- Chairs of Trustees Committees will meet (virtually) with the Chairs of the corresponding Conference Committee, before and after the July and October Board meetings to discuss proposed agenda items and the progress of work during the year around conference process. It is optional to do so before and after the January Board meeting, and the chair can decide what is needed.
- The Report and Charter Committee and the Policy and Admissions Committee do not have corresponding Trustees Committees. The chair of the TCGSC will meet with them to ensure these committees are not excluded from the communications.
- The Conference Committee chairs will still be encouraged to communicate with their committee both before and after the Board weekend conference calls with their corresponding trustees’ committee chairs.
- As previously recommended during the pilot this report will be provided to all conference members in advance of the 74th GSC and there will be an opportunity for sharing and discussion. At this time, we expect this will occur at the next virtual all conference members meeting.

Some topics noted by the subcommittee for further consideration are:

- Continue discussions on the value of robust group conscience at the local or area level prior to proposing for the GSC.
- Staff Secretaries and Trustee Committee Chairs Evaluate the Conference Agenda Routing (CAR) form for effectiveness and improvements.
- Seek methods to establish consistency with the amount of material included with

each PAI.

- If EDW is adopted to continue beyond the pilot, the processes involved will continue to evolve and continuous improvement sought through the long-standing process of review and action on the conference evaluations.
- There have been very few challenges with conference committees working within and supporting the processes of EDW during the three-year pilot. However, in year two there was an instance of a conference committee unhappy that an item that would typically have been assigned to them being reassigned to another committee; and in year three there was a committee that was assigned an item from another committee and did not want to accept it in their committee even stating that they would not discuss it if it was not moved. While these were only two of the 22 items reassigned during the three-year pilot, it should be noted that the cooperation of the conference committees is essential for the effectiveness of any distribution process.

Recommendation to the Conference Committee on Policy and Admissions for their consideration:

Consider a recommendation to adopt EDW to continue (no longer as a pilot).

Recommendations to the TCGSC for their consideration should EDW be adopted to continue (pending the outcome of the 74th GSC):

- TCGSC to form a standing subcommittee on PAI distribution, with a new CSP.
- TCGSC to ensure that the conference evaluation forms collect feedback on distribution annually and that the standing subcommittee on Improvements addresses concerns and ideas as they arise.
- GSB to consider inviting the Delegate Chairs to the October Board meeting where the discussions on the disposition of the PAIs occur (instead of the January board meeting where these discussions previously took place).
- In consultation with GSO to ensure that all workflow requirements are fully considered, revisit the PAI deadline and advance it to the latest possible date now that three-year trial period has ended.

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Proposed Agenda Item (PAI) Submission Form for the General Service Conference (GSC)

PAI Submission deadline is pending the outcome of the 2024 General Service Conference.

Warm Greetings from the Conference Assignment at the GSO!

Thank you for taking the time to consider proposing a policy level idea that might be useful for the good of A.A. within our US/Canada service structure.

This is an exciting opportunity for your group's voice to be heard.

All parts of our Fellowship — group meetings, committees, offices, Conferences, and group jobs — share one common purpose: to help the alcoholic who still suffers.

In accordance with our Twelve Traditions, we need a system of communication for finding out how A.A. as a whole feels about its world affairs, and how it wants to operate. The General Service Conference serves as the group conscience for A.A. in the U.S. and Canada.

The resources mentioned below are available in English, Spanish, and French, on the GSO website, www.aa.org. It is all done in the spirit of Love and Service.

Participation in the GSC Process is a year-round cooperative effort. The Conference meets for six days a year, yet the 135 or so Conference members are active in Conference affairs throughout the year. Every A.A. group shares its experience with other groups through its area delegate to the Conference.

Does my PAI rise to the policy level?

For A.A. to run its own affairs, each A.A. group needs to make its voice heard on overall A.A. policies. Proposals are important to the future of Alcoholics Anonymous such as policy decisions or request for changes to Conference-approved literature, and items that might require the collective conscience of the Fellowship. To understand about proposed agenda item submissions in general, please visit the section, "Sources of Agenda Items" in the [A.A. Service Manual](#) on page 42.

Who participates in PAI submissions?

AA Groups, Districts and Areas: To contact your local GSR, District, or Area Committee or Delegate, please visit the link to "[List of General Service Conference Area Websites](#)." These local A.A. trusted servants strive to help you develop PAIs and discuss Conference Background materials and help the delegate prepare for the GSC.

Individual A.A. members: Individual A.A. members can participate in the Conference Process by submitting a PAI.

Sharing on Participation? Thanks to contributions from A.A. members across the U.S. and Canada here is sampling of resources from GSO that include sharing about participating in the Conference Process:

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Read: [“A.A. Service Manual,”](#) [“Circles of Love and Service,”](#) and [“The A.A. Group.”](#)

Watch Video: [“Your General Service Office \(GSO\), the Grapevine and the General Service Structure,](#)

Listen: [“Twelve Traditions Long Form”](#)

When is the PAI Deadline for the 75th GSC?

The submission deadline is pending the outcome of the 2024 General Service Conference.

What happens after a PAI is submitted? Your submission will be forwarded to the trustees' Committee or Board for discussion. Following the October General Service Board meeting, the committee secretary will contact you to let you know the outcome of the committee's deliberations.

General Service Conference (GSC) Proposed Agenda Item Submission Form

(1) Submit a clear and concisely worded motion.

(2) What problem does this proposed item address?

(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.

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(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

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(5) What are the intended/expected outcomes if this proposed item is approved?
(6) Provide a primary contact for the submission.
(7) Final comments:

Submit completed forms to the GSO Staff Member on the Conference Desk:

EMAIL: Conference@aa.org

POSTAL MAIL: Attn: Conference Desk
 General Service Office
 P.O. Box 459
 Grand Central Station New
 York, NY 10163

Updated 7/22

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POLICY/ADMISSIONS
Item C
Doc. 3

Proposed Agenda Item Number	
Proposed Agenda Item (PAI):	
PAI Submitted by:	
Reviewing Body:	

The proposed Item is:	Yes/No	Comments (if Any)
Policy Focused		
Clearly Written		
Specific		
Reflects a Group Conscience		
Has Previously Been Proposed		

<input type="checkbox"/> Forward to the General Service Conference	<input type="checkbox"/> Refer to Board, Committee or Department
<input type="checkbox"/> Take no action	<input type="checkbox"/> Other: _____

Conference Agenda Routing Form - September 2022

Equitable Distribution of Workload (EDW) Survey Summary

Background

The 2023 Policy and Admissions Conference committee requested that TCGSC survey delegates to determine the effect Equitable Distribution of Workload (EDW) has had upon their areas, especially related to the submission deadline and the engagement of members and groups in the group conscience process.

The TCGSC forwarded this request to the subcommittee on EDW who developed questions to engage all Conference members in a survey to find out the effect the EDW process has had on their areas, and that the 2024 Conference Committee on Policy and Admissions will receive the results of the survey to discuss as part of the evaluation of the EDW pilot.

Additionally, feedback has been collected about EDW through the Conference Evaluation forms.

Survey Questions

The EDW subcommittee developed the following 10 questions and distributed surveys to Conference Members in English, French, and Spanish for further input to inform the 74th GSC in its consideration to continue with EDW:

1. My participation at the General Service Conference is:
A) Delegate B) GSB trustee C) Non-trustee Director D) GSO Staff/GV Staff
2. How heavily should the Group Conscience from a Group, District or Area level be considered when determining if a PAI is to be forwarded to a General Service Conference Agenda?
A) Required B) Very heavily C) Heavily D) Somewhat E) Not at all
3. Should the PAI form ask specifically whether the item has been discussed at an area assembly (or other service body) and what the outcome of the vote was? (Write-In)
4. Based on your experience at the 73rd GSC, how effective was using the Joint Meeting to discuss the agenda item that your committee was assigned through EDW?
A) Strongly effective B) Somewhat effective C) Neutral D) Somewhat ineffective
E) Strongly ineffective
5. If your committee (trustees committee or conference committee) was involved with an agenda item that was reassigned using EDW.

The process, communication, and continuity of the item through the year-round conference process was effective.

A) Strongly agree B) Somewhat agree C) Neutral D) Somewhat disagree E) Strongly disagree F) Not applicable.

6. The EDW process should be incorporated in the future GSC process:

A) Strongly agree B) Somewhat agree C) Neutral D) Somewhat disagree E) Strongly disagree

7. In what ways, pro and con, did the EDW pilot affect your experience of the conference?

Area Delegates Only:

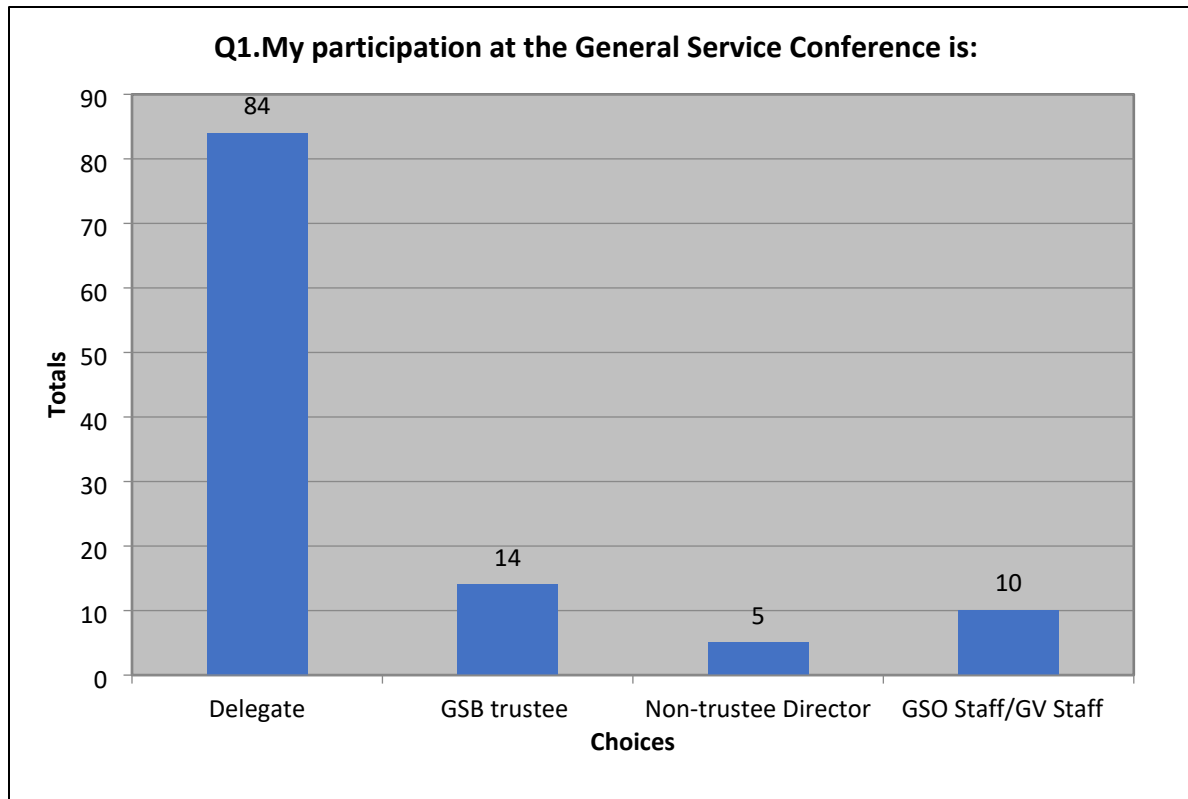
8. Has your Area moved its Assembly dates to accommodate the PAI deadline?

9. How has the result of the earlier submission date affected your Area's ability to review potential PAI's at your Assemblies?

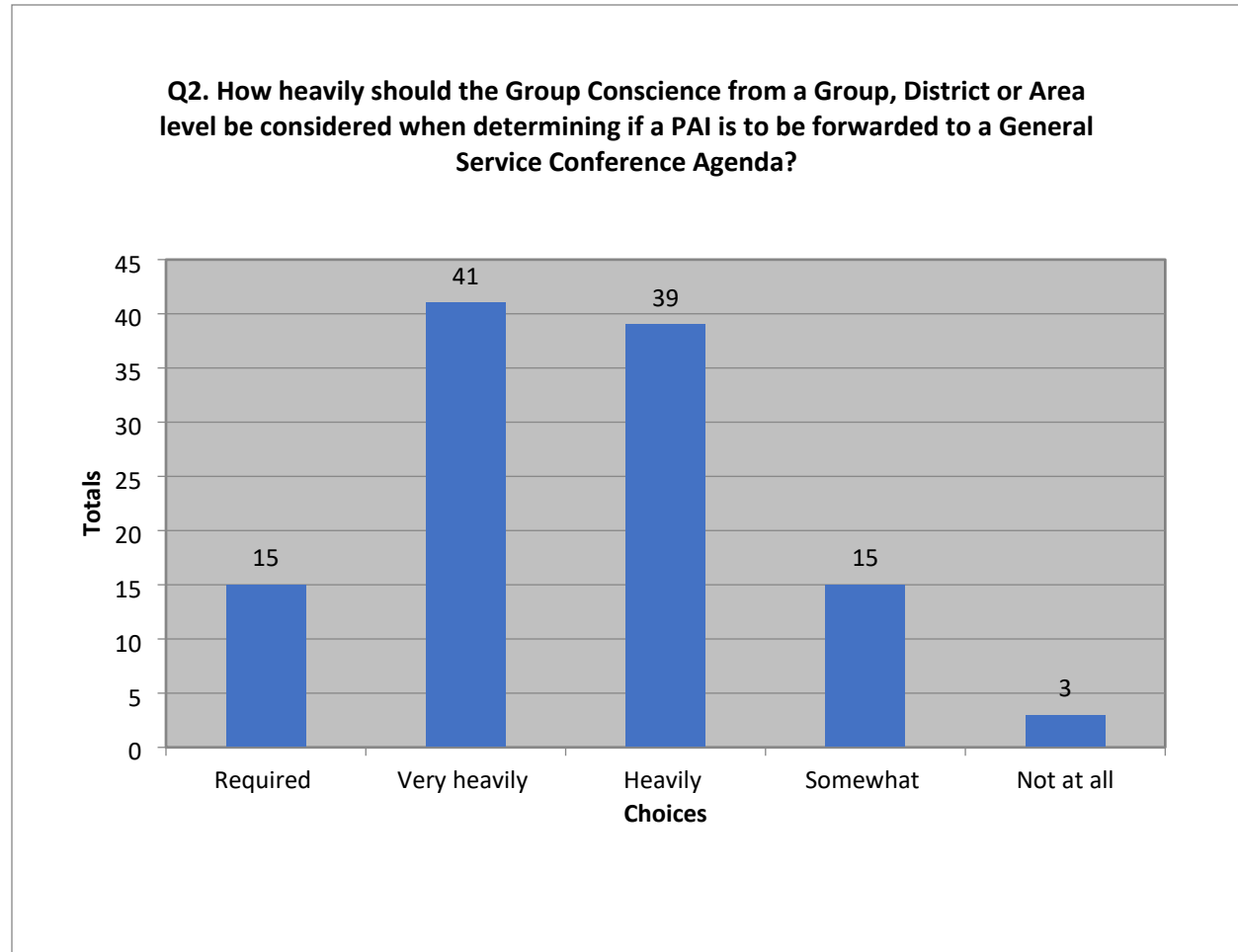
10. Has the three-year EDW pilot had an impact on the Group, District, and/or Assembly Tradition Two process and participation?

Survey results

Q1. Responses were received by 113 Conference Members (84% response rate). Most of the Area delegates responded (84 out of 93).



Q2. The majority of responses suggested that a Group Conscience should be “very heavily” or “heavily” considered when determining if a PAI is to be forwarded to the GSC.

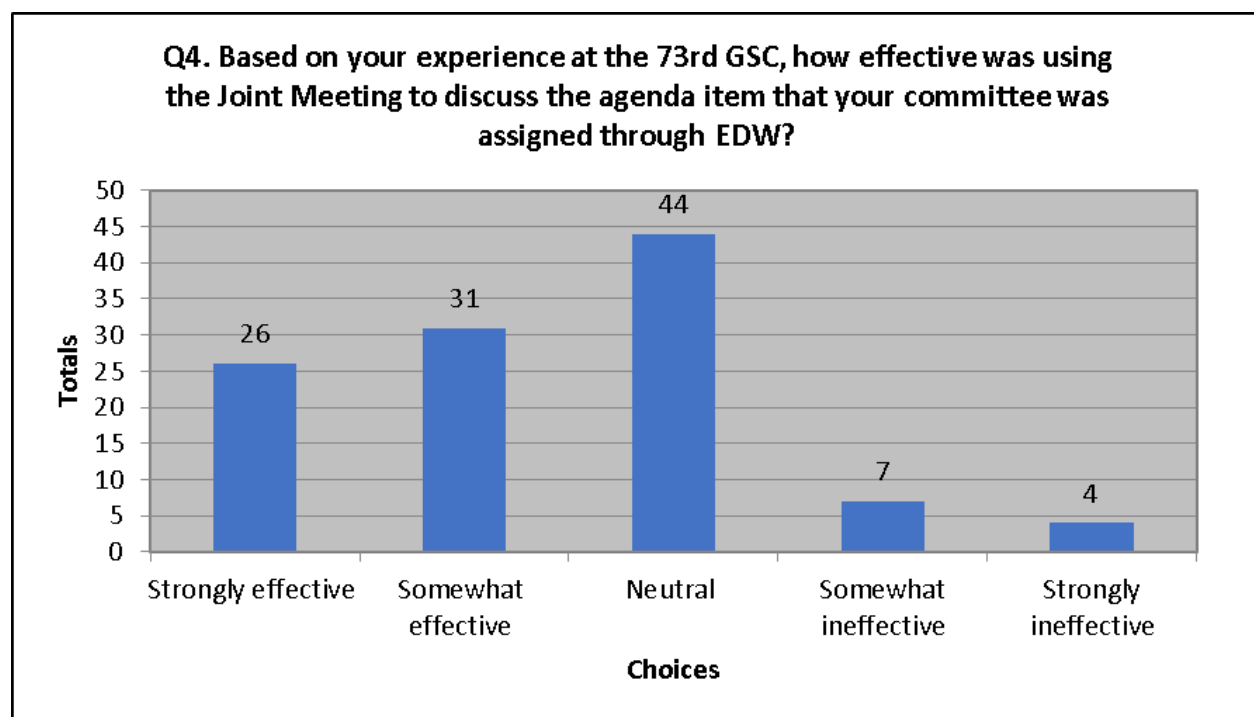


Q3. Question Three was a write-in on the following question:

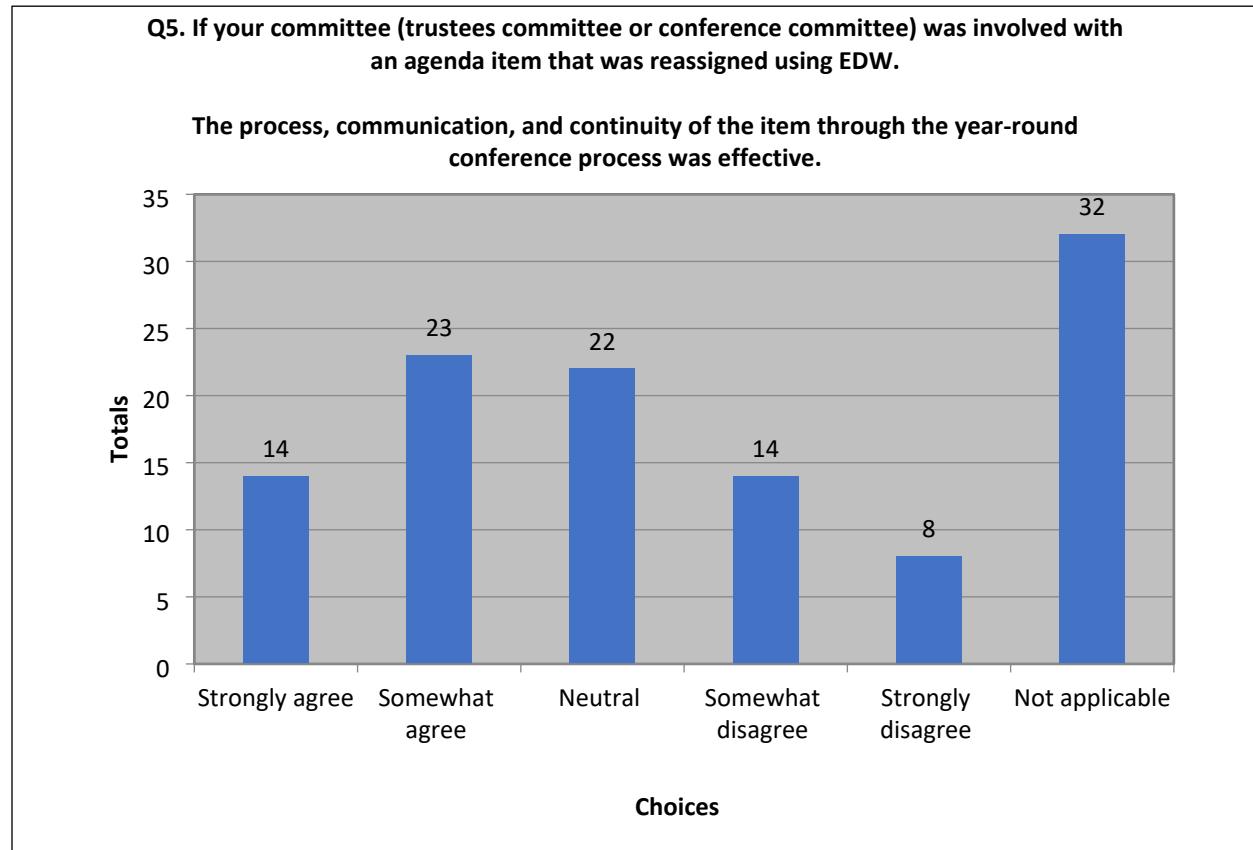
“Should the PAI form ask specifically whether the item has been discussed at an area assembly (or other service body) and what the outcome of the vote was?”

A total of 113 responded. Within 31 responses, “yes” was provided, and three responses included “no.” Conference members also shared that to include a general sense of the group conscience, but not the numerical vote, would be a useful piece of information. Others felt that asking specifically could encourage the discussion of PAI’s at area assemblies. Other conference members felt that when a PAI came directly from a group and not the district, they should provide information about their group conscience.

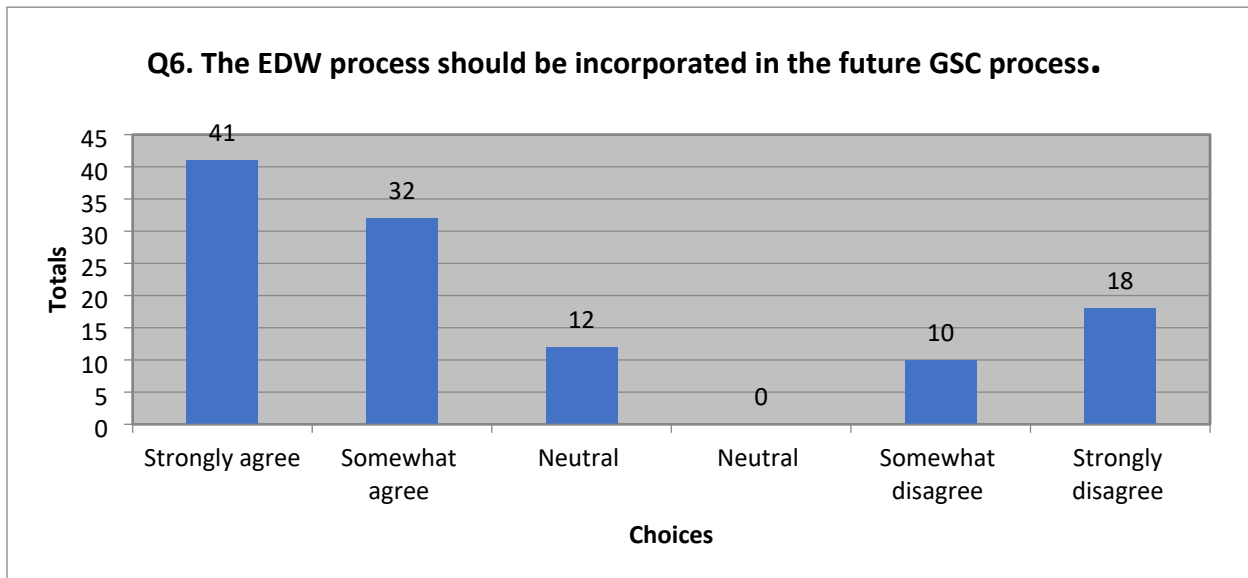
Q4. Regarding the effectiveness of discussing EDW items during the Joint committee meetings held by videoconference, three conference committees received EDW items at the 73rd GSC.



Q5. Conference Members who were involved with an EDW item indicated a broader mixture of experiences on the effectiveness, continuity, process, and communication was for their EDW item(s).



Q6. Regarding future GSC Conferences, an Equitable Distribution of Workload, to some degree, be incorporated, although about a quarter of Conference members felt otherwise.



Q7. Question Seven was a write-in on the following question:

“In what ways, pro and con, did the EDW pilot affect your experience of the conference?”

The following are a sampling of responses:

“I feel that there are challenges to some of the items when they require more than a quick look and the committee is unfamiliar with some of the details. I have witnessed some items go to conference when they are not fully discussed because the committee wasn’t sure what to do or the entire background is not reviewed and causes items to get lost in the shuffle.”

"I served on corrections and was happy to have an edw item. I felt inclusion in the process."

"Not at all"

"It was positive. Gave my committee an opportunity to look at something outside of our scope."

"EDW did improve workload distribution and that is positive to a certain degree. However, at some point, it doesn't matter how effectively workload is distributed, there is just far too much work on the Conference agenda in general. Workload distribution is only part of the problem."

"No pros, only cons. Moving the deadline forward to Sept 15 has been disastrous in terms of accountability to the Fellowship and the Fellowship's ability to participate in the Conference. Many Areas cannot have Assemblies in time for the Sept 15 deadline because they meet in October. The notion that Areas can simply "move" their assemblies at will to meet an earlier deadline is arrogant. The EDW has contributed to the current lack of trust we are dealing with."

Write-in Answers by Area Delegates only

The following questions were write-in only and focused on experiences within Areas and Delegates only were requested to respond.

Q8. "Has your Area moved its Assembly dates to accommodate the PAI deadline?"

There was one response denoting "yes" and 34 responses denoting "no."

Sampling of other responses:

"We have not. Our pre-conference assembly where we would vote on any proposals to go to the GSC was Sept. 10th. That gave 5 days to submit. In scheduling in the future it is imperative to consider that Sept 15th deadline."

"Yes and it has been a positive reception because we wanted to align our events with the conference agenda items."

"NO. Just need to Inform Area the previous year."

"No. Whenever assembly dates or number of assemblies per year came up informally in my area, informal conversations indicated it would probably be best to wait and see if EDW continued beyond the 3-year trial to have that discussion."

Q9. "How has the result of the earlier submission date affected your area's ability to review potential PAI's at your Assemblies?" Some of the replies included:

"The Area Assembly does not get to review PAI's because of the early submission date."

"Our area historically hasn't submitted many proposed agenda items but if it had been brought in September it would have been chaotic."

"The submission date it prior to our Assembly"

"Yes, my Area is unable to involve groups in discussion of PAIs because there isn't an opportunity to carry the discussion back to the groups for input before an Area vote."

Q10. "Has the 3-year EDW pilot had an impact on the Group, District, and/or Assembly Tradition Two process and participation?" There were 14 "no" and two "yes" in responses. Other replies included:

"Not as it relates to T2."

"You have taken the right and responsibility of the fellowship and minimized it to your own benefit. Other solutions need to be sought that do not take the time required for Tradition Two to effectively be reached and shared."

"The Delegate needs a little time to decompress after the GSC, then put a report together to give to the groups. Traveling to the Districts takes time and now the groups have a very short time to decide if a PAI comes out of the GSC post report. Then to discuss a PAI first at the group level then the district level then at the Area you are talking about a one-to-two-month span between each to discuss the PAI. It is short cutting the Service structure."

"Only to the extent it impacted the Delegate's workload."

"I still see a lot of confusion regarding the agenda item's location when they are referred to a non-related committee."

“Yes, the time is too short if you want a wide base for an informed group conscience. If you want an individual or single group as the group conscience this is fine. The Delegate needs a little time to decompress after the GSC, then put a report together to give to the groups. Traveling to the Districts takes time and now the groups have a very short time to decide if a PAI comes out of the GSC post report. Then to discuss a PSI first at the group level then the district level then at the Area you are talking about a one-to-two-month span between each to discuss the PAI. It is short cutting the Service structure.”

###

2022 Trustees General Service Conference Committee
Subcommittee on Equitable Distribution of Work (EDW)
Progress Report: January 12, 2023

Subcommittee: Carolyn W. Chair; Francis G., Mike L., and Diana L., secretary

This report summarizes year two of the Three-year EDW Pilot and includes the committee's updates from October 2022 and December 2022.

From the 2021 Advisory Action:

“The Equitable Distribution of Workload Process, as detailed in the Report from the 2020 trustees' General Service Conference Committee, be implemented for the 72nd General Service Conference (GSC) on a three-year trial basis, with a progress report to be brought to the Conference Committee on Policy and Admissions after each year of the trial.”

To implement the 2021 advisory action, an EDW sub-committee was re-formed at the 2022 July General Service Board (GSB) meeting to deliver the 2nd year of this three-year pilot.

The subcommittee was appointed by the trustees' GSCC at their July 2022 meeting and has met eight times since. Additionally, the subcommittee chair participated in a meeting with the GM GSO, AAWS Chair, and TCGSC Chair regarding translation timelines and processes to ensure that EDW processes are aligned with translation timelines.

SECTION 1 – FOLLOW-UP ON TOPICS FROM THE YEAR ONE REPORT

A: Impact of Advanced Timeline:

In year two, there was an increase in multiple Proposed Agenda Items (PAIs) submissions on similar topics submitted by A.A. individuals, groups, and entities. Some PAI submissions stated that discussion at the Area level was not possible due to the advance timeline. In other cases, some PAIs received were discussed at an Area level but were not supported by a group conscience and were not submitted by a delegate. While submitting PAIs through an Area's group conscience is not a requirement, the number of PAIs that have not gone through this process has significantly increased during the two years of the pilot.

Several Areas adjusted their assembly scheduling to accommodate the advanced timeline and to facilitate an opportunity to gain the broader group conscience of the Area prior to submission. Other Areas have utilized Spring and Summer Assemblies to facilitate discussion.

Two PAIs that were submitted to extend the timeline were not forwarded to the GSC, to allow time for the completion of the 2021 Advisory Action three-year pilot and recommendations prior to making any further changes.

The committee considered effective ways align with the 2022 Advisory Action, “The compilation of all Conference committee background be made available simultaneously in English, French, and Spanish.” The committee noted that the Conference Coordinator and the Chair of the Trustees’ General Service Conference Committee have not reported any delays to the translation process due to the EDW pilot.

A) Document workflows, tracking and functionality

Year two experienced the following challenges and successes in the EDW processes and workflows; some that are discussed in more detail in the report:

Challenges:

- Seven out of the 184 PAIs were not included to the October/Q4 GSB agendas but were discussed for forwarding at subsequent meetings. This did not affect whether they will be included on the agenda for the 73rd GSC or not.
- Fillable PAI PDF form is cumbersome to use during the overall process. The committee encourages GSO staff to explore and implement an alternative format that streamlines the overall PAI process, including submission, disposition, consideration, and possible translation as Conference background.
- The Conference Agenda Item Routing (CAR) Form is cumbersome to process or use to populate the EDW sandbox tool, which employs the use of a spreadsheet.
- The interpretation of the timing of the Feedback Call between the Conference Committee and the trustees Committee chairperson. It currently occurs in October but some trustees’ committees expressed concern that it does not occur in January.
- Interpretation of the input received by delegate committees on the GSC agenda. The subcommittee suggested that a brief summary of roles and responsibilities in accordance with the Concepts and the Conference Charter could be useful.

Successes:

- 96% of submitted PAIs were expeditiously processed by September 30th and addressed at the Q4 GSB meeting.
- Three committees (Grapevine, Corrections, and Finance) will participate more fully

in the Conference process than they would have otherwise.

- Enhanced ability of five Conference committees to achieve the desired depth and substance of its policy-level discussions by more even allocation of agenda items.
- The committee noted that the current processes in place identified all PAIs, and encouraged Staff Secretaries to continue exploring effective ways to develop a tracking system and verify PAIs.
- The committee noted significant improvements to the overall process timelines compared to year one.

B) Coordination of Communications/Meetings of Trustees' and Conference Committees at and between Annual Meetings of the General Service Conference

Overall processes and communications improved in year two of the pilot, due to the experiences, lessons-learned, and feedback.

Joint Meeting: A significant issue in year one was the shared joint meeting for the committees with items assigned via EDW. Feedback forms from the General Service Conference made clear that the year one approach left some room for improvement. Please review the EDW Subcommittee Interim Report October 2022 for the detailed analysis and EDW subcommittee recommendations.

The use of technology has made it easy for Trustees Committee Chairs to maintain regular contact with their corresponding Conference Committee Chairs and Alternate Chairs throughout the year. While this is very beneficial, further review regarding scheduling, time commitments, and consistent communication regarding what to expect (and what is expected) from these meetings may be needed.

PAI input from Delegate Committees: The PAI feedback calls held prior to the Trustees committees/Boards determining which items they will forward to the GSC have also been very effective and beneficial. The feedback from the conference committees has helped inform the trustee committee/board decisions and allowed for more input from delegates regarding those items they do or do not wish to see forwarded to the GSC.

While increased delegate input on the GSC agenda is a very positive thing, the evolution of how this input is provided may have created confusion about where, exactly, the authority and responsibility for the decisions made is held to forward or not forward PAIs for the GSC agenda is held. This is a GSB responsibility, as is responding to any questions or concerns from the fellowship regarding which items were or were not forwarded for the agenda. An unintended consequence of the current practice is that

some conference committee chairs have been pressured by AA members advocating to get an item onto the agenda. Adding to the confusion is the fact that there are inconsistencies among the trustees committee chairs in regard to how much input the conference committee has on this process. All involved would benefit from an orientation tool that briefly summarizes roles and responsibilities in accordance with the Concepts and the Conference Charter.

C) Simplification of the scoring system

Year two of the EDW pilot saw the implementation of a Conference Agenda items Routing form (CAR form) to consolidate input from the Trustees' Committee, Board or Department and to inform EDW distribution. This form replaces the scoring tool from year one.

The reasons for this change were to simplify the process considering feedback that the year one scoring tool was time consuming to complete and EDW subcommittee feedback that the time estimates were not as useful as initially expected.

SECTION 2 – LESSONS FROM YEAR TWO – NEW CHALLENGES, OPPORTUNITIES AND CONSIDERATIONS

A) PAI forms/processes

It was previously noted in this report that the use of the current PDF document formats is problematic, creating additional work for staff not well suited to compiling and tracking data. GSO staff are encouraged to explore and implement an alternative format that eliminates the need to convert or recreate documents. Options that facilitate tracking, and foster consistency in the PAI submissions are encouraged.

It appears that the earlier submission deadline has resulted in some groups and members not fully engaging in group conscience process at the district or Area level prior to forwarding PAIs. While this is not a requirement, our experience has taught us that PAIs greatly benefit from the input of a cross section of AA members.

It also appears that some members have used the PAI form as more of a “suggestion box” or petition than as a document to reflect the outcome of a group conscience or a tool to submit a proposal for consideration by the GSC. There have always been ideas submitted by individuals and groups without the input of a further group conscience, this is not in itself a problem.

Rather, the current issues are the sheer volume of these items forwarded for consideration of the GSC that is time limited and must focus on matters affecting AA as a whole, and the missed opportunity to seek input and group conscience prior to moving an item forward to the GSC. If an Area does not agree that a matter should be forwarded to the GSC it may

not be the best use of GSC resources to consider it. An informed group conscience requires hearing varied points of view, ensuring a right of participation of those we serve and those who serve us, and ensuring that the minority voice is heard and given careful consideration.

One action by the trustees' committees and boards in response to the receipt of large volumes of PAIs on a particular topic has been to move the topic forward to the GSC for discussion rather than forwarding (or not forwarding) any individual PAIs. The conference committee can then review the subject overall and determine if they have any Considerations to offer or wish to make any Recommendations. While this is very effective from an agenda perspective, it does not address the administrative workload of receiving, processing, and translating the high volume of individual items.

It was noted that the majority of PAIs were submitted at the deadline, creating a workflow crush that may be avoidable. It is suggested that all conference members be reminded that September 15th is the submission deadline, but submissions may be submitted prior to that date. It is hoped that if more PAIs are moved to their respective area for consideration and benefiting the group conscience and also staggering the submissions based on assembly dates.

Another factor in the late submissions may be the misunderstanding that the final conference report is required prior to submitting any PAIs. The final conference report is an excellent tool and an important resource, but it is also important to note that the outcomes of the GSC (advisory actions, recommendations that did not carry and committee considerations) are made available shortly after the GSC.

B) EDW Pilot processes and roles

In year two the EDW Subcommittee began by reviewing the pilot outline and discussing the best approach to accomplish the work. It was agreed that we would implement process improvements where possible, but that we would also adhere to the substance of the pilot plan as approved by the 71st GSC.

The Conference Coordinator created slides for EDW review and orientation for GSO Staff and employees. This was adapted by the EDW subcommittee and included in our Interim Report October 2022 for use as a quick summary and an easy reference tool for the Trustees.

There were differing views among the trustee committee chairs regarding whether the trustees committee had the options to direct PAIs to a specific committee. Review of the EDW pilot plan affirmed that all PAIs forwarded for the GSC agenda would be distributed through EDW. The proposed distribution is subject to the approval of the TCGSC, and final acceptance of the GSB.

The distribution was shared in the EDW Addendum Final of December 2022. The EDW subcommittee further noted that there were both quantitative and qualitative benefits to the distribution.

Quantitative Benefits of Distributing Conference Agenda Items: As a result of distributing agenda items to three committees (Grapevine, Corrections, and Finance), the EDW for year two enhanced the ability for 31 voting members to more fully participate in the Conference process than they would have otherwise. Furthermore, by redistributing the workload from two committees (Literature and Policy & Admissions), the EDW for year two similarly improved the Conference experience of another 22 voting members since they can apportion more time to their remaining agenda items.

Qualitative Benefits of EDW: The EDW subcommittee is confident that allocating agenda items, as suggested, will enhance the five Conference committees' (both distributing and receiving) ability to achieve the desired depth and substance of its policy-level discussions. In addition, by balancing the workload, our valued Staff Secretaries will experience similar benefits when performing their behind-the-scenes activities.

C) Translation processes and timelines

While this is not part of the EDW pilot, it was imperative that the year two EDW subcommittee considered translation requirements, processes and timelines for conference background material and make every possible effort to ensure that the EDW pilot did not cause any avoidable delays. The committee noted the new role of Document Translations Manager was filled, and that a Language Services Department was established in October 2022.

Simultaneous Translation of Conference Background: As requested at their July 2022 meeting, we received a progress report from the GSO General Manager who noted the Office's process changes to identify all Conference documents requiring translation early and the development of a visibility tool to track progress.

The General Manager noted the adjustments to deadlines to receive materials sooner and expanded on the recent onboarding of a Document Translation Manager to support efforts to distribute Conference Background simultaneous in English, French, and Spanish.

The General Manager noted all the internal coordination received and support provided by the Conference Coordinator including holding "office hours" with Conference committee secretaries, setting clear timelines, and creating a visibility tool that clarifies the entire workflow that tracks every document of Conference background.

Additional Items, Developed to Aid/Assist in the Translation Timeline:

- “Volunteering” Alternate Chairs of Trustees’ Committees to oversee the extent of background material,
- Ensuring that Conference Background material is concise – yet comprehensive – will reduce volume while increasing usefulness,
- Enforcing timelines and deadlines to receive Area highlights from Panel 73 Delegates that will require translation,
- Developing line-item budgeting to document the cost of translation effort (see Translation Costs, below), and
- Utilizing the “Eyes Only” designation to exempt translation effort for Background items that do not have French- or Spanish-speaking Delegates.

Translations Costs: To increase translation capacity, we developed an in-house Language Services Department composed of a translation manager and two translators. This department is expected to have significant savings by reducing the use of outsourced translators.

SECTION 3 – THOUGHTS AND RECOMMENDATIONS FOR YEAR THREE

- Work toward greater clarity and consistency across the trustees’ committees regarding points of contact with the conference committee and/or conference committee chairs.
- What meetings occur and when? Who should attend each meeting? What the roles and responsibilities of the participants? Can the scheduling be done further in advance?
- GSO Staff to consider what the best options are for PAI submission (fillable forms, online forms, or?) and look for opportunities to align new processes with the CAR forms that are completed by the Trustees Committees.
- Consider possible methods to inform and support those submitting PAIs: Video resources? Webinar?
- Shared experience on the value of robust group conscience at the local or area level prior to proposing for the GSC?
- Is there a need for temporary help to compile the PAIs at the deadline?

SECTION 4 – QUESTIONS FOR THE CONFERENCE COMMITTEE ON POLICY AND ADMISSIONS REGARDING PAI FORMS

- How and from who should members gain access to the PAI form?
- What is the role of delegates? Is there a need to prevent PAI forms being used as petitions/suggestion box forms? If so, how might this be achieved?
- What can be done to encourage submission prior to the deadline to prevent everything coming in at once?
- Consider character limits per field, and maximum attachment sizes to ease document management and translation and foster similarity in the amount of content attached.
- Should the PAI form ask specifically whether the idea has been discussed at an area assembly and what the outcome of the vote was?
- How heavily should whether the PAI was supported by group conscience factor into decisions to move items onto the GSC agenda or not?

Trustees' General Service Conference Committee

2021-22 Subcommittee on Equitable Distribution of Workload EDW Progress Report

Year One Of A Three-Year Pilot
January 29, 2022

Based on the 2021 advisory action, "The Equitable Distribution of Workload Process, as detailed in the Report from the 2020 Trustees' General Service Conference Committee, be implemented for the 72nd General Service Conference (GSC) on a three-year trial basis, with a progress report to be brought to the Conference Committee on Policy and Admissions after each year of the trial", a sub-committee for the Equitable Distribution of Workload (EDW) was formed to deliver this new approach for the 72nd GSC as the first year of a three-year pilot to test this process. The following is a report on the process, results and findings identified in Year One.

Overall, the plan delivered the intended results, with twelve new items being distributed across six Conference Committees that would not have received new agenda items therefore allowing for fifty more Delegates to participate more equitably in the Conference Committee process than would have otherwise. Primarily these were new agenda items that were slated for the Literature Committee and redistributed as outlined in the 2021-22 Subcommittee on Equitable Distribution of Workload EDW Progress Report. This distribution allows for an increased amount of Committee time spent on each item. Another positive outcome of the process was the Proposed Agenda Item (PAI) implementation of the agenda item form itself as it related to the processing of agenda items in the office and within the Trustee committees. We look forward to hearing more from the Fellowship about how effective these forms were in the submission process.

The Conference process is not a single process but rather a year around series of cascading processes starting and ending at the group level. Implementing the EDW process immediately without first fully reviewing and planning for the impact of the advanced timeline on the many facets of work required to support the Conference process at the G.S.O. and GV offices posed significant challenges. Being complex itself, the EDW process demanded a great amount of attention and has strained every aspect of the Conference assignment which supports the annual meeting. With Year One's process approaching the Conference, every attempt will be made for well-informed visioning to support implementation going forward. Hopefully this summary report is a key piece in that puzzle to more fully explore and discuss the process for Year Two of the trial period. The EDW approach uncovered some new process questions that may not have been fully explored and discussed by the Conference that we will attempt to summarize below for further consideration. These items fell into a few key themes:

Impact of Advanced Timeline	2
Tracking documents and ownership of these items	4
Coordination of Communications/Meetings of Trustees' and Conference Committees at and between Annual Meetings of the General Service Conference	5
Simplification of the scoring system and aggregation of these inputs	8

Impact of Advanced Timeline

The timeline for the submission of agenda items was advanced under the EDW process in order to provide the Delegate Chairs a full understanding of the agenda items coming to their committee prior to attending the January General Service Board (GSB) meeting. Additionally, if the Delegate Chairs are aware of any additional agenda items coming to their committee prior to the January GSB, that may allow them the opportunity to sit in on the January Trustee Committee meetings during Board Weekend that are the source of any additional agenda items coming to their committee. This is important because, at the trustee committee level, all Conference agenda items and their background remain within the 'native' committee.

In order to deliver this understanding of the full list of agenda items to the Delegate Chairs prior to the January GSB meeting, the potential agenda items would need to have gone through the following steps prior to January:

1. Submitted from the fellowship to the Office/Conference Desk
2. Assigned to a Trustee Committee or Corporate Board for review
3. Reviewed and Discussed between the Trustee Chair and the Conference Committee
4. Reviewed by Trustee Committee and forwarded to Conference (must happen at a GSB Meeting)
5. Reviewed by the EDW Subcommittee for potential redistribution

Since the fourth step in this process is required to take place in a GSB meeting prior to the January GSB meeting, this step was designated to take place in October, a full three months earlier than when Conference items are normally selected. Advancing the fourth step in this process by three months demands that the first three process steps be advanced by three months as well.

The following is a description of opportunities and challenges identified by the Fellowship and Conference Members (Delegates, Staff and Trustees) related to advanced timing of the first three steps related to the new EDW process.

Process Step 1 - Advancing the deadline for submissions (from December 15th to September 15th)

The initial thinking related to the advanced timeline was that the impact would be felt in the initial year but after that, the related calendars for the Area, Conference and Trustees could accommodate the new submission timeline. The following is a brief listing of opportunities and challenges related to the advanced timeline:

Challenges

- The deadline for receipt of potential agenda items is scheduled before most areas can meet in their Fall assembly.
 - This could reduce the opportunity to discuss topics more broadly at the Area level before submitting them to the office (at least in the initial year of the pilot)
 - Is it possible that conversations that occurred this last fall could provide agenda items submitted next September?
 - Does this create too long of a timeline before a proposal is heard by the GSC?
- Reduced amount of time for areas to digest the Final Conference Report; discuss and consider new or related Conference items for the following Conference.
- Areas discussing potential new agenda items in the same time frame where some Delegates are still reporting out on the results of the last Conference.
- Multiple potential agenda items for similar topics were submitted for GSO and Grapevine office to process nearly doubling the typical number of items agenda items.

Opportunities

- Additional time for gathering and translating background prior to Conference since the agenda items will be known three months in advance.

Process Step 2 - Assigned to a Trustee Committee for review

The current approach for receiving and processing potential agenda items was overwhelmed by the sheer number of potential agenda items submitted this year. The number of multiple potential agenda items for similar topics further complicated the process adding an additional step in order to assign the items appropriately. On a positive note, the new forms for agenda item submissions added clarity to the processing of submissions by clearly stating what problem the proposed agenda item is intending to address.

Process Step 3 - Reviewed and Discussed between the Trustee Chair and the Conference Committee

Prior to the EDW process, the Chair of the Trustees Committee would meet with the upcoming Conference Committee in January to review and discuss the newly submitted potential Conference Agenda items coming before the Trustee Committee at the end of January. The discussion in this meeting was an important component for the Trustees' committees in determining which items will move forward to the following Conference.

With the advanced timing related to EDW these meetings were scheduled in October instead of January and included the Conference Committee membership from the previous Conference, rather than the Conference Committee members attending the upcoming Conference that will discuss these items.

This impact may be worthy of further conversation as to whether or not there are any unintended consequences of a different Conference Committee composition involved in the initial discussion regarding the potential item versus the membership of the Committee that will handle the item as Conference business.

Tracking documents and responsibility for these items

For purposes of illustration, consider a theoretical example of a request to develop a new Literature pamphlet. The pamphlet will take at least two years to complete.

Suppose **Committee D** is a committee from which items are distributed, and **Committee R** the committee(s) that receives it/them.

DAI = Distributed Agenda Item

The EDW subcommittee distributes the request to the Conference Corrections Committee (**Committee R**), which recommends development of the pamphlet. The GSC concurs and approves an advisory action to develop the pamphlet. Is this a Corrections or Literature advisory action? Where does it appear in the Final Conference Report? Where is it memorialized for archival purposes i.e., the 'History of Advisory Actions'? We look forward to hearing more on this from the Archives department. For archival purposes the sub-committee discussed the importance that it be listed with its 'native' committee.

Which Conference Committee – Literature or Corrections – oversees development of the pamphlet in the following year(s)? The EDW Subcommittee envisioned leaving it with Corrections for continuity.

A consideration for the GSB is which trustees' committee reviews drafts or quarterly progress reports for the pamphlet, Literature or Corrections? (EDW recommends that this item return to the Trustees Committee of origin in this case Literature Committee for work between Conferences.) The Staff members for Committee D (Literature) and Committee R (Corrections) should stay engaged on the specific items throughout the year in order to drive a smoother transition at Conference.

Additional factors that affected the distribution of workload in Year One include staff availability and experience. With pandemic-related office closures, staff shortages, a remote work environment, and existing workload staff secretaries to the Conference Committees had challenges taking on additional agenda items. There are questions that

merit further consideration such as: Are recently onboarded staff secretaries familiar with Conference Committee processes and procedures? Do staff secretaries need/have time for training/orientation on background material for items distributed from another committee? How will they receive this orientation and who provides it -Joint meeting of Literature Staff secretary and secretaries of all committees receiving literature items? One-on-one meetings?

Then there is the question of Archives - how/where should the body of work related to development of the pamphlet – progress reports, background, drafts, related materials be filed/housed/archived. We will look forward to hearing from our Archives Department with their suggestions after Year One.

Coordination of Communications/Meetings of Trustees' and Conference Committees at, and between, Annual Meetings of the General Service Conference

The EDW plan as approved in 2021 offers direction for the handling of agenda items from their arrival at GSO, through the EDW Subcommittee process, Trustees' Committee on the General Service Conference (TCGSC) approval of the Conference Week workload, and distribution of the final Conference Schedule and background. Five sets of meetings are affected:

1. Ongoing communications between the Trustee and Delegate Chairs before and after each quarterly GSB meetings
2. The October meeting between Trustee Chair and the Conference Committee
3. January call between Trustee Chair and Conference Committee
4. January GSB Board meetings (avoid conflict between meeting times of main CCs and their receiving committees)
5. Joint meetings held the week of Conference

In considering how agenda items are handled once they are distributed by the EDW team to Conference Committees, the EDW Subcommittee identified the following issues (matters of policy and process) that require additional guidance/ consideration /actions:

1. Ongoing communications between the Trustee and Conference Chairs before and after each quarterly GSB meetings

There are regular meetings between the Chair of the Trustee Committee and the Delegate Chair of the corresponding Conference Committee. These meetings occur prior to each quarterly GSB meeting in order to go over the upcoming agenda and provide a verbal update on the status of ongoing items. There is typically a meeting held after each GSB meeting as well to review any notable outcomes and next steps.

Using the example from above where a Literature item will enter its second year we made the recommendation that the Trustee Literature Committee should conduct the work between Conferences but the Delegate Chair for Corrections should hear updates on the

progress of the item since the Corrections Conference Committee will be receiving the item again at the next Conference. Who then provides these quarterly updates to the Delegate Chair for Corrections regarding the Literature item?

OPTION 1 – The Trustee *Committee D* Chair reaches out to each of the Conference *Committee R* Chairs that have agenda items from *Committee D* and provides each Delegate Chair an update on their specific items. In the scenario mentioned above the Literature Chair would reach out to the Delegate Chair of Conference Corrections in addition to the Delegate Chair of Conference Literature to provide regular updates.

OPTION 2 – The Trustee Chairs connected to the Conference *Committee R* Chairs capture the pertinent information for the specific items related to their corresponding Conference *Committee R* and provide an update based on the report out from the Trustee Committee D at each Board weekend. In the scenario mentioned above the Trustee Corrections Chair would capture all the pertinent information from the Trustees Literature Chair at the quarterly GSB meeting and bring that information to the Delegate Chair of Conference Corrections as a part of their regular standing meeting.

The OPTION 2 may be more feasible as this year we sent Literature items to six different Conference Committees which would create a total of seven additional meetings for the Trustee Chair for Literature per quarter.

2. The October meeting between Trustee Chair and the Conference Committee

This meeting is in place to provide feedback from the Conference Committee as to which proposed agenda items, they would like to see moved forward to Conference through the Trustee Committees. In the past this meeting took place in January prior to the January GSB meeting and it included the Delegates assigned to this committee from previous panel and the newly elected panel. With the advanced timeline related to EDW this meeting now takes place in October prior to the new panel coming onboard. There was some concern expressed about conducting this meeting in October with half of the Conference Committee rotating off and the new panel not yet arrived. However, it was also noted that the rotating Delegates are still in fact Delegates and Conference members and their input here was needed. The newly onboarded members will not have input on the proposed items for their initial Conference, but they will have input for the next two Conferences.

3. January call between Trustee Chair and Conference Committee

The Equitable Distribution of Workload (EDW) process impacted the annual “January Conference Call” between Trustee Committee Chairs and Delegate Conference Committee members. In 2021, *October* Conference Calls described above allowed Area Delegates the opportunity to share perspective on proposed agenda items for the 2022 General Service Conference.

In 2022 January Conference Calls will take place with Panel 71 and 72 delegates and trustee committee chairs with an adjusted purpose to possibly include: introductions and sharing on year-round communications between the GSB and area delegate conference members and committees. Calls may also include committee housekeeping discussions

on topics such as: ordering of agenda items, approaches to discussion of topics, voting practices, chair and alternate chair elections, and breaks.

The business needs for this meeting should be rather light now that the input for proposed Conference items is being conducted in October. That being said, the general housekeeping items and introductions can take place in this meeting. At the Delegate Chair Orientation meeting, the Chair of TGSC can report out the new agenda items that were distributed through the EDW process and the receiving Conference Committees for each.

At the point when the conversation changes to housekeeping the trustee committee chairs will log out.

4. January GSB Board Trustee Committee meeting scheduling to avoid conflict for meeting times

At the January GSB meeting the Delegate Chairs attend their corresponding Committee meeting and with EDW they will be advised to also attend any Trustee Committee meetings that are forwarding new items to their committee. In the example above the Conference Chair of Corrections would likely want to attend the Literature Committee as well since they are receiving a Literature item as well.

The January Trustees' Committee meeting schedule may require adjustment, so that Delegate Chairs of committees receiving DAIs may attend both Committee D and Committee R Trustees' Committee meetings. This is because during the GSB weekend there are two trustee committee meetings scheduled per time slot.

5. Joint meeting held the week of Conference

Trustees' Committees and their corresponding Conference Committees participate in a Joint Meeting prior to their committee meetings during the Conference week. The purpose of the meeting is to review the CSP of the committee and the work completed between the last Conference and the current one, with the main intention of assisting the Conference committee in clarifying and focusing on the work ahead.

To allow full participation by all Conference members, including those whose workload includes DAIs, the EDW subcommittee considered the following options:

- a) The Joint Meeting of Trustees' Committee D and Conference Committee D includes members of Trustees' and Conference Committee(s) R. All Committees with EDWAls attend one large meeting.
- b) A separate Joint Meeting is held for members (possibly only the Trustee Chair) of *Trustee Committee D* and members of *Conference Committee(s) R*. All members whose work includes the EDWAI attend.

Either of these options would require adjustment to the current schedule and format of Joint Meetings. Given that there are a finite number of scheduling options available, additional review may limit the number of potential Conference Committees that can receive DAIs from a given Trustee Committee. In the interim it may be most feasible to

move forward with the second option (b) and hold a separate Joint meeting between the Trustee *Committee D* and members of *Conference Committee(s) R*. For example, this year the Trustee Committee for Literature is sending items to six different Conference Committees in addition to the Conference Committee for Literature. Having all six additional committees sit in on the Joint meeting may take away from the discussion of ongoing Literature items.

It was also noted in the EDW subcommittee that understanding of the applicable CSP is a critical element for supporting the Conference Committees. The EDW Subcommittee recognizes that Conference Committee CSPs and Joint Meetings of Trustees' and Conference Committees are beyond its scope and requests that the TCGSC consider a recommendation to include a review of the CSPs related to the corresponding DAIs in a joint meeting between the Trustee Committee D and the Conference Committees R. In the example provided above the Conference Corrections Committee will review the CSP for Literature in a separate joint meeting with the Chair and possibly the whole Trustee Committee for Literature. For Year One reviews for proposed changes to the CSP will remain the purview of the aligned Conference Committee (ie: literature committee for literature CSP).

For future consideration, Composition, Scope and Procedures (CSP) of Conference Committees:

- Does the CSP of Committee D need to be amended for Committee D to transfer oversight of a DAI (work within its existing scope) to Committee R?
- Does the CSP of Committee R need to be amended to allow it to address a DAI (work outside its existing scope) from Committee D?
- Committees review and amend CSPs related to their work. Assuming Committee R reviews Committee D's CSP, may Committee R make or propose amendments to Committee D's CSP?
- How will Committee D's CSP be distributed to Committee R.
 - Provide all CSPs to all committees? (Post on Dashboard, include in Conference Notebook, distribute via trustees?)

Simplification of the scoring system and aggregation of these inputs

Direction provided by the EDW plan includes a Scoring Tool Form that Trustees' Committees use to estimate the time an agenda item will require for Conference Committee discussion. Trustees' Committees complete the form and send it to the EDW subcommittee.

GSO Staff Conference Coordinator compiles a spreadsheet of new and ongoing agenda items. The EDW subcommittee reviews spreadsheet and graphs, looking for committees with higher-than average workload. The subcommittee distributes new agenda items to committees with lower-than-average workload.

Discussion time for agenda items was estimated by Trustees' committees at their 4th Quarterly meetings. Background information was not yet available and so was not factored into time estimates. (Items with more background may require more discussion time.) Trustees' committees did not have historical information on past Conference committee discussion times, agenda items per committee, or time per agenda item. Without such information, and in the first year of the EDW process, discussion time estimates may not be reliable.

Estimating the time required to discuss items thoughtfully and carefully is difficult at best and can be driven by a number of considerations not always known when the estimates need to be conducted. It is clear that not all items demand the same amount of time, so a simple count of items is not sufficient in determining workload either. The task of considering the varying complexities of each agenda item was taken seriously by the EDW committee but the time estimate provided by the Trustee Committees was only a small portion of that consideration. Moving forward we may want to consider the amount of effort that goes into those time estimates and balance these with the impact they may actually have in the distribution of items. We recommend that the EDW subcommittee continue to study this further in Year Two for a better understanding of what goes into these estimates and how they are being applied.

One final element for logging and tracking the new items would be to find a more streamlined administrative process for capturing each of the items and their time estimates if any. The current process is based on Word documents converted to PDF files for each Trustee Committee and then extracted/hand entered from the PDFs of each committee into a final data document for EDW to review. This process is labor intensive and creates multiple opportunities for mistakes. The EDW Subcommittee suggests that we manage this information for each committee using a structured data table (i.e. prepared Excel file) for each committee so that a final list can be more readily consolidated and analyzed.

General Summary

In summary the EDW process completed the intended goal in just the first year but not without some additional workload and complexities for us to consider and improve upon as a Conference body. In addition to the specific items above the EDW Subcommittee suggests we also consider the following:

- As this is only the Year One of a three-year pilot that impacts so many facets of the year around Conference process designed to carry out the group conscience of our fellowship we can ask if in the future this process must be updated or if the connected processes at the Area, GSO, Grapevine and GSB levels must adapt to allow for this new year around Conference process.
- If this approach were to find a successful path forward would there still be a continued need for the Secondary Conference Committees (Archives and International Conventions/Regional Forums) or could these topics be addressed in other Committees through EDW?

CONFIDENTIAL: 74th General Service Conference Background

- To best assess the impact of the EDW and resulting processes, we encourage making plenty of room for discussion on this topic at the Conference following Year Three. Perhaps a Conference sharing session or Workshop to discuss this pilot, the resulting process and the overall impact of these. Further, we recommend a survey related to these processes to be completed by (1) the Fellowship submitting the agenda items, (2) All Conference Members (Delegates, Trustees, Staff, Directors) Year Two to collect more focused sharing for the 74th General Service Conference to include in their debate about whether to continue this approach for a more equitable distribution of workload for Conference committees.

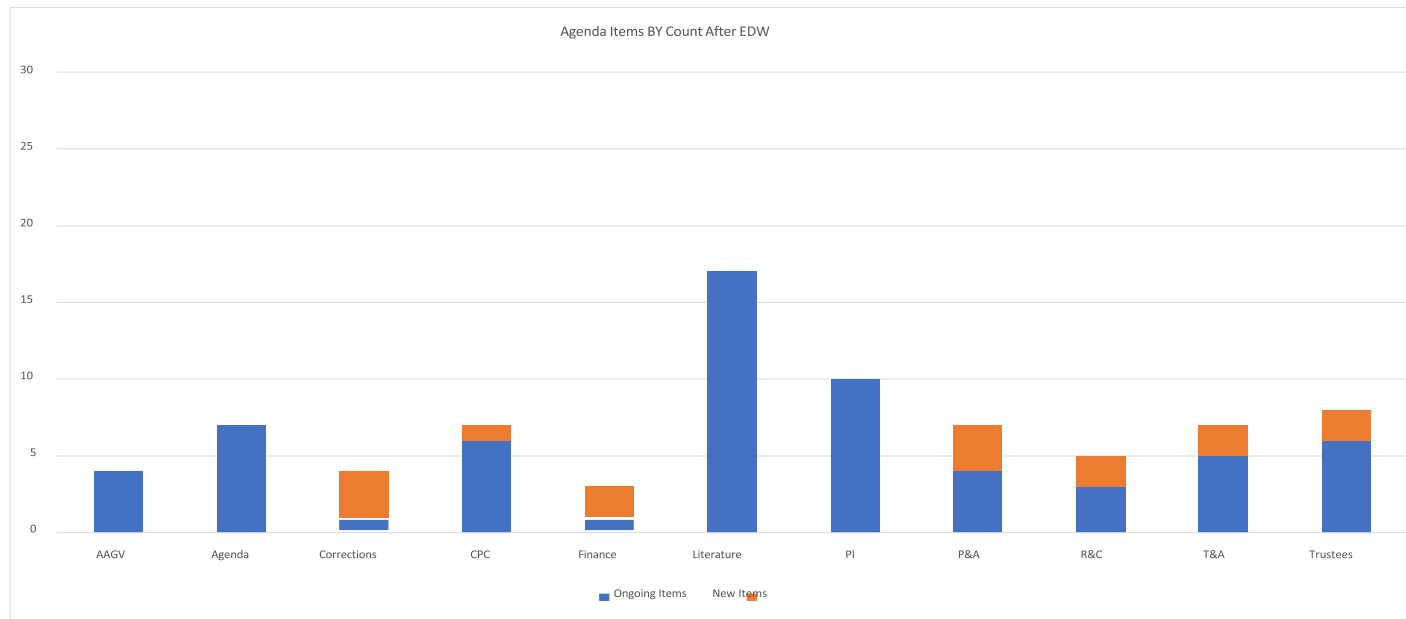
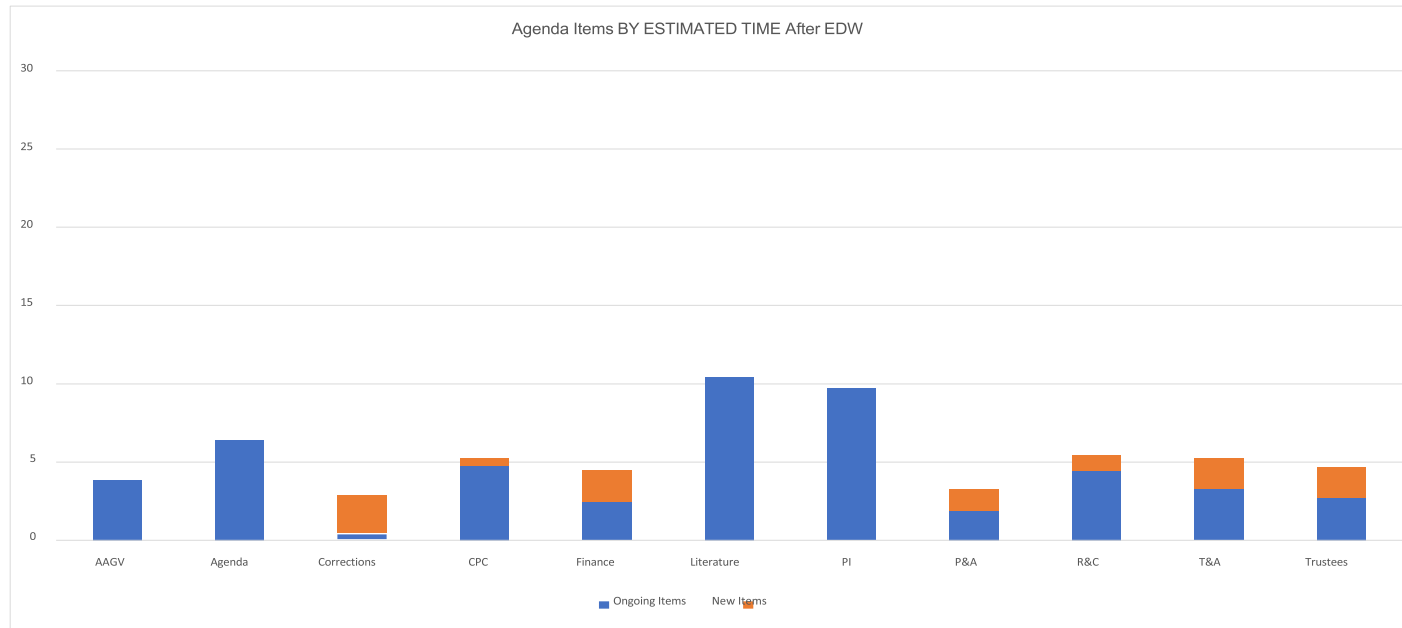
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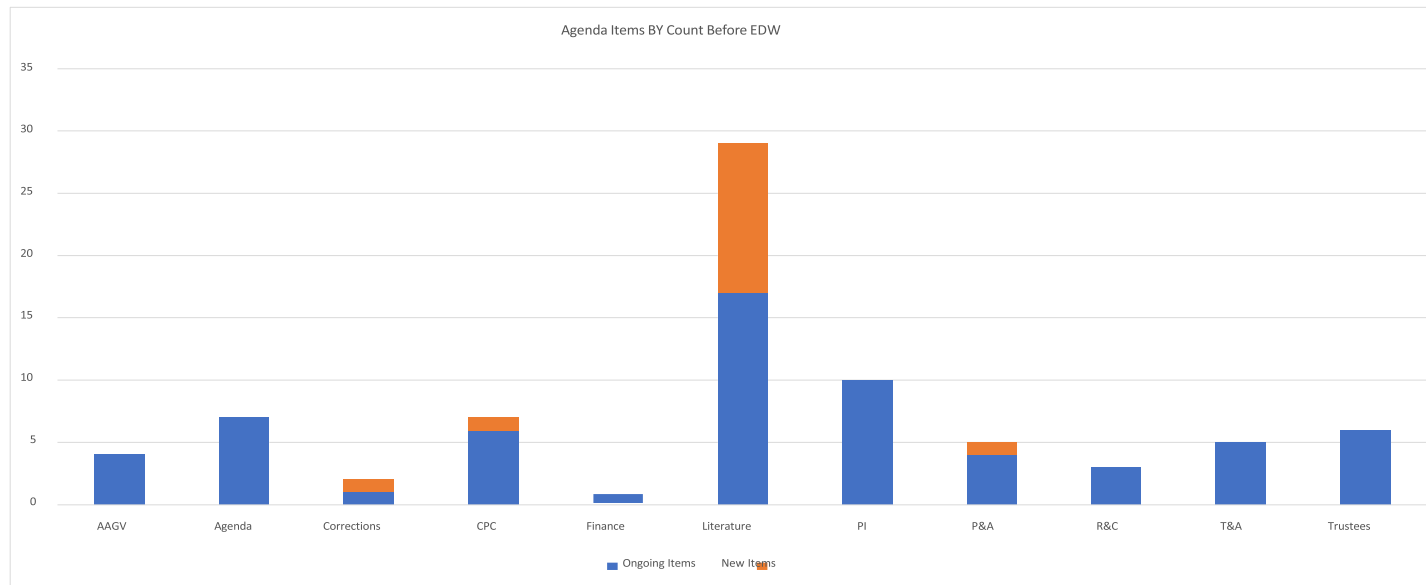
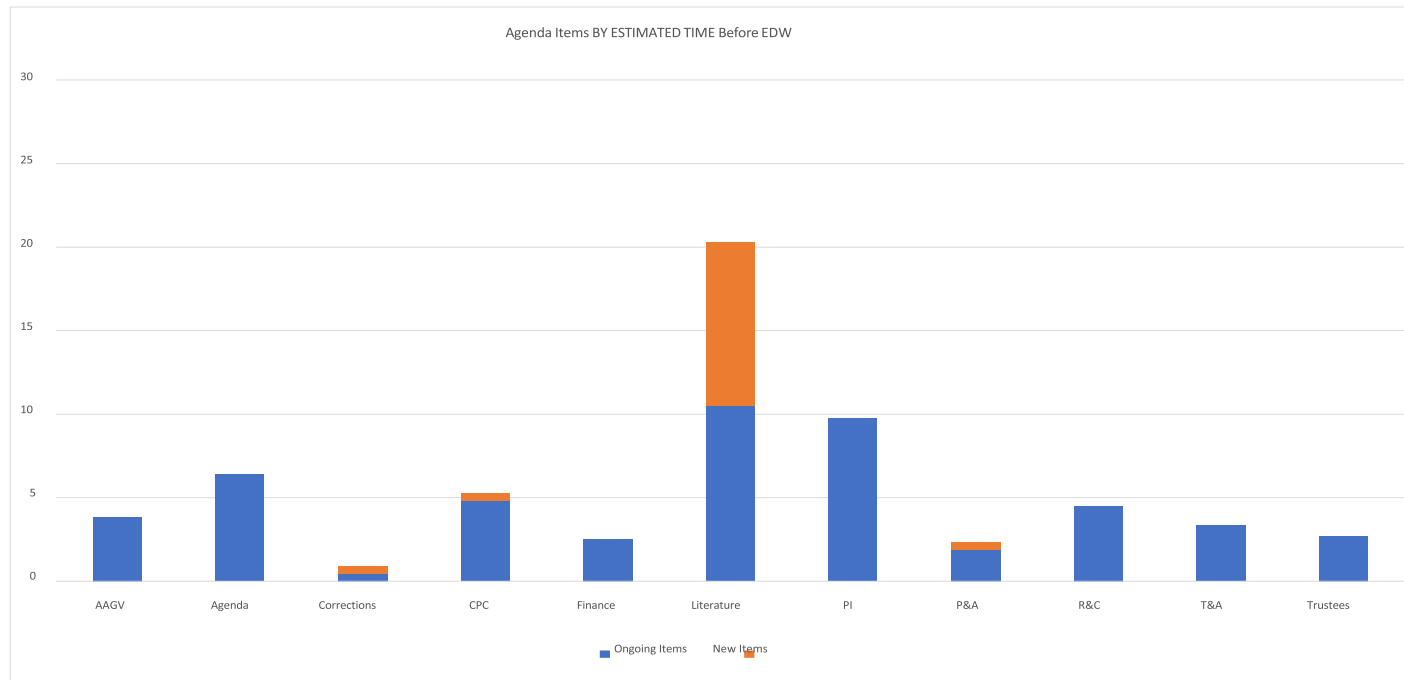
EDW Subcommittee Detailed Final Results

Committee	EDW Recommended	PAI #s	Agenda Item Submissions	Time Estimation	Time Applied	Count
Policy and Admissions	Policy and Admissions	PAI 57	Discuss approval process for observers to the Conference from other General Service structures.	Average (.5 hour to .45 mins)	0.45	1
Cooperation with the Professional Community	Cooperation with the Professional Community	PAI 78	Consider creating a new pamphlet designed to help C.P.C. committees to reach as many doctors as possible.	Average (.5 hour to .45 mins)	0.45	1
Corrections	Corrections	PAI 91	Reconsider use of the term "person in custody" in A.A. literature.	Average (.5 hour to .45 mins)	0.45	1
Literature	Report and Charter	PAI 22	Consider request to include a G.S.R. preamble in the pamphlet "G.S.R.: Your Group's Link to A.A. as a Whole."	Average (.5 hour to .45 mins)	0.45	1
Literature	Policy and Admissions	PAI 23	Consider request to revise the pamphlet "Questions and Answers on Sponsorship" to reflect shared experience on service sponsorship.	Average (.5 hour to .45 mins)	0.45	1
Literature	Treatment/Accessibilities /Remote	PAI 21	Consider request to revise the pamphlet "The A.A. Group" to reflect the importance of the group as a "spiritual entity" as stated in the Long Form of Tradition Five	More than average (1 to 1.5 hours)	1.5	1
Literature	Trustees	PAI 24	Consider revising text highlighting service roles at the group level in the pamphlet "The A.A. Group."	More than average (1 to 1.5 hours)	1.5	1
Literature	Report and Charter	PAI 52 AND PAI 55	Consider requests that the chapter titled "The Doctor's Opinion" be returned to page one, as it was in the First Edition.	Low (less than .5 hour)	0.5	1
Literature	Treatment/Accessibilities /Remote	PAI 59	Consider request to revise text in the chapter "Getting plenty of rest" in the booklet Living Sober.	Low (less than .5 hour)	0.5	1
Literature	Trustees	PAI 89	Consider request to revise the pamphlet "Do you think you are different?" to include stories reflecting greater diversity.	Average (.5 hour to .45 mins)	0.45	1
Literature	Finance	PAI 76	Consider request to add a historical disclaimer to the front of the book Twelve Steps and Twelve Traditions.	Low (less than .5 hour)	0.5	1
Literature	Policy and Admissions	PAI 71	Consider request to restore a paragraph in the story "Freedom from Bondage" in the book Alcoholics Anonymous.	Low (less than .5 hour)	0.5	1
Literature	Finance	PAI 80	Consider request that all proposed changes to the book Twelve Steps and Twelve Traditions be handled in footnotes.	More than average (1 to 1.5 hours)	1.5	1
Literature	Corrections	PAI 137 and PAI 177	Consider requests to limit changes to the book Alcoholics Anonymous.	More than average (1 to 1.5 hours)	1.5	1
Literature	Corrections	PAI 63	Discuss request to make A.A. literature changes slowly and with A.A.'s primary purpose in mind.	Average (.5 hour to .45 mins)	0.45	1

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2024 Conference Committee on Policy/Admissions

ITEM D: Review report of the GSB Ad-Hoc Committee on Participation of Online Groups in the U.S./Canada Service Structure.

Background notes:

2023 Committee Consideration of the Conference Committee on Policy/Admissions

The committee reviewed the “Report of the GSB Ad Hoc Committee on Participation of Online Groups in the U.S./Canada Service Structure” and expressed appreciation for the report, particularly the results of the survey to delegates. The committee agreed that an important next step would be for delegates to find out more about the online groups in their areas and requested that the ad-hoc committee provide them with sample questions they may use in that inquiry. The committee looks forward to the next iteration of the ad hoc committee and the continued exploration of the possibilities for the participation of online groups in the U.S./Canada General Service Structure.

2021 Advisory Actions of the General Service Conference

The U.S./Canada General Service Structure recognize online groups and encourage their participation by listing groups who request to be listed in Fellowship Connection according to the group’s preferred district and area, with the default option being the location of the group’s primary contact. This replaces the 1997 Advisory Action that designated online groups as “International Correspondence Meetings.”

The General Service Board form a committee to explore future possibilities for the participation of online groups in the U.S./Canada General Service Structure.

Background:

1. Report of the GSB Ad Hoc Committee on Participation of Online Groups in the U.S./Canada Service Structure.

General Service Board of Alcoholics Anonymous
Trustees' Ad Hoc Committee on
Participation of Online Groups in the U.S./Canada General Service Structure
2023 Progress Report

1. Introduction

The genesis of the ad hoc committee's work began immediately post COVID with multiple requests coming from the Fellowship to the office, to the Group Services desk, and through the Conference, seeking some clear direction from the General Service Board in terms of how we are going to facilitate participation of online groups.

Below is an excerpt from the committee's Composition, Scope, and Procedure to highlight the scope of work:

- 1. This General Service Board ad hoc committee will explore future possibilities for the participation of online groups in the U.S./Canada General Service structure.*
- 2. This committee will review aspects of service to online/virtual A.A. groups and will make recommendations for changes and improvements when through careful deliberation it is deemed necessary.*
- 3. The committee recognizes this entire scope will need to be drawn upon and be enhanced by the shared experience of individuals and online/virtual groups.*

In order to facilitate the access to information on this topic to inform the group conscience, the committee has compiled a timeline of the ad hoc committee's work, a summary of year-by-year online group and district participation, a list of the Proposed Agenda Items on the topic of Participation of Online Groups from 2020-2023, the 2023 survey results, and the committee's recommendations at this time, for the consideration of the General Service Conference.

2. Timeline of Ad Hoc Committee work

2021/71st GSC

- Two advisory actions
- Composition, Scope, and Procedure

2022/72nd GSC

- Agenda items not forwarded.

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- Formation of virtual Areas
- GSO working group main points of interest:
 - o New Group Listing form revised to also be considered service material.
 - o The question of geographic service structure with non-geographic groups
 - o From an international perspective, the office received inquiries from members from other countries wanting to weigh in on our Conference and list with us.
 - o The working group has also frequently been asked about how to allow an international member to be a GSR.
 - o The biggest challenge the working group has come across is an advisory action that gives direction but also asks the GSO to list groups in districts and areas we have not even had the chance to communicate in detail with or they themselves are just starting to have conversations about.
- Communication with OIAA and other 12 Step Fellowships to understand development of online meetings prior to the COVID-19 pandemic, and different approaches to the question of integrating online groups.
- International experience was also collected through the European Service Meeting (ESM) and REDELA (Meeting of the Americas)
- Questions asked at the time:
 - o What discussions regarding participation of virtual groups in your area/districts have taken place?
 - o Are your area/districts welcoming participation of virtual groups?
 - o What motions around this subject have been made/passed?
 - o What is your area doing as far as participation at district meetings and area assemblies for virtual groups? Hybrid?
 - o What is the cost to facilitate virtual group participation?
 - o Does your area have virtual districts?

2023/73rd GSC

- Committee chair gives a presentation and report, which includes the survey results, at the 73rd General Service Conference, followed by discussion.
- Policy/Admissions committee consideration
 - o Suggested questions are prepared and sent out to Delegates to confer with their Areas on the current landscape of participation of online groups in the U.S./Canada General Service Structure.

3. Year by year participation

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2021

- 595 active virtual groups
- 300 have a GSR.
- 10 have an Alt GSR.

2022

- 883 active virtual groups
- 587 have a GSR.

Virtual Districts:

Area 48 – NENY, District 20

Area 72 – Western Washington, District 25

2023

- 1168 active virtual groups
- 752 have a GSR.

Increase midyear to:

- 1236 active virtual groups
- 797 have a GSR.

Virtual Districts:

Area 14 – North Florida, District 2

Area 45 – Southern New Jersey, District 42

Area 48 – NENY, District 20

Area 58 – Oregon, District 33

Area 72 – Western Washington, District 25

4. List of Proposed Agenda Items about Participation of Online Groups from 2020-2023

The following Proposed Agenda Items were submitted for the General Service Conference. For 2022-2024, these items were not forwarded as in 2021 the creation of the Ad Hoc Committee...

2021 (71st GSC)

1. PAI 30: Consider a request from a local district that recognizes “Online Groups” as voting members of the district and asks that the Conference take action to grant “Online A.A. Groups” the same privileges as “Brick and Mortar Groups.”
2. PAI 34: Adapt the General Service Structure to recognize online-only groups as official groups. Without that recognition, members have no voice and are denied access to service opportunities.
3. PAI 37: Consider allowing Virtual or Online Groups to register under their respective district and area instead of the Online Intergroup.
4. PAI 45: Consider holding a discussion about how to give online only (virtual) meetings a voice and a vote in the General Service Structure and access to General Service Offices (GSO) services.

2022 (72nd GSC)

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1. PAI 18: Consider adding an agenda item to discuss online meetings and whether they are upholding or violating our traditions during the 72nd General Service Conference.
2. PAI 43: Consider creating a virtual Area for virtual groups in the United States/Canada General Service Conference Structure.
3. PAI 45: Establish and test virtual Area(s) for the U.S. and Canada online groups utilizing time zones rather than geographical locations.
4. PAI 46: Consider a request to recognize the Online International Groups (OIGs) and welcome these groups in the General Service Structure as outlined by a proposed diagram of this new structure.
5. PAI 61: That GSO consider adding a new Area to the service structure as a virtual only Area for those groups that have no affiliate Area. This Area could include all virtual-only meetings/groups that would like to remain/become active in the General Service Structure. This new Area would function completely as a virtual-only Area, having groups organized virtually. This new Area could elect a Delegate who is willing and able to attend GSO events and fulfill the responsibilities of an Area Delegate. After this proposal passes, this new virtual-only Area will have a vote at the General Service level. Once they are formed within the operating structure, the decision of this area will be left to this Area.
6. PAI 79: Consider creating two new non-Geographic Areas — one for the United States, and one for Canada — for the purpose of, but not limited to, the election of a Delegate by the GSRs from virtual meetings or groups in each of the new Areas to represent those meetings and groups at the General Service Conference and within the A.A. service structure as a whole.
7. PAI 83: Rescind the 71st General Service Conference Advisory Action #33 which states: “The General Service Board form a committee to explore future possibilities for the participation of online groups in the U.S./Canada General Service Structure.”

2023 (73rd GSC)

1. PAI 83: That Zoom or hybrid groups not be included in the structure of Alcoholics Anonymous.
2. PAI 181: Consider the approval of an Additional Delegate Area for Online Groups.

2024 (74th GSC)

1. PAI 19: I move that we expand Area boundaries to include languages and overlay time zones on top of Areas. Currently, only geographical boundaries are recognized. This is for integrating online meetings into the formal A.A. service

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structure, both nationally and potentially, globally. Currently, virtual meetings are not represented. As formal A.A. meetings, they would be entitled to full representation at the conference. They would have their own Delegates, DCMs, and GSRs.

To do this as soon as possible, two pilot websites would be set up to collect and verify the group's info, then pass it on.

Based on population density and for A/B testing, I propose one pilot on the East Coast and the other on the West. In addition to websites, 1 Area and 3 Districts should be initialized in each pilot zone as part of the pilots. This is to remove the roadblocks of getting new Districts and Areas approved. Without them, groups have nowhere to go. Registering a new group should be no harder than registering for an in-person meeting.

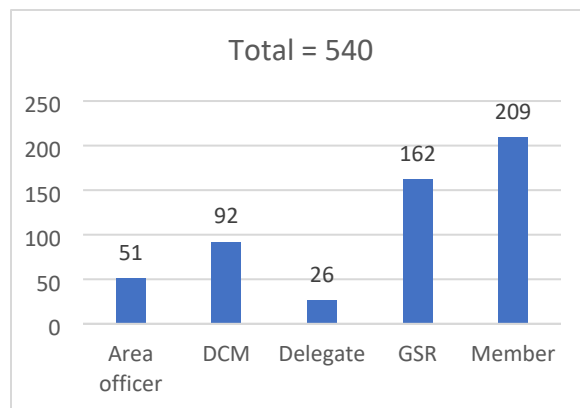
2. PAI 69: Add online areas to each region.
3. PAI 88: I propose that GSC take into consideration creating an additional Area — Area 94 covering online groups. The Regions could be the Districts.

5. 2023 Conference Committee survey results

In 2023, the Conference Committee on Policy/Admissions put forward the following committee consideration:

“The committee reviewed the “Report of the GSB Ad Hoc Committee on Participation of Online Groups in the U.S./Canada Service Structure” and expressed appreciation for the report, particularly the results of the survey to delegates. The committee agreed that an important next step would be for delegates to find out more about the online groups in their areas and requested that the ad-hoc committee provide them with sample questions they may use in that inquiry. The committee looks forward to the next iteration of the ad hoc committee and the continued exploration of the possibilities for the participation of online groups in the U.S./Canada general service structure.”

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The Trustees' Ad Hoc Committee on Participation of Online Groups met four times this year to review and implement this committee consideration. A survey was sent out in August to the Area Delegates, with a list of suggested questions for their local members. The survey form was also included as a link to facilitate distribution, and a deadline was given for October. The committee reviewed the results of the survey, which is provided below.

There were a total number of 540 responses, of which 518 were in English, 19 in French, and three in Spanish. The committee reviewed the responses and felt overall that there was not a strong sentiment for a particular action. It can be noted that of those that responded, most welcomed virtual groups and are ready to integrate them into the structure, while maintaining the autonomy of how to do so at the local level.

Virtual districts have gained traction as effective points of connection for online groups wishing to be a part of the service structure, resulting in a variety of perspectives on how online districts and groups can then be integrated into the Area structure. Some Areas have adopted hybrid formats for assemblies, while others feel the costs involved at present outweigh the expressed need for their service structure.

The survey questions 8 and 9 were included to organize feedback and are redacted here to keep participation by Area anonymous. Of those that responded, 74 Areas were

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represented, and 28 responses did not specify membership to an Area. Participants were also asked to confirm their level of representation, which is illustrated below:

Answers for the rest of the questions have been summarized below in figures where possible, and as a narrative where additional context is considered helpful.

Question 1: Are the online groups in your area participating in their districts? At the area level?

Responses	Tally
District	118
Area	43
Both	270
None	99
Area, District, None	10
<i>Total</i>	<i>540</i>

The vast majority of those who responded replied they were participating in both the area and district levels. All in all, the committee felt that these percentages supersede historic in-person participation in local assemblies, even prior to the COVID-19 pandemic.

Question 2: Is this participation at in-person meetings, online via hybrid meetings, and/or fully online only meetings?

Responses	Tally
In person	85
Online via hybrid meetings	177
Fully online only	116
No participation	60
Other	102
<i>Total</i>	<i>540</i>

In the case of those that provided a response for “Other” it was noted that there was a combination of formats depending on the needs of the groups, with some GSRs and DCMs offering to provide reporting to online groups where there were no hybrid options, for instance. There was also the idea of the hybrid format serving as an option for

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attending, so in many cases members would attend meetings sometimes virtually and sometimes in person. In this case, the respondents saw the hybrid format as less of a tool exclusively for “online groups” and more as a resource for all participants.

Question 3: Are members of your online groups active at the district and/or the area level as chairs/members of committees or officers?

Responses	Tally
Area	26
District	142
Area committees	12
Combination of the three	198
Other	136
Not sure	26
<i>Total</i>	<i>540</i>

There were a variety of responses, with over 69% showing that members are actively engaged in the service structure as representatives of online groups. Below is a selection of responses to illustrate some of the sentiments and perspectives:

- 1) *“No, they do not because they want to retain a virtual cyberspace area without a tie to a location. We can participate in OIAA with an IGR, but OIAA is also not recognized by GSO USA/Canada.”*
- 2) *“Since our AA group supports both in person and on-line, to date participation at the district level has been limited to those members who attend in-person meetings.”*
- 3) *“No, requires in-person participation.”*
- 4) *“Only one online group comes to our district meeting, but they do not vote.”*
- 5) *“When I think of “online groups,” I think “online only.” If they are hybrid, many have just one or 2 meetings online, so I don't really think of them as “online” since they still have brick & mortar space. Therefore, the online-only groups in my district DO NOT participate in District, Area, or Area committees. There is one online-only group that I know of in my and a member of that group is an Area Committee Chair. Their GSR has attended Assemblies in-person before.”*

Question 4: How are the voices of online groups heard at the area level?

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Responses	Tally
Through the service structure	318
Communication (outside service structure)	55
Not connected	67
Unknown	45
Other	55
<i>Total</i>	<i>540</i>

Of those that responded, there were six key points that stood out for ways that online groups are presently connected:

- The Delegates, DCMs & GSRs are informing members.
- Online districts
- Online groups send GSRs to assemblies.
- Same as any groups
- Hybrid either online or in person
- Through their own district

In general, local participation has adapted mostly positively to the inclusion of online groups. Respondents described many of the initial (and ongoing) challenges with budgeting, logistics, and technological knowledge, and local discussions show a group conscience that considers the real expressed need of the membership; in some cases, there is no benefit to the costs, and the membership is fine with in-person participation. The development of hybrid formats, despite the technical requirements they entail, has shown to be an excellent way of maintaining greater involvement, while letting the groups choose their way. On the other hand, the costs can be prohibitive in some Districts and Areas. Below is a selection of responses to highlight some effective methods and viewpoints:

- 1) *"We have our GSR represent us. Also, there have been online meeting "Meet and Greet" sharing sessions, just informal, to share tips and ask for help or ideas."*

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- 2) *"At our quarterlies through the DCM and also GSRs who attend the Assembly. We now provide hybrid at all of our business meetings."*
- 3) *"Voting is available for eligible Area, Group and District members online."*
- 4) *"The same as any other groups. There's no difference between a group that meets in a church, online, or in the local park."*
- 5) *"We created a district for online groups and are trying to get them involved."*
- 6) *"Must be present in person."*
- 7) *"The information flows up and down the service structure as it always has. The DCM meets with GRSs at District meetings, DCMs represent the groups at the Area Committee meetings. We have online only Area Committee meetings, so there is no change at all in how information is communicated."*
- 8) *"All of area meeting are Hybrid. We also have an online district."*
- 9) *"Voting is available for eligible Area, Group and District members online."*
- 10) *"We have to continue having a hybrid set-up to ensure online groups to participate."*

Question 5: How have your districts and area coped with purchase, maintenance, and transportation of equipment, as required for online and/or hybrid meetings?

Responses	Tally
Budgeted	184
Not budgeted	52
Personal equipment	53
Unknown	73
Group autonomy	82
Mixed (help of IGCOs, reimbursed, partial, etc.) *	96
<i>Total</i>	<i>540</i>

The feedback suggested that while most groups, Districts and Areas used their Seventh Tradition funds to purchase equipment, there were concerns about the use of contributions and financial viability in the long term. In one instance a member shared that there was a question by some old timers about whether groups should own assets,

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and that once it was recognized as an important tool to help the suffering alcoholic, that was able to change some people's minds.

There was a widespread need for technologically savvy members to assist in the selection and set up of equipment, as well as encountering additional expenses around maintenance and transportation. These areas of service are sometimes challenging to fill, along with the current challenge of filling service positions in general in the Fellowship. Many Areas included the costs in their budget, while at the group and district level, in many cases members lent or donated their own personal equipment.

The timing of the pandemic not only created the need for online meetings and the questions that came with it, but also resulted in the excess funds that made investing in needed equipment possible. The committee noted whether contributions (Seventh tradition) will keep pace with the ongoing expenses incurred by the equipment.

Below are some of the responses to this question that highlight some of the main perspectives:

- 1) *"Each meeting of AA persons has taken responsibility for the purchase, maintenance, and transport of equipment required for their online meeting."*
- 2) *"Our members donate to cover our zoom expenses."*
- 3) *"Area pays for service. Transportation and maintenance is performed by the person performing area service."*
- 4) *"Our Area spent upwards of \$30,000 to create our initial hybrid set up. The first few years of hybrid Assemblies, we hired an outside firm to help facilitate our Area business meeting. Last year Area created a technology steering committee designed to coordinate and facilitate the hybrid needs for our business meeting. We have recently purchased a storage unit to store our equipment."*
- 5) *"We just use someone's zoom account and reimburse that member."*
- 6) *"Area has purchased their own equipment and taken care of maintenance and transportation of equipment as required for Hybrid meetings except for one exception where our assembly will meet only online. Our District and Groups are being responsible for their own equipment, maintenance, and transportation."*
- 7) *"It has become part of the budget."*
- 8) *"We invested \$5k initially and created a technology steering committee."*

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- 9) *"The groups in my district have been able to afford refurbished equipment. [...] There have also been donations. Otherwise, people use their personal equipment."*
- 10) *"Using excess funds accumulated during the COVID pandemic."*
- 11) *"The Area has hybrid equipment. It seems important to point out though: hybrid equipment and ensuring participation from online groups is not necessarily the same thing. We have members of online groups that attend Area assemblies in person, and we have members of in-person groups who attend online."*

Question 6: What option does your area (inclusive of online groups) prefer:

Responses	Tally
No change: online groups are listed based on geography and areas are autonomous regarding if they need or want a virtual district and other efforts to facilitate participation	301
The implementation of an online area for US/Canada. The area would be autonomous regarding membership and structure; HOWEVER, delegates would need to be from the US or Canada	112
Other	127
<i>Total</i>	<i>540</i>

Based on the feedback for these options, in relation to previous years, it appears that the push for an online area has subsided. Some reasons expressed are that members have learned how to interact with virtual meetings in all forms and feel that the decision and the methods should remain autonomous at the local level. One example was: *"We find some merits with both options listed above. Online groups being listed based on geography and areas being autonomous in regard to becoming a virtual district and other efforts to facilitate participation. We also believe that delegates need to be from the US or Canada."*

However, there were a significant number of responses that were undecided, as shown by the amount of "unknown" and "don't know" responses. Some factors are that there is not a strong preference, members feel that what they have at the local level is working (such as hybrid assemblies), uncertainty about how the international membership would factor in, as well as a clear group conscience for how to decide what Area the group/District is connected to.

Below are some responses to highlight some of the main perspectives on this question:

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- 1) *"Both. Offer the choice. The A.A. online Intergroup could be a powerful force at on online Area. Online groups currently registered and active at local levels should be given the choice to remain."*
- 2) *"It is difficult for a lot of members in the Area who are not part of online groups to fully understand the issues, so I am not sure that our Area (which consists mostly of in-person groups) is in a position to state a preference as an Area. However, some members of online groups in our Area feel very strongly that an online Area is needed."*
- 3) *"In our meeting most members felt that it should be no change and based on geography. Several members commented that newcomers would be able to connect to a specific area to find an in-person sponsor. However, if a meeting was online only and covered attendees in a large geographical area, they would have the option to determine whether there should be an online are option."*
- 4) *"We do not have a formal preferential option in our group. But our practice underlines the notion of no change. Among other things, online allows people who have had to leave the area to continue to participate with home group members, a very strong reason in our view to continue to maintain both options. We also have online participants who attend from Europe principally, and we welcome them, as well as former in person group members who have gone abroad and continue to participate online. We see all this implicitly as a continuation of A.A. unity."*
- 5) *"Online groups be registered in the District and Area in which they are located. Treat online as a location. GSRs must occupy that Area and District in which they are located."*
- 6) *"Summary: From listening during the breakouts, secretary report backs, and reading the compiled notes, it seems there continues to be more questions than answers. Pros and Cons of all options were raised. Responses varied as to which option was better. A few themes across groups included:*
 - *"More time and discussion is needed to figure out the best course forward. There are still many questions."*

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- *“It is important for online groups to have a voice in this decision and determine what is best for them.”*
- *“Online groups should have autonomy to participate however is best for them.”*

Question 7: How have the online groups in your area used their expertise to help district and area service committees to:

- Bring online meetings to treatment facilities, correctional facilities, nursing homes, and rehabilitation centers.
- Reach out and connect with remote communities.
- Help members who are homebound or have mobility issues.
- Offer more options for members with accessibility challenges, such as: hard of hearing, blind and/or deaf.
- Use simultaneous interpretation to offer meetings in more languages.
- Provide meetings for immunocompromised members.
- Offer meetings 24/7 for A.A.s who are shift workers, new parents, or caregivers.
- Make meetings accessible to those who have lost their driving privileges.

Of the varied answers, 35 indicated “all of the above” to the suggestions, 44 expressed that they did not know how to answer. Many responses selected multiple options, of which the specific instances were the following:

Responses that included the suggested options:	#
a. Bring online meetings to treatment facilities, correctional facilities, nursing homes, and rehabilitation centers.	8
b. Reach out and connect with remote communities.	6
c. Help members who are homebound or have mobility issues.	68
d. Offer more options for members with accessibility challenges, such as: hard of hearing, blind and/or deaf.	33
e. Use simultaneous interpretation to offer meetings in more languages.	8
f. Provide meetings for immunocompromised members.	48

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g. Offer meetings 24/7 for A.A.s who are shift workers, new parents, or caregivers.	17
h. Make meetings accessible to those who have lost their driving privileges.	33

Below are some detailed responses that give further depth to the consideration that was given to responding to this question:

- 1) *"My online homegroup particularly attracts seniors! We use Closed-Captioning to aid understanding. Our open speaker meeting, and a split speaker discussion meeting attract newcomers, while long-timers flock to our Step/Tradition discussion meetings. Some of our members serve accessibilities committees. Online access is essential for most of our members."*
- 2) *"Our group is actively seeking a facility that would like an online meeting brought to them--the District Treatment Chair is working with us on this project. We have several members who are immunocompromised and attend our meetings regularly. They have said that this online meeting saved them so much worry, especially during Covid. We are 7 years old as a group but could not find an Area to accept us. Finally, we found our home in Area 72 and we are ready, willing and able to get busy!"*
- 3) *"OIAA has service committees similar to GSO, and at our group we are sponsoring a couple of women in nursing homes via Zoom. Remote community connection is inherent with OIAA. Zoom provides an opportunity to be of service to homebound and immunocompromised members. Signing and translation is available on-line and there are meetings at any time of the day for shift workers, parents, etc."*
- 4) *"Not sure what my district's efforts are for offering accessibility to online groups however my autonomous online home group has its own website our meeting is listed on aa-intergroup.org. We are a diverse cultural group. Our homegroup offers literature, does inventories, offers training for safety, group commitments, sponsorship, group conscience and literature studies. We practice the 36 spiritual principles of AA all online. Since Our group members (approx. 40+) are spread out across the country our Unity committee plans a live in person group anniversary*

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once a year. We also have live meet ups at various AA conferences and events throughout the year. Our GSR participates on their geo area level but as we rotate going forward this it is presenting a hardship for members to take this commitment due to remote locations and limited time and travel for the trusted servant participation. Our group philosophy is "Technology is the New Coffee Pot". We love AA and we will be here when you get here."

- 5) "Our Online Group creates ad-Hoc teams to address Unity, Service and Recovery where we can connect to service commitments. Most members participate online only."*
- 6) "My district has had no participation from our one online group. I suspect a lot of online groups are underrepresented because of the fact that districts are created by physical boundaries, so an online area would be wonderful."*

6. Ad Hoc Committee observations

- a. The committee noted with appreciation the diligent work of the local Area and District committees in exploring technological modalities that include online groups and benefit all members in general.
- b. The feedback from the survey was informative and highlighted these ongoing questions:
 - i. What differentiates an online meeting from an online group?
 - ii. How can online groups benefit from participating in the service structure?
- c. The committee affirmed that online groups and meetings reserve their right to remain autonomous, while encouraging ongoing communication with the rest of the Fellowship to foster unity and collaboration where merited.

7. Ad Hoc Committee recommendations

Within the framework of the committee's scope of work, the following are the recommendations it is prepared to make at this time:

- a. The committee feels that at this time there is no clearly expressed need for the creation of an additional Area for virtual groups. However, it feels that it might be helpful for local sharing to be compiled by the General Service

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Office, and that the Group Services desk consider the creation of an A.A. Guideline to encourage participation and provide shared experience for technological and logistical learned efficiencies.

2024 Conference Committee on Policy/Admissions

ITEM E: Discuss revising procedures for electing the Delegate chairperson, the Conference Committee chairpersons, and their alternates.

Background notes:

2023 Advisory Action Conference Committee on Policy/Admissions

To foster unity, trust, and transparency in the Fellowship, the members of the General Service Conference meet outside of the annual meeting for general sharing sessions at least two times per year utilizing virtual meeting technology. The General Service Board Chair and Delegate Chair will set the date and time as well as determine what issues currently facing the Fellowship would be chosen as topics.

72nd General Service Conference Delegate Chair Procedures

1. Who is eligible? All Panel 72 Delegates who have not been elected as Conference *Committee Chair*.
2. Each Region caucus and elects one candidate per region by ballot, leaving off Chairs and Alternates.
3. The 8 Region candidates are put in a hat.
4. The first name drawn is the Delegate Chair.
5. The second name drawn is the Alternate Delegate Chair.

Background:

1. Proposed Agenda Item (PAI) Submission Form - PAI 10
2. Electing delegate chairpersons, history and practices

A General Service Conference (GSC) Proposed Agenda Item Submission Form

(1) Submit a clear and concisely worded motion.

Beginning with the 2025 General Service Conference (GSC), the delegate chair and alternate delegate chair for the following year's GSC, will be elected in the Conference session scheduled immediately following completion of all committee reports and completion of the discussion of, and voting on, floor actions (if any). Following the election of the delegate chair and alternate delegate chair for the following year's GSC, each primary Conference committee will convene and elect their own committee chair and alternate committee chair for the following year's GSC, according to each Conference Committee's own Composition, Scope and Procedure, with the newly elected delegate chair and alternate delegate chair ineligible to stand for primary or secondary Conference Committee chair or alternate chair. Following the election of the primary committees' committee chair and alternate committee chair, each secondary Conference committee will convene and elect their own committee chair and alternate committee chair for the following year's GSC, according to each committee's own Composition, Scope and Procedure, with the newly elected delegate chair, alternate delegate chair, and committee chairs ineligible for secondary committee chair or alternate chair. At the Conference session immediately following the election of all Conference Committee chairpersons and alternate chairpersons, the newly elected chairpersons and alternate chairpersons will be announced to the full GSC.

The process for selecting the delegate chair and the alternate delegate chair for the following year's GSC is recommended to be:

1. The first and second-year delegates from a region will nominate one candidate from among the willing 1st year delegates of their region by ballot, utilizing the Third Legacy procedure. A first-year delegate may decline to be considered as a nominee for election for delegate chair or alternate delegate chair, but should state so prior to the first ballot of the Third Legacy procedure.
2. From the nominees (one per region), two of the nominee names will be selected by lot, i.e. by "going to the hat."
3. From the two names selected by lot, the delegate chair for the following year's GSC will be elected by third legacy procedure, with each region casting one ballot per a decision process of that region's own choosing. The candidate elected/selected by the regions in the Third Legacy procedure will serve as the delegate chair for the following year's GSC, beginning at the close of the current GSC. The second candidate will serve as the alternate delegate chair for the following year's GSC, beginning at the close of the current GSC.

(2) What problem does this proposed item address?

While a search of past advisory actions indicates only that the delegate chair be selected by lot, the Advisory Action of the 73rd GSC (below), increases the authority and responsibility of the delegate chair, as did other Advisory Actions.

Advisory Action of the 73rd GSC:

To foster unity, trust, and transparency in the Fellowship, the members of the General Service Conference meet outside of the annual meeting for general sharing sessions at least two times per year utilizing virtual meeting technology. The General Service Board Chair and Delegate Chair will set the date and time as well as determine what issues currently facing the Fellowship would be chosen as topics.

While a search of the GSC Advisory Actions does not indicate any mandated Conference time for electing

the delegate chair and alternate delegate chair, or any order for electing either with regard to Conference committee chairs, it does historically indicate that the selection of the delegate chair is by lot. Further, it appears that (1) there is a precedent that does not give preference to the service position of delegate chair and (2) there have been other advisory actions passed that increase the authority and responsibility of the delegate chair, prior to the above Advisory Action.

Details are:

(1) The current custom based on the conference agenda currently reflects that the delegate chair, and alternate delegate chair are elected/selected in the delegates only meeting (understood as area delegates only) on Tuesday of conference week, after the conference committee chairs and alternates for the following GSC are elected in their respective committees, but before and conference committee reports are delivered to the full conference. Regions may randomly select a name from the eligible first year delegates in their region.

(2) In addition to the above Advisory Action, the following has increased the responsibility and authority of the delegate chair:

1992-Delegates who become chairpersons of Conference committees, and the delegate chairperson, continue to be invited to attend the quarterly board weekend/General Service Board meeting prior to the General Service Conference.

2010- The Alternate Delegate Chair served on the GSC Inventory Planning Committee (due to service position)

2011- The procedure for the submission of Concept V minority appeals to the General Service Conference be established....The minority should announce, in writing, to the chair of the General Service Board, the General Service Conference delegate chair and to the General Service Office Conference coordinator that it intends to appeal under Concept V to the General Service Conference

In addition, we know that there is a spiritual obligation to participate at each level in the upside-down spiritual triangle to participate, and to have the best participation possible. This includes the area delegates and the delegate chair as a partner to the GSB chair.

(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.

The Area Committee of Area 50 unanimously supported this agenda item in a vote at the 8/21/23 Area Committee Meeting. As our Assembly is not until September 16, 2023, a full area vote was not available. In addition, the Panel 70 immediate past delegate of Area 50, while not a voting member of the area committee, did express support of this PAI, as having attended two GSC's and being part of the selection of the Delegate Chair at each.

(4) Provide background information that describes and supports the reasoning for the proposal. List background material(s) included with the proposal:

In addition to information in #2 above:

Introduction to the Concepts for World Service (page C2 of 2021-2023 Edition of The AA Service Manual combined with Twelve Concepts for World Service):

In other chapters great emphasis is laid on the need for a high order of personal leadership, on the desirability of careful induction methods for all incoming personnel, and upon the necessity for the best

possible personal relations between those who work in our services.

CONCEPT XI

While the Trustees hold final responsibility for A.A.'s world service administration, they should always have the assistance of the best possible standing committees, corporate service directors, executives, staffs, and consultants. Therefore, the composition of these underlying committees and service boards, the personal qualifications of their members, the manner of their induction into service, the systems of their rotation, the way in which they are related to each other, the special rights and duties of our executives, staffs and consultants, together with a proper basis for the financial compensation of these special workers, will always be matters for serious care and concern.

(5) What are the intended/expected outcomes if this proposed item is approved?
The delegate chair and alternate delegate chair will be elected/selected prior to the election of the Conference committee chairs and alternate chairs. This is a positive response to the Advisory Action of the 73rd GSC (below) and allows for the best possible trusted servants, and for greatest unitive path forward for AA, which is our responsibility at all levels in the upside down triangle: To foster unity, trust, and transparency in the Fellowship, the members of the General Service Conference meet outside of the annual meeting for general sharing sessions at least two times per year utilizing virtual meeting technology. The General Service Board Chair and Delegate Chair will set the date and time as well as determine what issues currently facing the Fellowship would be chosen as topics.
(6) Provide a primary contact for the submission.
Denise M. A50 P72 Delegate
(7) Final comments:
The Area 50 delegate supported the proposed amendment that the Conference Agenda Committee and the trustees' GSC Committee set the agenda for the new GSC sharing sessions (minimum 2 per year) as proposed by Deb K., Trustee. Because the conscience of the GSC was that the Delegate Chair and the GSB Chair set the agenda (2 people rather than committees as we typically decide things in the Conference structure), this PAI is being proposed. Thank you for your consideration.

Submit completed forms to the GSO Staff Member on the Conference

Desk: EMAIL: Conference@aa.org

POSTAL MAIL: Attn: Conference
 Desk General
 Service Office
 P.O. Box 459
 Grand Central Station New
 York, NY 10163

Electing delegate chairpersons, History and Practices

73rd General Service Conference Delegate Chair Procedures

1. Who is eligible? All Panel 73 Delegates who have not been elected as Conference Committee Chair.
2. Each Region caucus and elects one candidate per Region by ballot, leaving off Chairs and Alternates.
3. The eight Region candidates are put in a hat.
4. The first name drawn is the Delegate Chair.
5. The second name drawn is the Alternate Delegate Chair.

General Service Conference Committee chairperson and Alt Chairperson elections:

1952 Advisory Action – Policy/Admissions:

Conference Committee Chairmen should be elected from new members of the Conference.

1956 Advisory Action – Policy/Admissions:

Each year all Conference Committee Chairmen should be elected from second-year delegates on the Conference Committee since their previous experience will give continuity of service.

1973 Advisory Action – Policy/Admissions:

An Alternate area delegate chairman should be elected; the runner-up to the area chairman could be the alternate chairman.

Staff note: Based upon research provided by GSO Archives, prior to the 1970s there was no set procedure to voting for committee chairpersons beyond the guideposts of the above advisory actions. Wording to voting practices and procedures were mildly inconsistent. In the 1970s, it appears that other staff secretaries began to unify with the wording that (non-alcoholic) committee secretary, and GSO archivist, Nell Wing had

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developed. It is in this time frame, in the 1970s, in which the practice became the consistent wording as it is outlined to this day on each Conference Committee's Tuesday agendas.

*Election of chairperson

1. All Panel 74 members are eligible.
2. All committee members vote by written ballot (no verbal nominations).
3. Election by plurality. Second place becomes alternate chairperson.
4. New chairperson serves one year beginning at the close of the Conference.

2 of 2

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VIII. Public Information - Monday Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Public Information

ITEM A: Review the 2024 P.I. Comprehensive Media Plan

Background notes:

The Comprehensive Media Plan (CMP) has been reviewed by the Conference Committee on Public Information each year since the first CMP was drafted in 2014.

From the April 24, 2023 Meeting of the Conference Committee on Public Information:

The committee reviewed and accepted the 2023 Public Information Comprehensive Media Plan (CMP). The committee expressed continued support for the vision and architecture of this version of the CMP. The committee shared that the plan provides a great framework and guardrails that capture the public information work, messaging, and channels GSO and AA Grapevine are using to make the Fellowship, general public, media, and professionals aware of the relevance of Alcoholics Anonymous.

The committee offered the following suggestions for the next iteration of the CMP to be brought back to the 2024 Conference Committee on Public Information.

- Consider the creation of a section on how projects requesting user generated content, such as the Young People's Video Project, fit into our Comprehensive Media Plan and messaging for Alcoholics Anonymous.

From the January 27, 2024 meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2024 Conference Committee on Public Information the 2024 CMP.

Background:

1. 2024 Comprehensive Media Plan

2024 Comprehensive Media Plan
Trustees' Public Information Committee
November 20, 2023

The following is intended to serve as an inventory of ongoing work and plans, a guideline for the A.A. Offices in their work, budgeting processes, and HR planning to effectively carry the message to the alcoholic who still suffers. Overall, this document can be considered a plan for supporting A.A. members in carrying the message to all who suffer from alcoholism. The development of this document occurs through close collaboration between the General Service Board, General Service Office, and AA Grapevine Office and is being presented to the Fellowship through the Conference process to better communicate the ongoing work and to capture feedback from the Fellowship on these efforts. The structure of this document and the content will evolve over time. Still, its use will remain critical in our efforts to effectively communicate to the world our message of hope and recovery from alcoholism.

As we continue to make our message available in traditional and new formats and channels, it is always important to remain true to who we are and what we do. Staying consistent with our principles and identity is critical to clearly communicating our message of hope and recovery from alcoholism, regardless of the format or channel through which we communicate.

Mass media has provided a key avenue for sharing the message of Alcoholics Anonymous since our earliest days. From almost the very beginning, members of our Fellowship grappled with the tension between self-promotion and making sure those who needed us had access to our lifesaving message. Over the last few decades, the media and technology landscape has evolved far beyond what our founders would have imagined. Balancing our Traditions with the ways we utilize technology is of critical importance. At the same time, "attraction rather than promotion" cannot be an excuse for failing to carry the message on platforms that members and potential members prefer. It is our responsibility to adapt to new digital opportunities and hold ourselves to the highest standards as a Fellowship.

Regular communication about our lifesaving content is vitally important in today's colossus of communication. We seek to make our public service announcements more available to the suffering alcoholic by making them available wherever people consume information. We can also make our content more shareable to support recovering

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alcoholics already carrying the message of hope and recovery. A focused effort is underway to develop content that is more readily available across multiple formats for our Fellowship to share while staying well within our spiritual principles.

As we go on learning how to be more effective with this information in a multitude of channels such as our websites, Instagram (GV), YouTube, LinkedIn, Meeting Guide App, GV App, Online Business Profile listings, and podcasts, we will need to allow our employees the flexibility to pilot different approaches that fall within our guiding principles and to measure their effectiveness in carrying the message. For each new experiment, we will want to ask ourselves how to determine if this was effective in carrying the message. We will need to continue to ask ourselves if we are making the most of the strengths that each of our corporations brings. As our Executive Editor recently shared, AAWS publishes the collective voice of A.A., and Grapevine publishes the collected voices of A.A. members. Are we allowing each to shine as brightly as possible in carrying the message?

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Section 9: Next Steps for the CMP31

Section 1: Introduction

Introduction

The Comprehensive Media Plan is a primary focus of the Trustees' Public Information Committee. It is submitted to the Conference Committee on Public Information annually for review. This document serves as a strategic communications plan and review for Alcoholics Anonymous and its incorporated brands. The following pages document current business standards and serves as a benchmark to build on. These documents are prepared to chart a course for communication strategy, measure effectiveness and accomplishments, and reevaluate their effectiveness as conditions change. The guiding principles for this plan are firmly rooted in the Twelve Steps and the Twelve Traditions of Alcoholics Anonymous.

Key Tenets for Communications Strategy

- Amplify the A.A. message of hope and recovery in traditional and digital media to reach key audiences, especially suffering alcoholics.
- Connect the suffering alcoholic with local resources that can provide immediate help.
- Create content that is inclusive and accessible to all we serve.
- Reach our audiences where they are and where they search for our messages.
- Ensure our message resonates with and is relevant to our key audiences.
- Continuously evaluate and recommend digital platforms that offer opportunities to amplify the A.A. message to our audiences and can be used in keeping with the Twelve Traditions and A.A. principles.
- Practice thoughtful stewardship of our limited financial and employee resources by strategically and carefully planning annual calendars of projects to pursue and determining what projects or functions can be put on hold without jeopardizing our effectiveness.
- Provide consistent/stable anchor points for members and partners to seamlessly connect to, utilize, and engage with our content.

Collaboration, content sharing, and coordination across our boards, committees, and corporations make our message stronger. Our communications to our wider audiences—including members, suffering alcoholics, the professional community, and the media—need to respond to current communications preferences and digital habits:

- Affinity for social media
- Desire for more concise, engaging, and frequent communications
- Preference for mobile app-like experiences

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The still sick and suffering alcoholic (our “target audience”) is seeking our message online and on mobile apps, and an online visibility strategy is needed to ensure people are able to find us. Our online visibility strategy is based on digital marketing principles and tools.

Key Terms and Definitions

1. **Anonymity/Privacy** – Anonymity and online privacy are very different concepts. Users have control over their own online privacy; Google Safety has a Privacy Controls dashboard that allows users to see, control, and delete the data that Google tracks. Google Ads also has policies that prohibit advertisers from targeting users based on personal hardships or medical conditions, meaning that no one will ever be served an ad for a for-profit recovery center because they clicked one of our ads.
2. **Brand Identity** – This section represents the look and feel of our messaging. While a publication might include different images, depending on the target audience (for instance teenage alcoholics vs. professionals). At the same time, it would contain consistent elements that identify it as an A.A. communication.
 - 2.a -- A **brand** includes easily identifiable marks, messaging, and imagery that conveys its identity to its target audience.
 - 2.b -- A **brand voice** is the tone and personality. It conveys the particular vocabulary, attitude, and values of the brand to the external audience. **Brand, brand voice** and **communication strategy** should be closely linked.
3. **Budget** - We should be strategic and mindful of utilizing Seventh Tradition contributions, keeping within the Board's fiduciary responsibility when embarking on projects.
4. **Information architecture** should define the best path and best content to meet the needs of each user group.
5. **Key Message:** There Is a Solution
6. **KPIs** – Key performance indicators are necessary to show our goals have merit and that we are adequately working towards executing them. KPIs are the foundation of accountability and reporting.
7. **Marketing** – The process of making a message or product visible (attractive?) to a target audience. The General Service Office, the AA Grapevine Office and the corporate boards use marketing tools not to sell anything but to carry the message of hope and

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recovery. To be effective, we embrace digital marketing best practices and hold our online presence to the highest possible standards.

8. **Media Objective** – To help the sick and suffering alcoholic and provide accurate information to the media and the public about A.A.
9. **Metatags** – snippets of code on every web page that communicate with search engines. They tell search engines what to display in search results for the page and how web browsers should display the page to visitors.
10. **Recovery Landscape** – A.A. and non-A.A. entities that provide similar or overlapping help to problem drinkers **or** provide the help that A.A. does *not* provide.
11. **SEO** – Search engine optimization is the practice of improving a website's rankings in search engine organic (unpaid) search results of relevant terms.
12. **Target Audience** – Those seeking help with a drinking problem and those who seek to assist them.

Section 2: Creative & Identity

This section covers the look and feel of the Alcoholics Anonymous brands, including AAWS, Grapevine/La Viña and its communication assets.

AAWS

The GSO style guide provides internal stakeholders with current versions of our logos, colors, fonts, and other visual elements to aid branding consistency across all our materials and platforms.

The Publishing, Public Information, and Communication Services departments continue to bring older assets into alignment with current standards.
Mention terms of use and IP

AA Grapevine/ La Vina

Grapevine and La Viña have a contemporary look and a clear identity. Their assets mirror each other closely and have a visible “voice.” They do not come up in searches under ancillary keywords but do come up with direct keywords. Their consistency across all platforms is stronger than that of AAWS, as there is a clearer understanding of Grapevine

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and La Viña's purpose: to gather and share the personal stories of A.A. members recovering from alcoholism.

A.A. members have found that this sharing of personal experience with another alcoholic is critical: it allows one alcoholic to identify with another, and this identification leads to the process of recovery. Grapevine and La Viña's story-based content, then, makes them powerful tools for communicating the message of hope and recovery that alcoholics find in Alcoholics Anonymous.

Section 3: Websites

The intent of this section is to focus on the primary websites for AAWS and AAGV. This includes the main landing pages, associated subpages, and store websites that sell AAWS or AAGV products.

AA.org

The goal of the A.A. website, aa.org, is to present Alcoholics Anonymous as a credible, relevant resource to new visitors and deliver value to existing members.

Content and Navigation for Key Audiences

- Suffering alcoholics looking for help/potential A.A. members
- Family members and friends of active alcoholics/ potential A.A. members
- Current A.A. members, inside and outside the service structure
- The professional community

The landing pages on aa.org are designed to address the needs of each of these audiences. They are continuously evaluated and improved based on user feedback, current analytics, the needs of audiences, and availability of new content.

Advanced search capabilities

Search needs to deliver fast, accurate, easily understood results. In addition, the search functions independently in each language (English Spanish and French).

Connect Users to Their Local A.A. Entities

While AAWS, GSB, and GV/LV serve all members of the Fellowship in the U.S. and Canada, ours are not the only websites serving members. All over the U.S. and

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Canada, Areas, Districts, Central Offices and Intergroups (as well as other entities like Hospitals and Institutions (H&I) Committees and Bridging the Gap (BTG) committees) set up their own websites, many of which include useful information on local A.A. events and meetings.

Several years ago, we conducted a focus group with local entities, and they were overwhelmingly opposed to adding meeting finder functionality to aa.org. The commonly held belief was that people looking for meetings were a primary source of online traffic and general exposure for local entities and the services they provide for their local communities.

So, instead of providing A.A. meeting information, aa.org links users to local resources where they can access this information. A geographic search using the Find A.A. tool generates a list of local entities, usually a mix of Intergroups/ Central Offices, Districts and Areas closest to the user's location (see <https://www.aa.org/find-aa>). While many users appreciate this service, others complain about not being able to search directly for a meeting in their chosen location.

Providing accurate meeting information is one of the main responsibilities of local A.A. intergroups, central offices, areas, districts, and answering services. These entities are also local and better equipped to connect individuals with A.A. resources in their local area, and many have 24-hour phone coverage to provide assistance at any hour.

Service Materials for trusted servants

A.A. provides a variety of services through a local committee system. These committees are provided with resources by AAWS, Inc., most of which are available on our current website at [aa.org/service-committees](https://www.aa.org/service-committees). Work is ongoing to make these pages more useful.

Optimized performance

AA.org is a heavily trafficked site and needs to deliver industry-standard response times both on desktop and mobile devices. Back-end performance, front-end performance, mobile versus desktop, payload sizes, and the number of assets, as well as time to first byte, should be continuously maintained and improved to meet rising technological standards.

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Flexible and easy-to-update

We moved from custom software that required a technician to update to a robust content management solution where the AAWS staff has far more control to create and edit content independently of the web developer, significantly increasing our responsiveness to content changes and updates.

Security compliance

This site is required to be PCI compliant.

Cookies and Privacy

AA.org is compliant with current national and international privacy laws as they apply to non-profits and continues to work with appropriate parties to review our privacy policies and practices.

SEO and Metatags

- Basic descriptions and cleaned-up titles to match the visible titles on items have been applied to most assets in English, Spanish, and French; work continues to develop any missing content.
- As often as possible, we will use the same descriptions on aa.org and the online store. Simplifies writing/translation and helps SEO to relate items across platforms.
- All Newsletters in English, Spanish and French titles and dates/years were updated to be uniform.

Translations

Any new content must be translated and added to the French and Spanish versions of the website as soon as it is available.

Analytics

We moved to Google Analytics for AA.org and Meeting Guide in 2021 in conjunction with the relaunch of aa.org. This brought our website, online bookstore, app, and Google Ads together under one analytics software for easier comparison and holistic planning. We have also successfully updated our implementation to GA4, as Universal Analytics is no longer available. One priority of the GA4 implementation was to ensure that our sites reflect best cookie opt-out and online privacy standards.

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AA Grapevine and La Viña Websites

AA Grapevine maintains two websites: the Grapevine site, which includes the current magazine, archives, store, and other features, and the parallel La Viña site, for Spanish-speaking members.

The primary website for all things Grapevine is aagrapevine.org. This site includes the home page for AA Grapevine, with links to the current magazine; the archives of Grapevine stories back to 1944; a “Get Involved” page with links for Grapevine Reps (GVRs), an events calendar, special features, and more; the online store for Grapevine books and other products; and a subscription page. A Digital or Complete (Digital plus print) subscription is required to access the monthly magazine and Story Archive on aagrapevine.org.

The home page also contains links to La Viña, the Carry the Message Project (which encourages A.A. members to purchase gift subscriptions for alcoholics in need), the Grapevine podcast, and aa.org. The site is a “one-stop shop” for users to purchase all Grapevine material. Meanwhile, aalavina.org parallels aagrapevine.org but with unique content by and for Spanish-speaking members. As with aagrapevine.org, a Digital or a Complete subscription is required to access the bimonthly magazine and La Viña Story Archive, which dates back to 1996.

Online Business Profiles

Online business listings are pages that display an organization’s information on directory websites, search engine result pages, social media, and business reviews. We currently have business listings on Google, Bing, and Yelp. The individual search platforms automatically generate these with our publicly available company contact information. We took ownership of all three in 2019 to correct inaccuracies and use the opportunity for improved public relations. Currently, the information on each listing is correct.

There are public review, comment, and question features on these listings that cannot be turned off or removed. By ignoring these comments in the past, we were leaving inaccurate/inappropriate comments in place and missing an opportunity to provide help and contact information. There was a backlog of unresolved comments/ questions, which has now been completed. We continue to respond to any new comments or questions as they come.

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Depending on the comment, we provide short, accurate response text, A.A. contact information, and where to find more information. For unrelated reviews that are aimed at A.A. in general or local entities, we direct them to the best resource and provide general A.A. information. We'll only attempt to remove a review that is unrelated to AAWS, GSB, or GSO.

Google Ads

Our participation in the Google Ads for Nonprofits program is the result of a 2017 Conference Advisory Action. Google Ads are a P.I. tool no different than those we've utilized since our founding. Google is one of many online search engines people use to seek help with a drinking problem. Google's organic (non-paid) and paid search results are dominated by for-profit recovery centers that can afford to spend thousands of dollars per month on search engine optimization and ads. The Google Ads grant gives us an opportunity to be visible where we otherwise would not have been able to reach our audiences online—especially suffering alcoholics.

While this is a Conference-approved project, some may raise questions about how our participation adheres to the 7th, 11th, and 12th traditions. The 7th tradition states that A.A. groups should be fully self-supporting, declining outside contributions. Donated television and radio airtime for PSAs has long been acceptable to A.A., and the Google Ads grant program is very similar. The grant has no "strings" or affiliation in the same way that we aren't beholden to or affiliated with the television networks that air our PSAs.

Some members have voiced concerns about anonymity and Google Ads because of things like cookies and data tracking. Anonymity and online privacy are very different concepts. Users have control over their own online privacy; Google Safety has a Privacy Controls dashboard that allows users to see, control, and delete the data that Google tracks. Google Ads also has policies that prohibit advertisers from targeting users based on personal hardships or medical conditions, meaning that no one will ever be served an ad for a for-profit recovery center because they clicked one of our ads.

Under this program, nonprofits have up to \$10,000 per month in ad placement value available. The GSO Communication Services Department is currently responsible for managing and updating Google Ads campaigns. This includes:

- Evaluating and experimenting with ad targeting
- A/B testing ad copy and design
- Adding/removing keywords and negative keywords
- Changing keyword match type

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- Testing multiple landing page options
- Approving/denying basic campaign suggestions provided by Google Ads
- Generating quarterly reports

Three Google Search Ads campaigns are currently running: “Find a Meeting,” “Get Help,” and “For Professionals.” For each of these campaigns, we assign keywords that, when searched for, may prompt our ad to appear in the Google search results. Our ads will never be shown unless someone searches for keywords and phrases directly related to our ads, restricting our potential audience to those actively seeking our message.

Key points:

- All links in the ads lead back to aa.org, as required by the Google grant program.
- The highest click-through rates continue to relate to finding a meeting.

Communication Services regularly evaluates the effectiveness of our campaigns and the resources required to optimize our ads and fully take advantage of this program.

QR Codes and UTM Codes

QR codes are machine-readable codes consisting of an array of black and white squares, typically used for storing URLs or other information for reading by the camera on a Smartphone. GSO strives to adhere to best practices in its use of QR codes. For instance, the Publishing Department is gradually adding QR codes to pamphlets and other publications in an effort to gauge usefulness and efficacy before making decisions on further usage.

Exploring ways to utilize QR Codes on our PI materials has been an ongoing conversation in the trustee’s PI committee and the Publishing department. Examples of where QR Codes have helped PI communicate more effectively include: using QR codes on posters for Young People’s video project and in the Membership Survey pamphlet.

We follow standard business practice of embedding a UTM code to links and QR codes to track engagement. A UTM code is a basic snippet of code added to the end of a URL to assist with tracking the performance of content campaigns. Including a UTM code in a link allows us to use analytics to track exactly where the click came from, so we know how many people scanned the QR code.

UTM codes are in use at the Grapevine and GSO in various applications, including Meeting Guide news items, and Grapevine newsletters. GSO and Grapevine will continue to deploy UTM codes when appropriate and explore further applications.

Section 4: Public Relations

"We are trying our best to reach more of those 25 million alcoholics who today inhabit the world. We have to reach them directly and indirectly. In order to accomplish this, it will be necessary that understanding of A.A. and public goodwill towards A.A. go on growing everywhere. We need to be on even better terms with medicine, religion, employers, governments, courts, prisons, mental hospitals, and all those conducting enterprises in the alcohol field. We need the increasing goodwill of editors, writers, television, and radio channels. These publicity outlets—local, national, and international—should be opened wider and wider, always forgoing, however, high-pressure promotion tactics. It is to, and through, all these resources that we must try to carry A.A.'s message to those who suffer alcoholism and its consequences."

--Bill W. Concept XI, page C38 Twelve Concepts for World Service 1962

Strategy

Public Information staff work to convey information about A.A. to the general public..

Key tactics include:

- Annually develop a content and public information calendar.
- Identify representatives to speak about A.A. to the public, professionals, and the press.
- Working with an external vendor to ensure that our press releases are distributed to the best possible outlets.
- Annually communicating to the media about our principle of anonymity.
- Maintain a tracking matrix covering press releases and media contacts that include the reach of all coverage.

Our Talking Points:

- *No matter what your age, no matter what your gender, or background, if you are drinking too much, A.A. offers a solution.*
- *Our competence to speak about alcoholism is limited in subject matter to Alcoholics Anonymous and its recovery program.*
- *Alcoholics Anonymous is a fellowship of people who share their experience, strength, and hope with each other that they may solve their common problem and help others to recover from alcoholism. The only requirement for membership*

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is a desire to stop drinking.

Press Releases

The General Service Office distributes up to six press releases annually. Releases are generated and coordinated through the Public Information assignment. Press release content creation is the three-way responsibility of Public Information, Publishing, and Communications. All releases are made available in English, French, and Spanish. Also, the PI desk provides electronic press kits on request as background to releases. A recent list of press releases may be found on the [Press and Media page](#).

The Communication Services Department continues to evaluate the usefulness of press releases as a communications tool.

Grapevine and La Viña have their own processes for external communication. They don't issue press releases, rather they communicate with the Fellowship through email blasts, web posting, through our newsletters and with the Grapevine app.

Direct Communications

This includes announcements sent to members, staff, board members, Delegates, Districts, Areas, and local Intergroup/Central offices.

Types of announcements include messages from the General Manager on any number of topics, including but certainly not limited to 7th Tradition updates and news about GSO of interest to the Fellowship. Announcements are sent out using the e-mail marketing platform Campaign Monitor, using the available data in the GSO NetSuite software. These messages are also shared via Meeting Guide app news and What's New?

Quarterly Reports are sent out from the General Service Board to all Conference members, and AAWS sends out AAWS Highlights on a Quarterly basis. These are also posted to What's New and Meeting Guide app.

Newsletters

Box 4-5-9 is publication for the Fellowship that publishes four times a year (Winter, Spring, Summer, Fall). The newsletter is published electronically and posted on

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aa.org. The electronic version is currently emailed to 60k+ members of the Fellowship, including those in the service structure and others who subscribe via aa.org. A print edition is sent to a small subscription base.

Section 5: Content Creation

TV PSAs

Public Service Announcements (PSAs) have long been recognized and used as PI tools for many non-profit organizations, including Alcoholics Anonymous. The first mention in the History & Actions of the Trustees' Committee on Public Information is 1966, with the production of 15-second, 30-second, and 60-second television PSAs in the decades that followed.

Television stations air public service announcements in unsold commercial airtime. Whenever a station has a commercial break, if the ads during that break are not entirely sold out, stations will turn to PSAs to fill that gap. A.A. makes an investment in the production of the content, distribution, and tracking, and the stations provide the airtime. Therefore, PSAs fill a content need for the stations. The commercial value of the airtime provided to A.A. (as well as other nonprofits) over the years is in the hundreds of millions of dollars.

The professional production quality of our PSAs is key to the success of the campaigns over the years. The better the quality of a PSA and the messaging, the more stations will play them. While it used to be that stations were mandated to provide airtime, that is no longer true. With the vast numbers of PSAs that come to the stations, high production values are essential for successful placement.

Local Public Information Committees also use PSAs within their committees and at information sessions. The PSAs are also available on the aa.org website for viewing. Local committees are also very helpful in getting broadcast quality PSAs to television stations and outlets that may not have been covered by GSO's initial distribution or providing an extra push to elevate the playing of our PSAs by building local cooperative relationships.

Each year through the General Service Conference process, the trustees' Public Information Committee and Conference Committee on Public Information, in partnership

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with the Public Information Coordinator at GSO, work with the Fellowship to review the usefulness and relevance of the PSAs developed for Alcoholics Anonymous through this process:

- Existing PSAs are reviewed, and each is assigned a status: continue their distribution in their present form, perform select edits or retire the PSA.
- New PSAs may be requested for development.
- New distribution channels may be considered.

The GSO Staff on the PI Assignment leads any project to produce new PSAs, whether they are for broadcast television or radio placement, as well as to edit any existing PSAs. The production process includes our Publishing Department and third-party service providers to create or edit a PSA. All new creative content is sent through the committee process to Conference for approval. Once approved, a service provider is engaged to ensure that the broadest possible distribution occurs throughout the U.S. and Canada service structure. Analytics and tracking data are provided to the committees for review.

The freshness of content is also important. At about the six-month mark of distribution for newly developed TV-PSAs, we typically start to see a dip in usage over time. Often, stations start to focus on newer campaigns, and airings start to decline. So, we re-distribute or “refresh” the PSAs to give the campaign a second wind and keep the results momentum. This gives stations another shot at airing the PSAs if they did not run them the first time. For stations that aired the spots and have taken them out of rotation, this also helps generate new airings. On average, we typically see a 10-25% increase in stations airing PSAs following a refresh. We use new station airings as the primary benchmark for refresh increases because growth in airings, impressions, and media value can come from existing stations.

Strategy

- Create high-quality content to ensure the broadest possible distribution
- Refresh content as needed
- Track performance to measure the impact of various executions and the overall success of the program
- The continued effective use of resources such as our PI Appointed Committee members, who are professionals in the field, is essential in terms of keeping an active eye on the ever-changing media landscape, ensuring we do not miss new opportunities.

Radio PSAs

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As with the television PSAs, A.A. has long found radio PSAs to be very effective tools. Currently, this is especially true in small, under-served, and remote locations, where local radio stations play a large part in service to those communities. In parts of the US and Canada, where infrastructure does not support more complex technologies, radio is a true lifeline. Therefore, the importance of providing radio/audio content for those stations about A.A., such as our PSAs, becomes clear. All radio PSAs are regularly reviewed. In 2021 tag lines at the end of our PSAs were updated to reflect the latest contact information for A.A. Broadcast-quality PSAs are available on the website for direct download and through the PI desk.

While radio might at first glance appear to be an older, less effective technology in terms of comparative reach, it is, in practice, one of our most valuable tools for local committees.

We do not directly distribute any radio PSAs. We're not currently tracking downloads from our websites, but this would be useful to implement in the future for tracking usefulness and distribution. Radio PSAs are regularly reviewed for effectiveness.

Podcasts

GSO Podcast

The goal of GSO Podcast is to be a powerful platform to reach members wanting to know more about GSO and the service structure while expanding the public's understanding of A.A. as an organization and demystifying the Fellowship and dispelling misconceptions.

History

The 2022 Conference Committee on Public Information supported the development of a GSO podcast. Work on the podcast began in 2022 and continued through 2023. Launch of the first season is expected in early 2024.

Strategy

Each episode will invite listeners to visit aa.org to learn more about A.A. and will direct them to Meeting Guide app to find a meeting near them.

AAGV Podcast

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The Grapevine podcast typically consists of candid and entertaining conversation between hosts (all longtime A.A. members) and guests (either a member or a friend of A.A.) sharing their experience, strength, and hope with each other in a light-hearted setting akin to “the meeting after the meeting.” Like the magazine, each episode offers both humor and inspiration while tackling the very serious topic of recovery from alcoholism.

History

Grapevine released the first episode of “The AA Grapevine Half-Hour Variety Hour on October 4, 2021. As of November 2023 the weekly podcast has 113 episodes, with 665,000 downloads. The podcast is available on the AA Grapevine app, all popular podcast platforms (Apple podcasts, Spotify, etc.) and via Grapevine’s podcast player at <https://www.aagrapevine.org/podcast>.

Goals

- To enrich members’ sobriety and attract alcoholics to A.A.
- To build community with and between other A.A. members
- To provide accessible content to A.A. members, available anytime and anywhere
- To raise awareness about Grapevine/La Viña magazines, the GV/LV apps, digital subscriptions, books, and other GV/LV products, and to encourage their use as Twelfth Step tools

Strategy

- Personal narrative/story invites identification (critical to recovery)
- Casual “Fellowship-style” atmosphere and encouragement of audience participation build feelings of community and inclusion among A.A. members
- Regular features such as “Ask the Oldtimer,” “What’s in a Name,” “Stump the Thumper” (Big Book trivia), and humor from Grapevine keep the podcast entertaining and lively, much like the magazine
- Podcast’s availability through multiple outlets and channels ensures its accessibility to potential listeners
- Interviews with Grapevine/La Viña staff and board members educate listeners about GV/LV products, including their effectiveness as Twelfth Step tools

User-generated Content

While sharing individual stories of hope and recovery from alcoholism have long been a key part of how we carry the message, more recently AAWS has begun to more systematically collect and distribute content that is created and/or curated by members themselves. One example is the Young People’s video project (in which young people

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are encouraged to create and upload anonymized short videos of their own experience with sobriety). For revisions to the pamphlets “A.A. for the Black and African American Alcoholic” and “A.A. for the Native North American,” A.A. members from those communities have been invited onto working groups to collect, select and edit stories.

We seek user-generated content when:

1. When we believe that our message will be most effective if members of the target audience help craft the message
2. We believe that user-generated content will provide perspectives or insights that are different from those that might be crafted through more conventional content development mechanisms
3. User-generated content will be more engaging
4. User-generated content will be more cost-effective

What kinds of guidelines do we provide content creators?

- 1 Technical requirements (varies by project)
- 2 Creator(s) must be AA members
- 3 Content must be original (may not appear on other platforms)
- 4 Content must adhere to AA's anonymity traditions
- 5 Focus on stories that will help alcoholics identify
- 6 Content creators must be at least 18 years of age
- 7 Content creators must be within the boundaries of the U.S. and Canada A.A. General Service Structure
- 8 Submissions should be in English, Spanish or French
- 9 By submitting their content, content creators agree to assign copyright and editorial control to AAWS. Public Information staff work with GSO's legal staff to formalize this process with permission/ consent forms.

Section 6: Literature

AAWS Publishing Department

Very early in our history, A.A. made the decision to be its own publisher, a decision that has meant a great deal to the unity, growth, and financial health of the movement.

Starting with the Big Book, A.A. has developed a broad range of materials designed to carry the A.A. message of recovery and articulate the principles of the A.A. program.

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The Publishing department coordinates all aspects of creating, printing, and revising these materials, including all books, pamphlets, CDs, DVDs, e-books, audiobooks, and other formats. In addition to Conference-approved materials, AAWS publishes service materials such as guidelines and bulletins, and much of the material published by AAWS is also available in different formats, including large print editions, braille, and ASL.

The Publishing department manages the AAWS webstore and collaborates with member services and the finance department (and with input and approvals by the AAWS board, as needed) on managing inventory, reprints and special offers.

The Language Services department is responsible for translating literature into French and Spanish for A.A. members in the U.S. and Canada.

The Legal, Licensing and Intellectual Property department is responsible for working with other countries to have A.A. materials translated into multiple languages as requested by those countries. This department also keeps track of all copyrights and permissions.

The Conference Approval Process

The addition of a new book or pamphlet is not approached lightly. Here is an outline of the process:

- Usually, the need is well-researched by Conference and trustees' committees, which move the idea forward. If the need does not appear to be urgent or broad enough to justify a new publication, the project is abandoned or deferred; if the need is clear, work is started.
- From the first draft to the last, committee and staff members — and occasionally a broadly representative special panel — are free to criticize and to suggest, underlining what they feel will best express the A.A. point of view. This process takes time — months or even years.
- When all the preparation work is completed, a manuscript is forwarded to the appropriate Conference committee for discussion. If the committee recommends approval, it moves to the Conference as a whole. If not, it returns to the appropriate trustees' committee or the Publishing department for further revision or discussion.
- If two-thirds of Conference members agree to the manuscript as presented or with specific edits approved by the body, the new piece of literature is entitled to bear the designation, "This is A.A. General Service Conference-approved literature." The same process is used for developing audiovisual and digital materials.

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For AA Grapevine and La Viña, the Conference reviews proposed topics for every Grapevine and La Viña book as well as Grapevine policies. The Conference does not review material in advance of publication in the Grapevine or La Viña magazines; to attempt this as a matter of procedure or policy would be impractical for a monthly or bimonthly magazine, and the Conference Charter notes that “nothing herein shall compromise the Grapevine editor’s right to accept or reject material for publication.”

Books & Pamphlets

“Today, as in the early days of Alcoholics Anonymous, the A.A. message of recovery from alcoholism is carried by one alcoholic talking to another. However, since the publication of the first edition of the Big Book in 1939, literature has played an important role in spreading the A.A. message and imparting information about the A.A. Twelve Step program of recovery. A.A. co-founder Bill W., who often called the influence of A.A. literature ‘incalculable,’ wrote in the May 1964 issue of the Grapevine, ‘Suppose, for instance, that during the last twenty-five years, A.A. had never published any standard literature...no books, no pamphlets. We need little imagination to see that by now, our message would be hopelessly garbled. Our relations with medicine and religion would have become a shambles. To alcoholics, generally, we would today be a joke and the public would have thought us a riddle. Without its literature, A.A. would certainly have bogged down in a welter of controversy and disunity.’”

(The Language of the Heart, p.348)

The cornerstone of our program and A.A. literature is *Alcoholics Anonymous* generally known as the Big Book, which was first published in 1939. More than 40 million copies of the title have been sold across 73 different languages, with 28 translations pending in various stages of development. Today the title is available in a range of formats, including print, digital, audio, braille, large print, and ASL.

A.A. World Services Inc. (AAWS), one of the two service corporations of A.A. (the other being AA Grapevine, Inc. or AAGV), publishes not only the Big Book but additional book titles, including “Twelve Steps and Twelve Traditions,” “Daily Reflections,” “Come to Believe,” “As Bill Sees It,” “Living Sober” “Our Great Responsibility” and more. Each title is available in a variety of formats and a number of different languages as well. In addition, AAWS publishes more than 60 pamphlets on a wide range of topics.

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AA Grapevine, Inc. publishes a monthly magazine, Grapevine, in English, as well as a bimonthly Spanish language magazine, La Viña. In addition, Grapevine publishes books derived from the magazines, of which *Language of the Heart*, *Bill W.'s Grapevine Writings*, is the best seller. Grapevine has a robust multimedia presence, including mobile device apps, a website featuring the Grapevine archives, as well as a podcast, Instagram and YouTube channel, and a daily quote email.

AAWS Publishing Strategy

Develop a broad range of materials designed to carry the message of recovery and articulate the principles of the A.A. program.

Publish the historical and contemporary experiences of recovering members of A.A. through their personal stories.

Ensure A.A. content reaches the broadest possible audience through a variety of strategies and AAWS board-approved initiatives:

- Translate materials into a variety of languages, with Spanish and French being primary “domestic languages”
- Create a wide range of formats so the message of recovery can be carried to the Fellowship in whatever forms they prefer to consume content.
- Develop a variety of accessible formats to ensure the message can reach those with various accessibility challenges. And complement that format strategy with distribution strategies to reach audiences such as incarcerated persons.
- Develop targeted content to reach the broad scope of the fellowship and enable our diverse members to see themselves easily in the program. Ranging from Black and Hispanic members to the young and LGBT to those of various faiths and many more.
- Develop targeted content to reach those outside the fellowship who serve as important referrals of the still sick and suffering alcoholic to the program, including medical, human resources, legal, and corrections professionals as well as faith leaders and educators.

Top Selling AAWS Titles in 2022

English	Spanish	French
Big Book, hardcover	A.A. at a Glance	How it Works
Big Book, softcover	Information on A.A.	Information on A.A.
Is A.A. for You?	Where do I Go from Here?	Where Do I Go from Here?

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A Newcomer Asks A.A. at a Glance Q&A on Sponsorship This is A.A. Twelve & Twelve, softcover Twelve & Twelve, hardcover Problems Other than Alcohol	Problems Other than Alcohol Twelve & Twelve, softcover A Message to Teenagers Big Book, hardcover Living Sober Is A.A. for Me? FAQ About A.A.	Is A.A. for You? Problems Other Than Alcohol A.A. at a Glance A Newcomer Asks This is A.A. Big Book, hardcover Many Paths to Spirituality
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Top Selling AAGV Titles in 2022 (English, Spanish and French)

1. Prayer and Meditation
2. Emotional Sobriety: The Next Frontier
3. Language of the Heart (softcover)
4. Fun in Sobriety
5. Women in AA
6. Emotional Sobriety II
7. El Lenguaje del Corazón
8. Voices of Women in AA
9. Free on the Inside
10. Language of the Heart (hardcover)

The Magazines: Grapevine and La Viña

AA Grapevine is the international journal of Alcoholics Anonymous. Written, edited, illustrated, and read by A.A. members and others interested in the A.A. program of recovery from alcoholism, Grapevine is a lifeline linking one alcoholic to another. Often referred to as “our meeting in print,” AA Grapevine communicates the experience, strength, and hope of its contributors and reflects a broad geographic spectrum of current A.A. experience with recovery, unity, and service.

The awareness that every A.A. member has an individual way of working the program permeates the pages of the Grapevine. Throughout its history, the magazine has been a forum for the varied and often divergent opinions of A.A.s around the world. As such, articles are not intended to be statements of A.A. policy, nor does publication of any article imply endorsement by either A.A. or the Grapevine.

AA Grapevine also publishes books and related items in English, as well as Spanish and

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French. The best-selling Grapevine and La Viña book title is *Language of the Heart*, which contains all of Bill W.'s 150-plus Grapevine articles. All titles are also available as eBooks and a number as audiobooks as well.

La Viña History

In 1995, the General Service Conference addressed the expressed need within the United States and Canada for a Spanish-language edition of the Grapevine and gave its approval to the idea. In July 1995, a special edition of the Grapevine in Spanish was produced, containing articles that had already appeared in the English magazine. La Viña launched as a bimonthly publication for Spanish-speaking members of A.A. in June 1996.

Grapevine Story Archive

Almost every Grapevine article and letter ever published has been preserved online. With articles written by A.A. members from June 1944 to the present, the Story Archive offers a vivid account of A.A. history (including every article published in Grapevine by co-founder Bill W.) as well as a view of the Fellowship today.

The Archive is available through a seven-day free trial or with the purchase of a Digital or Complete subscription, and visitors can search it by location, author, or subject to find the first version of the Traditions, to learn what A.A.s have said about such topics as sponsorship and self-support, and to explore how much—and how little—A.A. has changed. Readers may also browse through the collection by department, topic, or date to find hundreds of jokes and cartoons, along with thousands of articles. La Viña digital archives are also available. Digital subscriptions to the Grapevine or La Viña include access to 20 stories per month in the Archive.

GSO Newsletters and Bulletins

In 2023, an internal working group comprising CSD, Staff, Operations, and Publishing began to take a deeper look at newsletters produced by GSO and how they might be updated/redesigned in look and content to better serve members.

- *Box 4-5-9*: quarterly; special articles cover public information, cooperation with the professional community, and correctional and treatment facilities activities; English, French and Spanish editions. Free digital subscriptions are available

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through aa.org. Limited print circulation

- About A.A.: published semiannually; designed to inform professionals interested in alcoholism (the only bulletin aimed primarily at non-A.A.s). English, French and Spanish editions. Free digital subscriptions are available through aa.org.
- Loners-Internationalist Meeting (LIM): confidential bimonthly bulletin of A.A. Loners (Lone Members), Homers (housebound members), and Internationalists (seagoing A.A.s); excerpts of correspondence and lists of names and addresses of LIM members who wish to correspond with each other.
- Quarterly Report: covers activities of the General Service Board, including A.A. World Services Inc., and A.A. Grapevine, Inc. English, French and Spanish editions.
- Sharing from Behind the Walls: four issues a year; contains excerpts from letters received at GSO from people in custody; distributed by local correctional facilities committees to A.A. groups behind the walls. English, French and Spanish editions.

Literature in Corrections Settings

Conference-approved AAWS and Grapevine copyrighted eBooks and audiobooks are available on tablets and desktops in corrections venues, prisons, and jails. They can now be accessed by people in custody and by the professionals who serve them.

Strategy

Grapevine and AAWS continue to work to contract key vendors who supply tablets in correctional facilities in the United States. The plan is to continue to enlarge the number of vendors we have contracts with and increase the range of items of A.A. literature available. The Canadian Corrections Working Group has been appointed to help get literature on tablets in Canada and to increase awareness and participation in the Corrections Correspondence Service.

Progress report

The current number of tablets managed is approximately 317,000, but it will soon increase to more than 400,000 throughout the United States.

Current Statistics

- GTL & Edovo (These vendors share content)

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- Tablets – a total of 117,100 in 209 facilities across 44 Areas.
 - E-Books – 12 English titles, 9 French & Spanish titles.
 - For the period March-November there have been 4,855 new starts, and 694 completes.
 - Audio Books – 3 titles in English, French, & Spanish. 13,892 total starts, 9,724 completes.
 - The Big Book and *Living Sober* are the most downloaded audiobooks. We are currently in the finishing stages of producing an audiobook for *Daily Reflections* (first quarter 2023 release).
- Securus Jpay – (Lantern educational portal)
 - Tablets – a total of 200,000+ in 240 facilities
 - Same ebooks (no audiobooks) as on GTL/Edovo
 - Reporting yet to be accessed
 - Ingram CoreSource – OverDrive (Libraries and Institutions)
 - Same selection on ebooks and audiobooks are available for access via institutional Libraries and venues that use this vendor hub (primarily jails).
 - Reporting is yet to be accessed – vendor dashboard is being redesigned

Section 7: Social Media

AAWS YouTube Channel

The current AAWS YouTube channel was launched in 2017. There are over 9,000 subscribers to the channel as of September 2023. The videos include informational videos for members of the Fellowship, professionals, and all of the current video PSAs. Through YouTube analytics, we can gain insights about visitors to our channel to help us understand our audiences.

Goals

- To create an online video channel for access to online videos developed by Alcoholics Anonymous with a clean, attractive design.
- To house public AAWS video content, offering local service structures and Inter-groups the ability to embed video content directly into their local websites.
- To share AAWS video content more broadly in a contemporary medium while significantly improving the ability to find videos online.

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GV YouTube

The AAGV / La Viña YouTube channel currently has more than 12,000 subscribers. In an average month, 2,800 videos are viewed. The most popular videos on the channel receive between 100 and 500 monthly views each. In a typical month one to three of the top 10 most-viewed videos are in Spanish. Topics include information on Grapevine and La Viña, and stories recorded by members of the Fellowship that are presented in an audio-only format to protect anonymity.

AAWS LinkedIn

LinkedIn is a professional social networking platform that hosts more than 600 million professional profiles along with 55 million companies listed on the site. AAWS's presence on LinkedIn allows us to communicate and share our mission with the professional community by providing relevant and informative content.

Approved by the General Service Conference in 2018, the AAWS LinkedIn channel has the following goals:

- Offer another digital resource, in addition to www.aa.org, where professionals can find accurate information about A.A.
- Broaden the reach of the *About A.A.* newsletter for professionals.
- Provide a platform where our professional friends may recommend A.A.
- Raise awareness of exhibits staffed by local CPC committees at national and local professional conferences.
- Expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates.
- Reinforce the continuing relevance and efficacy of A.A. to professionals.

Instagram

Currently, AAGV Instagram has more than 11,000 followers on GV and 1,500 on LV, increasing daily. For Grapevine, posts generally receive 100 likes on average. GV posts typically twice per day. Posts include the daily reflection, inspirational quotes, notices of new magazines and books, upcoming events, cartoons/jokes, photos from A.A. events, and more. For the most part, top posts for the year consisted of "Overheard at A.A." posts, daily quotes, and cartoons. The posts with the least likes were often those more directly related to sales or products on the website and encouragements to sign up for the newsletter or to subscribe to the magazine. For La Viña, the most popular posts

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were inspirational quotes, calls for photo submissions, and photos of events. A typical La Viña post receives around 30 likes.

In keeping with AAGV's mission, posts on both accounts are primarily directed at alcoholics "inside and outside the rooms." GV/LV also seeks to communicate with professionals who could be instrumental in helping A.A. to reach alcoholics. For both Instagram accounts, comments are disabled. A hashtag strategy is in place to increase visibility.

A proposal to launch an AAWS Instagram account will be on the agenda at the 2024 General Service Conference.

Of note: Several Instagram accounts are impersonating AAWS, which could confuse members or potential members trying to find us on Instagram. The Grapevine Instagram account has been quite successful in terms of the number of subscribers and engagement, indicating an audience. An AAWS account and the GV account could work in tandem, each increasing the reach of the other through linking and tagging while providing useful content to our audience.

Comments

As a result of a 2017 Advisory Action, comments are disabled wherever possible on our social media accounts, namely on the YouTube channels, LinkedIn, and GV Instagram. This decision was made partly to restrict members' ability to break their own anonymity in comments on our content and to avoid disparaging or inaccurate comments about A.A. getting associated with our content.

Some members have expressed concern about this decision, suggesting that because comments and engagement are key factors in social media visibility algorithms, by turning off comments, we may inadvertently harm our visibility on these platforms and hinder our ability to carry the message.

Section 8: Apps

Meeting Guide App

Purpose

- Connect people with the A.A. message of recovery by connecting them with local A.A. meetings.

Strategy

The App Support team holds regular strategy meetings where the team reviews the

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project backlog which includes client outreach, entity feature requests, bugs, user feature requests, entity outreach, distribution/channel improvements, backend improvements, improved entity access, and data improvements.

Highlights

- Accurate, credible list of A.A. meetings
- Links to purchase literature and read Daily Reflections
- Announcements from GSO and AA Grapevine

Analytics

The primary use of analytics is to gather data on what and how features are being used, and to help us determine the App roadmap.

GV LV App Release

Goals

- To enhance members' sobriety
- To provide highly accessible content
- To build GV/LV subscriptions
- To expand awareness of the GV/LV brand and its range of products
- To increase participation in the GV/LV community among A.A. members
- To introduce new ways of interacting with the Fellowship

The Grapevine and La Viña apps officially launched on Friday, September 1, 2023. Members can download the apps for free from the Apple App Store for iPhone, or from Google Play for Android. Certain features such as the daily quote and Sobriety Calculator are free to all; however, users must have or purchase a Digital subscription to access the monthly magazines, the Story Archives, and other content through the apps. Digital subscriptions, which include access to magazine content via the apps and the websites, are priced at \$2.99 per month or \$29.99 per year for Grapevine and \$2.99 per month or \$14.99 per year for La Viña. Complete (print plus Digital) subscriptions also available. Subscriptions may be purchased through the app or on the website. With the advent of the apps, the Grapevine and La Viña ePub were discontinued. Legacy ePub subscribers are now considered Digital subscribers and can log into the apps using their current username and password. The apps are available exclusively in the U.S. and Canada at this time.

Highlights

- Daily sobriety calculator and spiritual practices checklist (free)

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- Easy access to magazine content and Story Archives (with subscription)
- Direct links to all website features, including calendar of events, GVR/RLV resources, Meeting Guide app, and so on

Attraction efforts include email blasts, Instagram videos, website notices, Meeting Guide app news, and a FAQs page on aagrapevine.org. In addition, the September 4 podcast included a discussion about the apps. App subscriptions peak on weekends when Grapevine staff and directors are travelling to events and present the apps to the Fellowship.

The launch of the apps was met with much enthusiasm; downloads and subscriptions have exceeded initial expectations. Since launch, the Grapevine app has consistently ranked among the top 40 magazine and newspaper app downloads in the Apple App Store. Plans are afoot to offer users capabilities such as sharing stories with non-subscribers and posting events on Grapevine's calendar. Special features focused on Grapevine's 80th anniversary and the International Convention are also in discussion.

Section 9: Next Steps for the CMP

The CMP is a living document that is meant to be improved, updated and reviewed regularly. The goal of the 2024 CMP was to create a strategic roadmap and shared resources.

This document offers key stakeholders the opportunity to review our efforts in light of industry standards and provide guidance where necessary.

###

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2024 Conference Committee on Public Information

ITEM B: Public Service Announcements (PSAs):

Background notes:

Secretary's Note:

PSAs have been created and made available for radio and television broadcast since 1966. Over the years, new PSAs were regularly developed, including some focused on young people and PSAs in Spanish and French.

Beginning in 1999, trustees' Public Information Committee began to conduct annual reviews of all TV PSAs. The resulting reports have been subsequently reviewed each year by the Conference Committee on Public Information.

Excerpt from the October 28, 2023, trustees' Public Information Committee meeting report:

The committee reviewed and **agreed to forward** to the 2024 Conference Committee on Public Information the 2024 report on the "Relevance and Usefulness of Video Public Service Announcements."

From the April 24, 2023 Meeting of the Conference Committee on' Public Information:

The committee reviewed and accepted the final distribution and tracking information for the video PSAs:

1. Sobriety in A.A.: My Drinking Built a Wall
2. Sobriety in A.A.: When Drinking is no longer a Party.

The final one-year campaign results for the U.S. were 125,192 airings, 615,956,841 impressions and \$34,506,580 in media value. The final Canadian results for the campaign were 11,485 airings.

The committee noted these results are an excellent return for the self-support contributions spent to produce these two PSAs. The committee requested a "call to action" be provided to all delegates with the goal of producing excitement and engagement for how the local public information service committees can increase the airings and ongoing usage of our relevant PSAs.

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From the April 24, 2023 Meeting of the Conference Committee on Public Information:

The committee reviewed and accepted the 2023 report on the “Relevance and Usefulness of Video Public Service Announcements.” Discussion included that PSAs are conversation starters about A.A. or how to get help with a problem with alcohol for people who view them. The committee found the current Conference-approved PSAs to be relevant and useful. The committee is excited to learn we are finalizing a one- year contract with a no cost channel called Mesmerize Point, to distribute PSAs on digital TV screens in doctor offices, private pharmacies, and community-based organizations with our relevant messaging made available to viewers. The committee looks forward to a Mesmerize Point progress report being brought back to the 2024 Conference Committee on Public Information. The committee did not see the need at this time for a new video PSA.

Background:

1. 2024 report on the Relevance and Usefulness of Video and Audio PSAs.
2. Report on Feasibility of PSA paid placement on streaming services
3. 2023 Report on Mesmerize Point PSA distribution

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2024 Conference Committee on Public Information

ITEM B. Public Service Announcements

1. Report on the Relevance and Usefulness of Audio/Video Public Service Announcements

At the July 2023 meeting of the trustees' PI Committee, Deborah K., the committee chair, requested that the full trustees' Public Information committee review all of the video and audio PSAs currently in circulation.

At the October 2023 meeting, the committee reviewed and discussed the current video and audio PSAs for timeliness, accuracy, effectiveness, and their ability to reach diverse audiences.

The committee discussed the TV PSAs "My Drinking Built a Wall," "We Made Changes to Stop Drinking" and "Opening Doors to a New Life." The committee had no concerns about these three PSAs.

There was a robust discussion of the TV PSA "When Drinking is No Longer a Party." While the committee agreed that while the PSA content is dated, the quality is high. The committee suggested that this PSA should be retained.

There was a discussion of the PSA "Since Getting Sober I Have Hope." It was agreed that the English language version seems quite dated (for instance it mentions a phonebook). It was noted that while a video might stop being useful in one language, it might continue to be useful in another.

The committee **agreed to forward** a suggestion to the Conference Committee to consider retiring the 30 second version of the English-language PSA "Since Getting Sober I Have Hope."

The trustees' committee also asked Communication Services Department to research whether the 15 second version of the English-language PSA "Since Getting Sober I Have Hope." could be updated to remove reference to calling or phone books. The trustees' committee also noted that with any edits, the appropriate graphics should be updated.

The committee discussed the radio PSA "We Know How You Feel." The committee agreed to retire the 15 second version.

The committee discussed the radio PSA "All of a Sudden, Everything Got Crazy." The committee agreed to ask the Publishing Department to research whether the last part of the PSA could be edited to remove reference to "Giving AA a call"

The committee discussed two emails received by PI staff which have expressed the concern that the PSA "We're All in This Together" is "racist." After a robust discussion, the committee agreed to recommend that the PSA be kept in circulation, but agreed to

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continue to discuss how we can best communicate the message that A.A. is welcoming and inclusive.

###

2024 Conference Committee on Public Information

ITEM B. Public Service Announcements

2. Progress report on feasibility of placing PSAs on Streaming Media

February 1, 2024

Background Notes:

2021 Public Information Advisory Action:

That a feasibility study on paid placement of PSA videos on streaming platforms including, but not limited to, Netflix, Hulu, and YouTube be conducted and that a report on the research be brought back to the 2022 Conference Committee on Public Information.”

2022 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2022 trustees’ Public Information Committee feasibility research on paid placement of PSA videos on streaming platforms and requested that further research be conducted. The committee offered the following suggestions and looks forward to a report to be brought back to the 2023 Conference Committee on Public Information.

- Committee members would like to see additional research comparing paid versus donated media value ads and the effectiveness of these different approaches.
- Include research on Canadian streaming platforms to better understand PSA regulations and the specific streaming platforms found within Canada.
- Focus on obtaining A.A. member feedback from various age groups on the desire from the Fellowship to embark on A.A. paid placement ads on streaming platforms.

From the 2023 Additional Committee Consideration of the Conference Committee on Public Information:

The committee discussed research on the feasibility research of paid placement of PSA videos on streaming platforms. The committee noted that paid placement is an important new addition for airing and tracking our already produced, relevant and useful PSAs on streaming platforms. The committee requested that the trustees’

Public Information Committee consider several vendors and develop a plan detailing target audiences, analytics, and cost for how we would begin to use such streaming platform channels in the U.S./Canada Service Structure and that a report be brought back to the 2024 Conference Committee on Public Information.

From the July 29, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the feasibility study on paid placement of PSA videos on streaming platforms. The committee requested the staff secretary perform outreach to several vendors and develop a plan detailing target audiences, analytics, and cost for how we would begin to use such streaming platform channels in the U.S./Canada service structure. The committee requested information on how we could structure a test detailing different spending levels and key metrics that can be used to track the usefulness of this channel type. In addition, the committee wants to include several “free” streaming platforms that might be available to air our PSAs in a cross-section of diverse markets. The committee looks forward to a progress report at the October 2023 meeting.

Progress to date:

In the fall of 2023, staff on the Public Information assignment requested proposals from various vendors for the work of placing A.A.’s PSAs on streaming platforms.

We requested proposals from the following:

- Connect 360 Multimedia
- Moore Marketing
- VNR1 Communications
- Williams Whittle agency
- PlowShare Marketing
- PSN (Public Service Network)

Keeping in line with the 2023 Additional Committee Consideration, our RFP (Request for Proposals) invited vendors to draft plans for a campaign to place PSA on streaming platforms.

Note: some of these agencies decided not to submit formal proposals, because they understood that our budget would not accommodate the kinds of media purchases they would recommend.

Connect 360 (who we have worked with in the past) did generate a very thorough proposal, as did Moore Marketing and PSN.

The basic starting point for all three of these firms is that broadcast media provides the best return on investment.

For comparison, Connect 360 would propose the following strategy:

Broadcast media

Media	Reach	Cost per year
TV PSAs (English) US markets	800 stations	\$19,250
TV PSAs (English) US Markets	1900 stations	\$23,500
TV PSA (Spanish)	280 stations	\$19,700
TV PSAs Canada (EN and FR)		\$20,000

In this scenario, we might consider spending approximately \$60,000 per year to ensure that our PSAs are seen on a wide number of stations across the US and Canada.

All three firms recommended that if streaming options are a priority, that they be selected as an ad-on to a broadcast distribution package. One option might be to do this for a shorter duration at a key time in the year (perhaps during the holidays or in January).

Streaming video

Streaming video media is purchased per IP address. So, if an organization pays for a PSA or ad to be shown to 30,000 Hulu watchers, it will run for those 30,000 users, no more. Audience demographics can be selected at a very granular level. Since most users share details like their age, ethnicity, income, hobbies etc., the audiences can be selected on those characteristics. But it is expensive, even with the kind of non-profit discount that firm specializing in non-profits (like Connect 360, Moore and PSN) able to secure.

An ongoing streaming media campaign could be expected to cost more than \$100,000 per year and will reach a smaller audience than broadcast media.

What next?

1. Determine budget.
 2. Identify the audience we want to target.
 3. Request revised proposals based on budget and audience.
 4. Select vendor.
 5. Work with external vendor to execute a campaign.
 6. Measure success
- A. For instance, if our budget is \$50,000 and our target audience is older alcoholics, we might spend:
- \$40,000 on broadcast media campaign/ US and Canada
 - \$10,000 on a one-month targeted media campaign on Connected TV channels that reach older individuals.
- B. Alternatively, if our focus is on reaching young people and our budget is \$50,000,
- We might split the spending between YouTube, Hulu/ Disney, and streaming audio.
- C. Similar plans could be developed to reach potential members in remote communities, the military, BIPOC communities etc.

Platform-specific details

Platform	Description	Duration	Est. Deliverables	Cost for 2 Months
Amazon	Up to 30 video placements on ad-supported Amazon properties (Amazon Prime Video, Twitch, Fire TV and IMDB) through Connected TVs, desktop, laptop and mobile.	All packages start at 2 months	160,700 video views + 500,00 display ad imp.	\$13,125
			226,000 video views + 727,000 display ad imp.	\$17,500
			346,000 video views + 1.2 M display ad imp.	\$26,250

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Connected TV	Up to :30 video placements on top streaming channels through Smart TVs and devices such as Apple TV, Roku, Xbox and Amazon Fire. Spanish campaigns available.	2 months	422,000 video views	\$20,000
Hulu (EN and SP)	Up to :30 clickable video placements (excl. OOT) on Hulu's multi-device platform with 100% completed views, full-screen mode.	2 months	350,000 video streams	\$53,900
YouTube	Brand safe up to :30 video coverage on YouTube includes optimized content, 100% video completion & call-to-action overlay button linking to campaign website. Spanish campaigns available.	1-2 months	140,000 video views 280,000 video views 425,000 video views	\$11,500 \$21,500 \$30,000
Platform	Description	Duration	Est. Deliverables	Cost for 2 months
ESPN Digital	Utilizes high impact display ads with video pre-roll on ESPN.com and ESPN Mobile App.	2 months	1.1 M combined video views and display ad imp.	\$60,000

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	:15 or :30 video is clickable with a no-skip option and user initiated. Message receives 100% SOV.			
CNN, Fox News, USA Today websites	:30 video pre-roll on the three popular national news sites.	2 months	220,000 video streams	\$21,000
Facebook	Up to 60 video and display ads.	2 months	5,000,000 video views and display ad imp.	\$20,000

Other options that we could select include:

- **Connected TV** retargeting with Display Ads and Videos (if a person watches a PSA – they would be tracked and then shown the PSA again or shown other related content).
- Ads on **Facebook**
- **Geofencing** (targeted “ad” placement in apps or on mobile devices that are displayed according to a user’s location)
- **Amazon** ads based on a user’s purchase history.
- **Digital display ads on cell phones** (with or without behavioral targeting)
- **Audio streaming** platform (Pandora, Spotify, iHeartRadio, SiriusXM) campaign targeted to a particular demographic or audience.
- Ads on **mass transit, billboards** etc.
- In **app marketing**
- **In-store audio psas (grocery stores)**
- **News programming pre-roll**
- **Convenience store** window ads.
- **Airport monitor** electronic ads.

ITEM B: Public Service Announcements (PSA) and videos

3.Review progress report on the Mesmerize Point PSA distribution channel

Background notes:

From the July 29, 2023, Meeting of the trustees' Public Information Committee:

The committee received a verbal progress report on the Mesmerize Point PSA distribution channel. The staff secretary shared that on July 26, 2023, the vendor has started playing our PSA media in 2,193 pharmacy locations nationwide. Six thirty-second A.A. video PSAs in English and Spanish are in rotation. Across the pharmacy network, these videos, in aggregate, will have approximately 11,000,000 monthly impressions. Mesmerize will be airing the A.A. content to 2,500 doctors' offices the first week of August 2023. A new start date to the one-year agreement will begin as of the first date A.A. content played, July 26, 2023. The committee looks forward to a progress report at the October 2023 meeting.

From the October 28, 2023, Meeting of the trustees' Public Information Committee:

The committee discussed the report on Mesmerize Point PSA distribution and noted with appreciation the potential impact of the project given the number of views that have been reported.

The committee noted the suggestion by Mesmerize Point staff to add QR codes to the PSAs; the committee requested that staff from Communication Services Department research on the process for adding QR codes to our PSAs. The committee looks forward to a progress report at the January 2024 meeting.

Progress to date:

The following videos were featured on screens in approximately 2,278 locations during the fourth quarter of 2023:

- AA_i_have_hope_30_eng
- AA_la_sobriedad_en_a.a.-_hicimos_los_cambios_para_dejar_de_beber_(asp)
- AA_sobriety_in_a.a._my_drinking_built_a_wall_en_us
- AA_sobriety_in_a.a._my_drinking_built_a_wall_us_sp
- AA_sobriety_in_a.a._opening_doors_to_a_life_without_drinking_us_en_30
- AA_sobriety_in_a.a._we_made_changes_to_stop_drinking_us_en

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These videos appeared approximately 4.7 million times across these locations during the three-month period (unaudited estimate).

Staff note:

A request was made to Mesmerize Point staff to provide more detailed reporting, including the following. To date, we have not received this additional information.

We asked: Is Mesmerize Point able to generate reports that would provide us with more information on the following:

- *What is the geographic spread of venues? (rural versus urban for instance)*
- *Can you tell us the number of times English-language videos played versus Spanish?*
- *What is the distribution of video players in pharmacies versus medical settings?*
- *Can you provide us more information about the type of medical facilities where our videos have run (ie – cardiology versus primary care or pediatrics etc)?*

###

2024 Conference Committee on Public Information

ITEM C: Review progress report on the development of a GSO Podcast

Background Note:

2020 Committee Consideration of the Conference Committee on Public Information:

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.

2021 Public Information Advisory Action:

That podcasts providing sharing within the Fellowship and information about A.A. to the public be produced and distributed by G.S.O. in cooperation with the Grapevine Office. The committee requested that a progress report on the development and implementation of podcasts be forwarded to the 2022 Conference Committee on Public Information. The committee noted that podcasts would serve as a new format to produce “service material” to communicate on topics with similar sharing that can be found in *Box 4-5-9, About AA*, aa.org, and sharing from AA Grapevine and La Viña.

2023 Committee Consideration of the Conference Committee on Public Information:

The committee reviewed and accepted a progress report for the GSO podcast development. The committee noted the planning, development, and production of episodes on many service-related discussion topics. The committee reiterated that the planned topic focus will help avoid competing with the Grapevine Podcast. The committee appreciated that the plan is to produce up to eight episodes to introduce a recognizable, consistent, and enthusiastic voice for the GSO podcast. The committee agreed, before the launch, it is important to “bank” these initial episodes for the initial rollout to ensure a regular cadence. The committee noted it would be good to use relevant archival recordings in the podcast, as applicable to an episode. The committee looks forward to a progress report to be brought to the 2024 Conference Committee on Public Information.

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From the January 27, 2024, meeting of the trustees' Public Information Committee:

The committee discussed the 2023 progress report and **agreed to forward** the report to the 2022 Conference Committee on Public Information:

Background:

1. 2023 GSO Podcast Summary report

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Podcast: Third Quarter Report 2023

July – September

PROGRESS:

The department continues its work on the production and implementation of the first season of the GSO Podcast with its working group, which includes staff from the Communication Services Department, the Publishing Department and Public Information. The group is finalizing the planning of the themes and structure for the first series of episodes to launch in 2024.

Activities this quarter included:

- Worked with the Archives department to obtain recordings available for public usage to include as reoccurring segments during episodes.
- Met with music producer for potential theme clips.
- Creation of multiple questionnaires to include for each interview.
- The production and recording of three interviews with Staff members to include per episode (Public Information Desk, Corrections and CPC) along with the Director of Publishing and the General Manager of GSO.
- Began collaboration with Staff Services to obtain “visitor testimonials” during tours and other visits.
- Obtained episode transcripts for proofing and editing purposes.

“What’s in store” for Season 1:

- A thorough deep dive into the service structure, the history of A.A., and the principles of self-support.

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- An exclusive live tour with office visitors and staff member accounts.
- Interviews with Staff members to include per episode, along with the Director of Publishing and the General Manager of GSO.

LESSONS LEARNED TO DATE:

The podcast team is on track to produce a compelling, engaging podcast that invites members and the general public to learn more about GSO and A.A. The work on season 1 completed to date includes planning and strategy, technical preparation, and training, and recording of numerous hours of audio interviews for the first eight episodes.

It has become clear after many months of work by team members from PI, CSD, and Publishing, that the technical demands to complete and launch season 1 requires additional dedicated resources and expertise beyond what is currently available to ensure a high-quality product and a sustainable production process. A reassessment of the financial and staff resources needed for this project is underway and will be shared with management and the boards as appropriate.

NEXT STEPS:

The working group has identified the priorities as:

- Ongoing work to assess and respond to changing resource needs for all digital production projects. Continue to identify resource gaps.
- Plan and finalize logistics and scheduling for initial pilot series recording and production.
- Working with the Licensing Department to secure the trademark for the podcast name.
- Work with Licensing department to assure we are within appropriate usage rights for posting.
- Edit existing episode transcripts and recordings.
- Continue to draft scripts for recorded segments, such as disclaimers, Meeting Guide app notices, contact information, etc.
- Begin the planning for season 2.
- Execute the recording and production of all segments for season 1.
- Work through finalizing subscription with Captivate (Podcast Hosting Platform).
- Plan and execute all communication initiatives to announce and highlight the podcast

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prior to and after posting. Some include:

- Press release
 - Posting on AA.org “What’s New”
 - Posting on Meeting Guide app news
 - Email blast to Fellowship
 - Posting on YouTube channel
 - Posting to LinkedIn page
 - Announcement on AA Grapevine Podcast
 - Announcement in Box 459 and About AA
- Produce a project tracking calendar to organize implementation of production and launch.

Captivate

Non-profit discount 25% off

Professional plan is \$44 a month, paid yearly (\$528 a year)

Hosts podcast with the following platforms:

- | | |
|-------------------|-----------------|
| ○ Spotify | ○ Player FM |
| ○ Amazon Music | ○ Podcast Index |
| ○ Google Podcasts | ○ JioSaavn |
| ○ Apple Podcasts | ○ PocketCasts |
| ○ Gaana | ○ Stitcher |
| ○ Deezer | ○ & more |
| ○ TuneIn Radio | |

Embeddable website player and WordPress plugin

Analytics

- Where, when, and how listeners tune-in
- Trend analysis
- Deep-dive episode analysis
- Multi-episode performance comparison
- Cumulative download progress data
- Unique listener analysis
- Quick-glance averages

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- Hour-by-hour breakdown
- Web-player listener statistics and drop-off data
- PLUS: one-click sponsor pitch PDF creation

Social Media/Marketing Placement

- LinkedIn
- YouTube channel
 - Post episodes
- AA.org
- Meeting Guide News
- Instagram
 - Post podcast news, such as short clips, story inquiries, “Up Next” segments

2024 Conference Committee on Public Information

ITEM D: Review report on “YouTube Performance.”

Background note:

2023 Conference Committee on Public Information Committee Consideration:

- The committee reviewed and accepted the trustees’ PI Committee report on the usefulness and effectiveness of the AAWS YouTube account. The committee offered the following suggestions and looks forward to a report to be brought to the 2024 Conference Committee on Public Information.
 - The committee noted that stagnant growth of the channel and requested the trustees’ PI Committee to consider ways to encourage members to use the channel as a public information tool.
 - The committee requested consideration of the use of hashtags for the channel.

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

The committee reviewed and accepted the AAWS YouTube Channel report covering the period 2022 Q4 to 2023 Q3. The committee **agreed to forward** the report to the Conference Committee on Public Information.

Background:

1. Report on A.A.W.S. YouTube Channel 2022 Q4 - 2023 Q3

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YouTube Yearly Summary

Quarter 4 2022 – Quarter 3 2023

TOTALS FOR THE YEAR: October 2022 – September 2023

- Total views: 95,545 (17.3% decrease from last year)
- Total watch time: 3,947 (6.3% decrease from last year)
- Total subscribers: 9,102 (19.4% increase from last year)
- Top 10 videos:

Video title	Views	Watch time (hours)	Average percentage viewed (%)	Impressions	Impressions CTR (%)
Alcoholics Anonymous	19,693	267.4	10.8	23,131	3.5
Alcohólicos Anónimos	18,563	536.8	23	24,740	2.6
Esperanza: Alcohólicos Anónimos	13,982	805.8	20.7	40,892	3.6
Hope: Alcoholics Anonymous	9,132	720.0	28.2	88,939	5.1
Sobriety in A.A.: Opening doors to a life without drinking (Public Service Announcement)	3,453	41.8	55.9	16,737	4.9
Your A.A. General Service Office, the Grapevine and the General Service Structure	1,996	134.4	29.9	12,731	6.4
Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	1,639	63.3	17.1	12,962	5.8
Sobriety in A.A.: We made changes to stop drinking (Public Service Announcement)	1,498	20.1	60.2	11,429	4.6
Vidéo des AA à l'intention des professionnels de l'emploi et des ressources humaines	1,471	14.6	10.2	879	0.7
Les Alcooliques anonymes: un espoir	1,469	114	27.8	16,136	5.4

How did Impressions* lead to watch time?

From Q4 2022 through Q3 2023, there were 506.6 thousand impressions of our content; 13.3% of that was from YouTube recommending our videos. These impressions generated a 3.5% clickthrough rate for a total of 17.8 thousand video views.

*Impressions are counted each time our content thumbnails are shown to YouTube viewers as something they may want to watch.

International viewership:

From Q4 2022 through Q3 2023, 30% of our viewership was from the United States and 1.2% from Canada. Other countries with high viewership include Mexico and India with 20% each. All other countries are below 1% of our total views for the year.

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There was an interesting development in Q3 with a noted uptick in viewer traffic from India. A committee member reported that this uptick can be attributed to the ongoing conversations they have had with the GSO in India. More U.S. and Canada speakers have been invited to speak at India meetings, resulting in more traffic to aa.org and YouTube.

Q4 2022 (October – December)

PROGRESS:

- Due to other digital platforms requiring time sensitive attention, the YouTube channel has not had any updates in the 4th quarter. Dedicated time to work on the YouTube channel will be scheduled in Q1 of 2023.

NEXT STEPS:

- Pending, awaiting addition of bumpers*:
 - Sobriety in A.A.: My Drinking Built a Wall (ESF)
 - Sobriety in A.A.: When Drinking is no longer a Party (ESF)
 - Military audios (3E)
- *With Senior Production Manager Digital, Communications Department continues discussion on standardized video branding for a cleaner, more professional look. Intention is to retire the current intro/outro bumpers since they significantly slow down workflow and add cost to production. We will utilize a more modern outro bumper on new videos which will require minimal production resources to implement. Older videos will not be edited. Video rebranding will also include modern thumbnails for all videos.
- Continue to add content as it is completed.
- Draft designs to update channel header banner are in progress.
- Future discussion: Consider the “go live” feature for future use.
 - Training for Contributions portal or Fellowship Connection,
 - Streaming workshops from Regional Forums or the International Convention (anonymity protection would need discussion)
 - Meet your Class A's, or Class A's hosting short Q&As for their area of expertise as it related to A.A. – Suggested by CMP working group

ANALYTICS:

- Channel stats this quarter:
 - Total views: 25679 (+1,328)
 - Total watch time: 1,104 hours (+109)
 - Change in subscribers: +356 (total 7,982)
- Top 10 videos in Q4:

Video title	Views	Watch time (hours)	Average percentage viewed (%)	Impressions	Impressions CTR (%)
Alcohólicos Anónimos	5316	154.9622	23.22	8723	2.29
Alcoholics Anonymous	5014	66.0879	10.5	8289	2.69
Esperanza: Alcohólicos Anónimos	4184	241.1938	20.69	14897	3.17
Hope: Alcoholics Anonymous	3065	245.5716	28.64	32467	5.38
Sobriety in A.A.: Opening doors to a life without drinking (Public Service Announcement)	704	8.6045	56.41	4226	4.14

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Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	466	19.2195	18.29	4151	5.93
Your A.A. General Service Office, the Grapevine and the General Service Structure	388	29.8146	34.07	3053	6.42
Sobriety in A.A.: We made changes to stop drinking (Public Service Announcement)	373	5.7094	68.88	3910	3.91
A.A. Big Book in ASL: The Doctor's Opinion	353	24.7839	21.01	1309	4.81
Les Alcooliques anonymes: un espoir	345	27.4214	28.44	3976	5.03

Q 1 2023 (January – March)

PROGRESS:

- The Communications Services Department has been reviewing available channel features and enhancements including [creator studio](#) and [audio library](#) for future support of our content creation.
- Video rebranding: Designs to update the channel header banner, end cards and clickable web banners (aa.org) are in progress. Once new, completed video content is available, we will resume populating the channel.

NEXT STEPS:

- Pending, awaiting addition of new end cards:
 - Sobriety in A.A.: My Drinking Built a Wall (ESF)
 - Sobriety in A.A.: When Drinking is no longer a Party (ESF)
 - Military audios (3E)
 - Access to A.A. in QSL
- Military audios and QSL videos need SEO friendly names and descriptions. CSD will work with Publishing and Language Services.
- Future discussion: Consider the “go live” feature.

ANALYTICS:

- Channel stats this quarter:
 - Total views: 23,191 (-2,488, a 10.7% decrease)
 - Total watch time: 949.9 hours (-154, a 16.2% decrease)
 - Change in subscribers: +434 (total 8,433, a 5.4% decrease)
- Top 10 videos in Q1:

Video title	Views	Watch time (hours)	Average view duration in minutes and seconds	Impressions	Impressions CTR (%)
Alcohólicos Anónimos	4990	141.1082	1:41	7140	2.42
Alcoholics Anonymous	4118	56.006	0:48	8443	3.25
Hope: Alcoholics Anonymous	2884	221.7032	4:36	30370	5.02
Esperanza: Alcohólicos Anónimos	1997	114.7498	3:26	11168	3.62

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Sobriety in A.A.: Opening doors to a life without drinking (Public Service Announcement)	990	12.1112	0:44	4902	4.83
Your A.A. General Service Office, the Grapevine and the General Service Structure	861	51.9424	3:37	3556	6.89
Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	454	17.0493	2:15	3869	5.61
Les Alcooliques anonymes: un espoir	447	32.2232	4 :19	4291	5.94
Sobriety in A.A.: We made changes to stop drinking (Public Service Announcement)	399	5.1549	0:46	3243	4.01
Vidéo des AA à l'intention des professionnels de l'emploi et des ressources humaines	285	2.5017	0:31	292	0.34

How did viewers find our content?

Q1 Traffic source	Views	Watch time (hours)	Average view duration
External	13654	455.45	2:00
YouTube search	3822	233.55	3:39
Direct or unknown	1858	56.70	1:49
Channel pages	1667	48.26	1:44
Suggested videos	1161	88.01	4:32
Browse features	426	23.11	3:15
Playlists	257	20.54	4:47
Other YouTube features	169	11.65	4:08
Playlist page	167	11.26	4:02
Notifications	6	0.93	9:16

Quarter 2 2023 (April – June)

PROGRESS:

- As requested by the 2023 Conference Committee on Public Information, exploration of hashtags for our YouTube channel has begun. We started with the research already done for LinkedIn and will expand for YouTube platform specific terms moving forward.
 - Our preliminary research efforts are in English until we can continue discussion of a support plan for French and Spanish hashtags with Language Services.
- Application of the new channel banner and video endcards will be scheduled after the conclusion of the July General Service Board weekend.

NEXT STEPS:

- Pending, awaiting addition of new end bumpers:
 - Sobriety in A.A.: My Drinking Built a Wall (ESF)
 - Sobriety in A.A.: When Drinking is no longer a Party (ESF)
 - Military audios (3E)
 - Access to A.A. in QSL

ANALYTICS:

- Channel statistics: lifetime - August 25, 2017 to June, 2023:

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- Total views: 404,871
- Total watch time: 14,574.3 hours
- Channel statistics: this quarter:
 - Total views: 22,154 (-1,037/4.47% decrease from last quarter)
 - Total watch time: 861.4 (-88.5/9.31% decrease from last quarter)
 - Total subscribers: 8,768 (+334/3.97% increase from last quarter)
- Top 10 videos in Q2:

Video title	Views	Watch time (hours)	Average percentage viewed (%)	Impressions	Impressions CTR (%)
Esperanza: Alcohólicos Anónimos	4027	227.32	20.26	8598	3.7
Alcohólicos Anónimos	4525	125.87	22.15	5285	2.76
Hope: Alcoholics Anonymous	1619	124.33	27.45	14583	4.79
Alcoholics Anonymous	3537	52.23	11.76	3702	3.19
Your A.A. General Service Office, the Grapevine and the General Service Structure	393	28.03	31.62	3293	6.01
Les Alcooliques anonymes: un espoir	312	22.63	25.96	3797	5
A New Freedom	226	20.01	17.12	561	9.09
A.A. Big Book in ASL: The Doctor's Opinion	236	15.68	19.88	859	2.91
Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	365	15.41	18.71	2681	6.15
A.A. Big Book in ASL: Chapter 5 - How It Works	165	14.27	13.94	876	4.11

How did viewers find our content?

Q2 Traffic source	Views	Watch time (hours)	Average view duration
External	15,536	523.9	2:19
YouTube search	2,388	136.4	3:25
Direct or unknown	1,043	38.4	2:12
Channel pages	1,346	34.9	1:33
Suggested videos	917	67.6	4:25
Browse features	386	23.7	3:40
Playlist page	197	7.6	2:18
Playlists	181	18.3	6:03
Other YouTube features	159	10.6	4:00
Notifications	1	0	1:18

Quarter 3 2023 (July – September)

PROGRESS:

- Hashtags have been applied to the English PSAs.
 - As shown below in the analytics section, two of our English PSAs (from 2018) have moved into our top 10 since the hashtags were added.
 - Our preliminary research efforts are in English until we can continue discussion of a support plan for French and Spanish hashtags with Language Services.

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- End cards have been produced and are planned to be applied to all existing YouTube videos in the fourth quarter along with corresponding thumbnails that fit the theme of each video.

NEXT STEPS:

- Pending, awaiting addition of new end bumpers:
 - Sobriety in A.A.: My Drinking Built a Wall (ESF)
 - Sobriety in A.A.: When Drinking is no longer a Party (ESF)
 - Military audios (3E)
 - Access to A.A. in QSL

ANALYTICS:

- Channel statistics: lifetime - August 25, 2017 to Sept, 2023:
 - Total views: 430,703
 - Total watch time: 15,666.7 hours
- Channel statistics: this quarter:
 - Total views: 24,532 (+2,378/10.73% increase from last quarter)
 - Total watch time: 1032.2 (+170.8/19.8% increase from last quarter)
 - Total subscribers: 9,102 (+334/3.8% increase from last quarter)
- Top 10 videos in Q3:

Video title	Views	Watch time (hours)	Average percentage viewed (%)	Impressions	Impressions CTR (%)
Alcoholics Anonymous	7,027	93.1	10.6%	2,697	3.5%
Esperanza: Alcohólicos Anónimos	3,774	222.5	21.2%	6,229	4.7%
Alcohólicos Anónimos	3,733	115.0	24.5%	3,592	3.7%
Hope: Alcoholics Anonymous	1,564	128.4	29.4%	11,520	5.1%
Sobriety in A.A.: Opening doors to a life without drinking (Public Service Announcement)	868	10.1	53.7%	3,891	5.2%
Vidéo des AA à l'intention des professionnels de l'emploi et des ressources humaines	424	4.6	11.1%	207	1.0%
Sobriety in A.A.: We made changes to stop drinking (Public Service Announcement)	368	4.6	56.7%	2,283	5.3%
Les Alcooliques anonymes: un espoir	365	31.7	31.1%	4,072	5.7%
Your A.A. General Service Office, the Grapevine and the General Service Structure	354	24.6	30.8%	2,829	6.3%
Su Oficina de Servicios Generales de A.A., el Grapevine, y la Estructura de Servicios Generales	354	11.6	14.5%	2,261	5.4%

How did viewers find our content?

Traffic source	Views	Watch time (hours)	Average view duration
External	18039	584.43	0:01:56
YouTube search	2112	148.62	0:04:13
Channel pages	1269	30.81	0:01:27
Direct or unknown	1102	42.92	0:02:20
Suggested videos	920	76.36	0:04:58

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Browse features	336	23.57	0:04:12
Playlists	333	33.52	0:06:02
Playlist page	250	78.12	0:18:44
Other YouTube features	170	13.88	0:04:53
Notifications	1	0.00	0:00:15

2024 Conference Committee on Public Information

ITEM E: Review report on “Google Ads”

Background Notes:

2023 Conference Committee on Public Information Committee Consideration:

- The committee reviewed and accepted the trustees’ PI Committee report on the usefulness and effectiveness of the AAWS Google Ads. The committee offered the following suggestions and looks forward to a report to be brought to the 2024 Conference Committee on Public Information.
 - The committee noted that the Find a Meeting ad group continues to see greater attention and engagement than Get Help. This has been the trend for our entire time on Google Ads. The committee requested the Communication Service department to consider an ad revision to Get Help ad group.

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

The committee discussed the report and noted that future reporting would be better able to provide comparative data over time. The committee **agreed to forward** to the 2024 Conference Committee on Public Information the 2023 Google Ads report.

Background:

1. 2023 Google Ads report

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Google Ads Yearly Summary

Quarter 4 2022 – Quarter 3 2023

About Google Ads:

When a search engine (like Google, Safari or Bing) is used, it produces:

1. **A ranked list** of web content (the ranking is determined using a combination of factors including location, relevance, quality of content, etc.)
2. **Ads** – Often paid for, these show up alongside the ranked list

When Google (and other search engines) started selling ads some companies quickly figured out that they could drive traffic to their sites by purchasing particular “key words.” Not surprisingly, for-profit companies and larger organizations had much more ability to spend large sums on these key word ads. Ads are priced based on two variables: the Click-through Rate (CTR) and the Cost per Click (CPC).

In 2003, Google started providing some free search ads to non-profit organizations. Today, the Google Ads Grants programs offers *all* non-profits the opportunity to receive up to \$10,000 a month in “in-kind” media value. The grant is “up to \$10,000 per month” of ad space whether the full amount is used or not. If the full amount is not used, there is no payment or credit.

The 69th General Service Conference approved the use of Google Ads and later emphasized, in 2021 and 2022 Committee Considerations, management of the Google Ads account by General Service Office staff.

All ads link back to aa.org to provide specific information on resources for alcoholics, finding a meeting or how to learn more about A.A.

Based on the number of Clicks on our content from Google ads (see the chart below), we can see that our ads were clicked and brought visitors to aa.org more than 56,000 times. This visibility is the foundation of the opportunity offered by Google Ads and the grant.

How do we track our use of Google Ads and what kinds of information gets included in this report?

Each quarter, the Communication Services Department reports on how much of the Google Ads Grant has been used, and specifically which ads and which search terms have generated the most “clicks” and “impressions.” Staff also track search terms and regularly make adjustments to search terms that are not widely used.

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In addition, there is regular maintenance and updating of ads and keywords, as well as responding when content gets “flagged.”

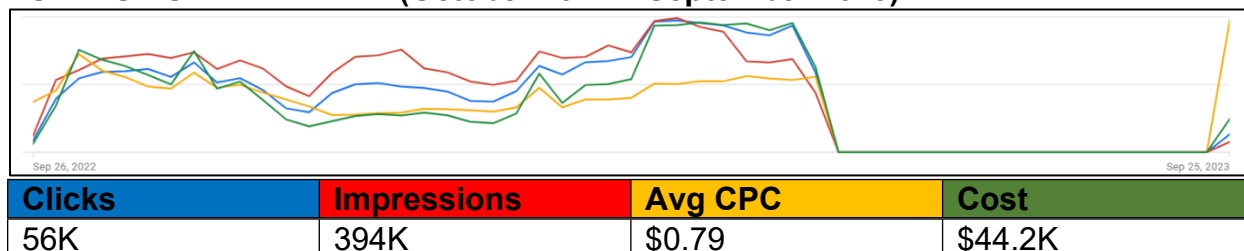
Why would A.A. ads get “flagged”?

Google prevents advertising on certain keywords or topics. Some of these are easy to avoid, such as those involving copyrighted terms or illegal activities. However, since the “flagging” process is mostly automated by Google, sometimes content that seems innocuous will get “flagged.”

Examples of content flags this year:

- Using the trademark “Zoom” in our FindMtg ad for “In-Person and Zoom AA Meetings.” The text was resolved (12/12/22) by updating to “In-Person and virtual Meetings.”
- The trademark flags on our account (A.A., AA, Alcoholics Anonymous) were resolved as of 12/28/22.
- As of 12/28/22, we were flagged on the treatment-related ad for professionals due to it’s perceived relationship to “addiction services.” After discussing with Ad Support, we cannot remove the flag without eliminating all references to “treatment,” but our traffic is not being restricted. If we were showing ads outside of the U.S. and Canada, they might be restricted. We don’t recommend any action right now since it is not impacting performance.
- As of 10/5/22, three of 16 ads were flagged for policy violations.
 - CPCHealth – for treatment-related language – limited showing
 - GetHelp – for addiction services related language – limited showing
 - CPCcommunity – for addiction services and religion “faith leaders” and mentions of churches, ministering, etc. – disapproved and paused
- We have appealed each of these without resolution as of 12/23.

TOTALS FOR THE YEAR: (October 2022 – September 2023)



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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.

Ad Group	Cost	Clicks	Click Through Rate
FindMtg	\$40,214.02	50,292	15.73%
Get Help	\$3,752.65	5,561	8.13%
CPCHealth	\$92.00	99	3.81%
CPCLegal	\$60.32	27	2.15%
CPCCommunity	\$54.44	60	3.54%

With the adaptability and additional content options offered by the new responsive ads, the volume of search terms (keywords) that led visitors to our ads has increased exponentially. In the interest of brevity, only the top 15 terms (by click volume) are included in this report. Nearly all the top 200 search terms relate to finding meetings with a few instances of aa.org, aa in general and people questioning if they have a problem also showing up.

Search term	Cost	Clicks	Click Through Rate
aa meetings	4,212.46	5,160	23.42%
aa meetings near me	4,003.02	4,828	15.49%
aa org	762.82	2,317	36.20%
online aa meetings	1,452.18	1,772	26.03%
aa	927.22	1,395	10.30%
aa org	256.18	778	32.23%
aa meetings online	517.55	732	19.46%
aa zoom meetings	506.02	674	20.05%
meeting guide	306.6	636	40.54%
aa online meetings	427	606	18.46%
aa	367.17	535	10.50%
aa online meetings	481.1	504	34.62%
aa meetings online	470.06	498	27.93%
virtual aa meetings	258.59	338	30.98%
aa near me	313.04	336	19.08%

For context, there are more than 40,000 additional search terms that led people to our ads from Q4 2022 through Q3 2023.

Tweaking our approach: Conversions and keywords

Staff make regular changes to keywords and ad campaigns. This work has included the following:

- Utilization of best practices as approved by the 2022 General Service Conference.

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- Adjusted keywords as recommended by the keyword tool on the platform. Some of the low performing phrases in our ads were updated using the recommendation of the “Ad Strength” review tool. By including more popular keywords in our headlines, we may see improved traffic. The below adjustments were made 12/9/22
 - FindMtg: “Find your AA Intergroup” was replaced with “Time to find a meeting?”
 - Education: “Alcohol affects academics” was replaced with “There is a solution.”
 - Human Resources: “Colleague drinking too much?” was replaced with “Need recovery resources?”
- For the life of our account, we have kept the daily budget at \$329 per day; reached 5 times in the fourth quarter. In 2023, we will experiment with the settings to see if we can utilize the grant more efficiently on high/low traffic days by setting a weekly or monthly budget instead of daily. There is no risk of going over budget. If we ever hit the grant limit, our ads would be temporarily paused until the following month.
- Work has been underway to implement the required conversion actions through Google Tag Manager (GTM); at least 1 per ad. However, after multiple attempts, the Communication Services Department (CSD) has not been able to get the conversion actions working correctly between GTM and Google Ads.

What changed this year?

- In the fourth quarter of 2022, the total Grant spend was \$15,144.16 which was a 96% increase from the preceding quarter (\$7,729.89).
- Also in the fourth quarter of 2022, we found that the new FindMtg responsive ads had significantly higher engagement than any other ads in the account.
- In fourth quarter of 2022, our campaign had a 95.3% optimization score. The other 4.7% relates to callouts and snippets. These are additional pieces of information we could add, but they are generally focused on product sales, so we have opted not to utilize them.
- In the first quarter of 2023, the total Grant spend was \$10,800.12 which was a 29% decrease from the preceding quarter (\$15,144.16).
- In the second quarter of 2023, our Google ads account was disconnected.
- In the third quarter of 2023, our Google ads account was reconnected.

Google Ads Temporary Disconnection

In May 2023, our account was disconnected for unknown reasons. Investigation by members of the Communications Department and trustees' Public Information Committee did not yield clear, consistent results as noted below.

At first, Google support stated that the account was deactivated for content related to "addiction and treatment," and shared the following:

"There are terms in your landing page which are not allowed as per Google's policies. The terms are "Alcoholics Anonymous", "Need help with a drinking problem?", "If your drinking is out of control, A.A. can help."

I suggest you remove these content [sic] from your landing page so that the ads get approved.

Also we have noticed that some of your headlines and descriptions are also responsible, I am sharing the headlines: "Drinking too much? Too often?", "Learn more about the Alcoholics Anonymous program and recovery from alcoholism." "non-religious program of recovery from alcoholism."

After multiple exchanges with Google support, Communication Services staff also reached out to LegitScript (a separate vendor), who on June 15, 2023, stated:

"the advertising issue you are having is due to Google's policy change. Google's new policy does not currently allow advertisements by mutual support groups and crisis hotlines on their platform, even those certified by LegitScript."

A.A. is classified as a "mutual support group" for certification as a non-profit by LegitScript. On June 21, 2023, Google support confirmed by email and phone that "mutual support groups" are not eligible to use Google Ads. Although the policy had been in place since May 2018, it was not applied to our account until May 2023. Google gave no additional explanation for their action. We are aware that Area 50's Google Ads program was disconnected for the same reason. More on this policy can be found in the Google Ads Policy Help Center under the "Healthcare: Addiction services" section. <https://support.google.com/adspolicy/answer/7683376?hl=en>

Given the lack of consistency and clarity from Google on their decision, trustees' PI requested additional research and offered to support this work to gain clarification on policy, definitions, and policy implementation and delays. During this process, in September 2023, the account was reactivated, and most of the ads are again running.

The Communications Department and Trustees Committee on PI do not have definitive understanding of the delayed implementation of a 2018 policy or the reactivation. Given the importance of making A.A. information available to those who might not find it otherwise in search results, continued engagement and investigation is underway.

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An initial no-cost consultation by members of the Communications Department with professional agencies to learn more and explore help in managing the account did not yield insights into the temporary disconnection and suggested that vendor management of the ad program are likely to be cost-prohibitive.

Next Steps

The account will continue to be monitored and all relevant findings will be reported through the AAWS TCS Committee and the trustees' Committee on PI.

###

2024 Conference Committee on Public Information

ITEM F: Review report on “Meeting Guide app.”

Background note:

2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the Communications Services report on the AAWS Meeting Guide. The committee looks forward to a report to be brought to the 2024 Conference Committee on Public Information. The committee suggested that the Meeting Guide keep its focus on providing information on locating A.A. meetings.

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

The committee discussed the report, and **agreed to forward** to the 2024 Conference Committee on Public Information the 2023 Meeting Guide app report.

Background:

1. 2023 Report on A.A.W.S. Meetings Guide app
2. Meeting Guide App Analytics report

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Meeting Guide Yearly Summary:

Quarter 4 2022 – Quarter 3 2023

Q4 2022 (October – December)

Currently there are 524 connected AA Entities and 150, 844 Meetings listed on the App.

Design and Development Highlights:

- Front-end development on the most requested App feature – an interactive map (in-person mode only).
- Entity dashboard “live” with over 30 entities now actively engaged.

Communications and Outreach:

- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas.
- The Spring quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT

- Design and discovery on improved support for Online v. In-person meeting search

TERMS AND CONDITIONS: Draft Digital platform Terms and Conditions, including new language specific to Meeting Guide Data providers, was approved by the AAWS Board. The Communications Department will work with GSO Management to finalize, send for translation, and implement the approved Terms and Conditions.

REGIONAL SUPPORT: Japanese translations have been put into place. There has been no additional support activity.

International Participation: The trustees' International Committee requested a report on International participation in Meeting Guide.

Q 1 2023 (January – March)

Design and Development Highlights:

- Release 4.1: minor bug fixes, dark mode support and the Japanese UI translation.
- Entity dashboard pilot with volunteer entities.

Communications and Outreach:

- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas
- The Winter quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT

- Front-end development on the most requested App feature – an interactive map (in-person mode only). Main issue will be the cost of map API calls.

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- Performance improvements for the server (slight increase in cost to have a managed database separate from the rest of the server processes).
- Design and discovery on expanding News to be News and Events

Quarter 2 2023 (April – June)

Design and Development Highlights:

- Front-end development on the most requested App feature – an interactive map (in-person mode only).
- Entity dashboard “live” with over 30 entities now actively engaged.

Communications and Outreach:

- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas.
- The Spring quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT

- Design and discovery on improved support for Online v. In-person meeting search

TERMS AND CONDITIONS: Draft Digital platform Terms and Conditions, including new language specific to Meeting Guide Data providers, was approved by the AAWS Board. The Communications Department will work with GSO Management to finalize, send for translation, and implement the approved Terms and Conditions.

Quarter 3 2023 (July – September)

Currently there are 530 connected AA Entities and 151, 271 Meetings listed on the App.

Design and Development Highlights:

- App release 4.1.25 software platform required upgrade (Expo)
- Front-end development almost complete for version 1 of an interactive map (in-person mode only).
- Entity dashboard has over 70 entities actively engaged.

Communications and Outreach:

- Collaboration with Code for Recovery (CFR) Monthly meetings were held with the team that supports the TSML plug-in, to exchange updates and ideas.
- The Summer quarterly newsletter was distributed to a wide audience including entities, conference delegates and area chairs.

WHAT'S NEXT

- Design and discovery on improved support for listing Online Meetings

TERMS AND CONDITIONS: Final Update: Digital platform Terms and Conditions, including new language specific to Meeting Guide Data providers, was translated and posted on aa.org in July.

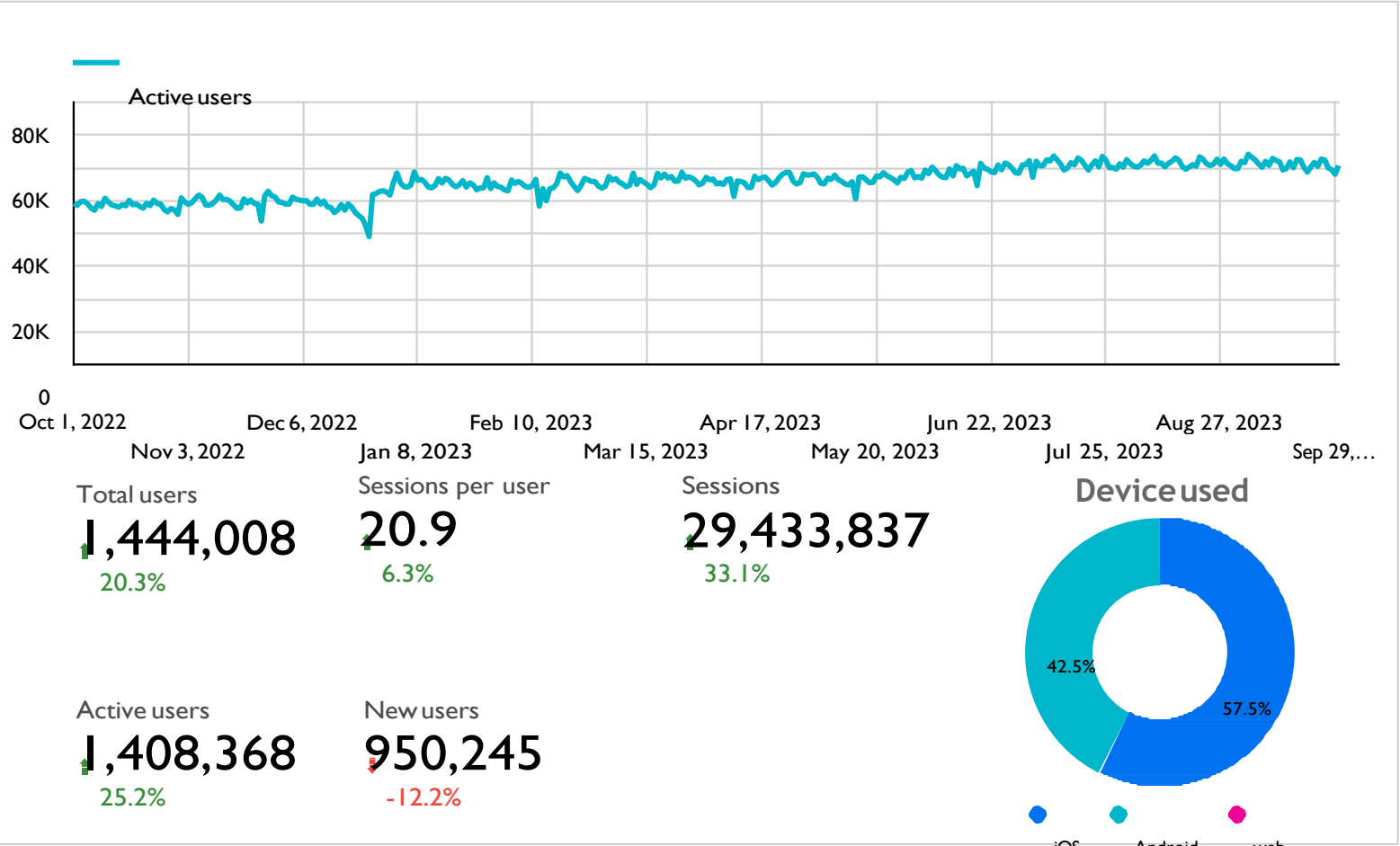
International Participation: The Trustees' International Committee requested a report on international participation in the Meeting Guide app.



Meeting Guide Yearly Summary

Oct 1, 2022 - Sep 30, 2023

Audience at a glance



Use of app features

	Page title and screen ...	Views ▾	%Δ ▲
1.	(not set)	93,964,370	65.0% ▲
2.	MeetingList	23,630,261	163.6% ▼
3.	MeetingsDetail	22,806,117	-23.6% ▼
4.	MeetingsSearch	6,243,585	-21.6% ▼
5.	QuoteScreen	2,276,073	-4.0% ▼
6.	NewsScreen	1,474,641	-12.1% ▲
7.	FavoritesScreen	1,406,959	4.8% ▼
8.	ContactScreen	790,109	-6.3% ▼
9.	FavoritesMeetingsDetail	420,973	-7.3% ▼
10.	MeetingsList	396,322	-97.9% ▼
11.	MeetingsFilter	263,685	-97.1% ▼
12.	ContactLocal	51,457	-45.3% ▼
13.	ContactUpdate	50,057	-44.5% ▼
14.	ContactLiterature	47,721	-25.1% ▲
15.	AboutScreen	35,385	130.3% ▼
16.	Quote	14,040	-97.7% ▼
17.	ContactSuggestion	13,289	-27.0% ▼
18.	ContactConnect	11,564	-54.0% ▼
19.	News	5,335	-98.7% ▼
20.	Favorites	3,928	-98.8% ▼
21.	Contact	3,192	-98.6% ▼
22.	ContactPrivacy	179	-98.0%
23.	MapView	10	-

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Content for this section to be determined.

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2024 Conference Committee on Public Information

ITEM G: Review the 2023 Report on the website aa.org.

Background Notes:

2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2022 annual reports from the trustees' Public Information Committee regarding aa.org. The committee finds the website is easy to navigate and user-friendly. The committee suggested that GSO continue to improve our website search functionality.

From the January 27, 2024, meeting of the trustees' Public Information Committee:

The committee reviewed the 2023 GSO Website reports and **agreed to forward** to the 2024 Conference Committee on Public Information the 2023 report on GSO's A.A. website.

Background:

1. 2023 Yearly Summary on the website aa.org
2. 2023 Website Analytics on the website aa.org

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aa.org Website Yearly Summary:

Quarter 4 2022 – Quarter 3 2023

The goal of the A.A. website, aa.org, is to present Alcoholics Anonymous as a credible, relevant resource to new visitors and deliver value to existing members. The site also includes pages for online contributions, an online store and serves as a repository of resources for A.A. members and potential members, trusted servants, A.A. Groups, the media, the professional community and more. For more about aa.org, visit the website or consult the 2024 Comprehensive Media Plan.

The purpose of this report is to provide a snapshot of:

- Recent accomplishments and completed projects (the “Development Highlights”);
- Upcoming work (“What’s Next”);
- Status of ongoing projects (“Project Updates”) and

Information about how many visitors have come to the website, how they got there and which resources they accessed (the “Analytics”).

Quarter 4 2022 (October – December)

Development Highlights:

- Roadmap planning 2023, which includes: Convention page updates, dynamic event management and a searchable event listing page, FAQs, dynamic news articles, customizable press release pages, and an improved press/media page that will serve as a news hub for the website.
- 2022 Membership Survey discovery and design: delivery of infographics and web page mockup, refinement of requirements, budgeting
- Calendar: dynamic event creation was successfully launched on aa.org in December. Calendar event listing page in development
- FAQ development close to completion, testing to begin mid-January
- Specific aspects of the redesigned Media/news hub webpage for aa.org are in design phase. This includes an improved “What’s New” design and administration component, and improved press release display.
- Mid-January launch of a file backup and storage system (AWS D3) which will add robust file-management capabilities to the current Drupal system
- Releases: October – Calendar backend, 9.4.7 sec patch, Daily Reflection clean-up, small task clean-up, December – Frontend changes to Calendar Detail page, 404 Review/Remediation

ANALYTICS: Google Analytics are not available for aa.org currently as we resolve a reporting issue.

Q 1 2023 (January – March)

CONFIDENTIAL: 74th General Service Conference Background

Development Highlights:

- Pre “go-live” Production releases of dynamic event management and a searchable event listing page.
- Pre “go-live” Production release and refinement of FAQ functionality.
- Design and dev hand-off for dynamic news articles, customizable press release pages
- 2022 Membership Survey: mockup for the Trustees committee, initial mockups using current template and functionality and definition of remaining technical functionality requirements dev hand-off: delivery of infographics and web page mockup, refinement of requirements, budgeting.
- Releases: 3/6 – Feature release for testing and content setup (not live) FAQ functionality and Calendar/Events 3/29 - Bug fixes for Calendar/Events (setup mode, not live), Sitemap (setup mode, not live), and Literature and Media Page (bug that impacted logged in Drupal users only)

WHAT’S NEXT:

- 2022 Membership Survey: dev hand-off
- Complete entry of FAQ content including translations
- “Go-live” searchable Calendar/Event listing page.
- “Go-live” searchable FAQ landing page.

ANALYTICS: We are still learning the full difference between the two collection and reporting methodologies for Universal Analytics and GA4. After July, Universal analytics will no longer gather new data, so our reporting after Q2 will only be from GA4.

Quarter 2 2023 (April – June)

Development Highlights:

- Completed entry of FAQ content including translations
- Deployment of go-live version of FAQ functionality to Prod (not public yet)
- 2022 Membership Survey: dev hand-off
- Release 6/28/23 - FAQ features, Calendar updates, News features, Google Tag Manager (GTM) update

WHAT’S NEXT:

- FAQ public “go-live”
- Membership Survey feature delivery and testing; page “go-live”
- Searchable event listing page “go-live”

PROJECT UPDATES

- Digital Publishing – After initial discovery the team determined that we need to shift focus from looking at an externally hosted solution with on-going publishing deadlines and costs, to one that is more integrated with our existing Drupal infrastructure.
- AWS – After initial discovery and project implementation it was discovered that there were additional costs not presented in the original estimate, so the team decided to halt roll out and further development and wait for the Asset Management project to evolve.

ANALYTICS: Please note: there was a significant drop in analytics collection following our last website deploy on June 28 which has skewed most of the numbers and change metrics. We are working with our vendor to determine the cause and restore full analytics flow.

Quarter 3 2023 (July – September)

Development Highlights:

- FAQ landing page deployed and public
- Deployment of pre-release version of Calendar/Events functionality to Stage
- Deployment of pre-release version of 2022 Membership Survey functionality to Stage
- Upgraded all environments to PHP 8.1.22

WHAT'S NEXT:

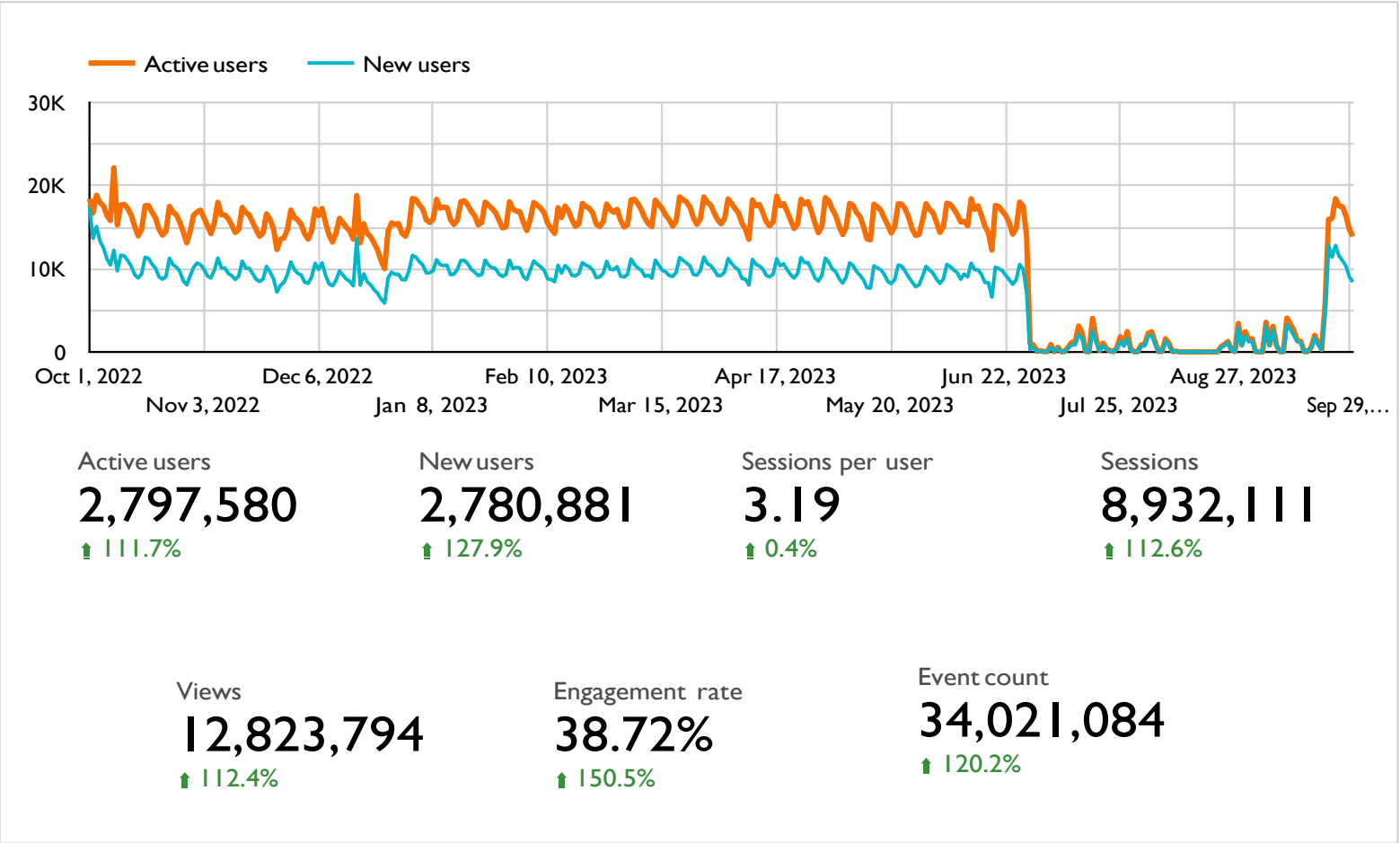
- Drupal 10 upgrade
- Membership Survey page functionality setup on Prod and “go-live”
- Searchable event listing page “go-live”

ANALYTICS: Google Analytics are not included this quarter. After a significant amount investigation, the core issue that was preventing our analytics from working correctly has been identified and corrected with our web vendor and our data is flowing correctly now. Multiple safeguards and audit steps were put in place for any new code deployed to make sure we eliminate the issue moving forward.

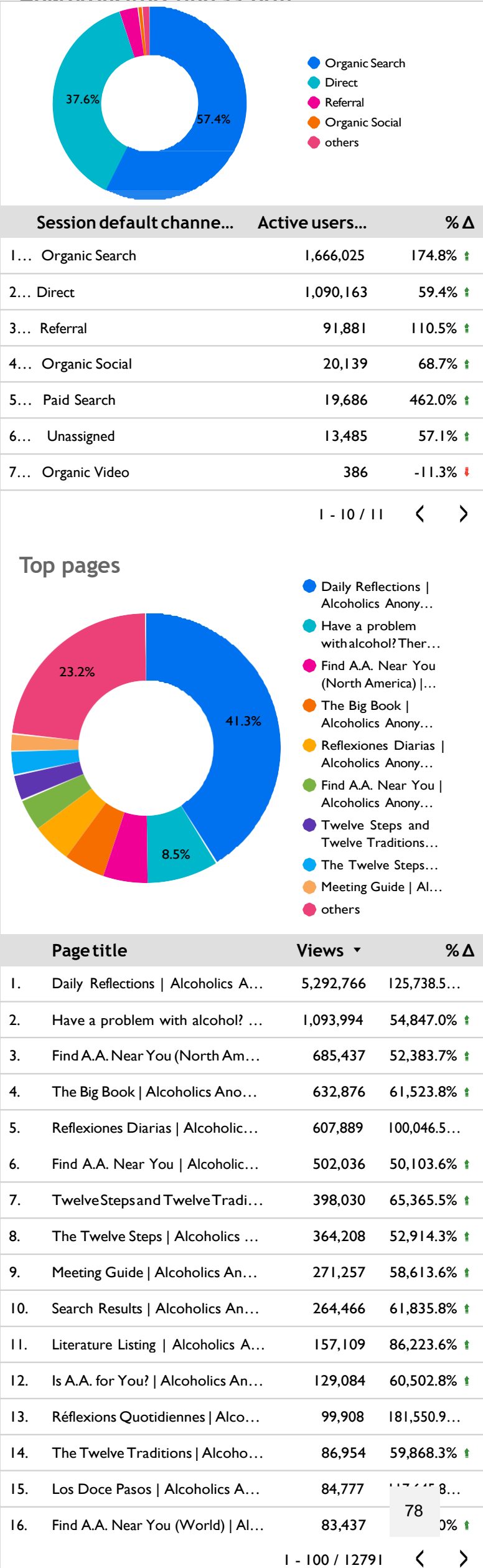


Oct 1, 2022 - Sep 30, 2023

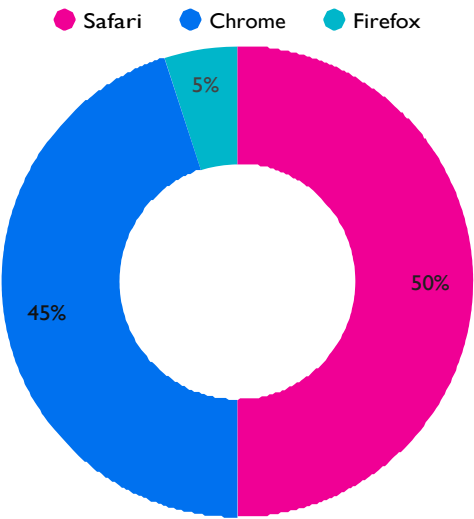
Audience at a glance



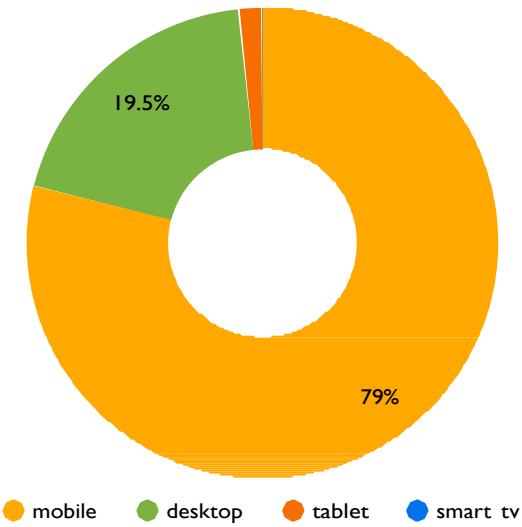
How do visitors find aa.org?



What browser are visitors using?



What device are visitors using?



Country breakdown

	Country	Active users ▾	% Δ
1.	United States	2,145,309	94.7%
2.	Canada	171,766	95.3%
3.	Mexico	140,966	1,676.7%
4.	United Kingdom	96,236	114.3%
5.	Spain	22,320	876.0%
6.	Australia	21,862	72.6%
7.	France	16,610	861.8%
8.	India	14,389	-24.3%
9.	Colombia	13,508	1,245.4%
10.	Ireland	11,877	126.3%
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Language breakdown

	Language	Active users ▾	% Δ
1.	English	2,500,485	93.9%
2.	Spanish	231,311	1,740.3%
3.	French	41,807	887.9%
4.	German	3,671	113.3%
5.	Dutch	2,975	140.1%
6.	Swedish	2,809	162.5%
7.	Portuguese	2,331	66.1%
8.	Russian	2,114	103.9%
9.	Polish	1,692	136.6%
10.	Italian	1,235	71.1%
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2024 Conference Committee on Public Information

ITEM H:

Review of reports on AAGV/La Viña media platforms.

Background Notes:

2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2022 annual report "AAGV/La Viña Website, Marketing and Podcast" regarding aagrapevine.org. The committee noted that the current host style and delivery could limit attraction to the podcast by all members, potential members, or professionals and to consider the fully intended audience regarding diversity, attraction, and belonging.

From the January 27, 2024, meeting of the trustees' Public Information Committee:

The committee **agreed to forward** to the 2024 Conference Committee on Public Information the "AAGV/La Viña Media Platforms report."

Background attached:

1. Report on AA Grapevine/LaViña Media Platforms.

Year-end report on AA Grapevine and La Viña platforms
January 27, 2024

Q4, 2022: We completed the integration of e-commerce GV/LV Stores to the Drupal sites. We successfully migrated and entered the content for all GV and LV products, categories, tags, SKUs, stock levels, etc. We successfully submitted the AA Grapevine's Podcast to all well-known podcast platforms and iHeartRadio. We improved the response view for mobiles for GV and LV websites. We create a "Welcome, Professional" landing page (/professionals).

Q1, 2023: The Website Department became the Digital Publishing Department and grew the team from one person to two. A new "Search box" feature went live in February on the Store/Tienda homepage. Visitors can search by SKU, Title, or product description. Continue communication to facilitate requests from App vendors, Drupal CMS creds, and Apple and Google access accounts, providing the API documentation. Updated versions of the GV "Workbook Guidelines" and "Record Your Story Guidelines" were uploaded on the Resources page.

Q2, 2023: The Digital Publishing department started managing the content for the GV and LV Instagram accounts in-house. The AAGV Apple and Google App Developer accounts were successfully approved and set up. To increase the App attraction, we deployed the "App ad" on the GV & LV store's banner, homepage mid-feature box, "Important updates," and "We are here to help" landing pages and in the GV/LV email templates. We added reCAPTCHA to log-in pages to deter bots and decrease unique site visits.

Q3, 2023: Continue communication to facilitate requests from the app vendor: Working on the enrollment to Apple Store and Google Play. On September 1, We launched the Apps. We made two videos to promote the launch of the Apps. We upgraded the hosting server service to a high level due to the 100% increasing traffic/visits on our website (Visits cap of 150K to a Visit cap of 300K). We increased the security of the websites by integrating Cloudflare. Cloudflare can block IP addresses if it deems them dangerous or spammy. The subscription auto-renewal feature was re-enabled and deployed.

Q4, 2023: Two years anniversary of the AAGV Podcast. We created dedicated landing pages for the Apps, and the Apps FAQs document is currently available for download in English on aagrapevine.org/apps and in Spanish on aalavina.org/aplicaciones. A special App playlist was added to the AAGV channel. We made two new "how-to" log-in videos. We added the US and Canada 1-month and 1-year new Digital Subscription (includes the website and apps.) "Free Shipping plus 20% discount." offer available through December 31. We created a new Catalog landing page. We started the conversation to upgrade to Drupal 10 in 2024.

AA Grapevine Podcast Episode Downloads Overview

Title	Premier date	First 24 hours	First 28 Days	Total to date
One Breath at a Time (S3, E20)	11/7/2022	1,032	3,347	6,075
Grateful Instead of Hateful (S3, E21)	11/14/2022	1,287	3,784	6,845
I Didn't Want to Be an Alcoholic (S3, E22)	11/21/2022	1,215	3,545	6,294
"Help" is a Complete Sentence (S3, E23)	11/28/2022	1,254	3,492	6,218
What Can I Bring to the Occasion? (S3, E24)	12/5/2022	1,244	3,379	5,888
The Meeting Guide App (S3, E25)	12/12/2022	1,184	3,311	5,700
A Fork in the Road: Accept Help or Die (S3, E26)	12/19/2022	1,188	3,541	6,200
North Stars in AA (S3, E26)	12/26/2022	1,050	3,620	6,234
This Beautiful Truth (S4, E1)	1/2/2023	1,210	4,097	7,271
The World Service Meeting (S4, E2)	1/9/2023	1,263	3,616	6,031
Sometimes Slowly (S4, E3)	1/16/2023	1,225	4,163	7,003
Young and Sober (S4, E4)	1/23/2023	1,411	4,006	6,600
It's Not Rocket Surgery (S4, E5)	1/30/2023	1,352	3,906	6,258
Learning to Feel (S4, E6)	2/6/2023	1,439	3,986	6,635
Showing Up (S4, E7)	2/13/2023	1,364	4,046	6,550
A Nudge From the Judge (S4, E8)	2/20/2023	1,332	4,039	6,342
The God of Our Experience (S4, E9)	2/27/2023	1,358	4,289	6,739
Confessions of a Spreadsheet Loving Nerd (S4, E10)	3/6/2023	1,371	4,230	6,384
The International Women's Conference (S4, E11)	3/13/2023	1,363	4,155	6,161
The Embrace of AA (S4, E12)	3/20/2023	1,459	4,466	6,548
PRAASA '23 (S4, E13)	3/27/2023	1,421	4,061	5,958
Knowing When to Leave (S4, E14)	4/3/2023	1,477	4,358	6,542
Enlarging Our Spiritual Life (S4, E15)	4/10/2023	1,502	4,571	6,904
Hot Topic: Online Groups (S4, E16)	4/17/2023	1,540	4,227	6,297
Keep Coming Back (S4, E17)	4/24/2023	1,494	4,133	6,123
A Wrench for Every Nut (S4, E18)	5/1/2023	1,497	4,088	5,994
My Goal is to Die Sober (S4, E19)	5/8/2023	1,472	4,006	6,007
Come Back to This Moment (S4, E20)	5/15/2023	1,446	4,328	6,322
One Becomes Two, Two Becomes Five... (S4, E21)	5/22/2023	1,454	4,200	6,011
I Fell in Love with AA (S4, E22)	5/29/2023	1,341	4,205	6,216
Street Tough (S4, E23)	6/5/2023	1,494	4,145	5,872
Take Me to a Meeting (S4, E24)	6/12/2023	1,477	4,125	5,746
A Cork in a Washing Machine (S4, E25)	6/19/2023	1,450	4,238	5,899
Fear of People Stopped (S4, E26)	6/26/2023	1,500	4,227	6,008
Trouble with the Second Step (S5, E1)	7/3/2023	1,426	4,265	6,298
Where are Your Feet? (S5, E2)	7/10/2023	1,471	4,247	6,050
The People in the Program (S5, E3)	7/17/2023	1,483	4,202	5,859
Many Paths to Spirituality (S5, E4)	7/24/2023	1,526	4,542	6,246
My Way Didn't Work (S5, E5)	7/31/2023	1,482	4,473	6,063
Armed Services Interview Project (S5, E6)	8/7/2023	1,485	3,931	5,167
1,172 of My Closest Friends (S5, E7)	8/14/2023	1,513	4,223	5,397
Bottle to Throttle (S5, E8)	8/21/2023	1,537	4,187	5,341
Katie, If You're Listening (S5, E9)	8/28/2023	1,493	4,153	5,123
The Junkyard (S5, E10)	9/4/2023	1,352	4,121	5,057
The Problem is Thinking About the Problem (S5, E11)	9/11/2023	1,489	4,429	5,536
ICY, ICY, ICY! — PAA, PAA, PAA! (S5, E12)	9/18/2023	1,408	4,000	4,843

CONFIDENTIAL: 74th General Service Conference Background

Looking at Myself and Bringing God In (S5, E13)	9/25/2023	1,452	4,333	5,321
Second Anniversary Special (S5, E14)	10/2/2023	1,578	4,306	5,062
When Life Happens (S5, E15)	10/9/2023	1,626	4,588	5,488
Come All the Way In, Sit All the Way Down (S5, E16)	10/16/2023	1,670	4,491	5,165
Willingness Grew on Me (S5, E17)	10/23/2023	1,675	4,456	4,988
The Seventh Step Prayer Saved Me (S5, E18)	10/30/2023	1,667	4,543	5,100
Average per Episode		1,413	4,103	6,000

Top 10 highlighted

Grapevine Update to Trustees Committee on Public Information January 27, 2024

GV & LV Apps

- Downloads GV = 26,623; New in-app subscriptions = 5,305 (iOS 4,745, Android 560)
- Downloads LV = 1,061; New in-app subscriptions = 143 (iOS 117, Android 26)
- Past month GV iOS use: 20,505 sessions on 3,072 devices
- App user ratings: Google Play 4.8/5; Apple 4.1/5
- Current position on Apple Top 200 Magazine and Newspaper apps: 34 — just behind Boston Globe but ahead of Bon Appetit, The San Francisco Chronicle and Vanity Fair
- Total app sales to top \$100,000 by end of January. GV Inc. revenue to date \$66,455
- App attraction efforts: A 13-point plan coming out of our last strategic planning meeting issued to staff and board. Teams developing action plans.

Other Digital Outreach

- Podcast: Over 726,000 downloads, continues to grow with this month's listenership up 11% over previous month; podcast averaging 857 listens a day, 6,000 a week, 24,000 a month.
- Instagram: Grapevine 11,500 followers, La Viña 1,565 followers
- YouTube: 12,400 subscribers, 239 videos with 181,874 views. The podcast is now available on YouTube. Grapevine Channel subscribers and any YouTube user who watches AA related content will get exposure to the podcast on their feeds.
New YouTube playlist "*Blessed*" released in January with RSS feed for Podcast.

2024 Conference Committee on Public Information

ITEM I: Review report for “Online Business Profiles”

Background Notes:

2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed and accepted the 2022 trustees’ Public Information Committee report on Online Business Profiles. The committee suggested care be taken to ensure the GSO response to messages avoid sounding canned. The committee looks forward to a report to be brought to the 2024 Conference.

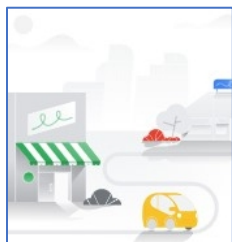
From the January 27, 2024, meeting of the trustees’ Public Information Committee:

The committee reviewed the 2023 report on A.A.W.S. Online Business Profiles and **agreed to forward** to the Conference Committee on Public Information.

Background:

1. Online Business Profiles - 2022 Q4 - 2023 Q3

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Online Business Profiles Yearly Summary

Quarter 4 2022 – Quarter 3 2023

TOTALS FOR THE YEAR:

Total interactions (next 3 lines combined)	11,627
Total calls	2,194
Total direction requests	1,973
Total website clicks	7,460
# of people viewing	222,552

Platform and device search breakdown

Google search – mobile	121,504
Google search desktop	93,747
Google Maps – mobile	6,390
Google Maps – desktop	214

Q4 2022 (October – December)

PROGRESS:

- As of September 9, 2022 the Communication Services Department and Public Information have begun a weekly cadence of review and response.
- Total of 19 Google comments has been cleared (17 backlog, plus 2 new comments since commencement of project)
- Total of 29 Google questions have been answered.
- Responded to three Yelp reviews – Yelp platform is up to date.

NEXT STEPS:

- Continue review and response cadence to clear the backlog (2019-present).
- After backlog is cleared, next steps for platform will be discussed.

ANALYTICS:

Total profile interactions (next 3 lines combined)	2608	+11.4% from previous quarter
Total calls	524	-3.1% from previous quarter
Total direction requests	373	+23.5% from previous quarter
Total website clicks	1,711	+14.1% from previous quarter
# of people viewing	61,506	+45.2% from previous quarter

CONFIDENTIAL: 74th General Service Conference Background

Platform and device search breakdown

Google search – mobile	33,142 (54%)
Google search desktop	26,376 (43%)
Google Maps – mobile	1,724 (3%)
Google Maps – desktop	264 (0%)

Q 1 2023 (January – March)

PROGRESS:

- The Communication Services Department and Public Information have continued a weekly cadence of review and response.
- A total of 20 Google comments has been answered since project commencement.
- A total of 76 Google questions have been answered since project commencement.
- Yelp platform is up to date.

NEXT STEPS:

- Continue to review backlog and monitor new questions/comments.
- Next steps for platform will be discussed.

ANALYTICS:

Total interactions (next 3 lines combined)	3241	+28.7% from previous quarter
Total calls	608	+29.1% from previous quarter
Total direction requests	455	+71.7% from previous quarter
Total website clicks	2,178	+22.2% from previous quarter
# of people viewing	67,519	-17.2% from previous quarter

Platform and device search breakdown

Google search – mobile	36,683 (54%)
Google search desktop	28,891 (43%)
Google Maps – mobile	1,699 (3%)
Google Maps – desktop	246 (0%)

Quarter 2 2023 (April – June)

PROGRESS:

- The Communication Services Department and Public Information have continued a weekly cadence of review and response.
- A total of 26 Google comments have been answered since project commencement.
- A total of 79 Google questions have been answered since project commencement.
- Google questions/comments have been responded to in multiple languages, including Spanish, Russian and Japanese.

NEXT STEPS:

- Continue to review backlog and monitor new questions/comments.
- Next steps for platform will be discussed, including using the announcement feature, information about office re-opening and Google features for anonymity.

CONFIDENTIAL: 74th General Service Conference Background

ANALYTICS:

Total interactions (next 3 lines combined)	2884	+16.6% from previous quarter
Total calls	523	No change from previous quarter
Total direction requests	568	+85% from previous quarter
Total website clicks	1,793	+9.1% from previous quarter
# of people viewing	48,264	-38.5% from previous quarter

Platform and device search breakdown

Google search – mobile	25,050 (52%)
Google search desktop	21,611 (45%)
Google Maps – mobile	1,416 (3%)
Google Maps – desktop	187 (0%)

Quarter 3 2023 (July – September)

PROGRESS:

- The Communication Services Department and Public Information have continued a weekly cadence of review and response.
- A total of 34 Google comments have been answered since project commencement.
- A total of 83 Google questions have been answered since project commencement.

NEXT STEPS:

- Continue monitoring new questions/comments.
- Discuss cross linking AAWS properties to increase awareness and searchability of digital resources offered.
- Next steps for platform will be discussed, including using the announcement feature, information about office re-opening and Google features for anonymity.

ANALYTICS:

Total interactions (next 3 lines combined)	2,894	+6.4% from previous quarter
Total calls	539	-2.2% from previous quarter
Total direction requests	577	+108.3% from previous quarter
Total website clicks	1,778	-6% from previous quarter
# of people viewing	45,263	-27% from previous quarter

Platform and device search breakdown

Google search – mobile	26,629 (59%)
Google search desktop	16,869 (37%)
Google Maps – mobile	1,551 (3%)
Google Maps – desktop	214 (0%)

2024 Conference Committee on Public Information

ITEM J: Review report on Analytics

Background Notes:

From the 2023 Committee Consideration of the Conference Committee on Public Information:

The committee recommended that the AAWS Board prepare sufficient periodic analytics reporting on our current communications platforms to be provided to the trustees' Public Information Committee and the Conference Committee on Public Information.

From the July 29, 2023, Meeting of the trustees' Public Information Committee:

The committee reviewed the 2023 Analytics Reporting Plan. The chair confirmed that because we are in this transition phase of developing the analytics reporting, it would be helpful to have a trustees' PI Committee working group. The chair appointed a working group to include Kirk Holmes (chair), David Steward, and Ken Taylor to work with Communication Services as the analytics reporting plan evolves. The committee looks forward to a progress report at the October 2023 meeting.

From the January 27, 2024, meeting of the trustees' Public Information Committee:

The committee reviewed the 2023 Analytics Working Group progress report and **agreed to forward** to the Conference Committee on Public Information.

Background:

1. 2023 Analytics working group progress report.

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Analytics Working Group
Trustees' Public Information Committee
October 27, 2023

The Analytics Working Group has met 6 times (as of 10/13) since the last report and reformation of the group in July 2023.

Our discussions have focused on:

- History of analytics and reporting for our organization.
- Limitations of our analytics collection methods due to reliance on individual platform tools instead of a streamlined, aggregated solution.
- Current processes and challenges to run analytics across digital properties, generate reports, and estimated time ranges required to accomplish these tasks.
- Documentation for what is and is not currently collected.
- Need for executive level summaries and automated, consistent reporting.
- Development of a dashboard where we could eventually access all analytics via API.
- Importance of exploring translation capabilities within software, especially for charts, graphs, and other visuals.
- Ways we can parse data to address questions. For example: focusing overall on our 4 identified audiences vs breaking down Service Committee focused items for a more granular view when needed.
- Build a solid foundation to make reporting sustainable and reliable. Are we gathering quality data? Identify data trends. Aggregation and report set up.
- Consideration of archival data: We have the old reports, but they cannot be compared 1 to 1 with new reports. They are snapshots in time. Focus on building comparisons going forward.
- Starting any major planning with CSD-administrated properties but including considerations for future expansion, if desired. (Online store, Grapevine, etc.)
- In-office capacity and technical training will need to be evaluated for a long-term solution to be successful.

Work in progress:

- Refining a needs assessment to establish our priorities.
- Gathering research on a few analytics aggregation and reporting tools that will be shared with Technology Services
 - This Working Group is responsible for defining requirements, features, and functions, which will feed into a broader project to assess a tool for GSO. An internal GSO Working Group will be established at the appropriate time. This project will follow the normal technology governance, prioritization, and budgeting process used for all cross-departmental technology initiatives.
 - The technology and budget will live with Technology Services.

CONFIDENTIAL: 74th General Service Conference Background

- The earliest this could be added to the budget is the midyear forecast in 2024 based on current prioritization of technology projects across the organization.
- The internal GSO Working Group will leverage the expertise of the Analytics Working Group to help identify software with native integration to our current platforms first.

The Working Group will begin meeting again after the October Board weekend and plans to focus on prioritization of data for reports and KPIs.

2024 Conference Committee on Public Information

ITEM K: Review Proposal for an AAWS Instagram account

Background Notes:

From the 2023 Committee Consideration of the Conference Committee on Public Information:

The committee discussed a request for Alcoholics Anonymous World Services, Inc. to establish an Instagram account in line with the Twelve Traditions and encouraged Communication Services to continue with planning for the account. The committee suggested that Communication Services provide additional information on the intended messaging, target audiences, analytics, and total cost to maintain the account. The committee requested that a new proposed plan be brought back to the 2024 Conference Committee on Public Information.

The committee offered the following suggestions for the next iteration of the proposed plan:

- Posting *Daily Reflections*, “What’s New” from GSO, and press releases, are duplicative to what we share on our A.A. website and Meeting Guide app news. The committee requested a detailed strategy on the target audiences for internal versus external messaging to be communicated within a potential future Alcoholics Anonymous World Services, Inc. Instagram account.
- Including more information in the proposed plan, specifying how distinct messaging and target audience of a potential Alcoholics Anonymous World Services, Inc. Instagram account differs from the existing AA Grapevine and La Viña Instagram accounts.
- Providing information on the total expense including the staff expense for managing the account.
- Including a section defining the key performance indicators that will indicate the channel is successful in carrying the message to members and potential members.
- Capturing the need for a social media management platform, like Hootsuite, in the proposed plan.

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CONFIDENTIAL: 74th General Service Conference Background

- Perform ongoing evaluations of our communications channels to meet members and alcoholics on the platforms they utilize.
- Developing a policy with defined criteria that would allow AAWS to explore and implement new external platforms as technology changes.

From the July 29, 2023, Meeting of the trustees' Public Information Committee:

The committee reviewed the draft proposal for an AAWS Instagram account. The director of CSD reported that the current draft reflected the suggestions forwarded by the additional committee consideration of the 2023 Conference Committee on Public Information regarding the development of an Instagram account. The committee **agreed to forward** the revised proposal to the 2024 Conference Committee on Public Information.

Background:

1. 2023 AAWS Instagram proposal

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AAWS Instagram Account Draft Proposal

The Communication Services Department, along with the guidance of Public Information Desk recommends the creation, implementation, and management of an official Alcoholics Anonymous World Services (AAWS) Instagram account.

Goal

To reach our key audiences where they are—increasingly in the digital space—through more robust integrated, cross-platform communications. An AAWS Instagram account would align with the Twelve Traditions and serve as a tool to connect with the digital community and expand A.A.'s reach to members, suffering alcoholics, and other audiences by sharing relevant information about A.A. Examples include:

- GSO Podcast with scheduled posts to build awareness of upcoming episodes with audio clips
- Updates/announcements from GSO, such as new literature offerings, calendars, and upcoming events, i.e., Regional Forums, Conference, visiting GSO, etc.
- Short clips of our approved videos—e.g., upcoming Young People's Video Project
- Seasonal literature special offers
- Press Releases, newsletters, news, and more
- Meeting Guide app—features and how-tos
- Excerpts from our literature, archives, Daily Reflections, and more

Most posts would include existing content adapted for this platform, while a quarter would be new content, and will take an integrated communications approach to disseminate our messaging.

Strategy

Our current goal is to include the use of existing Conference-approved content and service material that is produced by GSO and potentially produce new imaging and video-related projects, as needed, guided by the Conference. As we become more adept, we will start to solicit new content that is Instagram-specific and follow the current example of Grapevine in

regard to using the necessary tools, such as Constant Contact, to share relevant information and resources with members and suffering alcoholics in a visually engaging way.

By amplifying our existing messaging and content, we would drive audiences to our other platforms, such as aa.org, LinkedIn, YouTube, the Meeting Guide app, and the online bookstore—enhancing the user experience and making our life-saving information more readily available to a wider audience.

Target Audiences

Instagram offers an opportunity to engage more deeply with our primary audiences for communications content, as well expose Instagram users who may not be followers to our content via search or in their feeds.

Primary audiences include:

- A.A. Fellowship
- Suffering alcoholics
- Professional community
- Family and friends
- Media
- Individuals who are not on our other platforms but are actively using Instagram.

Social Media Management Tool (HootSuite)

After research and careful consideration, the Communication Services Department recommends the use of a social media management tool to integrate and streamline management of our social platforms (LinkedIn, YouTube, Google My Business) in a more organized, efficient, and effective manner while optimizing audience engagement and measuring impact.

A tool such as HootSuite enables users to capture social media ROI and determine what content engages our audiences the most. This tool allows us to create and schedule posts, track messages, and track performance of individual posts and the platforms over time. HootSuite also allows for several platform integrations for our existing accounts, such as Acquia DAM, Adobe CC, Adobe Stock, Canva, Microsoft Office 365, SurveyMonkey, Trello, Vimeo, and more, which would maximize and streamline our ongoing and future projects moving forward.

The total cost for an annual subscription to HootSuite is \$1,188 for one user, and \$2,988 for three users. In comparison to a separate social media platform, Sprout, whose cost of an annual subscription is the same for one user, HootSuite appears to be best the social management tool that offers the high functionality and suite of data/analytics with a cost that fits our budgetary standards.

There is no additional cost from account maintenance on behalf of staff, as we do not track staff time nor log hours for individual projects.

Analytics

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Instagram has 1.39 billion users who spend an average of 11.7 hours using the app per month. Instagram analytics allow for access to key metrics and data related to the profile's performance. Instagram account metrics to track are as follows:

- **Engagement rate:** Number of engagements as a percentage of followers or reach. This is a baseline for evaluating how well your content is resonating with your audience and inspiring action.
- **Follower growth rate:** How quickly you're gaining or losing followers.
- **Website referral traffic:** How many visitors Instagram drives to your website. This is key if you want to increase your Instagram ROI and tie your Instagram efforts to off-platform goals.
- **Most effective times to post:** Which posting times gain the most response.
- **Audience demographics:** Important data points that can help us understand what types of content are likely to be most effective.

Instagram feed post metrics to track:

- **Post engagement rate:** Number of engagements as a percentage of followers or reach.
- **Impressions:** Total number of times your post was served to users. This can indicate how well you're promoting your account and content.
- **Reach:** How many people saw your post.

Instagram Stories metrics to track:

- **Story engagement rate:** Number of engagements as a percentage of followers or reach.
- **Completion rate:** How many people watch your Story all the way through.

Instagram Reels metrics to track:

- **Reel shares:** How many users shared your Reel.
- **Reel interactions:** Total likes, shares, and saves.
- **Drop-off rate:** How many people stop watching before the end.

Anonymity & Security

- Publicly accessible aspects of the Internet such as social media sites featuring text, graphics, audio, and video can be considered the same as publishing or broadcasting. A social media site requires the same safeguards that we use at the level of press, radio, and film. Simply put, this means that individuals do not identify themselves as A.A. members using their full names and/or full-face photos if they wish to remain anonymous.

CONFIDENTIAL: 74th General Service Conference Background

- When GSO uses social media, we are responsible for maintaining anonymity in the posts we create. When we post content, we are publishing at the public level. We will not break anyone's anonymity in the Instagram account.
- It is the app user's responsibility to use Instagram in an anonymous way as it does not require any personally identifiable information beyond a phone number or an email address. Any user has the option to make their account private, requiring personal requests for profile access.
- Instagram is a secure platform that allows for two-factor authentication, login activity notifications, and several other safeguards.

Privacy Settings

- The account's manager has control over who can see the posts, who can comment, and who follows the profile. They can also limit how others interact with the Instagram account.
- Instagram allows the option to turn off comments and hide the number of likes. CSD recommends that an AAWS Instagram account turn off the comment feature on our posts but show the number of Likes and allow sharing of posts.

Content Procurement

- The regularly scheduled posting can be handled by the Communication Services department with the content planning assistance of the Public Information desk, as well as other Staff desks and departments. We have ample opportunities to adapt and highlighting existing content including literature, newsletters, PSAs, audio and video clips, historical archives, and other content.
- CSD recommends that the Instagram account launch with a plan to post twice per day, with content also featured in Instagram Stories.
- Instagram has the option of adding more than one image or video per post, allowing us to post content with text in all three languages, English, French and Spanish, where available.

Outside Contributions

We will not use this platform to request or promote Seventh Tradition self-support contributions.

2024 trustees' Committee on Public Information
Progress Report on the Young People's Video Project

History

GSO has been producing content focused on young people for decades, but efforts to ask the Fellowship for anonymity-protected video submissions that would carry the message to young people began with an Advisory Action in 2007.

Subsequent to the 2007 Advisory Action, four Young People's videos were approved in 2009 and one additional video was approved in 2010 by the GSC.

The most recent Young People's video was approved in 2018.

Securing Young People's Stories

In 2020, the trustees' Public Information Committee began efforts to renew interest in the young people's video project. The goal was to encourage more young people to submit original videos about their own experience in A.A. Communications to the Fellowship were created, and a web page was set up to accept submissions and outline the requirements.

In 2023, the Conference Committee on Public Information reviewed two videos that had been submitted and requested that the trustees' Public Information Committee review the project to ensure that we are communicating appropriate information to obtain the desired user generated content.

As of August 2023, submissions from just nine individual members had been received.

In order to generate more interest in the project, in September 2023, a GSO Staff member and the Senior Digital Production Manager from GSO's Publishing Department attended the International Convention of Young People in AA (ICYPAA). At that conference, GSO staff recorded fifteen interviews with young people that could be used for this project.

Current Status/ Post-production

While both the interview videos and the user-generated videos contain some very strong A.A. messages, in order to make them effective for public information uses, professional editing is needed.

In October 2023, GSO Staff developed a “creative brief” for the purpose of communicating with an external post-production firm about editing the videos. It outlines:

- What A.A. is.
- Why we are undertaking this video project.
- Our goals for the project.
- Our target audiences.
- The A.A. messages we wish to convey.
- Specifics about what we need from post-production work (with a particular emphasis on anonymity protection).

Based on this creative brief, bids were sought for post-production work on the videos. After consultation with the trustees’ Public Information Committee, a post-production firm was selected, and asked to produce two sample videos.

Background:

1. Link for committee only: Draft submissions for Young People’s video project
2. Completed young people’s videos: <https://www.aa.org/videos-for-young-people-downloads>

###

2024 Conference Committee on Public Information

ITEM M Discuss Public Information pamphlets and other publications.

Background Note:

Provided for the committee's information, a grid of Conference-approved publications under the purview of Public Information:

Conference Approved Pamphlets/Booklets/Other Items	Service Pieces
A Brief Guide to A.A. (P-42) A.A. Membership Survey (P-48) Speaking at Meetings Outside A.A. (P-40) Understanding Anonymity (P-47) Anonymity Wallet Card (M-22) Anonymity Table Tent (M-61)	A.A. Guidelines (on) Public Information (MG-7) A.A. Anonymity Card (F-20) Audio P.S.A. (R-10) P.I. Kit (M-27) P.I. Workbook (M-27 I) Anonymity Online (SMF-197) PI Service Cards (Digital and Print)

Videos	Flyers
Young People's Videos (DV-10) TV P.S.A.s Animation (DV-14) Combined Video of PSAs (DV-29) Video and Audio PSAs (various)	A Message to Teenagers (F-09) A.A. at a Glance (F-01)

Background:

1. Review draft of F-1 "AA at a Glance"
2. Review draft of P-40 "Speaking at Meetings Outside of A.A."
3. Review draft of F-09 "A Message to Teenagers"

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2024 Conference Committee on Public Information

ITEMM-1 Discuss Public Information pamphlets/materials

1. Review draft of the revised flyer “A.A. at a Glance”

Background Notes:

Committee Consideration of the 2022 Public Information Conference Committee:

The committee considered the suggestion to revise the flyer “A.A. At a Glance” and requested that the trustees’ Public Information Committee and staff secretary focus improvements based on the following suggestions and looks forward to a progress report or draft flyer to be brought back to the 2023 Conference Committee on Public Information.

- Keeping most of the content messaging of this effective Public Information tool, modernize the look and language of the flyer.
- Remove any reference to the word “hopeless drunks” to focus more on the solution, not the problem in this communication.
- Update the contribution and self-support language to remove any reference to a dollar amount of contribution.

Secretary’s Note:

Following the 2022 Committee Consideration to revise the flyer “A.A. At a Glance,” the trustees’ Public Information Committee and staff secretary worked with the Publishing Department on editing the flyer, along with other conference approved flyers.

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

The committee **agreed to forward** to the 2024 Conference Committee on Public Information a revised draft of the Conference-approved flyer, “A.A. At a Glance.”

Background:

1. Revised draft, “A.A. At a Glance” (F-1)*

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2024 Conference Committee on Public Information

ITEM M: Discuss Public Information pamphlets/materials.

2. Review progress report on revision to the pamphlet P-40 “Speaking at Non-A.A. Meetings” (now with new working title: “Speaking at Meetings Outside of A.A.”)

Background Notes:

Committee Consideration of the 2023 Public Information Conference Committee:

The committee reviewed and accepted a progress report on revision to the pamphlet “Speaking at Non-A.A. Meetings” and looks forward to a progress report or draft pamphlet to be brought to the 2024 Conference Committee on Public Information.

From the January 28, 2024, meeting of the trustees’ Public Information Committee:

The committee **agreed to forward** to the 2024 Conference Committee on Public Information a revised draft of the pamphlet, P-40 “Speaking at Non-A.A. Meetings” (now with new working title: “Speaking at Meetings Outside of A.A.”)

Background:

1. Revised draft, P-40 “Speaking at Non-A.A. Meetings” (now with new working title: “Speaking at Meetings Outside of A.A.”)*

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2024 Conference Committee on Public Information

ITEM M: Discuss Public Information pamphlets/materials

3. Review progress report on revisions to the flyer “A Message to Teenagers.”

Background Notes:

2021 Advisory Action:

That the trustees’ Public Information Committee revise the flyer “A Message to Teenagers” to better reflect carrying the A.A. message to young people. In addition to revisions to language in the twelve questions and updated graphics, the committee requested that the trustees’ Public Information Committee provide suggestions on what the best format would be to present information contained in the flyer.

Secretary’s Note:

Following the 2021 Advisory Action, an ad hoc group consisting of PI Staff, staff from GSO’s Communication Services Department, the Publishing Department and the Appointed Committee Members on trustees’ PI Committee began meeting to discuss how best to update the flyer “A Message to Teenagers.”

Some of their suggestions/ ideas included:

- Revising the twelve questions; reconsidering the 12-question format
- Updating the graphics, including commissioning new graphics; ensuring that artwork is relatable/engaging to multiple age demographics.
- Updating the flyer format including:
 - infographics,
 - Creating a visual representation of information using images and text to convey messages
 - Creating Gifs or memes to cross-post messages on our different media channels
- Reconsidering flyer format to determine the best way to deliver the message to this age demographic (i.e., digital format).

The ad hoc group also discussed:

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- Coordinating with Publishing Department so that updates to “Too Young?” could be shared.
- Working with AA Grapevine to put eventual updated graphics on Instagram and to maybe try different artists to see which one gets a better response and resonates with our audience the most.

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

The committee **agreed to forward** to the 2024 Conference Committee on Public Information a progress report on the work of revising the Conference-approved flyer, “Message to Teenagers.”

Background:

1. Progress report on revising “A Message to Teenagers.”
2. Link to original flyer: <https://www.aa.org/message-teenagers>

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Progress report on revision to “A Message to Teenagers”

Note from the Publishing Department:

Publishing is requesting additional information in the form of clear guidance/directive from which we could launch a meaningful and well-considered revision for “A Message to Teenagers.” We (publishing) work closely with the trustees’ committees — seeking vision and particular parameters. At this time, we feel we have been provided a flood of conceptual approaches that would require freelance dollars to initiate — and may well fall flat upon review by subsequent PI committees.

Recognizing that conceptual drafts cost money, we try to be prudent in our approach to revisions, first garnering as much clarity as we can to propel a workable draft. In this case, with so many possible approaches thrown into the mix — video, focus groups, other media — we need a more clearly defined direction from the trustees or Conference committees in hopes of keeping costs for speculative work to a minimum. We would also ask how this directive would differ from the recently revised “Young People in A.A.” pamphlet which contains several stories on teenage alcoholism and recovery.

Work accomplished to-date:

In 2022, an ad hoc committee of staff from the Public Information assignment, Communication Services department (CSD), and the Publishing Department, along with Appointed Committee Members began meeting to develop suggestions for how to update “A Message to Teenagers.”

This working group developed a number of general suggestions about content and formatting. The group also brainstormed other ideas like creating a social media presence for young people in A.A.

While many excellent ideas were generated, these were not translated into a specific set of suggestions for how to revise the flyer.

In 2023, a survey was created, and members were invited to share their thoughts on “A Message to Teenagers.” As reported at the October meeting of the trustees’ PI Committee, more than 500 members took the survey, but only a handful of the respondents identified as teenagers.

In November 2023, GSO Staff on the Public Information assignment reviewed the survey results and drafted a list of questions that might be used for an updated draft of “A Message to Teenagers.” These questions were forwarded to the Publishing Department along with comments from the survey about the flyer’s graphics.

The Publishing Department initiated a series of meetings to discuss, however given all of the many memos, reports, meetings, and ideas about this item generated over the years, there is still a lack of clarity about what is being asked of them (see note above).

Clarification needed:

It is hoped that the trustees' PI Committee and/or the Conference Committee on Public Information will provide the Publishing Department with clear direction for how to move forward.

Some questions:

- a. Consider the newly published pamphlet "[Young People in A.A.](#)" Are there stories, graphics or ideas from that pamphlet that TPIC would like us to utilize for the "Message to Teenagers" flyer?
- b. Flyer Content: The flyer currently has a 12-question format. Should this be retained?
- c. Flyer Content: Are the current questions appropriate for this audience? Should different questions be developed that more closely track with the experience of young people today? (see for instance, some of the questions suggested by members who took the survey Patrick developed in Aug/Sept 2023). (see attached for a list of questions that Misha drafted)
- d. Flyer Visual/ Graphics: Is there a specific direction that the trustees' PI Committee would like Publishing to take with the graphics?
- e. Vetting: Should the PI staff member create a focus group of young members who could look at a draft and provide feedback?
- f. Over the years there have been many suggestions for other uses for the content of this flyer. Does TPIC want Publishing to focus on creating a standard flyer (available in hard copy/ pdf)? Or is there a desire to explore other ways that this content could be developed and shared?

###

2024 Conference Committee on Public Information

ITEM N: Review report on 2023 Membership Survey Convenience Sample Pilot

Background Notes:

Excerpt from 2023 Conference Committee on Public Information Committee Consideration:

The committee reviewed the report on the 2022 A.A. Membership Survey process and offered the following suggestions for improvement for future surveys.

- Design a pilot study to complete two surveys using convenience sampling, which focuses on gaining information from participants (the sample) who are “convenient” to access. These samples could be collected using the A.A. website, and the A.A. Meeting Guide App, and the same questions as the 2022 A.A. Membership Survey.
- The goal is to examine any potential differences in data patterns across the three different collection methodologies, the traditional A.A. survey process and the two channels listed above. Ideally, collection of this type of data would follow the collection of the traditional A.A. membership survey data within 1-2 years from 2022, so that no portion becomes dated. The committee requested that the trustees’ Public Information Committee design a pilot study and that it be brought back to the 2024 Conference Committee on Public Information.

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

The committee **agreed to forward** to the 2024 Conference Committee on Public Information the Report on 2023 Membership Survey Convenience Sample Pilot.

Background:

1. Report on 2023 Membership Survey Convenience Sample Pilot

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2023 Membership Survey Convenience Sample Pilot -Progress Report

January 27, 2024

Work Completed To-Date: The Survey

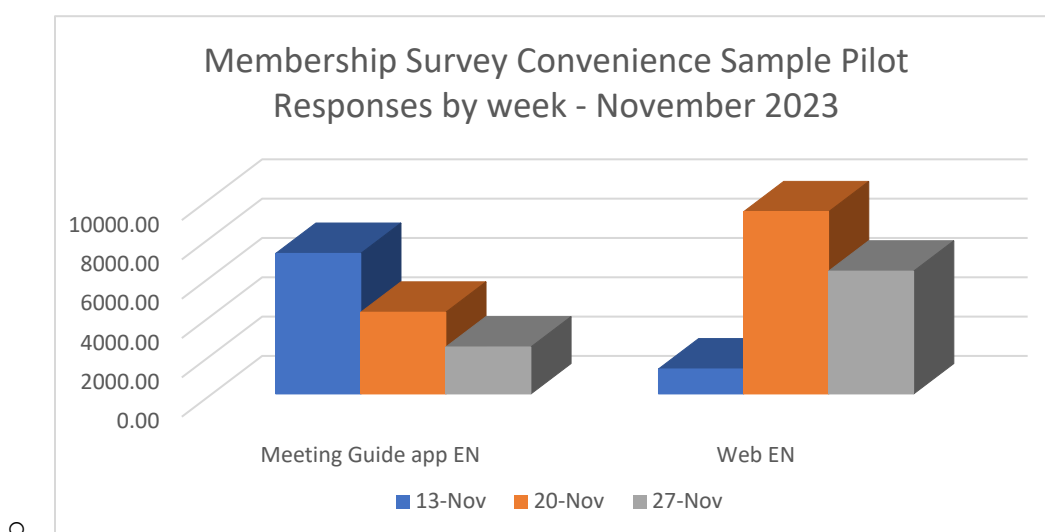
- The 2022 survey questionnaire was updated with new questions designed to capture additional information to help us understand who our respondents are. These include questions that address the following:
 - Do they belong to home group, listed group, or meeting? Does their group have a group #? Or a GSR?
 - Where are they responding from?
- New questions were translated into Spanish and French.
- A new methodology was required to be developed on how to proceed with this new type of survey using convenience sampling.
- Following the methodology designed by our survey consultant, six survey pages were created using Survey Monkey (these include two surveys in each language, one each in English, Spanish and French connected to the Meeting Guide app and an additional page in each language that would be accessible through aa.org and via links that would be shared over email).
- Communications to the Fellowship about the Convenience Sample Pilot were written, translated, and posted to Meeting Guide App, to the What's New webpage on aa.org and to an email communication to Delegates, other Conference members and Public Information trusted servants.
- Requests were made to the Communication Services Department, the Self Support Subcommittee of the AAWS Finance Committee, GSO's IT department, the Finance Department, and the Publishing Department to create and post web banners highlighting the pilot survey on the aa.org home page, the contributions page (contribution.aa.org) and the Online store (onlineliterature.aa.org).
- Data was collected using Survey Monkey from November 5 to November 26.
- Comparative data from the survey tabulation house that processed the 2022 A.A. Membership Survey was requested.

Data Collection: Impact of Channel Choice and Communications

- One component of the convenience sample pilot survey was to identify whether there would be difference between responses gathered via the Meeting Guide app and the aa.org website.
- Note: These differences could be identified based on the following actions detailed in the devised methodology.

CONFIDENTIAL: 74th General Service Conference Background

- With Meeting Guide app, members encountered the survey without any external prompting if they clicked on the “News” feature of the app.
- In the first week of the data collection period, for the website survey, members would encounter the survey if they visited aa.org and clicked on “What’s New” or on the web banner inviting members to participate in the survey.
- At the beginning of the second week of the data collection period, an email was sent to Delegates and Public Information trusted servants, inviting them to share the link to the website survey to members and groups in their Areas.
- Key information learned from the data collection methods:
- As the chart below reveals, in the first week of the survey period, far more respondents came to the survey through the Meeting Guide app.
- The chart below also indicates a dramatic jump in the number of respondents using the web and email link in week two, quite likely a result of the email sent to delegates and other trusted servants.



Initial Responses:

- More than 32,000 individuals took part in the 2023 Membership Survey Convenience Sample pilot. Of these, approximately 10,300 had to be excluded from the analysis (see Data “Cleaning” below). Of the total responses
 - 30,663 in English
 - 541 in Spanish

- 831 in French
- 21,000+ members in the United States
- 2,800+ members in Canada

Work Completed: Data “Cleaning”

As with any large data collection project, the data have to be “cleaned” to confirm qualified or to disqualify submitted surveys. For this survey, that cleaning takes a number of forms:

1. We need to exclude anyone who does not identify as a member of Alcoholics Anonymous
2. In order for the convenience sample data to be easily compared to the 2022 Membership Survey, we had to apply the same criteria to the data, so that the data being compared reflected the same population. To do this we had to do the following:
 - a) Exclude if a member took the survey outside of the survey window timeframe.
 - b) Exclude if they are based outside the US and Canada service structure.
 - c) Exclude if no location is given (including virtual groups)
 - d) Exclude if they did not answer the three questions on gender, age, and race/ethnicity (if they answered one or two of these questions, retain)
 - e) Exclude if they do not answer the question “When did you attend your first AA meeting?”
 - f) Exclude if they do not answer the question “When did you have your last drink?”
 - g) Exclude if they took the 2022 Membership Survey with their home group.
3. Based on these criteria – more than 9,000 responses were excluded (Note – these could be separately analyzed in the future).

The largest group of exclusions (more than 5,600) were for individuals who declined to answer the questions about race, gender, and age. The second largest group (more than 2,000 excluded) were from those who reported that they had taken the 2022 Membership Survey.
4. We also performed additional extensive cleanup:
 - a) Clean up: How long did it take to get a sponsor (less than 30 days, enter 1 month; convert years to months)
 - b) Clean up obvious typos (misspellings for instance)

c) The following question should have a yes, no answer.

- Before coming to A.A., did you receive any treatment or counseling (such as medical, psychological, or spiritual) related to your drinking?
 - If the response is no or blank, make sure the following question is not answered:
- Did that play an important part in directing you to A.A.?

b) The following question should have a yes, no answer.

- After coming to A.A., did you receive any treatment or counseling (such as medical, psychological, or spiritual) related to your drinking?
- If the response is no or blank, make sure the following question is not answered:
- Did that treatment or counseling play an important part in your recovery from alcoholism?

c) For the following questions, we used the coding summary sheet developed in 2022 for coding open-ended responses:

- Please select no more than two of the following that you feel had the most influence on your decision to come to your first A.A. meeting.
- What attributes you prefer or need in meetings you attend?
- Which of these best describes you?
- Relationship status
- Racial and ethnic background
- If you are employed, what is your job?

Next Steps:

- The cleaned data from the Convenience Sample Pilot will be compared to the data collected as part of the 2022 Membership Survey.
- A final report or a progress report on the project will be submitted to the trustees' PI Committee in July 2024.

2024 Conference Committee on Public Information

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

Background notes:

Kits and Workbooks for CPC, Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate Conference Committees during each General Service Conference.

Workbooks and Kits are service pieces. Any suggested changes to their content from the Conference committee are put forth as Committee Considerations rather than recommendations.

Between Conferences, ideas for changes to a Workbook or to the contents of a Kit may be received. These may be reviewed by the appropriate trustees' Committee and implemented, or the trustees' committee may choose to forward an idea to the Conference Committee for review.

Typically, service kits are updated annually each fall. Due to pandemic-induced supply chain and paper shortage challenges, implementation of the updates has been delayed.

From 2023 Committee Consideration of the Conference Committee on Public Information:

The committee discussed the content and format of the P.I. Kit and Workbook. The committee noted the contents of the kit are useful to local Public Information Committees. The committee provided the staff secretary with suggested updates to the P.I. Workbook.

Public Information Kit and Workbook:

The 2023 updates to the PI Kit contents are currently being finalized by the GSO Operations department and Group Services.

The PI Workbook is being revised for 2024 with the suggested changes made by the 2022 and 2023 Conference Committee on Public Information.

Background:

1. Public Information Workbook and Kit Content Lists available to view at the links below:

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Workbook:

- [ENG](#)
- [FR](#)
- [SP](#)

Kit Content Lists

- [ENG](#)
- [FR](#)
- [SP](#)



IX. Report and Charter

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

Apr 14, 2024 3:00 PM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Report and Charter

AGENDA ITEM A: *The A.A. Service Manual*, 2024-2026 Edition

1. Review list of editorial updates.
2. Review draft sections of chapters 8, 9, 10, 11 and 12.
3. Review new section to be added at the end of the Twelve Concepts for World Service titled “Amendments”.

Background Note:

From 2021 Conference Advisory Action:

A new section be added at the end of the Twelve Concepts for World Service titled “Amendments,” and that it contain an updated version of the Concept XI essay that incorporates the information in the current footnotes and endnotes, along with comprehensive descriptions of the current General Service Board committees, and that a draft or progress report be brought back to the 2022 Conference Committee on Report and Charter.

From 2023 Conference Advisory Action:

*The committee recommended that a full rewrite be conducted of chapters 8, 9, 10, 11 and 12 to correct inaccuracies and to better clarify the roles, responsibilities and relationships between the General Service Office, AA Grapevine, and A.A. World Services, Inc. in *The A.A. Service Manual* and that the trustees’ Literature Committee forward these draft sections or a progress report to the 2024 Conference Committee on Report and Charter.*

Background documents:

1. List of editorial updates.*
2. Draft sections of chapters 8, 9, 10, 11 and 12.*
3. Draft section to be added at the end of the Twelve Concepts for World Service titled “Amendments”.*

***Note: For members of this Conference committee only and are not available for duplication or distribution beyond the committee.**

2024 Conference Committee on Report and Charter

AGENDA ITEM B: Discuss General Service Conference *Final Report*.

Background:

1. [2023 General Service Conference *Final Report*](#)

Note: The electronic anonymity-protected version that is available on the aa.org website is linked above.

2024 Conference Committee on Report and Charter

ITEM C: Discuss the reporting of Simple Majority Items.

Background notes:

Excerpts from the January 27, 2024 meeting:

“The committee thoughtfully discussed concerns raised by Conference members and A.A. members about the section in the Final Conference Report, “Recommendations Passed by Simple Majority.” The committee noted that this section comes from a 1986 Report and Charter Advisory Action:

“If a committee recommendation does not receive the two-thirds vote required to become a Conference Advisory Action, but has a majority of votes, it automatically becomes a suggestion and will be duly noted in the Conference Report.”

“The committee discussed the ambiguity of the Conference Group Conscience when a recommendation that fails by a Simple Majority is automatically forwarded to a Trustees’ Committee as a consideration and felt that this could unintentionally foster disunity within the Fellowship. The committee noted how the Final Conference Report is used to clearly communicate the Group Conscience from the General Service Conference, and raised concerns that the Simple Majority section could lead to misunderstandings and confusion.”

“The committee felt that sentiment within the Fellowship may have shifted since the 1986 Advisory Action and agreed to forward a request to the 2024 Conference Committee on Report and Charter to discuss if the practice of communicating items that failed to achieve substantial unanimity as suggestions is still desirable, and if the Conference would like to continue the reporting of these items separately from other items that did not carry from a General Service Conference.”

“The staff secretary will include additional sharing from the committee as background to aid a discussion about this topic.”

Secretary’s Notes:

The idea of a simple majority vote of the Conference being a strong suggestion to the General Service Board does not appear in the Conference Charter. Bill references this idea in Concept V saying “More often they [the GSB] go along with a simple majority of

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the Delegates, especially when prompt action on less critical matters is clearly needed. But the choice is always theirs whether to veto a simple majority or to act with it. Here again is a recognition of the constructive value of a trusted minority.” (The A.A. Service Manual/Twelve Concepts, p. 22)

This idea is reiterated in two places in the Service Manual, in the introduction “A.A.’s Legacy of Service” (p. 11), in the section on the General Service Conference (p. 57). The idea is also expressed in the introduction to the Conference Charter in Alcoholics Anonymous Comes of Age (p. 295).

We do not have history of whether or how this was implemented before 1986.

There is limited information about how the General Service Board handled these “strong suggestions.”

The first appearances of this situation were two “strong suggestions” recorded in the 1989 Final Conference Report. The last was recorded in 1995. It has not been a practice for many years to record the count on each vote at the General Service Conference.

In the 2022 Final Report a note was included below the section “Recommendations Passed by Simple Majority that stated: “There were no recommendations passed on a simple majority vote that did not receive two-thirds vote necessary to become a Conference Advisory Action.”

Background:

1. Communication – Conference Members and A.A. members
2. Additional Sharing from trustees’ General Service Conference Committee

Memo

To: 2024 Conference Committee on Report and Charter

From: 2023-2024 Trustees' General Service Conference Committee

Re: Additional Sharing on the reporting of Simple Majority Items

Background Notes:

At their January 27, 2024 meeting, the chair of the trustees' General Service Conference Committee welcomed all in attendance with a special welcome to Conference committee delegate chairs and the 2024 Conference Committee on Agenda chair: Rebecca H. The chair expressed gratitude to be joined by JoAnn McC., chair 2024 Conference Committee on Policy and Admissions; Mary E., chair 2024 Conference Committee on Report and Charter; and Mary A., Conference Delegate chair.

The committee asked the staff secretary to forward the following additional sharing on the topic of Simple Majority, and invited the delegate committee chairs to participate:

Additional Sharing:

- On page 48 of the 2023 Final Report it lists three sections.
 - Recommendations Passed by Simple Majority
 - Recommendations Not Resulting in Conference Action
 - Floor Actions Not Resulting in Conference Advisory Actions.
- Questions and concerns have been received that using the wording “**passed**” in conjunction with a recommendation that did not pass but received a simple majority may cause confusion. Particularly if this section has no editor’s note to clarify.
- There is also concern as to whether the Group Conscience as reflected in an Advisory Action resulting from substantial unanimity can in turn be fully respected if simple majority items are noted distinctly in the Final Report.

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- The Conference Report communicates the Group Conscience from the General Service Conference.
- Does the 1986 Advisory Action still have a place? What is the intention of an item that did not pass but received simple majority being posed to the Board as a suggestion, suggest for the Board to do with that item? Does this bypass the Conference process? If the General Service Board decides to take action or not take action on an item that did not pass, what would be the parameters on delegated authority?
- Is it really a suggestion?
- The recommendation actually failed by a Simple Majority.
- What category does this fall into? It is not really the same sense as a Committee Consideration or should it be treated as a Conference consideration to the Board?
- The wording, “Strong suggestion” may contradict the group conscience of the Conference and defeat the discussion on the floor.
- A first step might be for clearer language in the Final Report. A second step might be to look at this overall topic from a policy level.

###

Correspondence from GSB member to TGSCC Chair and committee

Caorlyn W. – Chair of Trustees Conference Committee
General Service Board

October 7, 2023

Dear Carolyn and Member of the Trustees Conference Committee,

One of the delegates from the West Central Region raised a question about the Final Conference Report: Why do we have a category called “Recommendations Passed by Simple Majority”? (see Table of Contents and page 48 of the 2023 Final Report) That title seems misleading because the consideration did not “pass”.

Will you please consider a different description for reporting the Committee Consideration(s) that failed to pass by substantial unanimity, but did gain a simple majority of the votes?

Thank you in advance for your time to consider this issue.

Sincerely,

Kerry Meyer – Class A Trustee

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Correspondence from Conference Committee on Agenda Chair to TGSCC Chair

On Sat, Oct 28, 2023 at 09:01 AM

Hello Trustees Committee on Conference. Please see below for some feedback, consistent with what else I have heard from the fellowship. Since this came from the delegate chair of our corresponding conference committee (agenda) I thought I would pass this on to help inform our discussion today.

-----Original Message-----

From: Delegate 73 <delegate73@eamo.org>

Sent: Friday, October 27, 2023 9:04 PM

Subject: Final conference report (simple majority)

Carolyn,

I am assuming you are already at Board weekend and this is probably too late but just in case....

We talked about the final conference report listing agenda items that passed with simple majority and the confusion it causes. It is very confusing even as a delegate. The first reaction was that those items were passed even though they did not pass by substantial unanimity at the conference. It felt like the vote we held at the beginning of the conference did not mean anything which was very disappointing. It also felt like the work we did on these items wasn't important since it showed up in the final report that they passed. I feel like I didn't get a clear answer about this either until I talked to you about it, thank you for that! I am assuming a member that actually reads the final report would automatically think that item passed. I hope in the future this can be more clear or not included in the final report at all.

Have a great Board weekend! I look forward to hearing about it when we meet.

In love and service,

Becca H.

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X. Treatment & Accessibilities: Monday-Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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ITEM A: Review progress report on Military Outreach Project (formally known as the Military Audio Interviews)

Background notes:

In 2017, the trustees' CPC/Treatment and Accessibilities Committee formed a subcommittee to develop service material and additional resources for the professional military community, veterans, and active duty A.A. members.

An appointed committee member (ACM) was added in 2018 who had a firm understanding of communication channels within the Armed Forces (United States or Canada), experience in A.A. service, especially involving military veterans and/or those currently serving, and the ability to strategize about how to more effectively carry the A.A. message to members and to the professionals familiar with the Veteran's Administration.

2019 Treatment and Accessibilities Advisory Action:

The trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities develop anonymity-protected audio interviews with military professionals about their experience with A.A. as a resource for posting online.

2021 Treatment and Accessibilities Advisory Action:

The following audio interviews with A.A. members who are in the Armed Forces, developed by the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee, be approved and posted on G.S.O.'s A.A. website:

- Male – Navy Captain
- Female – Air Force Pilot
- Male – Army Combat Medic

Secretary's note: Please see the Conference Committee on Treatment and Accessibilities History and Actions to see the full evolution of the Military Outreach Project.

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From the January 29, 2023, Meeting of the trustees' CPC/Treatment and Accessibilities Committee:

The committee reviewed the progress report and discussed the need to develop a distribution plan for how the military audio recordings will be used to reach alcoholics effectively. The committee agreed to forward to the 2023 Conference Committee on Treatment and Accessibilities the "Military Audio interview" report.

2023 Treatment and Accessibilities Advisory Action:

The committee recommended that the 22 interviews recorded to date as part of the Military Audio project be approved, giving the General Service Office (G.S.O.) the latitude to distribute the audio interviews in various formats and on various platforms, and that an updated report be provided to the 2024 Conference Committee on Treatment and Accessibilities.

2023 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee reviewed the progress report on Military Audio interviews and requested that the Military Audio project be expanded to include veterans. The committee also suggested that the Military Audio project continue to seek interviews with francophone members. The committee requested that sample audio and an update report be provided to the 2024 Conference Committee on Treatment and Accessibilities.

Secretary's 2024 Military Outreach Project update report:

Two of the interviews conducted in fall of 2022 (and reviewed by trustees' CPC/TA in October 2022) were posted to aa.org. The Communication Services Department (CSD) staff have indicated that the manner of displaying the interviews on aa.org is temporary and that a new web resource will be developed in 2024.

As of fall of 2023, three of the previously completed interviews recorded are currently being edited.

Consultants Tom P. and Gerry C. drafted a preliminary plan for communicating about the audio project with military leadership in the United States and Canada. Work on the plan will be refined as more interviews are made available on aa.org.

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A French Canadian/francophone member was found. An interview with them is being scheduled. Here are some audio interviews reflecting progress on this project.

1. Audio file sample, "Ernie" <https://www.aa.org/military-audio-ernie>
2. Audio file sample, "Mark" <https://www.aa.org/military-audio-mark>
3. Audio file sample, "Sam" <https://www.aa.org/military-audio-sam>

ITEM B: Review contents and format of Treatment Kit and Workbook

Background Notes:

Kits and Workbooks for C.P.C., Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate trustees' Committees during each working annual period.

Workbooks and Kits are service pieces. Any suggested changes to their content by the Conference committee are put forth as suggestions rather than recommendations.

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

Typically, service kits are updated annually each fall. Due to pandemic-induced supply chain and paper shortage challenges, implementation of the updates have been delayed.

Secretary's note:

Changes recommended by the 2023 Conference Committee on Treatment and Accessibilities were incorporated.

Background:

1. Treatment Committee Workbook (revised 2023) is available to view on:

https://www.aa.org/sites/default/files/literature/m-40i_TFWorkbook.pdf

- ENG - https://www.aa.org/sites/default/files/literature/assets/f-167w_TF_Kit.pdf
- FR - https://www.aa.org/sites/default/files/literature/assets/ff-167w_TF_Kit.pdf
- SP - https://www.aa.org/sites/default/files/literature/assets/sf-167w_TF_Kit.pdf

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ITEM C: Review contents and format of Accessibilities Kit and Workbook

Background Notes:

Kits and Workbooks for C.P.C., Corrections, Public Information, Treatment and Accessibilities are reviewed by the appropriate trustees' Committees during each working annual period.

Workbooks and Kits are service pieces. Any suggested changes to their content by the Conference committee are put forth as suggestions rather than recommendations.

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

Typically, service kits are updated annually each fall. Due to pandemic-induced supply chain and paper shortage challenges, implementation of the updates have been delayed.

Secretary's note:

Changes recommended by the 2023 Conference Committee on Treatment and Accessibilities were incorporated.

Background:

1. Accessibilities workbook (revised 2023) available to view on
https://www.aa.org/sites/default/files/literature/m-48i_SNWorkbook.pdf
 - EN - https://www.aa.org/sites/default/files/literature/assets/f-182w_SN_Kit.pdf
 - FR - https://www.aa.org/sites/default/files/literature/assets/ff-182w_SN_Kit.pdf
 - SP https://www.aa.org/sites/default/files/literature/assets/sf-182w_SN_Kit.pdf

ITEM D: Review revised draft of the pamphlet “Bridging the Gap.”

Background notes:

From the October 29, 2023, meeting of the trustees’ CPC/Treatment and Accessibilities Committee:

The committee reviewed a draft of the revised pamphlet P-49 “Bridging the Gap” and agreed to forward the pamphlet to the 2024 Conference Committee on Treatment and Accessibilities with minor edits.

2023 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee reviewed the progress report on the pamphlet “Bridging the Gap” (P-49). The committee appreciated the work that has been completed on the updated draft pamphlet for A.A. members and suggested additional revisions. The committee also agreed that the distinction between Treatment and Corrections activities be maintained in literature from G.S.O. and requested that references to Corrections and to the video *A New Freedom* be removed from the draft. The committee requested that a progress report or revised draft be brought to the 2024 Conference Committee on Treatment and Accessibilities.

2020 Treatment and Accessibilities Advisory Action:

The pamphlet “Bridging the Gap” be updated for currency and inclusion to reach a broader scope of treatment settings about temporary contact services, and that a progress report or draft be brought to the 2021 Conference Committee on Treatment and Accessibilities.

2019 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee considered revising the pamphlet “Bridging the Gap Between Treatment and A.A. Through Contact Programs” to include related corrections activities and agreed with the concept. The committee requested that the trustees’ Committee on Cooperation with the

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Professional Community/Treatment and Accessibilities consult with the trustees' Committee on Corrections to review all treatment and corrections committee literature from G.S.O. related to bridging the gap and temporary contact activities with the following in mind:

- How treatment and corrections material can be updated for currency and inclusion
- How this material could be combined
- What material might be discontinued?
- How the combined material might be broadened to encompass the full range of possibilities in which a temporary contact might be useful

Secretary's note:

Please see the Conference Committee on Treatment and Accessibilities History and Actions to review the full evolution of the update to the pamphlet "Bridging the Gap."

Background:

1. Revised draft pamphlet P-49 "Bridging the Gap." *

***Note: For members of this Conference committee only and are not available for duplication or distribution beyond the committee.**

ITEM E: Review updated Bridging the Gap service materials.

Background notes:

Service material is under the purview of staff responsibility and does not require conference approval but is included here for committee consideration.

From the October 29, 2023, Meeting of the trustees' CPC/ Treatment and Accessibilities Committee:

The committee accepted the progress report on Bridging the Gap service materials. The committee appreciated the work done to date on the A.A. Guidelines on Bridging the Gap and agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities for their consideration.

From the July 30, 2023, Meeting of the trustees' CPC/ Treatment and Accessibilities Committee:

The committee discussed a draft of the revised A.A. Guidelines on Bridging the Gap and made some suggestions for changes. The committee looks forward to a revised draft or progress report at the October 2023 meeting.

2023 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee discussed the progress report on a proposed Bridging the Gap workbook. The committee noted that information on Bridging the Gap and other contact programs already exists in the Treatment and Corrections Workbooks and suggested instead that sharing be collected from the Fellowship and combined with existing resources to develop A.A. Guidelines on Bridging the Gap.

Secretary's note:

The revisions to F-183 Bridging the Gap Request Form and F-184 Bridging the Gap Volunteer Form mirror similar updates that were done to corrections forms. In addition, F-183 was expanded to include more information about the program Alcoholics Anonymous.

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Background:

1. F-183 [Bridging the Gap Request Form](#)*
2. F-184 [Bridging the Gap Volunteer Form](#)*
3. Revisions to F-183 Bridging the Gap Request Form
4. Revisions to F-184 Bridging the Gap Volunteer Form.
5. A.A. Guidelines on Bridging the Gap

**Links to older versions*

**FOR PEOPLE
IN TREATMENT**

Bridging the Gap/Request Form

Date: _____

Name: _____

Facility Name: _____

Location: _____

Your age range (circle one):

Under 21 22-35 36-60 over 60

Gender identity: _____
(e.g. Male, Female, Non-binary)

Preferred Language: _____

How can we contact you?

Call/Text: _____

Email: _____

Call Treatment Facility: _____

Discharge Information: _____

Date of Discharge: _____

Town or City: _____

Zip or Postal Code: _____

Province or State: _____

Please send this form to:

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www.aa.org

F-183

4.5M – 10/23 (GP)

A.A. Bridging The Gap Request

Connecting Those
in Treatment to the
A.A. Community

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What is Bridging the Gap?

Bridging the Gap is a voluntary temporary contact program designed to help the alcoholic in a treatment program or other kind of formal setting to make the transition to a life of sobriety in Alcoholics Anonymous.

Many people find it difficult to make the transition from treatment to a life of sobriety.

In order to bridge this gap, A.A. members have volunteered to be temporary contacts and to introduce newcomers to Alcoholics Anonymous.

Who can request contact through Bridging the Gap?

People from all kinds of programs, including Detox Centers, Hospitals, Treatment Centers, Aftercare programs and IOPs can ask for an A.A. volunteer to connect with. For those leaving a Correctional facility, there is a separate program called Contact Upon Release. Visit <https://www.aa.org/corrections-correspondence-service-insider-request-form>

Is Bridging the Gap for me?

If you are in a treatment program and want to stop drinking (or stay stopped), Alcoholics Anonymous wants to help. Bridging the Gap is especially helpful for those who have not been to A.A. or who don't have strong A.A. connections in the town or city where they will be living after treatment.

Many of us have been where you are now and know that the program of A.A. and its fellowship can do for you what it had done for us and countless others.

Am I an alcoholic?

Only you can decide for yourself if you belong in A.A. Our third tradition says that "The only requirement is a desire to stop drinking."

What do I have to do?

This flier includes a simple sign-up form. You can fill it out and send it to the address or email listed on the back. Be sure to include your contact information. Someone from A.A. will be in touch soon.

What will happen if I sign up?

A Bridging the Gap contact from A.A. will reach out to you. Your Bridging the Gap contact is temporary only. They are there to support you, answer questions and explain the A.A. program of recovery. They will not provide housing, food, clothing, jobs, money or such other services. You may hear basic suggestions for sobriety that the Fellowship shares, including don't drink; go to meetings; read the Big Book; call your sponsor and work the Steps.

Past experience has shown that attending an A.A. meeting as soon as possible after discharge is vital to making a sober transition to life on the outside. So your BTG contact will help make sure you get to a meeting right away.

Is there any obligation?

There is no obligation to participate in any way. A.A. members focus on helping people who ask for help. We also respect the right of anyone to go their own way.

What if I will be living in a different community after treatment?

If you are moving to or returning to a different community, be sure to put that on your sign-up form and the A.A. volunteers will do their best to connect you with someone in the community you'll be headed to.

Is there anything I should know about A.A. and A.A. meetings?

Meetings are typically listed as "open" or "closed" meetings.

- **Open meetings** are available to anyone interested in Alcoholics Anonymous' program of recovery from alcoholism. Nonalcoholics may attend open meetings as observers.
- **Closed meetings** are for A.A. members only or for those who have a drinking problem and "have a desire to stop drinking."

At both types of meetings, it may be requested that participants confine their discussion to matters pertaining to recovery from alcoholism.

There are different meeting formats: Some discuss literature like the Big Book, others feature a topic discussion or have a speaker who will talk about how they got sober and what life is like today.

There are also meetings in different languages and meetings for women only, men only, young people, beginners or other groups.

What about my anonymity?

A.A. members who attend meetings all over the U.S. and Canada agree that anonymity is important. So you can feel comfortable attending meetings without worrying that someone will see you or talk about your attendance. Many A.A. members decide to share about their participation in A.A. with family and friends, but it will be up to you to decide if and how you share this information. A.A. members are also careful not to put their faces or last names on anything that would publicly associate them with A.A.

Other Ways to Find A.A.

Some who get out of treatment prefer to find A.A. on their own. In most areas, a list of local meetings is available. To find your local office or service entity, please visit www.aa.org/find-aa.

Another great way to find local meetings is the Meeting Guide App for iOS and Android smartphones www.aa.org/meeting-guide-app

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12TH STEP SERVICE
OPPORTUNITY

A.A. Bridging The Gap Volunteer

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F-184

4.5M — 10/23 (GP)

Connecting Those
in Treatment to the
A.A. Community

A.A. Bridging the Gap Program

Dear A.A. Member,

The Bridging the Gap Program, or BTG, connects the new member being discharged from a facility to A.A. in their community. You are being asked to be that connection, what is called a Temporary Contact.

When a new, soon-to-be discharged member contacts us, we match that person to a Temporary Contact in the community where they will be living. If you have volunteered for this type of service, we will call you, get the okay and then send you their contact information.

Your job is simple. You contact the new A.A. member and arrange to take them to an A.A. meeting, preferably within 24-48 hours of their discharge. Your commitment is to take them to a variety of meetings and introduce them to other A.A. members.

During this time, you help them become acquainted, get phone numbers and perhaps locate a sponsor and a home group. You introduce them to others in A.A. so they have a broad, healthy base, then you are available to serve as a Temporary Contact for another person.

Please note: *It is not intended that you become their sponsor, even temporarily. It is best if the word "sponsor" is not used to describe this type of service. The term Temporary Contact is preferred.*

If you are willing to be the hand of A.A. when a member from a facility reaches out for help, complete the Temporary Contact form and give it to your G.S.R., or your BTG coordinator, Corrections or Treatment chairperson.

Please note: Volunteers will need to adhere to the rules facilities have regarding contact with residents, both while they are in the facility and after they are discharged. The BTG coordinator can provide the necessary information for each facility.

Suggestions for the Temporary Contact

1. Remember you may be the first outside member of A.A. the contact meets. As such, you are representing all of us. It is important to be relaxed, friendly and interested.
2. Keep the general conversation related to recovery. Remember, we have no opinion on outside issues.
3. Take time to introduce the new person to as many A.A. members as possible. Do not, however, push your contact. Some people are very shy.
4. Invite them to the "meeting after the meeting" if there is one. Show them we are happy, joyous and free and that sobriety can be enjoyable.
5. Your commitment is usually finished after a couple of weeks or after the newcomer has attended a variety of meetings and hopefully found a sponsor. Use good recovery related judgment about when to end the relationship.
6. Make sure the newly released A.A. member receives meeting schedules, phone numbers and A.A. literature.
7. Encourage the new member to attend meetings as often as possible, to find a home group and to get a sponsor as soon as possible. Let them know even a temporary sponsor now would be acceptable.
8. Share your experience, strength and hope with the newly discharged member, just as you would anyone else new to A.A. in your community.
9. Be familiar with the suggestions of the BTG program contained in the pamphlet. We don't offer or imply any other service and assistance unless we personally want to provide it.
10. Please respect the complete anonymity of the new member.

Bridging the Gap/ Volunteer Form

Date: _____

First Name: _____

Last Name: _____

Location: _____

Your age range (circle one):

Under 21 22-35 36-60 over 60

Gender identity: _____
(e.g. Male, Female, Non-binary)

Preferred Language: _____

City: _____

State or Province: _____

Zip or Mail Code: _____

Phone (day): _____

Phone (evening): _____

Home Group: _____

Home Group Location: _____

This information is confidential
and will remain inside A.A.

Date: _____

Please cut this part and send to your GSR,
your BTG coordinator, Corrections or
Treatment chairperson.

*Thank You for your service in
Alcoholics Anonymous*

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A.A.® Guidelines

Bridging the Gap

from G.S.O., Box 459, Grand Central Station, New York, NY 10163

The A.A. Guidelines below are compiled from the shared service experience of A.A. members throughout the U.S. and Canada. They also reflect guidance given through the Twelve Traditions and the General Service Conference. In keeping with our Tradition of autonomy except in matters affecting other groups or A.A. as a whole, most decisions are made by the group conscience of the members involved. The purpose of these Guidelines is to assist in reaching an *informed* group conscience.

HOW DO A.A. MEMBERS BRIDGE THE GAP?

All across the U.S. and Canada, A.A. members find ways to introduce new and potential A.A. members to their first meetings. Many of these new and potential members are in treatment facilities and other settings,¹ and need help finding A.A. in their home communities (this is “the gap.”) A.A. volunteers step in to “Bridge the Gap.”

Members of Alcoholics Anonymous meet new members and potential members upon their completion of a program or release from a facility, and accompany them to their first few A.A. meetings.

GETTING STARTED

Start simply when forming a committee.

Experience suggests that even though a soon-to-be released alcoholic may have been participating in an A.A. group or meeting inside a treatment or correctional setting, there is often anxiety about the transition to an A.A. group on the outside.

Remember, BTG is not intended to become a long-term A.A. relationship, but simply to help ease the newly-released member’s transition to outside A.A. and to help get them started on the road to sobriety in their home community.

BTG RESPONSIBILITIES (VARIES BY LOCATION)

In most parts of the U.S. and Canada, the work of organizing a Bridging the Gap program or Temporary Contact program is best handled by a committee of A.A. volunteers. The responsibilities of these committees often includes:

- Meeting and corresponding with staff and administration at local settings to ask for permission to share about BTG/ Temporary Contact service.
- Finding and organizing volunteers: Make announcements in local newsletters at A.A. Groups, meetings, or ask to present at local intergroup, district and area meetings and events.
- Making contact with alcoholics desiring transition help on release.

- Communicating and cooperating with other A.A. service entities, so as not to have overlapping services. Without this thoughtful approach, this can be particularly confusing to the non - AA entity or professional when being contacted by multiple committees.
- Maintaining communication with appropriate staff members at the General Service Office in New York.
- Sharing AA literature and other appropriate service materials
- Providing reliable, consistent contact information, receive requests, and routing requests to volunteers locally or across areas
- Making presentations: As a standalone committee, or make a joint presentation with PI, CPC, Corrections, Treatment, H&I committees.
- Practicing unity: Contact other local trusted servants to help find volunteers to chair committee meetings, coordinator volunteers, present to staff, participants or clients, to be temporary contact volunteers.
- Respecting autonomy: The bridging the gap activity is done differently in each location. Local trusted servants can look for help and inspiration from other areas, but ultimately create a system that works for your particular local circumstances
- The AA member volunteer contacts the alcoholic client/ participant and arranges to meet that person on the day of release to help in bridging the gap between the setting and A.A. on the outside.

LOCAL EXPERIENCE WITH BTG

Across the U.S. and Canada, local circumstances dictate how BTG volunteers connect newcomers with A.A. in their communities. In some places, there are many treatment centers, in others, potential members are encountered in detox centers, hospitals or other settings.

Out experience has shown that attending an A.A. meeting on the outside on the day of release from medical, psychiatric, thera-

¹ The type of setting can vary. Such settings include: hospitals, prisons, jails; clinical, psychiatric, behavioral health, detox, inpatient/outpatient, community based, military and veteran programs; shelters, halfway houses, transitional centers.

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peutic, or treatment setting is one of the most effective tools for making a sober transition and maintaining continued sobriety in the outside world.

Experience has also shown that temporary contacts work best when care is given to match A.A. member volunteers and newcomers by gender and, if possible, age.

Special care should be taken to ensure that any requests for temporary contacts that come from minors or other vulnerable members be handled carefully.

Experience suggests that it is particularly helpful to bring the newcomer to a variety of meetings.

BTG EXPERIENCE: WORKING WITH PROFESSIONALS

One local committee suggests that BTG volunteers need to set up a consistent way to communicate, “While it is part of my service to track down the current BTG Chairperson in an area, I doubt if a professional attempting to assist a discharged client feels the same. If a clinician/professional gets bounced around trying to help a client, they may lose interest in that case. They may also lose interest in dealing with our organization.”

“It’s important to remember that treatment and other therapeutic settings are managed differently through private, community, church, state or federal agencies, and may have specific requirements that A.A. volunteers should respect.”

Another BTG trusted servant shared, “I found the professionals are very adaptable to do what is needed to assist their residents. We typically begin by emailing, then speak on the phone, then a zoom call to ensure all elements are in working order.”

“We, the temporary contacts, need to be very clear with the newly released AA’s what AA is and what AA is not. We should talk to the newcomer about our primary purpose, our singleness of purpose, our unity, and our anonymity.”

GETTING ORGANIZED

“We coordinate volunteers by logging into the database and determining which town the person is being released to. We then find a member that is willing and able to reach out to them on the very day they are released.”

“Our committee has a male and a female BTG chair to coordinate the contact lists of volunteers.”

“We made it a priority to get the BTG lists up-to-date and involving districts so BTG will become the communication point for referrals.”

“All of us on the area committee send temporary contact requests to each other when people from our respective Districts are being released to their districts so that the gaps can be adequately bridged.”

“When calling a newcomer’s home, remember that someone else may answer the phone who may not know about the newcomer’s desire to attend an A.A. meeting. Protect his or her

anonymity by not disclosing your own association with A.A. or your purpose for calling.”

CHALLENGES FACED BY BTG VOLUNTEERS

“The biggest challenge is getting the members with time involved, and at this time (because of Covid) not being able to speak in facilities face to face.”

“We announce at meetings the need for volunteers and the BTG program but find this is not effective. I would love to do a workshop, but I have not been able to get any participation/direction from other entities.”

“We are trying to be more inclusive....but are struggling with how to do it on our volunteer application.

“Our committee noted a gender gap. When we make a BTG presentation for volunteers we do not get a lot of female participation. We do try to appeal to women specifically in our presentation, with an emphasis on safety and anonymity. When this issue is directly discussed, women’s participation is greater.

“Due to confidentiality policies and schedules, visiting a newcomer in a facility may prove to be impossible.

RELATIONSHIP TO GSO

When GSO receives a request for A.A temporary contacts, it is forwarded to the local area.

Note: For A.A. members in custody, the pre-release temporary contact program run by Corrections Committees is a separate program. Similarly, the Corrections Correspondence Service is not a part of this temporary contact program. It is intended for alcoholics who have six months or longer remaining on their incarceration.

A.A. COMMITTEES, AND SERVICE ENTITIES

The alcoholics requesting help to transition to A.A. outside of their setting are best served when A.A. service entities and committees work together to provide the full variety of A.A services.

Cooperation with the Professional Communities (CPC) and Public Information committees can also help to share about this service. Areas can provide pre-release contact services via dedicated transition committees at the Area/District level.

There are many instances of overlapping responsibilities. It should be clearly established that A.A. committees are not in competition with each other. Local circumstances determine who does what.

Depending on the location, the work is done by a shared committee, or the work is split into separate committees.

Local A.A. committees and members will have the best experience for each location, and can help provide bridge services and coordinate volunteers. Some local committees will host BTG/Temporary workshops and events for local professionals or A.A. members.

An annual workshop on BTG is coordinated by and for A.A. members from all across the U.S. and Canada. To find out more, contact coordinator@btgww.org

HISTORY

Bridging the gap activities by A.A. members go back to the late 1930's. Trying to reach drunks in correctional, therapeutic, and treatment settings and escorting them to meetings was an important part of early twelfth step work, but was often not organized.

This changed in the 1970s, when the growth of in-patient treatment centers led A.A. members to realize that many alcoholics would need help finding A.A.

Most BTG programs today include regular visits to treatment settings by AA volunteers, who offer "temporary contact" to newly sober alcoholics to help them become part of AA when they leave the setting.

Today we have many forms of Bridging the Gap, Temporary Contact and Contact upon Release, and Re Entry Programs throughout our fellowship.

RESOURCES AND LITERATURE

- Meeting Guide App <https://www.aa.org/meetingguide> — helps members find meetings based on location
- Treatment Committee page on <https://www.aa.org/treatment> — request and volunteer forms are available
- A.A. Guidelines https://www.aa.org/pages/en_US/aa-guidelines
- "Bridging the Gap" pamphlet
- A.A. videos and Audio. https://www.aa.org/pages/en_US/videos-and-audios
- Corrections Committee page on <https://www.aa.org/corrections> — request and volunteer forms are available

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Rev. 10/23

MG-XX

CONFIDENTIAL: 74th General Service Conference Background

ITEM F: Review report on an inventory of what resources are currently available from the General Service Office and the AA Grapevine to meet accessibility related challenges and how we communicate about those resources to the Fellowship.

Background notes:

From the October 29, 2023, Meeting of the trustees' C.P.C./Treatment and Accessibilities Committee:

The committee reviewed the report of A.A. publications that address accessibilities issues. The committee agreed to forward the report to the 2024 Conference Committee on Treatment and Accessibilities.

2023 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee discussed the suggestion that an Accessibility Inventory be conducted throughout A.A.'s services and structure and suggested that the trustees' CPC/Treatment and Accessibilities Committee take an inventory of what resources are currently available from the General Service Office and the AA Grapevine to meet accessibility related challenges and consider the best methods for communicating about those resources to the Fellowship.

Secretary's note: We are seeking guidance from the Fellowship and the Conference Committee on Treatment and Accessibilities on the effectiveness of our current communication channels we are using for these materials we have developed.

Background:

1. Report of A.A. publications that currently addresses accessibility barriers and how we communicate these resources to the Fellowship.

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What kinds of accessibility challenges do Conference-approved literature and service material address? What else might we address?

Many factors impact what percentage of individuals report having a disability, including geography, poverty, access to health care, rates of education and incarceration. Sites that track statistics on accessibilities group them into the following categories:

1. Perceptual/learning differences: autism spectrum/dyslexia/ADD/ADHD and other cognitive impairments
2. Blind and other Visual impairments
3. Deaf and Hard of Hearing
4. Mobility/dexterity impairments
5. Mental health: anxiety/depression/trauma/PTSD

As you can see from the resources below, G.S.O. does have a variety of resources available to members who use Braille and ASL, but not as many resources focused on members with perceptual/learning differences, mobility challenges or mental health concerns.

What resources are available and what kinds of accessibility audiences do they serve?

Alcoholics Anonymous (Braille)	Blind members (English speaking)
Twelve Steps and Twelve Traditions (Braille)	Blind members (English speaking)
Daily Reflections : A Book of Reflections by A.A. Members for A.A. Members (Braille, M-50)	Blind members (English speaking)
This is A.A. (Braille, M-63)	Blind members (English speaking)
Is A.A. for you? (Braille, M-64)	
Frequently Asked Questions About AA (Braille, M- 65)	Blind members (English speaking)
Staff Note: Many blind members have e-readers that work with PDFs. For these members we can share links to virtually all of the pamphlets and many of the books available for free in PDF form on aa.org	
Alcoholics Anonymous *Abridged (ASL)	Deaf members (American Sign Language)
Twelve Steps and Twelve Traditions (ASL)	Deaf members (American Sign Language)
Access to A.A.: Members Share on Overcoming Barriers ASL (DVD and online)	Deaf members (American Sign Language)

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1. The US Census and CDC track two categories that we generally do not talk about in Accessibilities: Self Care (difficulty dressing or bathing) and Independent Living (difficulty running errands unassisted). Canada also separately tracks disability related to pain and flexibility

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	Note: This is an older version of the pamphlet that still retains the outdated name A.A. for the Alcoholic with Special Needs Alcoholics Anonymous (aa.org)
Staff Note: Members who are Deaf have commented that it is difficult to find ASL items on aa.org. They would like to see a dedicated page.	
L'accès aux AA (QSL/ LSQ video pamphlet)	Members who are Deaf in Francophone Canada
Accessibilities Workbook	For members interested in doing service
P-83 Access to A.A.: Members share on Overcoming Barriers	Pamphlet in English, French and Spanish highlights the experience of members with traumatic brain injury, amputee, stroke, blindness, deafness, multiple sclerosis, arthritis, acquired brain injury, deaf-blindness, and mental illness
P-87 A.A. for Alcoholics with Mental Health Issues – and their sponsors	Members with mental health concerns and their sponsors
B-28 AA for the Older Alcoholic – Never too Late	Stories from members who got sober after the age of 60
F-107 Serving All Alcoholics — Making the A.A. Message Accessible	Short flyer (just edited, currently being translated) in English, French and Spanish. For members interested in doing service
MG-13 A.A. Guidelines on Sharing the A.A. Message with the Alcoholic Who Is Deaf	For members interested in carrying the message to members in the deaf community
MG-16 A.A. Guidelines on Accessibility for All Alcoholics	Focus on carrying the message to members with mobility challenges, deaf and blind members
New Remote Communities Guidelines	Currently being translated
History and Actions: General Service Conference Committee on Treatment and Accessibilities	Background

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History and Actions: Trustees' Committee on Treatment and Accessibilities	Background
Loners Internationalists Correspondence Service	Homebound members and Loners
SMF-208 Accessibilities Checklist for Meetings and Groups	For groups focused on mobility impairments
About A.A. Spring 2014: A.A. for the Alcoholic with Special Needs	General information

Stories from the A.A. Grapevine related to the experience of Alcoholics who are Deaf and hard of hearing.

- [We Can Do It – Aug 2022](#) — A deaf member's story about how to make A.A. meetings more accessible to all.
- [A Warm Welcome – Oct 2019](#) — "I am a Deaf alcoholic with over 15 years of sobriety. I decided to write this to help others better understand me and others with disabilities."
- [From My Hands to My Soul – Oct 2019](#) — "As a sign language interpreter, I was assigned to accompany a Deaf man who was required to attend 90 A.A. meetings in 90 days..."
- [Silence Falls – Mar 2015](#) — "Right around the time I got sober, when I was 38, I lost hearing in my left ear... Then, I began gradually losing the hearing in my right ear, too..."
- [We Belong – May 2014](#) — In Michigan, a member helps a Deaf newcomer join a group and finds the true meaning of sharing in the process.
- [Signing for Sobriety – Feb 2014](#) — "I am a member of A.A. and I am also Deaf. This is my story. I first came into A.A. when I was 19."
- [Quiet Love – Oct 2012](#) — "I was forced into early retirement due to becoming too Deaf to understand the spoken word; too Deaf to respond to instructions; too Deaf to mingle with fellow humans. I turned to alcohol as a way to bide my time in a hearing society."
- [Meeting of the Minds – Oct 2004](#) — "Alcoholism seems to be an equal opportunity disease among the Deaf as well as the Hearing community, so we have started a Deaf A.A. group in Washington, D.C."

Other Accessibilities-Related Grapevine Articles:

- Feb 2020 — From Three and a Half Feet
- Oct 2019 — Special Issue: Is A.A. accessible to all who need it?
- Jan 2018 — Oliver & me

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- Dec 2015 — My Buddy Valdez
- Sept 2015 — I Get to Be With Her
- Sept 2015 — They Got to See the Best of Me
- Apr 2015 — A Sketchy Fourth Step
- Feb 2015 — Eddie's Journey
- Sept 2013 — Different, But Not Different
- Dec 2010 — Soldier of misfortune
- Sept 2010 — Resources for Special Needs
- Sept 2010 — Be My Voice
- Sept 2010 — Don't Cry for Me: Smile!
- Jun 2007 — Access for AA
- Apr 2006 — This Hurts Us More Than It Hurts You
- Oct 2005 — Self-reliance: a Skeptic's Story
- Feb 2015 — Eddie's Journey
- Apr 2010 — Blindsided
- Oct 2005 — When the Floodwaters Rise

Stories in La Viña Nov–Dec 2020 — De norte a sur.

- Nov Dec 2020 — Special Issue El despacho de Accesibilidades y Comunidades Remotas
- May June 2012 — Vida o Muerte
- Mar Apr 2010 — Necesidades especiales
- Jan Feb 2005 — Visitando una reunión de sordos

Stories related to the experience of older alcoholics.

- August 2021 — Still Learning
- August 2021 — The 73-year-old Newcomer
- December 2021 — The Long Lonely Journey
- July 2022 — It's Never Too Late
- March 2023 — Coming In At An Older Age
- May 2017 — Never Too Old
- September 2014 — Panic at the Top
- September 2022 — 90-Year-Old Newcomer

Other materials (not under TA purview) that might be considered for updating for broader accessibility-related concerns.

- MG-4 Conferences, Conventions, Roundups
- SMF 91 Concepts Checklist
- SMF 126 and SMF 128 – What A.A. Is and Is Not
- SMF 209 Safety in A.A.: Our Common Welfare
- SMF 142: Sharing experience on Approaching New People referred to A.A. by Treatment Facilities

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- SMF 174 Sharing DCM to DCM
- SMF 110: Sponsorship
- SMF 204 Telephone Meetings
- MG-14 Treatment Committees
- F-4 Where do I go from here?

How do we communicate to the Fellowship about the resources we do have?

- What's New?
- AA.org
- *Box 4-5-9*
- Meeting Guide app news

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ITEM G: Review the pamphlet “A.A. in Treatment Settings” (P-27) for effectiveness and relevance.

Background notes:

From the October 29, 2023, Meeting of the trustees’ CPC/Treatment and Accessibilities Committee:

The committee reviewed the pamphlet “A.A. in Treatment Settings” as part of their regular review of material under the purview of Treatment and Accessibilities. The committee agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities the pamphlet for discussion on its’ effectiveness and relevance.

Background:

1. [A.A. in Treatment Centers](#) Pamphlet (P-27)
2. SP – [A.A. en los entornos de Tratamiento | Alcoholics Anonymous \(aa.org\)](#)
3. FR - [Les AA dans les établissements de traitement | Alcoholics Anonymous](#)

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ITEM H: Review the flyer “Where do I go from here?” (F-4)

Background notes:

From the October 29, 2023, Meeting of the trustees’ CPC/Treatment and Accessibilities Committee:

The committee reviewed the flyer “Where do I go from here” as part of their regular review of material under the purview of Treatment and Accessibilities. The committee agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities the flyer for discussion on its’ effectiveness and relevance.

Background:

1. Flyer [Where do I go from here](#) (F-4)
2. SP – [¿A dónde voy de aquí? | Alcoholics Anonymous \(aa.org\)](#)
3. FR - [Et maintenant, que vais-je faire ? | Alcoholics Anonymous \(aa.org\)](#)

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ITEM I: Review Resource Lists for Remote Communities and Cooperation with Elder Community

Background Notes:

From the October 29, 2023, Meeting of the trustees' CPC/Treatment and Accessibilities Committee:

The committee reviewed the Remote Communities and Elder Community resource lists and agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities for their review.

Background:

1. Resource List Remote Communities
2. Resource List Elder Community

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CONTENTS OF REMOTE COMMUNITIES KIT LIST

<u>Information on A.A.</u>	(F-2)
<u>If You Are a Professional</u>	(P-46)
<u>A.A. as a Resource for the Health Care Professional</u>	(P-23)
<u>A.A. for the Native North American</u>	(P-21)
<u>A.A. for the Black and African American Alcoholic</u>	(P-51)
<u>A.A. and the Armed Services</u>	(P-50)
<u>A.A. for the Older Alcoholic</u>	(B-28)
<u>Do You Think You're Different?</u>	(P-13)
<u>Many Paths to Spirituality</u>	(P-84)
<u>A.A. for Alcoholics with Mental Health Issues — And Their Sponsors</u>	(P-87)
<u>LGBTQ Alcoholics in A.A.</u>	(P-32)
<u>Women in A.A.</u>	(P-5)
<u>The “God” Word: Agnostic and Atheist Members in A.A.</u>	(P-86)
<u>Understanding Anonymity</u>	(P-47)
<u>Young People in A.A.</u>	(P-4)

Remote Communities Communicators

*These documents may be requested in electronic or paper format from the staff member on the assignment. Available in English, French and Spanish.

English

- Remote Communities Communicator 2023: Fulfilling Our Primary Spiritual Purpose with Remote Communities!!
- Remote Communities Communicator 2022: Building Bridges to end Digital Inequality
- Remote Communities Communicator 2021 “Remote Communities — Our Time Is Now!”

French

- Communiqué pour les communautés éloignées 2023: « Remplir notre objectif spirituel principal avec les communautés éloignées !! »
- Communiqué pour les communautés éloignées 2021: « Communautés éloignées — Notre temps est venu! »

CONFIDENTIAL: 74th General Service Conference Background

Spanish

- El Comunicador de Comunidades Remotas 2023: “Cumplir nuestro propósito espiritual primario con las comunidades remotas”
- Comunicador de Comunidades Remotas de 2021 “Comunidades Remotas” — ¡Ha llegado nuestro momento!”

OTHER PUBLICATIONS:

Box 4-5-9 Remote Communities articles

[Fall 2018, Remote Communities in A.A.: Notes from the Field](#)

[Spring 2016, Alkali Lake](#)

[Holiday 2013, 250,000 Square Miles of Opportunity](#)

[Spring 2011, Reaching Remote Communities in Manitoba](#)

[Oct/Nov 2004, A.A.s in Canada Carry Message of Hope to the Inuit and Their Communities](#)

[Feb/March 2000, Trudging the ‘Road of Happy Destiny’ In the Alaska Bush](#)

[Feb/Mar 1999, The A.A. Message Is Breaking the Ice In Remote Villages](#)

A.A. GRAPEVINE RESOURCES:

**Staff Note — Kits often include a few resources from A.A. Grapevine, La Viña or Box 4-5-9. Listed here are some possible options that could be included in a Remote Communities Kit. Note these are currently available in English only.*

Remote Communities and Sober Holidays **DECEMBER 2023**

[A Reach Across the Globe](#) **DECEMBER 2022**

[Closer Than You Think](#) **DECEMBER 2022**

[Planting Seeds in Kenya](#) **December 2022**

[Welcome to the Jungle](#) **DECEMBER 2021**

[Devil’s Rejects](#) **DECEMBER 2021**

[800 Miles Away](#) **DECEMBER 2021**

[Getting Connected](#) **DECEMBER 2021**

[Wet in a Dry Country](#) **DECEMBER 2020**

[Globe-trotting](#) **DECEMBER 2020**

[Keeping Me Afloat](#) **DECEMBER 2020**

[On Top of the World](#) **DECEMBER 2020**

[Better with Age](#) **DECEMBER 2020**

[No Meetings in Sight](#) **DECEMBER 2020**

[Start with a Prayer](#) **DECEMBER 2019**

[Far from Home](#) **DECEMBER 2019**

[Operation Desert Love](#) **DECEMBER 2019**

[Closer Than You Think](#) **DECEMBER 2019**

[Words Matter](#) **DECEMBER 2019**

[Tank buddies](#) **DECEMBER 2018**

[Long Distance Hugs](#) **DECEMBER 2017**

[Light in a Long Winter](#) **DECEMBER 2017**

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And She Waits... **DECEMBER 2016**

Big, Beautiful & Wild **DECEMBER 2016**

I know, I've been There **DECEMBER 2016**

Wherever We're Needed **DECEMBER 2016**

Guiding Light **DECEMBER 2016**

A New Adventure **DECEMBER 2015**

LA VIÑA RESOURCES:

**Currently available in Spanish only*

¡Bienvenidos a AA! / Welcome to AA! **Diciembre 2022**

El despacho de Accesibilidades y Comunidades Remotas **NOVIEMBRE / DICIEMBRE 2020**

CATALOG/ORDER FORMS:

Literature Catalog (includes A.A.W.S. and AA Grapevine La Viña material) **(F-10)**

CONTENTS OF COOPERATION WITH ELDER COMMUNITY RESOURCE LIST

Large Print Books

[Alcoholics Anonymous](#) B-16

[Twelve Steps and Twelve Traditions](#) B14

[Living Sober](#) B-25

[Came to Believe](#) B-26

[As Bill Sees it](#) B-27

Large Print Pamphlets:

[A.A. for the Older Alcoholic](#) – Never too Late (P-22)

[This is A.A.](#) (P-56)

[Frequently Asked Questions about A.A.](#) (P-57)

[Is A.A. for Me?](#) (P-36)

Other Pamphlets

Information on A.A.	(F-2)
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AA as a Resource for the Health Care Professional	(P-23)
A.A. for the Native North American	(P-21)
A.A. for the Black and African American Alcoholic	(P-51)
A.A. and the Armed Services	(P-50)
Do You Think You're Different?	(P-13)
Many Paths to Spirituality	(P-84)
Experience, Strength and Hope: A.A. for Alcoholics with Mental Health Issues	(P-87)
Experience, Strength and Hope: LGBTQ Alcoholics in A.A.	(P-32)
Experience, Strength and Hope: Women in A.A.	(P-5)
Experience, Strength and Hope: The “God” Word Agnostics and Atheist Members in A.A.	(P-86)
Understanding Anonymity	(P-47)

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From Box 4-5-9:

- [Box 4-5-9 Spring 2015](#) ("Extending the Hand of AA to the Older Alcoholic")
- [Box 4-5-9 Oct Nov 2006](#) ("Seniors in Sobriety Becoming a Focus")
- [Box 4-5-9 Feb-Mar 2004](#) ("Workshop in Honolulu Points Ways to Reach The Older Alcoholic")
- [F-37 Order Form for the Box 4-5-9 Newsletter](#)

From the AA Grapevine and La Viña

**Staff Note – Kits often include a few resources from AA Grapevine, La Vina or Box 4-5-9. Listed here are some possible options that could be included in a Elder Community Kit. Note these are currently available in English only.*

- March 2023 Grapevine Magazine article Coming In At An Older Age
- July 2022 Grapevine Magazine article It's never too late
- December 2021 Grapevine Magazine article The Long Lonely Journey
- Grapevine August 2021 story "Still Learning"
- August 2021 Grapevine Magazine article the 73 - year-old Newcomer
- May 2017 Grapevine Magazine article Never too old
- Grapevine special issue Sept 2014: Getting Sober Later in Life. Includes the following:
 - <https://www.aagrapevine.org/magazine/2014/sep/75-year-old-newcomer>
 - <https://www.aagrapevine.org/magazine/2014/sep/20-golden-years>
 - <https://www.aagrapevine.org/magazine/2014/sep/cold-comfort>
 - <https://www.aagrapevine.org/magazine/2014/sep/new-life-aunt-patricia>
 - <https://www.aagrapevine.org/magazine/2014/sep/panic-top>
 - <https://www.aagrapevine.org/magazine/2014/sep/pride-posessions>
 - <https://www.aagrapevine.org/magazine/2014/sep/listen-sonny>
 - <https://www.aagrapevine.org/magazine/2014/sep/green-old-timer>
 - <https://www.aagrapevine.org/magazine/2014/sep/cake-charley>

Other

Current General Service Conference-Approved [A.A. Literature Catalog](#) (F-10)

[Loners -Internationalists Meeting \(LIM\) Registration Form](#) and Information about Loners-Internationalists Meeting (LIM) Correspondence Service (SMF-123)

SMF-172 Collected Sharing from Local CEC committee (Available on request)



XI. Trustees: Monday - Tuesday

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

Apr 15, 2024 9:00 AM - Apr 16, 2024 12:00 PM EDT

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2024 Conference Committee on Trustees

ITEM A: Review resumes of candidates for West Central and Western Canada Regional Trustee.

Background:

1. West Central Regional Trustee
2. Western Canada Regional Trustee

2024 Conference Committee on Trustees

ITEM A1: Review resumes of candidates for West Central Regional Trustee

Background:

1. Voting Sheet – West Central Regional Trustee
2. Voting Members – West Central Regional Trustee
3. Resumes of Candidates – West Central Regional Trustee (mailed to Conference Committee on Trustees members only)

Voting Sheet
WEST CENTRAL REGIONAL TRUSTEE
April 2024

	<u>Votes</u>
Trustees' Nominating Committee	4
Conference Committee on Trustees	4
Delegates from Region	8
TOTAL:	16
2/3 Needed	11
1/3 of Total	6
1/5 of Total	4

Trustee Candidates (Four Successive Annual Terms)

<u>Area No.</u>	<u>Area Name</u>	<u>Name of Candidate</u>
24	Iowa	Sheryl F.
35	Northern Minnesota	Michael J.
36	Southern Minnesota	Brooke C.
40	Montana	Gerry R.
41	Nebraska	Charles H.
52	North Dakota	Sherri P.
63	South Dakota	John T.
76	Wyoming	Greg B.

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Voting Members
WEST CENTRAL REGIONAL TRUSTEE
April 2024

Area Delegates (8 votes)

All eight (8) Delegates from the West Central Region will vote in this election.

<u>Area No.</u>	<u>Area Name</u>	<u>Name of Delegate</u>
24	Iowa	Julie S.
35	Northern Minnesota	Diane R.
36	Southern Minnesota	Meg H.
40	Montana	Kacie N.
41	Nebraska	Nick K.
52	North Dakota	Rachel M.
63	South Dakota	Dave D.
76	Wyoming	Steve M.

Trustees' Nominating Committee (4 votes)

Four members of this committee will be selected randomly as voters in this election:

Tom H.	Debra K.
Reilly K.	Andie Moss +
Sister Judith Ann Karam +	Ken T.

*nonalcoholic

Conference Committee on Trustees (4 votes)

Four members of this committee will vote in this election.

Ed A.	Debbie L.	Cary W.
Lynette D.	Steve M.	
Rio D.	Stephen M.	
Debbie H.	Richard O.	

Item A.1.3.0: Review resumes of West Central candidates for Class B Regional Trustees'

Background:

West Central Regional Resumes:

<u>Doc.</u>	<u>Name of Candidate</u>	<u>Area No.</u>	<u>Area Name</u>
1.	Sheryl F.	24	Iowa
2.	Michael J.	35	Northern Minnesota
3.	Brooke C.	36	Southern Minnesota
4.	Gerry R.	40	Montana
5.	Charles H.	41	Nebraska
6.	Sherri P.	52	North Dakota
7.	John T.	63	South Dakota
8.	Greg B.	76	Wyoming

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2024 Conference Committee on Trustees

ITEM A2: Review resumes of candidates for Western Canada Regional Trustee

1. Voting Sheet – Western Canada Regional Trustee
2. Voting Members – Western Canada Regional Trustee
3. Resumes of Candidates – Western Canada Regional Trustee (mailed to Conference Committee on Trustees members only)

Voting Sheet
WESTERN CANADA REGIONAL TRUSTEE
April 2024

Trustees' Nominating Committee	2
Conference Committee on Trustees	2
Delegates from Region	<u>4</u>
TOTAL:	8

2/3 Needed	6
1/3 of Total	3
1/5 of Total	2

Trustee Candidates (Four Successive Annual Terms)

<u>Area No.</u>	<u>Area Name</u>	<u>Name of Candidate</u>
78	Alberta/N.W. Territories	Brad F.
79	British Columbia/Yukon	Gail P.
80	Manitoba	John J.
91	Saskatchewan	No Candidate

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Voting Members
WESTERN CANADA REGIONAL TRUSTEE
April 2024

Area Delegates (4 votes)

All four (4) Delegates from the Western Canada Region will vote in this election.

<u>Area No.</u>	<u>Area Name</u>	<u>Name of Delegate</u>
78	Alberta/N.W. Territories	Karen C.
79	British Columbia/Yukon	Rio D.
80	Manitoba	Alice G.
91	Saskatchewan	Lori R.

Trustees' Nominating Committee (2 votes)

Two members of this committee to be randomly drawn to vote in this election.

Tom H.	Deborah K.
Reilly K.	Andie Moss +
Sister Judith Ann Karam. +	Ken T.

*nonalcoholic 2

Conference Committee on Trustees (2 votes)

Two members of this committee to be randomly drawn to vote in this election.

Ed A.	Debbie L.	Cary W.
Lynette D.	Steve M.	
Rio D.*	Stephen M.	
Debbie H.	Richard O.	

*Committee member Rio D. will vote as a delegate from the Western Canada Region rather than as a member of the Conference Committee on Trustees.

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Item A.2.3.0: Review resumes of Western Canada candidates for Class B Regional Trustee

Background:

Western Canada Regional Trustee candidate resumes:

<u>Doc.</u>	<u>Name of Candidate</u>	<u>Area No.</u>	<u>Area Name</u>
1.	Brad F.	78	Alberta/N.W. Territories
2.	Gail P.	79	British Columbia/Yukon
3.	John J.	80	Manitoba
4.	No Candidate	91	Saskatchewan

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2024 Conference Committee on Trustees

ITEM B: Review slates of trustees and officers of the General Service Board of Alcoholics Anonymous, Inc.

Background:

1. Slates of trustees and officers of the General Service Board of Alcoholics Anonymous, Inc.

**Slates of Trustees and Officers of the
General Service Board of Alcoholics Anonymous, Inc.**

Background Notes:

Excerpt from the minutes of January 27, 2024 meeting on the trustees' Nominating Committee:

The trustees' Nominating Committee reviewed and recommended to the General Service Board the following slate of trustees for election at the annual meeting of the members of the General Service Board in April 2024, following presentation at the 2024 General Service Conference for disapproval, if any:

Class A Trustees +

Sr. Judith Ann Karam, C.S.A.
Dawn Klug
Hon. Kerry Meyer
Al J. Mooney, M.D., FAAFP, FASAM
Anadora (Andie) Moss
Molly Oliver
Kevin Prior, MBA, CFA, CPA

+ nonalcoholic

Class B Trustees (See note below)

Cathi C.
Tom H.
Scott H.
Teresa J.
Reilly K.
Deborah K.
Robert L.
Paz P.
Marita R.
Joyce S.
David S.
Ken T.
Carolyn W.
West Central Regional Trustee-elect
Western Canada Regional Trustee-elect

*Note: West Central and Western Canada
Regional Trustees to be elected at the
April 2024 General Service Conference*

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Excerpt from the minutes of January 27, 2024 meeting on the trustees' Nominating Committee:

The committee reviewed and recommended to the General Service Board the following slate of officers of the General Service Board for election at the Second Quarterly Meeting of the General Service Board in April 2024, following presentation at the 2024 General Service Conference for disapproval, if any:

Chairperson:	Scott H.
First Vice-Chairperson:	Deborah K.
Second Vice-Chairperson:	David S.
Treasurer:	Kevin Prior ⁺ , MBA, CFA, CPA
Secretary:	Teresa J.
Assistant Treasurer:	Paul Konigstein ⁺⁺
Assistant Secretary:	Racy J. [*]

*G.S.O. employees

⁺nonalcoholic

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2024 Conference Committee on Trustees

ITEM C: Review slates of trustees and officers of A.A. World Services, Inc.

Background documents attached:

1. Slate of Directors of A.A. World Services, Inc.

Slate of Directors of A.A. World Service, Inc.

Background Notes:

Excerpt from minutes of January 27, 2024 meeting on the trustees' Nominating Committee:

The committee reviewed and recommended to the General Service Board the following slate of Directors of A.A. World Services, Inc., for election in April 2024, following presentation at the 2024 General Service Conference for disapproval, if any:

Vera F.
Racy J.*
Reilly K.
Deborah K.
Clinton M.

Ken T.
Carolyn W.
John W.
Bob W.*

*G.S.O. employees

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2024 Conference Committee on Trustees

ITEM D: Review slate of Directors of AA Grapevine, Inc.

Background:

1. Slate of Directors of AA Grapevine, Inc.

Slate of Directors of AA Grapevine, Inc.

Background Notes:

Excerpt from the minutes of January 27, 2024 meeting on the trustees' Nominating Committee:

The trustees' Nominating Committee reviewed and recommended to the General Service Board the following slate of Directors of AA Grapevine, Inc., for election in April 2024, following presentation at the 2024 General Service Conference for disapproval, if any:

Teddy B.-W.
Morgan B.
Chris C.*
Teresa J.

Nikki O.
Molly Oliver+
Paz P.
Joyce S.
David S.

**Grapevine employee*
+nonalcoholic

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2024 Conference Committee on Trustees

ITEM E: Review progress report on revisions to the pamphlet “Do You Think You’re Different?” +

+Carryover from a previous EDW plan

Background Notes:

Excerpt from the October 28, 2023, trustees’ Literature Committee meeting report:

The committee reviewed a progress report regarding the update to the pamphlet “Do You Think You’re Different?” A call for stories has been distributed to the Fellowship with a deadline for submissions being April 30, 2024. The working group is discussing additional ways to get the word out, including, but not limited to, regional forums, workshops, and member-member conversations. The committee **agreed to forward** to the 2024 Conference Committee on Trustees a progress report, which will be updated by or before November 15 to reflect the working group’s scheduled meeting on November 13, 2023.

Excerpt from the July 29, 2023, trustees’ Literature Committee report:

The committee reviewed the 2023 Conference Committee on Trustees consideration regarding the pamphlet “Do You Think You’re Different.” The committee chair requested that committee member, Vera F., establish a working group and lead the implementation of a process for the pamphlet update. The chair also requested committee members Teddy B., and Joyce S. to serve on the working group. The committee looks forward to reviewing a progress report at the October 2023 meeting.

2023 Conference Committee on Literature consideration:

The committee reviewed an update regarding the pamphlet “Do You Think You’re Different?” The committee requested that a draft pamphlet or progress report be brought back to the 2024 Conference Committee on Trustees.

2022 Conference Advisory Action:

The trustees’ Literature Committee revise the pamphlet “Do You Think You’re Different?” to update the stories to represent greater diversity and bring back a draft pamphlet or progress report to the 2023 General Service Conference. *(Note: As a result of the 2021-22 Equitable Distribution of Workload plan, this item was on the agenda of the Conference Committee on Trustees.)*

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Background:

1. November 2023 progress report
2. Current pamphlet “Do You Think You're Different?” available on GSO A.A. website
<https://www.aa.org/do-you-think-youre-different>

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**2023-24 Trustees' Literature Committee
Work group for implementation and update of the pamphlet
"Do You Think You're Different?"
Progress Report November 2023**

Vera F., chair, Gerry R., Joyce S., Teddy B. and Sandra W., interim secretary.

Background

At their July 29, 2023, meeting, the trustees' Literature Committee chair appointed a workgroup to continue work on the update to the pamphlet "Do You Think You're Different?" as per the 2022 Conference Advisory Action.

Progress Report

The work group met on Aug. 24, 2023; Sept. 7, 2023; Oct. 6, 2023; and Nov. 13, 2023.

August 24, 2023: The working group reviewed the 2022 Conference Advisory Action: The trustees' Literature Committee revise the pamphlet "Do You Think You're Different?" to update the stories to represent greater diversity and bring back a draft pamphlet or progress report to the 2023 General Service Conference. The work group also reviewed the January 2023 progress report.

The group discussed its scope and the current pamphlet's contents. The members observed that although each of the stories in the current pamphlet offer a wide diversity of topics currently addressed in other A.A. pamphlets, an update could include stories from members from diverse populations whose experiences are not reflected in current A.A. pamphlets.

The group reviewed and discussed possible evaluation tools and created a timeline. Deadline for story submission is April 30, 2024.

September 7, 2023: The working group completed and submitted a draft for Call for Stories, which is scheduled for release Oct 1, 2023. The work group finalized its scope and asked the secretary to present a draft for the story evaluation tool to be considered at the next committee meeting.

October 6, 2023: The working group reviewed and approved the evaluation tool with the suggested revision to include "other factors" text box above the "share comments" text box. The working group also discussed methods of outreach to the Fellowship as it relates to story submissions. Methods / Avenues discussed include:

- Announcements at Regional Forums (up to the story submission deadline of April 30, 2024, including providing copies of the announcement, and discussion during the “Who’s Not in the Room” workshop).
- Distribute the announcement widely including, but not limited to, *Box 4-5-9*, aa.org, *What’s New*, AAGV website, meeting guide app, AAWS highlights distribution list, all area committee chairs including accessibility and remote community chairs.
- Article in AA Grapevine and/or podcast edition.
- Include discussion in talks at service events.
- Development of flyer that can be easily distributed.
- Personal one-to-one requests to members.
- Writing workshops at service events (e.g., PRAASA, NERAASA, International Women’s Conference, West Central Regional Service Assembly).

November 13, 2023: The working group discussed the newly revised rating tool to ensure that current iteration fully aligns with the stated aim to seek stories from A.A. members that reflect multicultural backgrounds; those who have multiple alienating factors; and those from diverse populations not addressed in current A.A. literature. After a thoughtful discussion, the group agreed that the current tool aligns with the purpose of the pamphlet. However, the committee did agree that it would be more useful, for review purposes, to move up the category “alienating factors” toward the top of the question list. The group also discussed the many layers involved when addressing accessibility challenges, including how do you sponsor those members with accessibility needs, as well as the importance of looking at the challenges through the lens of those with accessibility needs.

Regarding outreach: The group requested that the secretary re-distribute the call for stories to ensure that the newly rotated chairs, etc., are in the loop.

Gerry reported being interviewed by GV and will provide the draft to the working group (scheduled for February 2024 publication). He was also interviewed for the GV podcast (set to air on November 18). The announcement regarding the pamphlet will also be noted in the Winter issue of *Box 4-5-9*. Flyers will be distributed at the East Central Regional Forum and the SSAASA – both events taking place the weekend of November 17. Additionally, a slot has been made available during the upcoming PRAASA. Will approach upcoming assemblies, etc., regarding offering writing workshops (in person and/or online). Will approach the chair regarding NERAASA.

All in all, the project is moving along apace. Anticipating that the stories will start to come in soon, the working group will meet next on January 17, 2024, at 2 pm Eastern.

###

2024 Conference Committee on Trustees

**ITEM F: Consider guidelines and parameters regarding the deadline to submit
Conference agenda items.**

Background:

1. Request from a past General Service Trustee asking the General Service Board to affirm the September 15th deadline for proposed agenda items does not include motions to censure or reorganize the General Service Board.
2. GSO Archives Department's research and response.

CONFIDENTIAL: This is background for the General Service Conference, and as such may be a confidential A.A. document. Distribution is limited to A.A. members. Placement of this material in a location accessible to the public, including aspects of the Internet, such as Web sites available to the public, may breach the confidentiality of the material and the anonymity of members, since it may contain members' full names and addresses.

Proposed Agenda Item Submission

Diana L.

From: William N
Sent: Wednesday, April 19, 2023 8:29 AM
To: Conference
Cc: William N
Subject: Agenda Item / 74th GSC / 2024

Follow Up Flag: Follow up
Flag Status: Flagged

Please submit this to the Trustees' Committee on the GSC/Agenda Item:

Confirm the September 15th deadline for Conference Agenda items does not apply to motions for censure or reorganization.

Background:

As a past Trustee I have stayed out of the issue regarding the GSB chair resignation, but in relation to this issue I have to speak up and inform the Fellowship, but I am doing it through the proper channel.

This date was never meant to apply to motions to censure or reorg. The GSB using it now as a way to stop these from going to the current Conference is a major abuse of power and not in line with the GSC Charter or the 12 Concepts. We discussed this very issue at the GSB level when we moved the date to December 15th.

There was never an intent to create a safe neutral harbor where the GSB could do whatever it wanted between September 15th and Conference, and delegates would have to wait a year or longer to bring it to the GSC.

Thanks,

Billy N.

Past GSR / West Side Young Peoples Group
Past Delegate / Panel 49
Past General Service Trustee / AAWS Director

Diana L.

From: Archivist
Sent: Thursday, August 3, 2023 1:55 PM
To: Conference
Cc: Staffcoord; Staffcoordsa
Subject: RE: Agenda Item / 74th GSC / 2024
Attachments: AttachementA_2012_10_28_GSBMinutes.pdf; AttachmentB_2013_PolicyAdmissionsBackground.pdf; AttachmentC_2018_TCC.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Good afternoon,

Thanks for the question.

First, I am addressing the past trustee's claim that ***"This date was never meant to apply to motions to censure or reorg. ...We discussed this very issue at the GSB level when we moved the date to December 15th."***

This is a testimony of events from the audio recording of the GSB meeting: During the GSB Monday session, the recommendation to change the date was read, that was followed by one trustee speaking in favor of the recommendation and no further discussion followed. The chair called for a vote of "Yays" and then called for "Nays." There were no "Nays" expressed, then the chair said, "motion carries."

The date of this meeting described above was October 28, 2012, and the recommendation being referred to was:

"Following a motion and second, the Board recommended that the following agenda item be approved and forwarded to the 2013 Conference Policy/Admissions: Consider changing the deadline for submission of Conference Agenda Items from January 15th to December 15th." (Reference Attachment A).

To reiterate, there was no discussion recorded either in the minutes, or the audio recording about excluding any motion submitted to censure the board from the PAI deadline process.

Next refer to Attachment B, the background reviewed by the Policy/Admissions Committee, which resulted in the 2013 Advisory Action:

"The deadline for the submission of Conference Agenda Items be changed from January 15 to December 15, beginning in December 2014 for the 65th General Service Conference."

Note there were no discussions around excluding motions to censure/reorg the board recorded.

Furthermore, in October 2018, the Trustees' Committee on the General Service Conference considered the following proposed agenda item and **took no action:**

“Agenda item for censure or reorganization: The committee considered a proposed agenda item that ‘All agenda items for censure or reorganization be forwarded directly to the Conference Committee on Trustees’ and took no action. The committee agreed that it is important to follow our proposed agenda item process.”

I also searched the GSB Actions and Resolutions document.

In conclusion, this is all I am finding in the written record.

Please feel free to reach out if you have questions.

Best,
MM

Michelle Mirza
Archivist

In-Office: Tuesday - Friday
Remote: Monday

From: Conference
Sent: Wednesday, August 2, 2023 6:12 PM **To:** Mirza, Michelle
Cc: Staffcoord
Subject: FW: Agenda Item / 74th GSC / 2024

Hi Michelle,

Would please confirm in the GSB Minutes any discussion at the GSB level that the proposed agenda item submission deadline does not apply to any motions to censure or reorg the Board? See email below from a past trustee.

Thanks.

forwarded message:

From: William N
Date: April 19, 2023 at 8:29:29 AM EDT
To: Conference
Cc: William N
Subject: Agenda Item / 74th GSC / 2024

Please submit this to the Trustees Committee on the GSC.

Agenda Item:

Confirm the September 15th deadline for Conference Agenda items does not apply to motions for censure or reorganization.

AttachmentA_2012_10_28_GSBMinutes Excerpt

General Service Board of Alcoholics Anonymous, Inc. October 28, 2012

Following a motion and second, the Board recommended that the following agenda item be approved and forwarded to the 2013 Conference Committee on Policy/Admissions:
"Consider changing the deadline for submission of Conference Agenda Items from January 15th to December 15th."

CONFIDENTIAL: 63rd General Service Conference Background

Attachment B_2013_PolicyAdmissionsBackground

POLICY/ADMISSIONS

Agenda Item E
Cover Sheet

Conference Committee on Policy/Admissions

AGENDA ITEM E: Consider changing the deadline for the submission of Conference Agenda Items from January 15th to December 15th_

Background documents attached:

1. 11-5-12 Memo from the trustees' Committee on the General Service Conference requesting a change of date for the submission of Conference Agenda Items.
2. History of Agenda Item Submission and Background Dates
3. Recent Deadlines for Preparation and Mailing of Conference Background

CONFIDENTIAL: 63rd General Service Conference Background

POLICY/ADMISSIONS

Agenda Item E
Background Doc. 1**Memorandum**

November 5, 2012

To: Rick W., secretary
2013 Conference Committee on Policy/Admissions

From: Eva S., secretary Trustees'
Conference Committee

RE: Item pertaining to eligibility of Conference Committee Chairpersons and
Alternate Chairpersons

This memorandum is to forward a recommendation from the trustees' Conference Committee that was approved by the General Service Board at their October 29, 2012 meeting. The following is from the minutes of the trustees' Conference Committee, which includes the recommendation for placement on agenda for the Conference Policy/Admissions Committee. Attached you will also find background.

"The committee discussed the January 15th deadline for submission of Conference Agenda Items in conjunction with the "by February 15" mailing deadline for Conference committee background. The committee recommended to the General Service Board that the following agenda item be approved and forwarded to the 2013 Conference Committee on Policy/Admissions: "Consider changing the deadline for submission of Conference Agenda Items from January 15th to December 15th." The committee agreed that this would allow more time for preparation and review of background material for the General Service Board's First Quarter Meeting. This would also allow more preparation time to meet the February 15th background mailing deadline to Conference members."

CONFIDENTIAL: 63rd General Service Conference Background**POLICY/ADMISSIONS**Agenda Item E
Background Doc. 2**History of Deadlines for Conference Agenda Items and Background**

The deadline for submitting Conference agenda items and distribution of background has evolved over the span of the Conference. Delegates have always received the background for the Conference committee on which they serve. In 1968, the Conference recommended that when questions of importance for the Conference could not be sent to the areas in advance, consideration be given to an oral presentation early in the Conference sessions, with discussion and voting to be taken at a later date during the Conference.

In 1967, the recommendation was that delegates send agenda items to G.S.O. before October and in 1971, it was recommended that agenda for all Conference committees be mailed to all delegates before the Conference. In 1972, there was a recommendation that all Conference committee agendas continue to be sent to all delegates, as they give an overall insight into the Conference.

The 1973 Conference Committee on Agenda/Admissions suggested that all delegates try to get suggestions for the 1974 agenda to the Conference secretary by November 15, 1973.

The 1974 Conference recommended that "this recommendation from the Committee on Conference Policy be considered that as many Conference agenda items as possible be finalized for approval at the October Policy Committee and board meetings, so the November *Quarterly Report* will reflect this approval and allow for early assembly discussions, and that further agenda items be forwarded to the delegates as soon as the items have been approved."

Again in 1975, the Conference recommended that the delegates make every effort to send to G.S.O., no later than October 1, their suggestions for the 1976 Conference agenda and those of their G.S.R.s and area committee members for consideration. The 1975 Conference also recommended that the delegate receive only the agenda pertinent to his or her committee, but may receive any others on request.

In 1992, the Conference recommended that Final Conference Committee agendas be automatically sent to all Conference members no later than March 15 each year.

In 1993, the Conference recommended that in order for groups/districts/areas to fully participate in the Conference process, the following steps be taken:

- a) Conference agenda items be submitted as early as possible but no later than January 15 each year.
- b) Final Conference committee agendas be automatically sent to all Conference members by February 15 each year.

- c) Background material for each specific committee be sent to its members by February 15 each year, with other committees' background material available upon request.

The 1994 Conference Policy/Admissions Committee considered suggestions for changing the deadline for proposed Conference Agenda items and "in order for groups/districts/areas to fully participate in the Conference process" reaffirmed the above 1993 Advisory Action (a-c).

Following the 1993 action, there was a gradual increase year-to-year in the number of requests for all background material, and delegates began to distribute background material more widely in their areas. The 1993 recommendation is the most recent action regarding the deadline for submission of Conference agenda items.

In 2011, the Conference Policy/Admissions committee discussed a request to change the deadline for the submission of Conference Agenda items. The following is from the committee's Additional Committee Considerations:

The committee had lengthy discussion on a request to change the deadline for the submission of Conference Agenda items and took no action. Acknowledging the challenge of communicating about agenda items within a short time frame, the committee noted that many delegates are taking advantage of current technology in order to facilitate timely distribution of background within their areas.

Currently, the list of Preliminary Agenda Items is included in the Conference Communications Kit that is mailed to all Conference Members by December 26 and is posted on the Conference Dashboard. Committee agendas are finalized following the 1st Quarter meeting of the GSB* when the trustees committees meet for Board weekend, which takes place late-January or early-February*. The delegates are sent the background they have requested by February 15.

*Note: Scheduling of the first GSB Quarterly meeting is not flexible; per GSB Bylaws, the first, third and fourth quarterly meeting shall be held the 5th Monday following the close of the calendar quarter.

CONFIDENTIAL: 63rd General Service Conference Background**POLICY/ADMISSIONS**Agenda Item E
Background Doc.3**Recent Conference Background Preparation and Mailing Dates**

Agenda Items for Conference committees are approved no later than the 1st Quarterly Meeting (January/February) of the General Service Board (GSB). Some Agenda Items are submitted well before the January 15th deadline and are reviewed and forwarded from trustees' committees at prior GSB quarterly meetings for placement on the Conference agenda.

The following chart illustrates preparation time involved in compiling the Conference committee background to meet the "by February 15th" mailing deadline (2010-2014):

<u>Agenda Items Received on</u>	<u>Preparation Time for 1st Qtr GSB Meeting</u>	<u>1st Qtr GSB Meeting</u>	<u>Background Preparation & Production Time for Mailing</u>
Jan. 15	10 business days	Feb. 1, 2010	9 business days*
Jan. 15	9 business days	Jan. 31, 2011	10 business days
Jan. 15	9 business days	Jan. 30, 2012	11 business days
Jan. 15	9 business days	Feb. 4, 2013	8 business days
Jan. 15	12 business days	Feb. 3, 2014	9 business days

Note: Background for Conference can range from 800-1500 pages and documents for each agenda item vary. Conference Committee Staff secretaries meet on Tuesday morning following the 1st Quarterly GSB meeting to finalize the List of Conference Agenda Items. Preparations following this meeting include and are not limited to: research, writing, editing, formatting documents, setting nomenclature, collating, final review of documents, digital/CD production, copying for hard-copy sets, mailing/distribution preparations, etc.

*In 2010, February 15th fell on a Monday; thus, background was sent on Friday, February 12th.



XIII. International Conventions/Regional Forums: Wednesday

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

Apr 17, 2024 5:30 PM - 7:30 PM EDT

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2024 Conference Committee on International Conventions/Regional Forums

ITEM A: Discuss an anonymity-protected photograph of the flag ceremony to be taken at the 2025 International Convention.

Background notes:

An anonymity protected photo has been taken at each International Convention since the first one in 1950. Since 1994, the General Service Conference has approved the taking of this photograph at the Convention.

Note: there were no Advisory Actions regarding the photo before the 1994 Action.

In the year prior to the International Convention, the process has been for the trustees' Committee on International Conventions/Regional Forums (IC/RF) to discuss and agree to forward to the Conference Committee on International Conventions/Regional Forums this agenda item.

From the report of the January 27, 2024, trustees' IC/RF Committee meeting:

"The committee agreed to forward to the 2024 Conference Committee on International Conventions/Regional Forums the discussion of an anonymity-protected photo of the flag ceremony to be taken at the 2025 International Convention."

Prior recommendation of the 2014 Conference IC/RF Committee for the 2015 International Convention that resulted in an Advisory Action:

"It was recommended that: 'An anonymity-protected photograph of the flag ceremony be taken at the 2015 International Convention.'"

###

2024 Conference Committee on International Conventions/Regional Forums

ITEM B: Discuss an encrypted, anonymity-protected, delayed Internet broadcast of the Convention Flag Ceremony for the 2025 International Convention.

Background notes:

One of the major highlights of each International Convention is the parade of flags at the Opening Meeting on Friday evening. The Flag Ceremony sets the celebratory and international tone for the Convention weekend with a display of 90+ flags representing countries whose members are attending the Convention.

Starting with the 2005 International Convention in Toronto and approved by the General Service Board and General Service Conference, a *limited* broadcast of this event was shared with General Service Conference areas in the U.S./Canada and with General Service Offices overseas. It required a unique password along with technical requirements to access the Flag Ceremony on the Internet. Access was available approximately 9 hours after the end of the Flag Ceremony, which allowed time for editing to ensure anonymity and to launch the broadcast. Each area was given the opportunity to broadcast the Flag Ceremony up to six times, and each foreign G.S.O. could show it once. The broadcast spanned over 48 hours. In 2005, the broadcast was accessed 1,760 times.

In 2009, the General Service Board agreed that over the 2010 International Convention weekend, unlimited access to an encrypted, anonymity-protected Internet broadcast of the 2010 International Convention Opening Flag Ceremony would be available through G.S.O.'s A.A. website (this meant that passwords would no longer be required). This was followed by approval from the 2009 General Service Conference. The broadcast of the 2010 International Convention Flag Ceremony began early Saturday morning (July 3) and ended on Monday morning (July 5) at midnight EST. The broadcast was available in English, French and Spanish and was accessed 13,790 times through G.S.O.'s A.A. website.

In 2014 the General Service Conference approved a recommendation for an anonymity protected internet broadcast of the 2015 International Convention Opening Flag Ceremony. The broadcast began on Saturday morning, July 4 through G.S.O.'s A.A. website and was extended until Friday, July 17, 2015. No password or access code was required. The ceremony was viewed a total of 448,165 times during that period.

Lesson learned in 2015: Following the closing of the Big Meeting, you will be required to meet with the producer to edit the video for anonymity protection. This is a long process and may require several hours (2-3 hours). We would encourage rethinking this process,

as the editing process can be very long and intense. In 2015, after the Friday night ceremony, we did not finish the editing until 5:00 a.m. We suggest announcing the broadcast for Monday morning, as opposed to Saturday morning for the 2025 International Convention.

From the Minutes of the January 27, 2024, trustees' IC/RF Committee meeting:

“The committee agreed to forward to the 2024 Conference Committee on International Conventions/Regional Forums the discussion of an anonymity-protected, delayed Internet broadcast of the Convention Flag Ceremony for the 2025 International Convention.”

Prior recommendation of the 2014 Conference Committee on International Conventions/Regional Forums for the 2015 International Convention that resulted in an Advisory Action:

“It was recommended that: ‘an encrypted, anonymity-protected Internet broadcast of the 2015 International Convention Opening Flag Ceremony be approved.’”

###

2024 Conference Committee on International Conventions/Regional Forums

ITEM C: Discuss a report concerning virtual programming for the 2025 International Convention.

Background notes:

The following background notes and attached background documents detail the information that make up a reporting of the trustees' IC-RF Committee's discussion of adding a virtual program track offering at the 2025 International Convention for the first time in our history.

At the January 27, 2024, meeting of the trustees' IC-RF Committee the question was posed for further information to be gathered for consideration of the following idea:

1. Adding a participatory virtual program session like "A.A. Around the World" as part of the purchase of a three Big Meetings product.

On February 9, 2024, at an interim meeting of the trustees' IC-RF Committee the members confirmed that the two ideas needed to be separated.

One idea is a product offering of the three Big meetings.

The other concept was a true virtual session track that people could register for if unable to attend the 2025 International Convention in person allowing for broader participation across the Fellowship in this anniversary event.

With the help of one of your trustees' Committee members, Talley Management and the 2025 International Convention Coordinator researched the concept and took the following into consideration:

- 1) Full hybrid and do the two A.A. Around the World sessions only.

OR

- 2) Set up one-way virtual, no hybrid (no sharing from those online) and consider doing it for all sessions in that room. i.e.: the 2 A.A. Around the World sessions and all others that are scheduled in the same space or all of Saturday only if easier/significant cost difference.

Rationale: This is an international convention and international travel always has difficulties, more so today with communicable disease concerns and political unrest. The international A.A. community has especially embraced virtual meeting technology and the GSB has previously engaged in several ways, continuing to do so – it is very incongruent

to say it is not possible or an anonymity break for this event when the GSB itself has used virtual meeting technology for several different events.

Opportunities: Focus on the international element, basing the plan around the A.A. Around the World sessions, either only or as an anchor point – allowing us to meet the needs of A.A. members around the world who cannot attend as well as offer a true “international” convention experience for those in the US and Canada who are opting for the Big meeting recordings, and seeking virtual engagement. This offers a limited and contained option and provides some basis for why we picked some meetings and not others.

Considerations: Full faces – we have done with WSM, Redela, North/South Connection, Regional Forums, and the General Service Conference. Other A.A. events not hosted by us, including very large ones like the International Women’s Conference manage this hybrid.

Our members have come to expect this, it is normal now. Notification in the room that this is a hybrid meeting with both video and audio, those who do not wish to participate in that format should decline if called, refrain from capturing or recording as you would in an in person meeting etc. For the folks online there are notifications and protocols that have been developed, tested and evolved by supports such as Tech 12, the protocols we had for north south connection should work here.

Interpretation: In considering interpretation, we typically have the sessions in-person at International Conventions in English. There are other live sessions for additional languages. What we can propose is that with a virtual session we would ensure that we offered interpretation into our primary languages, French and Spanish for participants as well as other languages of registrants via an interpretation product, such as Wordly, for example.

Capacity – we would need to know what our capability is, consider how to address that. Limit registration to what we can handle. We can accompany that with info that this is the first time at an international, what we experience and learn will inform future events, that in person attendees also experience the challenge of rooms’ meeting capacity etc.

Methods of registration – Initially we thought that this “product” would be available as part of a package with the 3-Big-meeting product but now don’t think it will be the same audience/participants and needs to be a stand-alone option.

Registration fee – through the main registration process. If registration is limited by capacity, and costs are known, it would be easy to set a break-even price. As this has turned into a virtual session track the final registration prices will ultimately be the decision of trustees’ IC-RF Committee to determine. The budget for the 2025 International Convention will need to be revised to include new expenses that would be supported by the attendees of the event as normal.

The committee was provided two vendor estimates which include a scaled down and scaled up version of the event.

The scaled-down version would be one 90-minute session on Friday and another on Saturday.

The scaled-up version would be four 90-minute sessions on Friday and Saturday, or twelve hours of content that virtual attendees could enjoy.

Also reviewed was an estimated concept explaining the different options which provide technical information regarding the potential hybrid portion of this event.

Committee discussed:

1. Is the committee on board with the concept of having a two-day 8 session virtual track for people who are unable to attend the 2025 International Convention in person?

- a. Yes.

The discussion estimated the virtual sessions to cost an estimated \$85,000 to complete. The cost would be self-supported via the members who registered to participate in the virtual session track.

A final registration fee will be determined to cover the cost of production.

The trustees' IC-RF Committee will also be reaching out via our trustees-at-large to ask about this offering and what international members think of this new concept. This sharing will be received and documented by the Staff Secretary to the Committee.

As this is a new virtual session track offering for an International Convention, the trustees' IC-RF Committee shared this information with the Conference Committee on IC-RF for review and consideration. In the past similar products, such as the anonymity-protected photograph of the flag ceremony, have been forwarded in this way for committee review.

Background:

1. Tech 12 International Convention Hybrid Review

**2025 International Convention in Vancouver
Preliminary Hybrid Review
February 7, 2024**

**IC-RF
Item C
Doc.1**

A vendor is looking forward to potentially partnering with you on this endeavor. Please note that the two attached proposals are preliminary pricing and further definition of scope and scale will be required to develop detailed plans for the event. These quotes should be seen as starting points for discussion rather than final numbers.

After reading the background material and researching options, we see two ways to proceed: a scaled-back hybrid version with a smaller budget and reduced capability, and a full hybrid version that will necessarily be more expensive but have more opportunities for interaction and branding. Based upon needs, scale and scope options could be explored to fit budgetary needs and project vision.

Platform

Due to the scale of the event, streaming platform requirements need to be considered.

Zoom is a familiar option for many A.A. members. Zoom webinar is a specialized platform on Zoom video conferencing software designed for hosting webinars, online seminars, virtual workshops, and large-scale events. It offers a comprehensive set of tools tailored to the specific needs of organizing and conducting large scale online events.

Here are some key benefits of using Zoom webinar:

Scalability: Zoom Webinar is able to accommodate large audiences. We have pricing below for up to 50,000 attendees. Our Zoom Representative mentioned that they could easily accommodate larger audiences, but they required event details beyond what we were prepared to share at the time.

Ease of use: Many of the conference attendees are familiar and comfortable participating in online meetings via Zoom and the barrier to entry will be minimized by not introducing new platforms & tools.

Accessibility: For accessibility purposes, language and ASL interpretation would take place within the same Zoom Webinar. Participants may also dial in via phone to listen in areas of limited internet availability.

Zoom Webinar Pricing:

- 10k attendees \$6490

- 20k attendees \$7650
- 30k attendees \$9754
- 50k attendees \$14631

Here are some key benefits of Vimeo:

Vimeo allows for an embedded stream on AA.org or other designated sites, with paywall/password protection available. Chat and Q&A features are available as well. Vimeo allows for higher resolution streaming than Zoom, which increases the attendee experience.

Vimeo streaming would not allow for phone-in attendees, and interpretation would need to take place on separate streams/links due to the platform capabilities. As each language will need a separate livestream, additional equipment will be required when choosing Vimeo.

We are continuing to research Vimeo pricing and features. We will follow up with more information as available.

There are also other alternative streaming options beyond Vimeo and Zoom, including but not limited to Whova, Introvoke, QUMU Cloud, Kaltura, etc... Once the scope of the project is more clearly determined, we can research options that may better fit the needs of the event.

Scaled back version.

The scaled back version of a panel will include in-person and virtual panelists and allow for some two-way communication between attendees in the room and online. These would be the limitations:

- Limited number of virtual panelists.
- 2-way communication for panelists only—attendees cannot interact with each other or in-person attendees.
- 3 Language interpretation (English, Spanish, French), plus ASL.
- Virtual Attendees will be able to 'View Only' a Zoom Webinar or Live Stream.

Full Hybrid version

To create a broader hybrid option, we can explore many services not included in the scaled-back proposal such as custom-created content and methods for developing an engaging virtual experience for attendees. This would bring an enjoyable, engaging viewing experience to the attendees. This full-hybrid version will include the following:

- 2-way communication between attendees and panelists, method TBD—chat or voice pending further discussion.
- Potential for discussion and sharing from a wider variety of convention attendees.
- Custom built video and graphics content to further the experience of virtual attendees.
- Additional language interpretation beyond English, Spanish, French, and ASL if desired (additional costs will apply).

Equipment and Staffing needs

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We will need the following equipment provided by local AV vendors. This list is a starting point of equipment categories and not an exhaustive list. This list should be viewed as minimum requirements:

- Video Wall or Large Screens and Projectors
- 4 Robotic PTZ Cameras with controllers
- Tricaster TC2 - Elite video switcher
- LU-800 Bonded Cellular Internet backup device
- Large sound system appropriate for the space
- Lighting equipment sufficient for video
- Pipe and Drape and room decor
- High Speed Internet Access - Minimum 40 Mbps Up/Down - All services will be contingent on internet access.

The following technical positions will need to be hired locally:

- Audio crew
- Projections or LED Wall Technicians/
Operators
- Lighting crew
- Camera operators
- General Audio-Visual Technicians
- All other necessary labor

2024 Conference Committee on International Conventions/Regional Forums

ITEM D: Discuss updated report on methods of closing the Big Meetings at the International Convention.

Background Notes:

From the Trustees' IC/RF Committee — July 29, 2023, meeting report excerpt:

Discuss options for closing the Big Meeting at the International Convention: The committee discussed the background, notably the following:

- Committee Consideration from the 2023 Conference Committee on International Conventions/Regional Forums stated in part “the consensus of the committee was that we should keep with the current practice of closing the Big Meetings at the International Convention wherein the chair has the choice of closing the meeting with either the Lord’s Prayer, the Serenity Prayer or the Responsibility Statement.”
- After the Conference Committee’s report out to the Conference, a floor action was brought forward stating: “The options for closing the Big Meeting at the International Convention be the Serenity Prayer or the Responsibility Statement.”
- Because the Conference ran out of time for substantive discussion on the floor action, a motion passed to recommit this item to the Trustees’ Committee on International Convention/Regional Forums.

Considering the foregoing, the committee **agreed to forward** the item to the 2024 Conference Committee on International Conventions/Regional Forums for further discussion. The committee requested that in addition to the background provided to the 2023 Conference Committee on International Conventions/Regional Forums (see attached), the staff secretary provide in the notes from the actions taken by the General Service Conference body (see bullets above).

From the Trustees' IC/RF Committee – December 14, 2022, meeting report excerpt:

The committee reviewed and discussed the survey results and agreed that the data did not reflect an overwhelming desire by the respondents to change the current practice (i.e., the chairs of the Big meetings at the International Conventions have been invited to close in the manner of their choice, with some closing with the Lord’s Prayer, some closing with the Serenity Prayer and some closing with the Responsibility Statement). Calculating the English, French and Spanish responses in total, the committee noted over 50% responded favorably to keeping with the current practice.

The committee also agreed that dispatching the survey and providing the results and summary to the Conference satisfied the 2021 ICRF Conference committee consideration requesting that the Trustees' Committee on ICRF explore the preference of the Fellowship regarding methods of closing the Big Meetings at the International Convention. The committee requested that the documentation and summary be provided as background for the meeting of the 2023 Conference Committee on IC/RF.

2022 Conference Committee on IC/RF Committee Consideration:

The committee reviewed the updated report submitted by the Trustees' Committee regarding surveying the Fellowship on methods of closing the Big Meetings at the International Convention. The committee understands that a survey has been developed designed to gather information from the Fellowship regarding aspects of the 2025 International Convention; and that a question(s) regarding use of the Lord's Prayer and options to the use of the Lord's Prayer (e.g., the Third Step Prayer, the Seventh Step Prayer and A.A.'s Declaration of Unity) will be added to the survey. It is anticipated that the survey will be dispatched in May 2022 via mail and through multiple communication platforms (e.g., Box 4-5-9, A.A. Grapevine/La Viña, etc.); and that a progress report be brought back to the 2023 Conference Committee on International Conventions/Regional Forums.

Background:

1. Response report (English-speaking members)
2. Response report (French-speaking members)
3. Response report (Spanish-speaking members)



Feedback for Closing Big Meetings - 2025 IC

6908

Total Responses

6908 Completed Responses

0 Partial Responses

19354

Survey Visits

Feedback on Closing Big Meetings at the International Convention

"The 2021 Conference Committee on International Conventions/Regional Forums had a thoughtful and wide-ranging discussion regarding methods of closing the Big Meetings at the International Convention, particularly the use of the Lord's Prayer and the understanding that although the prayer is part of the history of A.A. and is widely used and supported in some A.A. communities, it is not used in meetings in other A.A. communities and some feel that it could make some members feel excluded and support the perception of A.A. as a religious organization.

Agreeing that it would be beneficial to gather shared experience from the Fellowship to make an informed decision, the committee requested that the trustees' International Conventions/ Regional Forums Committee explore the preference of the Fellowship regarding methods of closing the Big Meetings at the International Convention.

It may be helpful to note that for several International Conventions the chairs of all 200+ meetings at the convention have been invited to close in the manner of their choice. Some close with the Lord's Prayer, some close with the Serenity Prayer, some close with the Responsibility statement, while some close with a moment of silence. There has not previously been a policy or requirement as to which prayer or method of closing the meetings would be used."

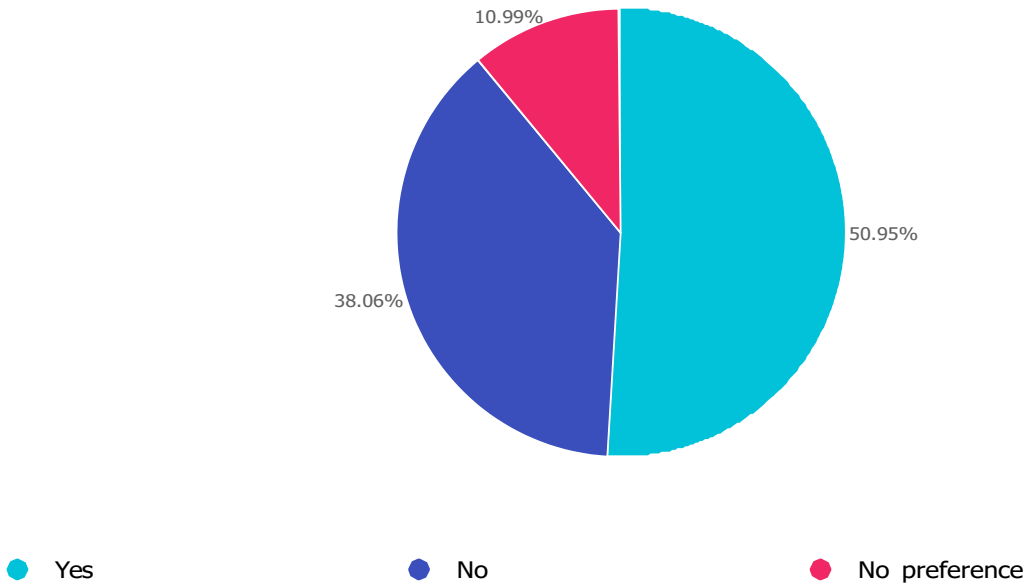
For the last four International Conventions, at the choice of the respective chair, one of the Big Meetings closed with the Lord's Prayer, one closed with the Serenity Prayer and one closed with the Responsibility Statement.

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Q1

Would you prefer that we continue with this practice, including the Lord’s Prayer?

Answered: 6836 Skipped: 72

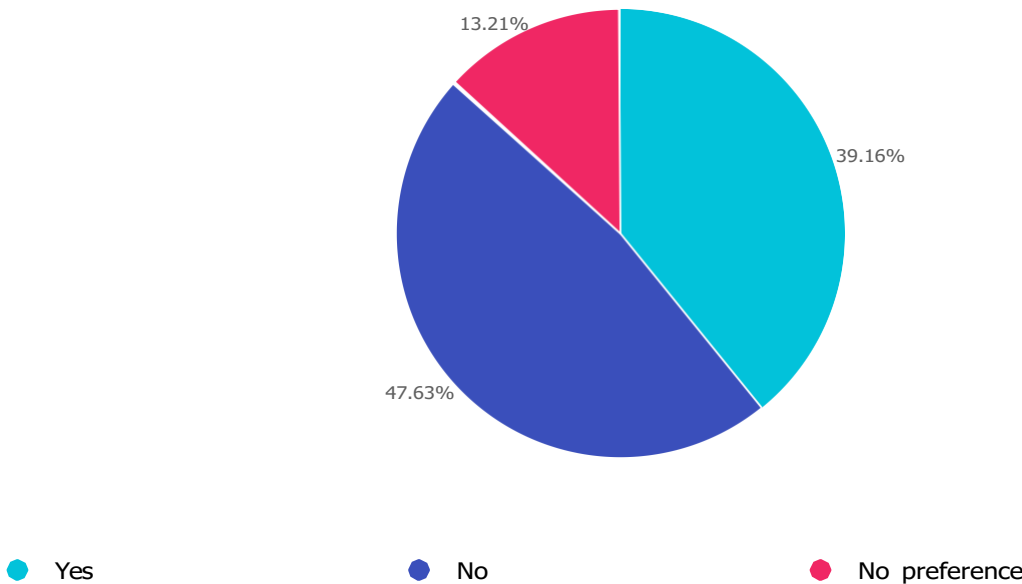


Choices	Response percent	Response count
Yes	50.95%	3483
No	38.06%	2602
No preference	10.99%	751

CONFIDENTIAL: 74th General Service Conference Background

Would you prefer that we continue with this practice but substitute another option for the Lord’s Prayer?

Answered: 6760 Skipped: 148

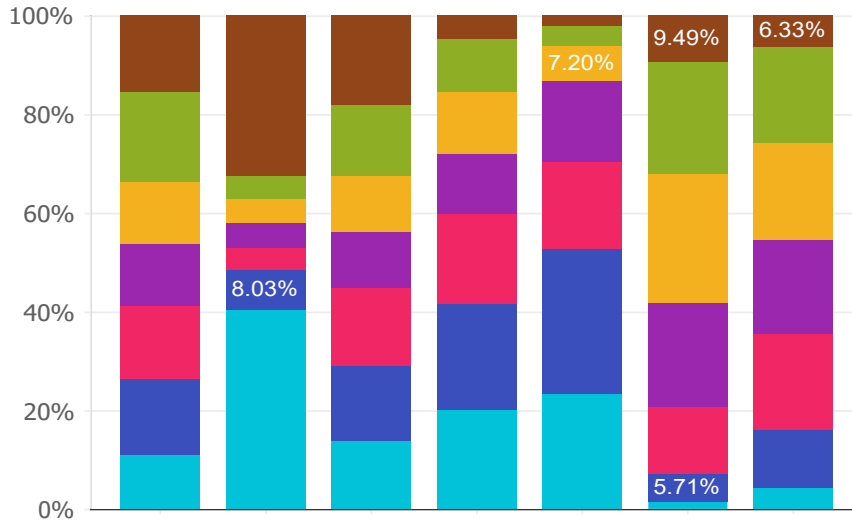


Choices	Response percent	Response count
Yes	39.16%	2647
No	47.63%	3220
No preference	13.21%	893

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Which options would you like to see included for closing the Big Meetings at the International Convention? Please rank the options below in order of preference (1 – 7)

Answered: 6677 Skipped: 231



Choices	1	2	3	4	5	6	7	Score	Rank	Response count
A.A.'s Declaration of Unity	11.08 % (631)	15.21 % (866)	14.84 % (845)	12.59 % (717)	12.64 % (720)	18.16 % (1034)	15.47% (881)	3.83	5	5694
Lord's Prayer	40.43 % (2336)	8.03% (464)	4.40% (254)	5.02% (290)	5.00% (289)	4.64% (268)	32.49% (1877)	4.30	3	5778
Moment of silence	13.85 % (805)	15.05 % (875)	15.98 % (929)	11.22 % (652)	11.46 % (666)	14.33 % (833)	18.11% (1053)	3.93	4	5813
Responsibility Statement	19.98 % (1192)	21.61 % (1289)	18.17 % (1084)	12.24 % (730)	12.51 % (746)	10.61 % (633)	4.88% (291)	4.73	2	5965
Serenity Prayer	23.31 % (1402)	29.33 % (1764)	17.77 % (1069)	16.26 % (978)	7.20% (433)	3.97% (239)	2.16% (130)	5.25	1	6015
Seventh Step Prayer	1.47% (80)	5.71% (311)	13.53 % (737)	21.07 % (1148)	26.21 % (1428)	22.54 % (1228)	9.49% (517)	3.30	7	5449

CONFIDENTIAL: 74th General Service Conference Background

Third Step Prayer	4.17% (231)	11.87 % (658)	19.46 % (1079)	19.05 % (1056)	19.68 % (1091)	19.44 % (1078)	6.33% (351)	3.78	6	5544
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Do you have a different suggestion for closing the Big Meetings?

Answered: 2539 Skipped: 4369

1. I don't care for the moment of silence option at all. My home group closes with the "we" version of the serenity prayer. I would like to see that included in the options.
2. No
3. My preference is the moments silence instead of any prayer spoken with a card containing all prayers except The Lord's Prayer and only voice The Serenity Prayer in the First Person Plural as suggested in Step 12 of the 12 & 12. We are Anonymous and seeking no religious affiliation or hierarchy!
4. Prayer of St Francis of Assisi.
5. The reason I would prefer not to do the Lord's prayer is that the religious connection may be a reason for a newcomer to turn away from A.A. and recovery because of their personal reaction to a religious prayer associated with A.A.
6. Yesterday, today, tomorrow
7. No
8. I would ask that the ICRF committee also have a discussion around the cultish chanting that occurs in many parts of A.A. and see what might be done to send a message to attendees on how that crowd sourced in AA via treatment centers and other non-A.A. outlets. From a professional or public perspective, I am much more concerned with a society of chanters who claim membership in a spiritual organization than I am with a prayer that has been employed by thousands of various groups throughout the millennia.
9. St Francis prayer
10. no
11. No
12. We could read 'A.A. Comes of Age' so all these smarmy PC wimps could learn about our history's roots from Akron.
13. Possibly a little disclaimer before the prayer- example- in closing this meeting and including all spiritual power's, the chairs of this international convention have chosen the prayer.
14. I think it would be really awesome to discontinue the use of the Lord's Prayer. It is totally inappropriate for a worldwide organization like ours.
15. Any prayer from the big book or the Serenity Prayer would be great.
16. Respecting the history and traditions of A.A. and the community from which it arose suggests that the use of the Lord's Prayer at least one of the meetings is an important action to take.
17. No
18. Since we have A.A. members from different (or none) religious backgrounds, I think sticking to the common prayers (Serenity Prayer, Third Step prayer and Seventh Step prayer) would be more inclusive.
19. No.
20. Keep it simple as our cofounder had it. The Lord's Prayer is a simple and uncomplicated prayer.
21. The Lord's Prayer should be paramount.
22. Sing Kumbaya Just kidding ☺
23. A count down from oldest to newest
24. No
25. If we continue to use the Lord's prayer, we should rotate in prayers from other faiths e.g. Islam, Judaism, atheist, etc.
26. No

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27. Nope
28. A Vision for You I would rank all the prayers at a 7 (with the exception of the Serenity Prayer). We are supposed to be non-Christian. The Lord's Prayer, 3rd Step & 7th Step prayers are Christian prayers.
29. Keep coming back. It works if you work it. So work it, you are worth it.
30. No
31. Contest to create a statement all can relate to.
32. Read the Promises section of the Big Book.
33. Each Big Meeting should be closed with a prayer of choice of that particular chairperson.
34. no
35. If we don't acknowledge our Higher Power and the Grace we have received for personal sobriety and for the sustaining of our beloved Fellowship, we won't survive long. We are not sober on our own power. A.A. should not change to suit anyone. Everyone is welcome in A.A.. No one is obliged or forced to do anything. There are already many "generic" addiction programs that do not rely on a Higher Power. They come and go - usually depending on the funding! I hope Alcoholics Anonymous does not become one of them.
36. No
37. no
38. No, but thank you for asking.
39. No.
40. You have enough options as it is.
41. These arguments with the preamble and closings are getting out of hand.
42. Page 164
43. No
44. Not at this time.
45. Quote the closing statement on page 164.
46. No
47. No
48. no
49. Someone reading page 164.
50. Anything but the Lord's prayer.
51. After a moment of silence for the still suffering alcoholic both inside and outside our rooms, we could end the meeting by just saying "Thank You" in unison (It's the shortest prayer I know and always reminds me to be grateful for everything and everyone in my life - whether good, bad or indifferent).
52. Tradition 12: Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.
53. A pause, moment of silence, and I mean a moment of silence, 30 seconds at least. Then the Responsibility Statement
54. I think the Lord's Prayer has no place in the closing of an AA meeting. Therefore, I did not rank it.
55. I feel excluded when the meeting is not closed with the Lord's Prayer. Close all the meetings with the Lord's Prayer.
56. none
57. no
58. In question three, I chose not to rank the Lord's Prayer or the 3rd or 7th Step Prayers. I believe we should not use any of those prayers to close meetings. I am not in favor of using the Lord's

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Prayer because it is affiliated with a specific religion, and we are not. I am not in favor of group recitations of the 3rd and 7th Step prayers because it undermines the text's promise that the wording is optional for both of these prayers.

59. Whatever happens use a different marketing company that coordinates the events. They are tragic and horrible experience with registration last 3 conferences
60. I do not.
61. Ninth Step Promises; A Vision For You, page 164, last two paragraphs or last three paragraphs
62. No
63. I do not
64. It's the International so maybe a prayer of choice of an attendee from a randomly selected country, preferably delivered over the sound system, in their native tongue, with the text of the prayer displayed in both that language, English, Spanish, and French. Invite everyone to join if they wish, in whatever language they prefer. It'll be pure cacophony, much like the closing of many, many Zoom meetings I've attended.
65. I do not.
66. We version of the serenity prayer
67. Close them all with the Lord's Prayer
68. I love the responsibility and the unity prayer. Otherwise, I really have no preference.
69. No
70. No
71. No
72. Acceptance is the Answer. Pg. 417
73. No
74. No
75. A moment of silence allows all to close in their own way silently and it would be very impactful having 50,000 people in a silent moment together. Many of us are not Christian and it is time for us to be inclusive at our international convention.
76. I believe a prayer that is consistent with the presence of God in the Twelve Steps is very appropriate. To exclude the spirituality of the 12 steps does not make sense. There are ways to have prayer with respect for various denominations but acknowledgement of God within the essence is imperative.
77. Only that if we do the declaration of Unity, 3rd or 7th step prayers - they should be on a screen somewhere as many newcomers do not know them.
78. Anything secular. No mention of God. Thanks for asking!
79. no
80. No
81. No, but thank you for conducting this survey. For those of us who choose not to end with the Lord's Prayer, this is an opportunity for greater unity within AA.
82. Only the Lord's Prayer.....
83. no
84. An alternative is to close each meeting with a moment of silence, no had holding.
85. No, thanks!! Keep up the good work!!
86. No, I love the Lord's Prayer
87. Close all meetings with the Lord's Prayer
88. A non-religious prayer would be best or a moment of silence and leave it at that.
89. No
90. Dr. Bob's Farewell Address

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91. No
92. No
93. No
94. For God's sake, please don't close with the alleged Third Step Prayer or the alleged Seventh Step Prayer. For the Third Step, the Big Book notes, "The wording was, of course, quite optional so long as we expressed the idea, voicing it without reservation." p. 63 These things should not be codified. Sheesh! Annoyingly yours, an A.A. member
95. Let's all recite, from memory and in unison, the first chapter of the Tao Te Ching.
96. no
97. I would suggest using the Serenity Prayer for each— it is the most universally known, is short, and the rhythm of it easiest to match when said simultaneously in many languages.
98. Close with the serenity pray so no one feels excluded.
99. No.
100. Not at this time.



Feedback for Closing Big Meetings - 2025 IC (French)



185 Réponses complètes

0 Réponses partielles



Commentaires concernant la clôture des grandes réunions lors du Congrès international

"En réponse à un point de l'ordre du jour demandant d'examiner l'utilisation du Notre Père pour la clôture des Grandes Réunions aux Congrès internationaux des AA, le Comité des Congrès internationaux/Forums territoriaux de la Conférence de 2021 a eu une discussion réfléchie et étendue sur les méthodes de clôture des Grandes Réunions au Congrès international, en particulier l'utilisation du Notre Père et la compréhension que, bien que la prière fasse partie de l'histoire des AA et qu'elle soit largement utilisée et soutenue dans certaines communautés des AA, elle n'est pas utilisée dans les réunions d'autres communautés des AA et certains pensent qu'elle pourrait faire en sorte que certains membres se sentent exclus et soutenir la perception des AA comme une organisation religieuse.

Reconnaissant qu'il serait bénéfique de recueillir l'expérience du Mouvement pour prendre une décision éclairée, le comité a demandé au Comité du Conseil pour les Congrès Internationaux/Forums territoriaux d'étudier les préférences du Mouvement concernant les méthodes de clôture des Grandes Réunions lors du Congrès international.

Il peut être utile de noter que, depuis plusieurs Congrès internationaux, les présidents des plus de 200 réunions du congrès ont été invités à clôturer de la manière de leur choix. Certains clôturent avec le Notre Père, d'autres avec la Prière de la Sérénité, d'autres encore avec la Déclaration de Responsabilité, tandis que d'autres clôturent avec un moment de silence. Il n'y avait pas auparavant de politique concernant la prière ou la méthode de clôture des réunions qui était requise."

Lors des quatre derniers congrès internationaux, au choix du président respectif, une des Grandes Réunions s'est terminée par le Notre Père, une autre par la Prière de la Sérénité et une dernière par la Déclaration de Responsabilité.

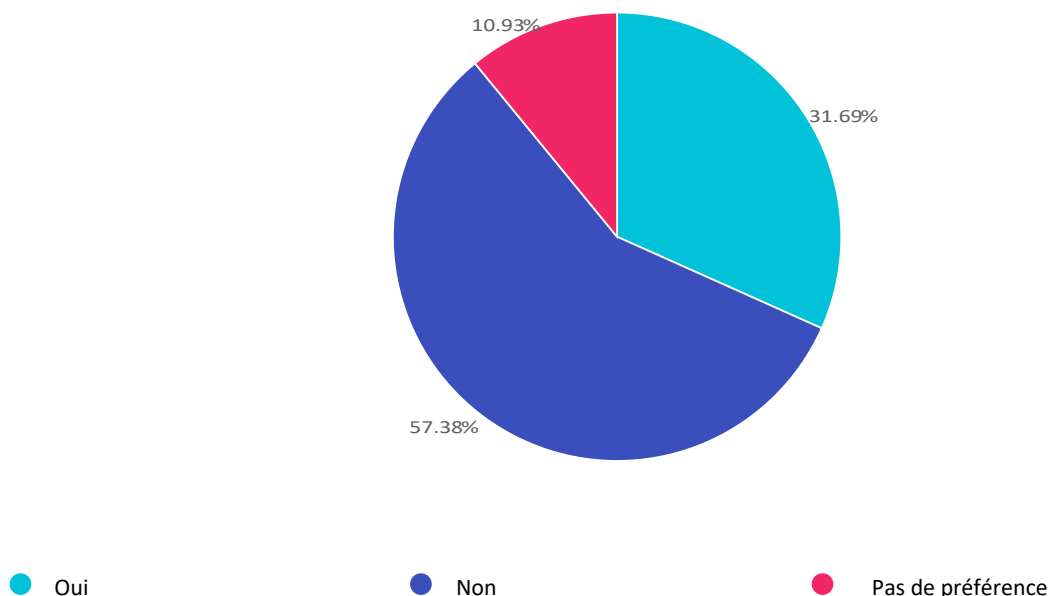
Aucune réponse

Q1

Préférez-vous que nous continuions cette façon de faire, y compris le Notre Père ?

Répondu : 183

Ignoré : 2

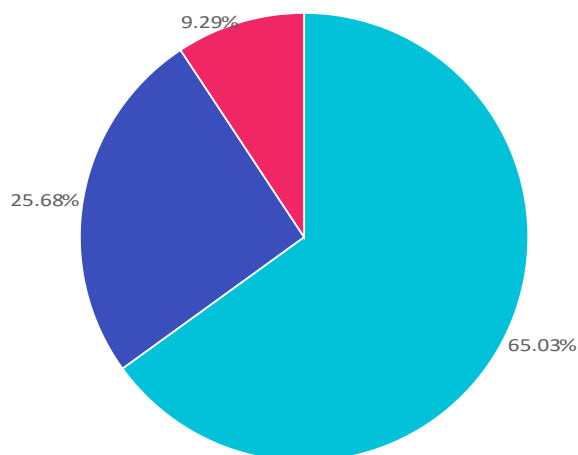


Choix	Pourcentage de réponses	Nombre de réponses
Oui	31.69%	58
Non	57.38%	105
Pas de préférence	10.93%	20

Q2

Préférez-vous que nous continuions cette pratique mais que nous remplacions le Notre Père par une autre option ?

Répondu : 183 Ignoré : 2



● Oui
 ● Non
 ● Pas de préférence

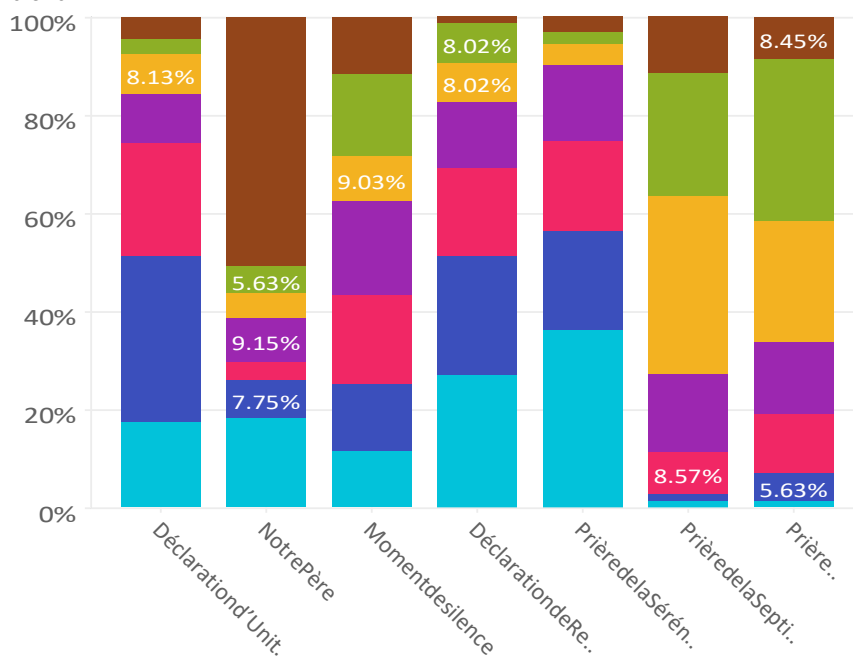
Choix	Pourcentage de réponses	Nombre de réponses
Oui	65.03%	119
Non	25.68%	47
Pas de préférence	9.29%	17

Q3

Quelles options souhaiteriez-vous voir incluses pour la clôture des Grandes Réunions lors du Congrès international ? Veuillez classer les options ci-dessous par ordre de préférence (1 - 7)

Répondre : 179

Ignoré : 6



● 1
 ● 2
 ● 3
 ●

● 4
 ● 5
 ● 6
 ●

● 7

Choix	1	2	3	4	5	6	7	Score	Rang	Nombre de réponses
Déclaration d'Unité des AA	17.50 % (28)	33.75 % (54)	23.13 % (37)	10.00 % (16)	8.13% (13)	3.13% (5)	4.38% (7)	5.16	3	160
Notre Père	18.31 % (26)	7.75% (11)	3.52% (5)	9.15% (13)	4.93% (7)	5.63% (8)	50.70% (72)	3.06	6	142
Moment de silence	11.61 % (18)	13.55 % (21)	18.06 % (28)	19.35 % (30)	9.03% (14)	16.77 % (26)	11.61% (18)	4.03	4	155
Déclaration de Responsabilité	27.16 % (44)	24.07 % (39)	17.90 % (29)	13.58 % (22)	8.02% (13)	8.02% (13)	1.23% (2)	5.20	2	162
Prière de la Sérénité	36.20 % (59)	20.25 % (33)	18.40 % (30)	15.34 % (25)	4.29% (7)	2.45% (4)	3.07% (5)	5.49	1	163
Prière de la Septième Étape	1.43% (2)	1.43% (2)	8.57% (12)	15.71 % (22)	36.43 % (51)	25.00 % (35)	11.43% (16)	2.95	7	140
Prière de la Troisième Étape	1.41% (2)	5.63% (8)	11.97 % (17)	14.79 % (21)	24.65 % (35)	33.10 % (47)	8.45% (12)	3.11	5	142

Q4

Avez-vous une autre suggestion pour clore les Grandes Réunions?

Répondu : 58

Ignoré : 127

- 1 Either the Lords prayer or the Serenity prayer.
- 2 The responsibility statement.

The Lords prayer is great. It has existed for 2000 years and it suits alcoholics well. Agnostics and

- 3 atheists are presents in AA since 1935 so I don't see what's different today. Re-read your history. I'm not teaching you anything. Have a good day.
- 4 Serenity prayer followed by the responsibility statement.
- 5 Invite 3 members to say the Serenity prayer, one in English, one in French, one in Spanish...
- 6 None
- 7 With a smile, a handshake, and at least 5 people around us... I Hope to be able to make it in 2025!!

No.

- 8 The declaration of Unity of AA seems to be the most appropriate way to end a convention of this scale. Since it is an International convention, we have to stay neutral and not give the impression that we are associated to a church or a religion.
- 9 The declaration of Unity and the responsibility statement. This app won't let me pick more than one.
- 10 Thank you for this question. May His Will be.
- 11 thank their Higher Power. A moment of silence and suggestion to the members to say in silence whatever prayer they want to 12 No prayer coming from any religion at all.
- 13 Just before the moment of silence (option 2 above), thank the partmeeting, and then say : THANK YOU AND LET'S STAY UNITED. Participants for their presence at this
- 14 No
- 15 The Lords prayer IS NOT inclusive and SHOULD NOT BE suggested in any circumstance.
- When I first joined the fellowship and for a few decades, I tried to ban the Lords Prayer and God related things from our meetings. Until an old timer ended a meeting by saying : FOR THOSE WHO WISH, let's end the meeting with the Lords Prayer.
- 16
- These words from an « old wise man » ended my fight and the one of others.
- Richard B
- 17 No but everyone at the end holding hands saying the Lords prayer is something that gives you chills or goosebumps it's just awesome
- The Serenity prayer by replacing « God » by « Friends », God being a friend for the believing Christian 18 or Muslim. And that way other beliefs are also respected.
- This makes the Serenity prayer/thinking more universal on a philosophical level.

19 The 12 promises.

20 Meditate.

21 AA works since 1935, it works for me since May 15 2008. I trust and I let myself being carried by the Vancouver friends.

22 Benoît

23 Nothing to say.

24 No other suggestion.

According to me, Vincent, alcoholic, the Serenity prayer is the best way to end a meeting. The declaration of confidentiality could be an alternative. The other prayers, like explained, could make some friends who need help believe that it is a religious fellowship.

25 It is difficult to explain that the Lords Prayer is an ancestral AA tradition since AA is not a religious organization.

In fellowship.

26 Transmitted live on the internet.

27 No

28 A song of hope

29 Formulate a prayer that would feel like the Lords Prayer but specific to AA that would include the large scope of AA and of spirituality.

30 The San Francis prayer.

31 Remind that if we are not responsible for our illness we are responsible for our recovery.

No, I don't have other suggestions.

I can't wait to be at the International convention. This will be my first International convention.

Many members say that this event is not to be missed ! So

I will be there with joy !

32 Thank you for taking the time to ask questions to members because the base is important in the Where does the theme of the Convention comes from, what country, what area, what district ?

Fellowship of Alcoholics anonymous.

For the Love of AA and the Love of Service.

Danielle S. Chair of District 03 in Joliette in Area 90 in Québec, Canada.

33 The 10 step promises from the BB p 95-96 34 The chain of love.

35 No but the Serenity prayer is essential in AA.

36 For the Serenity prayer, I would prefer that we call it Serenity thinking (note from translator : this does not translate well, the idea is to not call it a « prayer »), and that we don't start with « God » and just start with « Grant me the...»

37 no

Simply say

38 « See you later » or « See you next time » (for a simple meeting)
“Bye and see you next time” (for a big closing meeting) No,
I do not have other suggestions.

39

Jean-Jacques, Belgium

7 of 8

40 Continue the great work that you do, 24 hours at a time.

41 no

In France, we let the groups choose words in our literature to close meetings as see fit, but we are attached to the Serenity prayer. But the Lords Prayer is too catholic for the secular oriented members.

42

I hope to come to Vancouver.

I want to specify that I believe in God and that I say the Lords Prayer every day. It is a Christian prayer and it does not seem appropriate to use it in AA. I was indeed chocked when I heard it at the end of a meeting during the Convention in Toronto.

44 -

45 Thank you.

46 End by inviting people to meditate for 1 minute on what they where looking for in coming here, how to carry it and how to apply it in their lives. Then we can invite people to wish a good 24 hours to the people around them.

47 A moment of gratitude, thank you to ourselves, to others, to the Convention of the 90 years, to God (to bigger than ourselves).

48 Second, is this coming from a NEED ? NO, I don't think so. Good 24 hours. First of all, STOP trying to change what exists in our approved literature of alcoholics anonymous.

49 No

50 Reminder of the preamble

51 No 52 No

53 Thank you for the suggestions. I prefer the Lords Prayer.

54 I trust the decisions that will be made for the good of our Fellowship. Thank you

55 no

56 No thank you

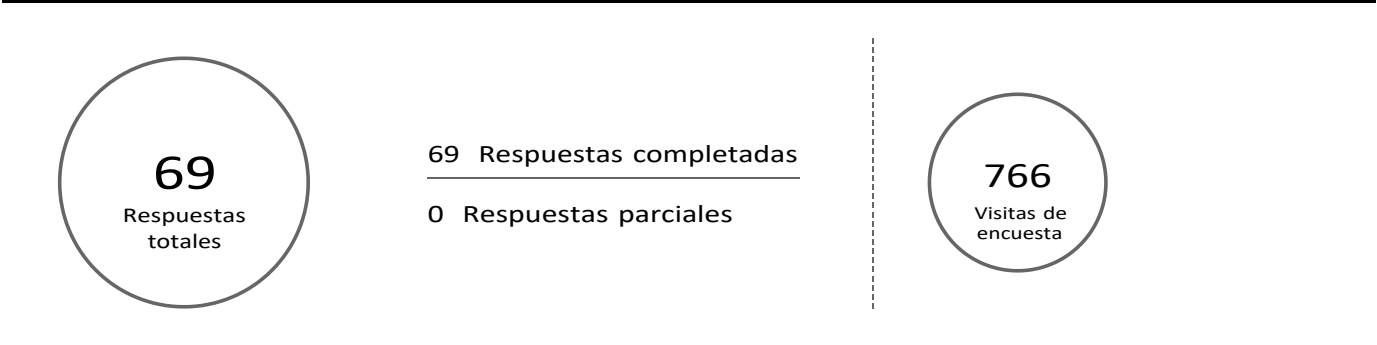
Hello, my name is Michel Vigneault, I live in the suburbs of Montreal in Quebec, I have been going to AA meetings for 40 years, I know there are people from other cultures and there are also atheists that join our beautiful fellowship of AA. There are always been controversies in AA, but I have never ever heard

57 anyone complain about the Lords Prayer! ... In « How it works » it says that our saving needs to come from a higher power as we understand it, we can call it whatever we want, we can belong to the religion of our choice, we always need to rely on a power greater than ourselves, no matter what prayer we use to close the meetings, there will always be members who disagree, and as far as I'm concerned, I want us to continue using the Lords Prayer! I wish you a great 24 hours.

58 Respect what Bill and Bob taught us. If everyone starts giving their opinions it will be chaos.



Feedback on Closing Big Meetings - 2025 IC (Spanish)



Comentarios y Sugerencias sobre cómo cerrar las Reuniones Grandes en la Convención Internacional

"En respuesta a un punto de agenda que solicitó que se llevara a consideración el uso del padrenuestro para cerrar las reuniones grandes en las Convenciones Internacionales de AA, el Comité de Convenciones Internacionales y Foros Regionales de la Conferencia de 2021 tuvo una discusión amplia y concienzuda sobre los métodos para cerrar las reuniones grandes en la Convención Internacional, particularmente el uso del padrenuestro y la comprensión de que si bien la oración es parte de la historia de AA y se la utiliza y defiende con bastante frecuencia en algunas comunidades de AA, no se usa en las reuniones de otras comunidades de AA y algunos piensan que podría hacer que algunos miembros se sintieran excluidos y que reforzaría la percepción de que AA es una organización religiosa.

El comité concordó en que sería beneficioso recopilar información compartida de la Comunidad para tomar una decisión informada, y por ello solicitó que el Comité de Convenciones Internacionales y Foros Regionales de los custodios explorara la preferencia de la Comunidad en relación con los métodos para cerrar las reuniones grandes en la Convención Internacional.

Es conveniente señalar que, desde hace varias Convenciones Internacionales, los coordinadores de las más de doscientas reuniones en la convención han sido invitados a cerrar las reuniones de la manera que ellos elijan. Algunos cierran con el padrenuestro; otros con la Oración de la Serenidad; algunos usan la Declaración de responsabilidad, mientras que otros cierran con un momento de silencio. Anteriormente no ha habido ninguna política sobre qué oración o método se requiere utilizar para cerrar las reuniones."

En las cuatro últimas Convenciones Internacionales, según la elección del coordinador o coordinadora respectivos, una de las

reuniones grandes se cerró con el padrenuestro, una con la Oración de la Serenidad y una con la Declaración de responsabilidad.

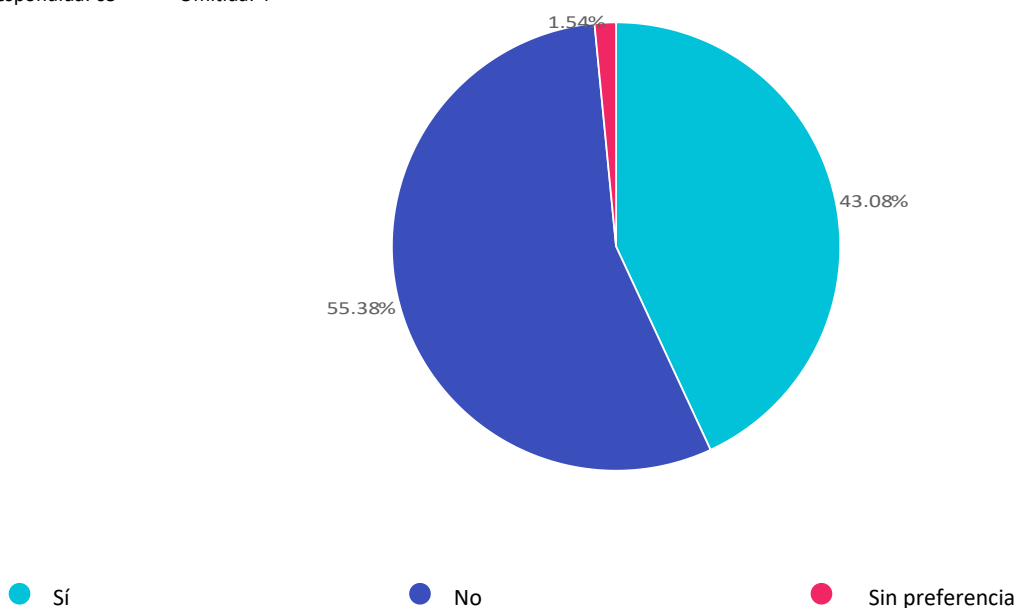
No hay respuestas

R1

¿Preferiría que continuáramos con esta práctica, incluyendo el padrenuestro?

Respondida: 65

Omitida: 4



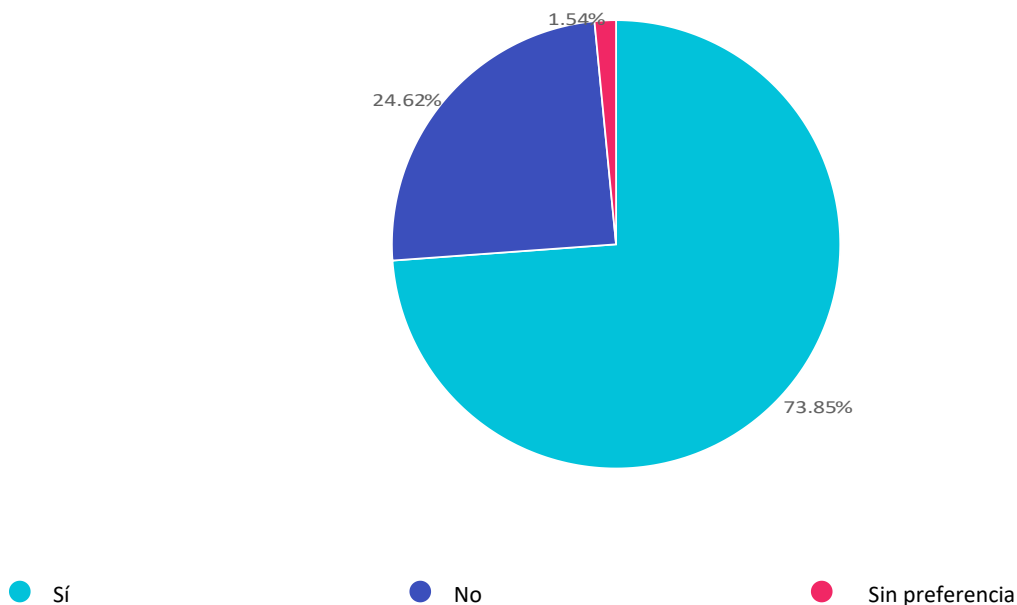
Opciones	Porcentaje de respuesta	Conteo de respuesta
Sí	43.08%	28
No	55.38%	36
Sin preferencia	1.54%	1

R2

¿Preferiría que continuáramos con esta práctica, pero que pongamos otra opción en vez del padrenuestro?

Respondida: 65

Omitida: 4



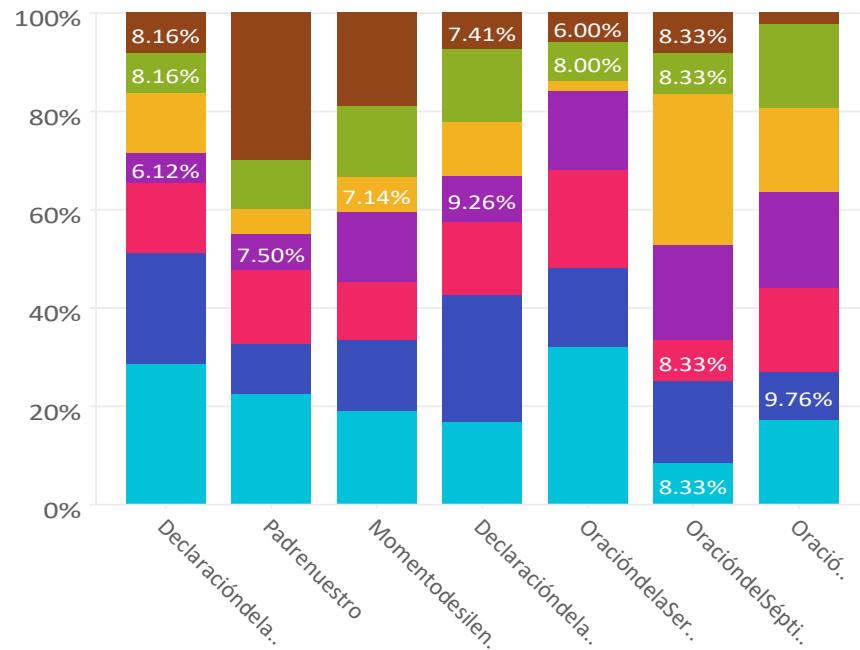
Opciones	Porcentaje de respuesta	Conteo de respuesta
Sí	73.85%	48
No	24.62%	16
Sin preferencia	1.54%	1

R3

¿Qué opciones le gustaría ver incluidas para el cierre de las reuniones grandes en la Convención Internacional? Por favor califique las opciones a continuación en orden de preferencia (del 1 al 7).

Respondida: 66

Omitida: 3



1 2
4 5
7

3 6

7

Opciones	1	2	3	4	5	6	7	Puntuación	Clasificación	Conteo de respuesta
Declaración de la unidad de AA	28.57 % (14)	22.45 % (11)	14.29 % (7)	6.12% (3)	12.24 % (6)	8.16% (4)	8.16% (4)	4.92	2	49
Padrenuestro	22.50 % (9)	10.00 % (4)	15.00 % (6)	7.50% (3)	5.00% (2)	10.00 % (4)	30.00% (12)	3.88	7	40
Momento de silencio	19.05 % (8)	14.29 % (6)	11.90 % (5)	14.29 % (6)	7.14% (3)	14.29 % (6)	19.05% (8)	4.05	5	42
Declaración de la responsabilidad	16.67 % (9)	25.93 % (14)	14.81 % (8)	9.26% (5)	11.11 % (6)	14.81 % (8)	7.41% (4)	4.54	3	54
Oración de la Serenidad	32.00 % (16)	16.00 % (8)	20.00 % (10)	16.00 % (8)	2.00% (1)	8.00% (4)	6.00% (3)	5.12	1	50
Oración del Séptimo Paso	8.33% (3)	16.67 % (6)	8.33% (3)	19.44 % (7)	30.56 % (11)	8.33% (3)	8.33% (3)	3.94	6	36
Oración del Tercer Paso	17.07 % (4)	9.76% (4)	17.07 % (4)	19.51 % (8)	17.07 % (4)	17.07 % (7)	2.44% (1)	4.29	4	41

	(7)		(7)		(7)					
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R4

¿Tiene alguna sugerencia diferente para el cierre de las reuniones grandes?

Respondida: 40

- 1 Continue closing them as we traditionally do, with the Serenity Prayer or the Declaration of Unity.
- 2 No
- 3 I think it's just that the Lord's Prayer may cause problems. It should not be used.
- 4 No
- 5 Have it close with something related to Alcoholics Anonymous.
- 6 The St. Francis Prayer: Make an instrument of your peace...
The Lord's Prayer is the essence of our spirituality... we should always keep what helped
- 7 people recover back in the day, and continues to help many AAs recover. The program is being devalued with illogical changes. Let's keep it simple. May God protect us from tyranny.
- 8 The Eleventh Step prayer followed by a minute of silence/meditation. Together with the Step 3 prayer.
- 9 Let's keep it simple. One minute of silence and the responsibility statement.
The Lord's Prayer will only cause conflict with people who thrive on resentment or atheism, as has already happened once. Also, it is a 2000-year-old prayer and Alcoholics Anonymous is
- 10 only 87 years old. Does this mean we can add religious sections to our literature? Let's keep it simple. Everyone has their own Higher Power already, Steps 2 and 3 tell us to go look for it, not impose it upon others.

11 No. Thank you for sharing.

I don't think it's such a bad idea for the decision to be left to the event chairs, but I'm also not

12 against using the Lord's Prayer as just another prayer, with a meaning beyond what it signifies for the Catholic religion, etc. I hope my opinion will be useful. Thank you, dear AA friends, for your service and happy 24 hours!

13 No. I would like it to be the Responsibility Statement, or the Declaration of Unity.

Dr. Bob described our Fellowship with the words Love and Service. The St. Francis Prayer suggested for the practice of Step Eleven covers both proposals. It asks that I become an instrument and carry the message of love, forgiveness, unity, truth, hope, light, joy, consolation and understanding which are a part of our recovery program.

14 Thus, I would suggest that we close with the St. Francis' Prayer. Sincerely, Luis Q.

Grupo Los Angeles
Cartagena-Colombia

I like the Declaration of Unity a lot. Since this is an International Convention, which will gather 15 many AAs from around the world, I think the Declaration of Unity would make more sense.

Thank you. It's the opinion of Luis Noé R., AA member from Mexico.

16 It could be the Lord's Prayer and the Responsibility Statement.

17 Traditionally they always close with the Responsibility Statement, remembering always that group and convention autonomy ought to be respected.

18 Only with the Responsibility Statement.

19 Not for the time being.

20 With the Lord's Prayer and a few seconds of silence.

- 21 In my group we end the meeting by hugging each other in brotherly love.
Many AA members at conventions do this spontaneously and some with tears in their eyes as they are overtaken by emotion.
- 22 No
- 23 I think it's necessary to have the Lord's Prayer at the closing of the meeting.
- 24 Foster the inclusion and relevance of young people for AA as a whole.
- 25 No, I am OK with my suggestions.
- 26 We could include the Responsibility Statement in French, Spanish and English and close the big AA meeting this way.
- 27 Serenity Prayer and Declaration of Unity.
- I think that most groups are in agreement and fully convinced that when the bell rings, it is God whom we call upon, in silence, which unites us all. Followed by our Serenity Prayer, 28 which stands for daily work through the Steps, ending with commitment to AA and as a Fellowship with the two statements. And everything [applies to] atheists, agnostics, believers and any member of any faith, this being AA. IT INVOLVES US. 29 The Declaration of Unity and Responsibility Statement.
- Some people from other religions might feel left out if we use the Lord's Prayer.
- 30 I like the Responsibility Statement.
If we sense a lot of conflict because of closing with the Lord's Prayer, it think it would be best
- 31 to close with the Responsibility Statement, although we know that the Lord's Prayer was a much-used tool in the early days of our Fellowship. Thank you for taking our opinion into account.
1. Declaration of Unity
 2. I am responsible
 3. The Lord's Prayer
- 32 My personal reasons: We need unity
I am responsible for practicing this.
HE is our hope to free us from any evil that could break us apart.
- 33 Only three moments: 1. Lord's Prayer; 2. Serenity Prayer and 3. Responsibility Statement
- 34 NO
- 35 Replace the Lord's Prayer with the St. Francis Prayer.
- 36 NOT for now.
- 37 None
- 38 FIRST THE DECLARATION OF UNITY, FOLLOWED BY THE RESPONSIBILITY STATEMENT.

- 39 AA is not allied with any sect, DENOMINATION, politics, organization or institution.
- 40 The St. Francis Prayer.

7 of 7

2024 Conference Committee on International Conventions/Regional Forums

ITEM E: Discuss ways to encourage interest in Regional Forums and attract first-time attendees.

Background:

1. Summary Suggestions 2017 to 2023
2. 2023 Northeast Regional Forum Questionnaire Summary
3. 2023 West Central Regional Forum Questionnaire Summary
4. 2023 Southwest Regional Forum Questionnaire Summary
5. 2023 East Central Regional Forum Questionnaire Summary

**Summary of Suggestions on Ways to Encourage Interest in Forums from
Conference Committees on International Conventions/Regional Forums
(2017–2023)**

The committee discussed ways to encourage interest in Regional Forums and attract first-time attendees, and suggested:

2023

- That the General Service Board add virtual elements to Regional Forums, or even add a virtual fifth forum to the annual calendar.
- Disseminate advance information about events using flyers, posters, announcements in Grapevine and La Viña, podcasts, Instagram messages, invitations in ASL, QR codes, and *Box 4-5-9* articles.

2022

- Consider options to the title “Regional Forum” utilizing more current language.
- Continue utilizing digital communication options; however, also continue non-digital options to ensure full accessibility and participation by members who may not have access to technology.

2021

- Consider using the Meeting Guide App to further convey Regional Forum information.
- Continue using videoconferencing technology to broadcast portions of future in-person forum programs allowing members who may not have resources or time to travel to participate.
- Ensure future host regions are well-informed about dates, locations, programs, and ways the local membership can participate.
- Extend outreach materials to invite the Spanish-speaking and LGBTQ communities to attend Regional Forums.
- Conduct at least one presentation or workshop in Spanish and/or French at each Regional Forum.

2020

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- Provide options for remote attendance.
- Provide digital access to Regional Forum materials and presentations (including use of the Meeting Guide App or mobile app).
- Develop service material for host committees providing shared experience on hosting a Regional Forum and stimulating participation.
- Develop a “video invitation” from the G.S.B. chair.

Suggestions for implementation at the local area included:

- Early and consistent communication about Regional Forums, including “What is a Regional Forum; no registration fee; what happens at a forum.”
- Involve members at all levels of service; do “sponsorship road trips.”

Use the Regional Forum video after it is released.

2019

- Compile notes from the first-timer sharing at a Forum for later distribution to encourage members to attend a future Forum.
- Consider developing a Regional Forum app.
- Consider developing a micro-site in addition to postal mailing the Regional Forum flyers.
- Increase awareness at the local level, including “intentional” outreach to different populations (i.e., young people, Spanish-speaking communities).
- Encourage local welcome committees to create “Save the Date” flyers.
- Consider inviting A.A.W.S./A.A. Grapevine directors to “non-service” A.A. events to increase awareness of Regional Forums.
- Place information about Regional Forums in the A.A. Grapevine and La Viña.

2018

- When possible, provide bilingual written and PowerPoint presentations, especially important when the Regional Forum is held in an area with a large population of non-English-speaking members.

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- Consider providing “meet and mingle” opportunities for Forum attendees to meet with trustees and G.S.O. staff in informal settings (for example, lunch).
- Provide members the opportunity to register earlier than the current two months lead time.

Suggestions for Forum workshops include:

- Lengthen workshop times.
- Trustees and G.S.O. staff could lead more workshops to foster more interaction with Forum attendees.
- Add workshops that would specifically address the topic of our Primary Purpose.
- Provide additional Spanish workshops.

2017

- Communicate information to groups that are a car ride or day trip away from the Forum site.
- Look for attractive sites for Forums.
- Forward any and all announcements from G.S.O., including when pre-registration opens.
- Forward announcements to states that are in other regions when Forum sites are nearby.
- Utilize FNV for email blasts to communicate with trusted servants about upcoming Forums.

Additionally, one area through its Assembly Development Committee organizes ride sharing and room sharing for Forums; and one delegate shared that they bring a laptop to A.A. gatherings and use it for pre-registration.

2023 NORTHEAST REGIONAL FORUM — (June 3–5, 2023) Questionnaire Summary

Seventy (70) participants/members of the 2023 NORTHEAST REGIONAL FORUM completed their evaluation questionnaires. A summary of their responses follows.

1. How did you hear about this Forum?

Area	39 (58.2%)
District	14 (20.9%)
G.S.O. Flyer	6 (9.0%)
Local Intergroup/Central Office	4 (6.0%)
Home Group	3 (4.5%)
www.aa.org	10 (14.9%)
Friend	7 (10.4%)
Other	10 (14.9%)

Responses to other:

- I have been before and know it happens every two years in June, I go to A.A.org.
- Invitation to past trustee panel on Sunday
- GSO Employee
- I have been waiting for four years!
- I just know- been in service a long time.
- NERT. Been waiting for it!
- Service Sponsor
- Past forums

2. Please list any suggestions for future Workshop or Presentation topics:

The following suggestions/comments were provided by the members for future workshop and presentation topics:

- The program item "Who is not in the Room" is probably reductant as the topic of marginalized groups is covered in many other AA events NERRASA, the Conference, State Conventions, etc.
- What can we be doing differently to attract young people, BIPOC members and others not in the room?
- Please continue "Who's not in the room?"
- Common Welfare and disruptive behavior.
- Safety.
- Accessibility.
- Attracting young people and corresponding with loners.
- How do we reach those members who are not in the room?

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- What defines an “outside issue”?
- Motivating AAs to Service; Fostering participation in service.
- Making General Service Attractive
- More on the Concepts, Traditions and Steps
- GSR is the lifeline - What do they do?
- Workshop - DCM, Treasurer, Corrections, Treatment. To exchange best practices with others.
- Self-support.
- The role of a delegate.
- Conference agenda item selection process.
- New agenda item submission process using a concrete example.
- The concrete changes from year to year.
- Our Spiritual Heritage (as in, "nothing can so surely destroy our spiritual heritage as futile disputes over property, money, and authority.")
- Online Groups/Online Area.
- Singleness of Purpose and AA Unity
- How do you include the home group?
- Service positions and servant leadership

Comments:

- What I would like to see on the program is more attention and/or focus on the other triad of the English, Spanish, and French which is the French AA community. Saturday afternoon we heard the 12th step effort by two excellent Latinos; can we have the same 12th effort by French AAs.
- There was talk regarding lighting a fire to get more attendees at NERF. Isn't one of the problems getting more actual meetings/groups to have a GSR, or if they do, a GSR who connects and participates with NERAASA and NERF as well as the district and area they belong to? This may be better sent out as a challenge, followed by a workshop.

3. At future Forums would you like to see:

	More	Less	Just Right
Presentations	20 (34.5%)	4 (6.9%)	34 (58.6%)
Workshops	27 (46.6%)	3 (5.2%)	28 (48.3%)
Sharing Sessions	16 (29.6%)	6 (11.1%)	32 (59.3%)

4. What was effective and what improvements might be made to Presentations, Workshops and Sharing Sessions:

Comments:

Presentations

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- Hearing the GSB Treasurer was helpful. He did a great job of making financial information simple and understandable, better presentation than at conference.
- It would be good to have all the presentations available, some seemed to just be written. Not sure, if when requested, oral presentations will be available.
- Sticking to the schedule was good and important to the attendees.
- The 'Who's Missing from the Rooms?' topic/session may be nearing its end/effectiveness as a feature session. However, important topics like inclusion need to remain as the feature session instead of a workshop. Suggested variation could be 'Inclusion vs Exclusion' or Tradition Three.
- More Class A Trustee presentations.
- Really enjoyed the 5-minute presentation from the Fellowship.
- Martia's presentation was excellent, so heartfelt.
- Encourage presenters to practice both their talks and technology, some would have benefited from being tighter.
- PowerPoint was used which was very effective.
- The presentation screens could be higher up for everyone to see what was on the bottom part of the slides.
- The presentations were very informative.
- Please diversify the presenters (perhaps by diversifying the bottom of the triangle). Too many white men.
- Grapevine
- Delegates did an excellent job with the presentations. The Trustees and AA Grapevine Publisher were also very informative and relatable. I appreciated hearing from the staff member.
- I liked the fact that the delegates gave the presentations and workshops.
- I think the best thing about the Forum is hearing from the folks at GSO, AAWS and Grapevine. I can hear about workshop type things at any number of AA functions, but only at NERF can you hear directly from those people involved with those entities.
- Because this was my first in-person forum, I do not have another to compare it with. However, I can say that the presenters and speakers were impressive, effective, and clear with the information they provided -- and their recovery message. They were also open and willing to speak privately to those with any questions, which I greatly appreciated.
- I loved hearing from GSO staff about what they are doing.
- Since we're already paying for it, please encourage better utilization of the AV equipment (i.e., PowerPoint, audio recording, and the like).
- The presentations were generally very well prepared and delivered. It might be helpful to have hard copies of some of the slides available during the weekend.
- I enjoyed hearing all the presentations as a first timer to the regional forum. It was especially good for me to hear the delegates present since it gave a sense of how different AAs approach that work and what they are doing.
- Please have someone proofread the slides, as some were outdated, and then some were not visibly functional for a large auditorium setting.

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- Let us be able to pull up the slides ahead of time and alert people to bring a laptop or tablet to see them.
- Connections with home groups through the Area and GSO

Workshops

- Our workshop on Service – did not provide any take away tools to help with motivating and getting others excited for service.
- Need for more interaction with other Area's committees - CPC, PI, etc.
- If possible, maybe more time for individual workshops
- Some great enthusiasm and ideas were suggested. I would like to see a formal recording and plan for funneling the ideas forward with a subsequent report back at future NERF.
- I went to the GV workshop and the workshop on communication from the home group to the conference. At that session the facilitator wrote on the flip chart - "What pisses you off?" as the first question for discussion. Starting off any workshop with a negative question like that is not productive.
- The Warranty Workshop was great.
- I only made it to one but really enjoyed it - The Warranties. Some of the sharing from participants got long-winded and off topic. I'd encourage the facilitator to take more of a lead in the future.
- Signage for the indigenous alcoholic pamphlet mtg should have been updated to reflect the new room.
- The workshop topics were great! I wish I could've gone to all of them!
- The workshops were all interactive and engaging.
- The workshops are a nice way to break the attendees into smaller groups, and to break up the "sitting and listening" parts of the weekend.
- In order to facilitate follow-up self-study, encourage handouts with references (i.e., virtual workshops, website addresses, literature, pamphlets, and the like).
- Wish there had been more. The one workshop that I went to (online AA) was great.
- The workshops I attended were well done, but in smaller rooms, so I am not sure how the ones in larger rooms functioned.

Sharing Sessions

- They were informative.
- These were interesting and certainly varied. Not sure if it would make sense to list the sharing sessions to pertain to what was presented immediately before, so they are on topic.
- I hosted an evening AA meeting after the formal presentations were over. I was genuinely touched that a few board members came.
- During the what's on your mind sessions, board and staff members made sure every question and comment was listened to and responded to. Great job! That spirit of

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anonymity-that we are all on the same level as members of AA made me feel part of. Please keep that up.

- The Q&A periods are so helpful to first timers and allow those that are angry to vent and perhaps gain a different perspective.
- The change of heart witnessed at these events from the angry ones is always beautiful.
- Sharing sessions were helpful.
- I think we had more than enough time for sharing.
- All good but felt rushed. Would love to see more time for sharing in the future.
- Plenty of time was provided for Q&A.
- I thought sharing sessions were very effective.
- People were engaged and will give input and feedback. We learned from each other.
- I am grateful for the trusted servants (Trustees, Staff, etc.) who attended even if they were not giving a presentation, but they were there to answer questions that might come up.
- Great that these exist! I thought the questions/comments coming from the floor were very helpful and interesting.

5. Please indicate whether this was your first Forum:

Yes 34 (50.0%) No 34 (50.0%)

6. Please select your current service position:

G.S.R.	6 (9.7%)
D.C.M.	12 (19.4%)
Area Officer	6 (9.7%)
Area Committee Chairperson	6 (9.7%)
A.A. Group Member	8 (12.9%)
Non-Trustee Director	0 (0.0%)
Delegate	5 (8.1%)
Past Delegate	5 (8.1%)
Trustee	3 (4.8%)
Past Trustee	2 (3.2%)
Friend of A.A.	0 (0.0%)
Other	9 (14.5%)

Responses to Other:

- District Grapevine, literature chair
- Archivist

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- Alternate Delegate
- Alternate DCM
- Past Delegate/Past Trustee
- Area Committee member
- Alternate Delegate
- district chairperson
- GSO Employee
- District officer
- Intergroup
- Area Committee Chair (Newsletter)
- District Treasurer
- Registrar
- Tech Servant
- Intergroup Chair
- Assistant group treasurer
- long-time AA member and servant at broad levels of participation

7. Did you pre-register online?

Yes 64 (91.4%) No 6 (8.6%)

8. Please list any suggestions to improve the online registration process.

- Please provide an agenda in advance of the meeting.
- Handout of who's who - GSO folks and titles of all GSO presenters with contact info.
- Was difficult to find. Should have a link on the home page for registration.
- I was uncertain if there were any meals included in the weekend. I wish that it had been more explicit as to what I could plan for.
- As someone who pre-registered, outside of the registration confirmation email, I did not receive any further communications.
- I would have liked to have seen the hotel information and program sooner.
- Send a confirmation email which includes the address of the hotel and clarify that food options on site are very limited.

2023 WEST CENTRAL REGIONAL FORUM — (August 25–27, 2023)**Questionnaire Summary**

Ninety (90) participants/members of the 2023 WEST CENTRAL REGIONAL FORUM completed their evaluation questionnaires. A summary of their responses follows.

1. How did you hear about this Forum?

Area	38 (44.7%)
District	17 (20.0%)
G.S.O. Flyer	6 (7.1%)
Local Intergroup/Central Office	1 (1.2%)
Home Group	19 (22.4%)
www.aa.org	3 (3.5%)
Friend	9 (10.6%)
Other	8 (9.4%)

Responses to Other:

- From a family member
- My Sponsor
- Email from our Delegate
- Presentation Materials
- My DCM (I am the Alternate DCM)
- Area 52 Handbook
- At a meeting
- WCR Trustee

2. Please list any suggestions for future Workshop or Presentation topics:

- What are the differences in governance between the service entities of AA Grapevine, GSO, GSB and AAWS?
- How do we get more people involved in district service?
- Our "one ultimate authority" how do we make sure we are getting an informed group conscience?
- Archive workshop.

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- The value of service work in helping stay and enjoy sobriety by GSO members. Show members that alcoholic staff are like the rest of us.
- How an idea goes from a proposed agenda item (PAI) to an advisory action by the General Service Conference.
- Understanding the General Service Conference as the group conscience of the Fellowship.
- District and Area Committees.... Brainstorming ideas.
- District and Area Committees... How to develop a real committee.
- Regional Forums – effective?
- Concepts

3. At future Forums would you like to see:

	More	Less	Just right
Presentations	10 (15.2%)	11 (16.7%)	45 (68.2%)
Workshops	38 (49.4%)	5 (6.5%)	34 (44.2%)
Sharing sessions	27 (38.6%)	5 (7.1%)	38 (54.3%)

4. What was effective and what improvements might be made to Presentations, Workshops and Sharing Sessions?

Comments:

Presentations

- The presentations were fascinating.
- Improving low group/GSR participation at the district level.
- QR codes for presentations.
- Ask the local delegates the hot button issues that they believe their area might want to talk about and address some of those in the presentations.
- One thing I found particularly interesting was to hear the schedule of our GSO general manager. That helped me to see how much focus and emphasis you place on communicating and networking with areas, districts, and groups. It's impossible for me now to think of the GSO as disinterested, detached, or anything less than wanting to be engaged with us now that I've been to forum.
- Very informative and highly engaging.
- The Grapevine and financial presentations were really spot on.
- Slides need to be able to be read from further away.
- Updated PowerPoints/ fewer typed words.
- The length of all was very effective, not too long and a nice mix of activities.
- This being my first forum, I wasn't sure what to expect. I learned a great deal out who we are. I think the presentations were spot on.

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- Have smaller group activities so more can participate and may even make some feel more comfortable sharing.
- Presentations were excellent, including the Q&A sessions afterwards.
- I really enjoyed the way the Class A trustee presented the finance report. He got on the same level.
- Q&A is my favorite, but I appreciated information about literature, Grapevine, etc. I would have liked more detail about the Corrections Tablet.
- Lines got too long at the mike to get a question in.
- Mostly business, very little spiritual. This was discouraging, as a spiritual program I would like to see and hear more of the spiritual impact on the leadership part of our fellowship. What I heard that was close to spiritual was the hope that there would be funding for the rent that is trending towards being late and even that was based on business analysis.
- GV presentation was good. Perhaps a presentation on writing for the Grapevine
- Finance report seemed rushed, maybe have handouts instead of just the screen.
- Perhaps have a sound person check the meeting rooms. It was difficult for me to hear a lot of times.
- What I enjoyed was hearing the human side of each of you. How you got to where you are today. Realizing that you all (except A Trustees) are alcoholics.
- It is so easy to blame those in charge when things appear to not be going well. Important for me and others to remember that you are put in these positions temporarily. We all need to put through the best person possible to fill those chairs. I was around when the thoughts of a plain and simple language book were started and why. It all makes sense to me, and I am excited to finally get to read it and use it as needed. It is so hard to explain to others that it is nothing to be afraid of. That no one is trying to put something over on us, that is not good.
- Staff presentations, especially updates.
- Trustee presentations to explain such things as budget/expenditures; progress on literature and answering questions about each. Fewer delegate presentations.
- I enjoyed hearing from the delegates on various topics, but personally did not find the workshop super helpful.
- Have high energy presentations at each session. Got long without a break.
- Please have printed copies of the presentations.
- I'd like to see other trusted servants present and lead workshops along with the Delegates including Area Officers, Committee Chairs, DCMS etc.
- Have a panel that discusses hot topics and allows people to listen to multiple sides of an issue presented in a respectful manner.

Workshops

Confidential: 74th General Service Conference Background

- I got to the grapevine workshop, and it was fantastic. Lots of information shared, and lots of new ideas for me. I would've liked the opportunity to go to more workshops.
- Remind attendees to share only once so everyone has a chance to share.
- More description about the workshop.
- Amazing presentation and good interaction
- Liked having the Delegates chair the workshops.
- Smaller sessions were better venues for asking questions.
- There were all good workshops all at the same time. It would have been good to stagger some of them.
- I think the topics were great. Only wish I we had time to go to others.
- Quality tended to be directly related to delegate or workshop leader presentation skills.
- Fortunately, our delegate had an excellent and very engaging style beneficial to all participants.
- The workshop was not long enough and the topic that I attended was very bland. Another good workshop could be "Problems in your home group."
- Corrections
- More applicable takeaways
- I was surprised when the workshops were participatory. AA workshops for me have always meant a presentation rather than interactive though always with a Q&A.
- More time for discussions.
- How to apply the Concepts.
- If you decide to do workshops, please make sure the individual is knowledgeable and a good presenter.
- Was my least favorite part.
- How to get more group members to serve the group.
- The workshop could be a little more structured. Felt more like a sharing session than a workshop. Good advice from other A.A. members but little real guidance from the organizers.
- Gerry R. great workshop.
- I did not think the Financial Report informative. It lacked detail.

Sharing Sessions

- Good amount of time.
- Overall excellent experience.
- Only truly seasoned service folks dared approach the mike.
- Allow follow-up questions.

Confidential: 74th General Service Conference Background

- I learned a few things, but it wasn't the best format to hear about the concerns my group wanted me to report.
- Complicated questions need to be answered later so the sharing session isn't held up in lengthy explanations or back-and-forth exchanges.
- Having time for serious sharing.
- No clapping.
- Never an easy topic. I think the time we had was about right. Good work on keeping the time held for each person.
- There obviously was not enough time for sharing as people had to wait for the next sharing session.
- Poor to average in general and dependent on the individuals' questions.
- The loudest voices tended to be an emotional strongly opinionated very small minority.
- Respecting the minority opinion is important. However, we sometimes carry this consideration too far neglecting the majority.
- I thought that the people doing the sharing sessions did very well. I would have liked to see Bob W. answer more questions directly rather than calling on others to answer some of them. I understand that he was trying to get the "right" information, however, some of the time it seemed like he was "dodging" a little.
- I wish the ask it basket was ONLY for those questions and no extra sharing. Of the 34 questions in the basket, not many were addressed in person.
- More of these, fun to see and hear what topics people have questions.
- More Q&A with NY staff, trustees, etc.
- I wonder if in the announcement before sharing sessions regarding guidelines for sharing it would be effective to say, "Please do not re-state what has already been shared or said."
- Staff, trustees did a great job of modeling professional behaviors in the face of conflict/contentious questioners.
- Fine but could be shorter and a bit more streamlined first time.

5. Please indicate whether this was your first Forum:

Yes 43 (49.4%) No 44 (50.6%)

6. Please select your current service position:

G.S.R.	11 (13.9%)
D.C.M.	8 (10.1%)
Area Officer	11 (13.9%)
Area Committee Chairperson	4 (5.1%)

Confidential: 74th General Service Conference Background

A.A. Member	18 (22.8%)
Non-Trustee Director	0 (0.0%)
Delegate	6 (7.6%)
Past Delegate	4 (5.1%)
Trustee	1 (1.3%)
Past Trustee	1 (1.3%)
Friend of A.A.	1 (1.3%)
Other	14 (17.7%)

Responses to Other:

- District grapevine chair
- Member of Al-Anon
- Alt DCM
- DCM
- Hotline chair. Grapevine Editorial Advisory Board
- Group member
- Archives
- Area Archivist
- NAG Non-Rotating Advisor to the home group. (I remind officers and others when events/tasks are coming up.)
- AA Member
- Staff Member
- Grapevine committee chair
- District CFC
- District Literature Chair
- District Secretary

7. Did you pre-register online?

Yes 71 (80.7%) No 17 (19.3%)

8. Please list any suggestions to improve the online pre-registration process.

- You may want to consider other questions to ask during pre-registration that might be useful to the delegates. Example: is this your first forum?
- More rooms in the room block.
- Firmer printable confirmation of registration in separate email.

Confidential: 74th General Service Conference Background

- We had to do some digging to get registered. Making that process easier would be helpful.
- Earlier distribution of the program.
- Was smooth and easy. Took five minutes.
- I thought it was very easy to navigate with no problems.
- The final Ask it Basket should include only the questions from the basket.
- Print and distribute Flyers.

2023 SOUTHWEST REGIONAL FORUM – (September 29 – October 1, 2023)

Questionnaire Summary

90 participants at the 2023 SOUTHWEST REGIONAL FORUM completed evaluation questionnaires. A summary of responses follows:

1. How did you hear about the Forum?

Area	38 (44.7%)
District	17 (20.0%)
GSO Flyer	6 (7.1%)
Local Intergroup/ Central Office	1 (1.2%)
Homegroup	19 (22.4%)
www.aa.org	3 (3.5%)
Friend	9 (10.6%)
Other	8 (9.4%)

Responses to other:

- Common knowledge in service
- Class A Trustee
- My spouse presented a workshop
- Attended previous forums
- Invited by DCM
- My home group
- SWRAASA
- GSO Calendar

2. Responses to please list any suggestions for future Workshop or Presentation topics:

- Workshop on explaining plain language translation to our groups.
- Workshop on finances/financial situation of AAWS and GV and LV - 10-20 years past, present, and predictions moving forward
- How to effectively communicate up and down the triangle
- Application of the principles of the 12 Concepts in board operations
- Delegated authority and responsibility
- Trust and rebuilding trust

Confidential: 74th General Service Conference Background

- Direct application of our Concepts and Traditions to our roles within the service structure
- The importance of recovery when serving within our general service structure
- Archives
- Anything related to current topics circulating in the Fellowship
- How to use the new Grapevine and La Viña apps.
- The Home Group
- A.A. acronym and phraseology workshop
- Sharing best practices for Area and District communication
- Using A.A. literature in meetings
- Reaching underserved populations of alcoholics
- Service Sponsorship
- What can we do to better link the Home Group to GSO Staff?
- Discuss matters affecting the Fellowship (Box 459 for example)
- What does the A.A. landscape look like in 20xx? Getting a real picture of our membership
- What are the responsibilities of various service positions?
- How the area and the delegate ensure your voice and ideas are heard?
- Keeping up with changes, updates, new literature
- Reporting to groups, seeking the Informed Group Conscience
- Attracting others to general service

3. At future Forums would you like to see:

	More	Less	Just right	No answer
Presentations	10 (15.2%)	11 (16.7%)	45 (68.2%)	
Workshops	38 (49.4%)	5 (6.5%)	34 (44.2%)	
Sharing sessions	27 (38.6%)	5 (7.1%)	38 (54.3%)	

4. What was effective and what improvements might be made to Presentations, Workshops and Sharing Sessions

Comments:

Presentations

- Let people know there will be no printed material provided
- Some of the presentations were redundant
- Consider extending the time for presentations that are being interpreted

Confidential: 74th General Service Conference Background

- Presentations covered a variety of complex, sometimes technical issues, and overall, the presenters did an extraordinary job of explaining the material clearly and with as much brevity as possible
- Less reading of material
- The past Trustees sharing was wonderful
- I learned a lot about how "New York" operates
- I really enjoyed the trustee-at-large presentation. To see the work done at the international level shows that this program is not just about me, or my home group, or even just my district or area. Being of service to anyone, anywhere truly means anyone and anywhere. It was great to see the work being done to help other countries
- Presentations from GSO staff could have provided more specific information or given examples about day-to-day tasks. There were so many committees mentioned. I just got bogged down with all that info and still unclear about how stuff gets done
- Longer time for presentations, especially finance and Q&A sessions
- I believe more information is better
- Presentation topics were timely and in keeping with current interests and concerns
- Presentation on 100 frequently asked questions from website
- Provide hard copies of the financial presentation
- Too much time devoted to GSO providing information from the Service Manual and not enough time devoted to listening to the comments from the Areas
- While I appreciated having the La Viña presentation in Spanish, having 2 of the 3 sessions related to Grapevine translated from Spanish to English was challenging. In addition, 3 sessions on Grapevine/La Vina seemed to be too much
- I think it is vital for people to hear how much enthusiasm some of our Board and Staff bring to their respective roles
- Sharing sessions should be longer

Workshops

- More workshops and more time allotted for them; more one-on-one with Trustees conducting some workshops
- More focus on application of our principles to the roles we serve in
- The old-timers were wonderful
- I definitely appreciated the 2 presentations in Spanish with interpretation into English, because it should not only be English to Spanish
- I'd like more personal stories
- Workshops on internet guidelines for social media, virtual groups
- A workshop explaining the changes made to our literature would be helpful
- Provide more structure to the workshops

Confidential: 74th General Service Conference Background

Sharing Sessions

- Everyone should have a chance to be heard and not stand in line only to be sent away from the mic
- Whew! As an AA member who'd heard vague, alarming rumblings of discontent and anger, the sharing sessions were a real eye-opener. The presenters did an excellent job of listening and having available the staff and others most knowledgeable about the question at hand, which seemed to me crucial. It saddened me to hear so much hostility from some members of A.A., but I deeply hope that making it possible for them to express their frustrations helped them feel that their opinions were heard and valued
- Too unfocused. Open mic becomes an airing of grievances even during Q&A time. Cut folks off if they don't have a question
- During Ask it Basket time, don't open up to questions and comments from the floor! Focus instead on answering all the written questions that were submitted
- I thought the sharing sessions were quite informative and generally well run. I felt the questions were often redundant
- Would it be possible to submit questions ahead of time to be able to provide more specific answers by being able to research/find answers and bring them to the Regional Forum?
- As a new GSR, just learning the service structure, I decided that my purpose at this Southwest Regional Forum was to get to know the people who are GSO. There is often a mystique around GSO; what they do, how it benefits the groups and who they are. The sharing sessions helped me dispel the mystery
- The 9pm Sharing Session to close the evening is not effective and has the possibility of ending on a very sour note after a long day. I'd rather see the forum close after the Class A shares
- I found the sharing sessions interesting and entertaining. Unfortunately, it appeared the tone pointed at a lot of disunity between groups, districts, areas in the southwest region and the General Service Office. Hopefully people heard what they needed to hear and some of the disunity can be amended
- Sharing sessions were good. These Forums are meant to be communications up and down the triangle and there could have been much more from the top of the triangle if time allowed
- The sharing sessions were a mixed bag. More fluid communication on an ongoing basis would eliminate some of the gotcha questions and more serious concerns and frustrations, allowing us to focus on more critical items, as well as more first-timers and positive sharing

Please indicate if this was your first forum:

Yes 43 (49.4%) No 44 (50.6%)

Please select your service position:

Confidential: 74th General Service Conference Background

GSR	11 (13.9%)
DCM	8 (10.1%)
Area Officer	11 (13.9%)
Area Committee Chairperson	4 (5.1%)
A.A. Member	18 (22.8%)
Nontrustee Director	0 (0.0%)
Delegate	6 (7.6%)
Past Delegate	4 (5.1%)
Trustee	1 (1.3%)
Past Trustee	1 (1.3%)
Friend of A.A.	1 (1.3%)
Other	14 (17.7%)

Responses to Other:

- District officer
- District Corrections Chair
- Alternate Delegate
- District Treasurer
- Alt DCM
- SWRAASA 2024 Hospitality Chair
- Correspondence Secretary for Central Office
- Chair of Local Central Office Steering Committee
- GSR alternate and Intergroup Vice-Chairperson
- Member
- Alt DCM of District 12 Area 38 Eastern Area Missouri
- District secretary
- Area committee treasurer
- Delegate Elect (Current Alt Delegate)
- Past DCM
- Alt DCM

7. Did you pre-register online?

Yes 71 (80.7%) No 17 (19.3%)

Confidential: 74th General Service Conference Background

8. Please list any suggestions to improve the online pre-registration process.

- I would love to have had the registration open sooner and the agenda finalized and posted sooner
- Send a registration link to past attendees for the next forum
- Provide more meaningful responses and then send confirm email
- Provide a more direct link on the front page
- The pre-registration needs to be earlier so that areas and districts can make the announcement about the upcoming Forum and attendees can register right then on their phones, laptops, devices
- Send out more email announcements to get better attendance
- I wasn't sure I'd get to go this time and I LOVED that you could print out regular name tags at the Forum!! I felt just as though we had pre-registered

2023 EAST CENTRAL REGIONAL FORUM – (September 29 – October 1, 2023)

Questionnaire Summary

164 (404 total) participants at the 2023 EAST CENTRAL REGIONAL FORUM completed evaluation questionnaires. A summary of responses follows:

1. How did you hear about the Forum?

Area	86 (54.4%)
District	19 (12.0%)
GSO Flyer	24 (7.1%)
Local Intergroup/ Central Office	10 (6.3%)
Homegroup	21 (13.3%)
www.aa.org	23 (14.6%)
Friend	24 (15.2%)
Other	9 (5.7%)

Responses to other:

- Local (Cleveland) archivist
- Past GSR from my home group
- Delegate
- ECR email communication
- Regional events schedule
- Past attendees who said great things about past forums

2. Suggestions for future Workshop or Presentation topics:

- GSR - How to register a group, how to register as a GSR and how to get communications from GSO.
- GSR - How and what forum information to report back to my homegroup.
- Roles of District and Area Officers.
- The importance of the steps and the promises working in your life.
- How to pick a sponsor and how to be an effective sponsor.
- The role of sponsorship in cultivating servant leaders.
- How to improve communication throughout the fellowship.
- How to submit General Service Conference agenda items.

- Additional GSO Staff presentations e.g. CPC, or Corrections covering how they handle day-to-day work and duties.
- Discuss how changing the literature would be beneficial to current and potential members for inclusivity.
- How an Area committee can address confusion and/or backlash from fellowship.
- The process/flow of how Delegates provide agenda items and background to DCMs and GSRs so they can get a group conscience.
- Panels of members in specific service positions to share experience in those positions. To share pro and cons and benefits of their experience in the role.
- Concepts - who wrote them, what they say, how they apply to the Fellowship.
- Concept 9 and 11.
- Self-Support - how contributions put in the basket are used to reach the alcoholic.
- Anonymity.
- General Service Conference – an overview of the event or a mock conference.
- First time attendees' "school" - Content to include definitions and descriptions of General Service.
- Minority opinion.
- Unity in action.
- The Service Manual - how it came about how its laid out. Go over the concepts.
- Updates and news about literature, pamphlets, and books.
- Cooperation with professional committees (CPC) - how to effectively reach professionals.
- Public information (PI) - best practices for spending 7th traditions wisely to make aware our presence in your community.
- Increasing membership participation in the Service Structure.
- Three Legacy Sponsorship.
- How the A.A. Group is part of personal recovery and spiritual growth and service beyond the group enlarges our personal recovery and spiritual growth.
- I recommend that a session on how the Conference Works be presented by Delegates fresh from that year's Conference.
- Help make "dark" service areas active.
- The participation of online groups in the A.A. service structure.
- increase the number of breakout sessions for new GSR's.
- Grapevine Representative role.
- Trust and Unity.
- Group safety.
- Workshop on Tradition 4.
- Workshop on Tradition 12.
- Communication and Technology.

- A workshop on Atheists/Agnostics and how well they are accepted or tolerated in the fellowship.
- Presentation on what AA meetings are like around the world, differences, and similarities.
- Always need to talk about the money - explain how it is spent, etc.
- Traditions and concepts.
- Service Committee Workshops to increase attendee participation.
- Grapevine (How to navigate the GV online) & write an article for submission.
- Archives (how to write personal and group histories and other historical material)

3. What was effective and what improvements might be made to Presentations, Workshops and Sharing Sessions

Presentations

- More presentations and Q & A with board, trustees, and staff.
- Less presentations by Area representatives.
- Provide explicit directions on how to use microphones.
- Longer time for Q&A.
- More detail.
- Have audio checked.
- Archives table from the Area.
- Have presenters practice using the microphone.
- Liked the inclusion of Alt Delegates
- The presentation slides were impossible to read
- I liked the fact that there were three mics in the front of the room.
- Provide hard copies of the handouts especially the Treasurer's Report.
- OneDrive for QR code was easy to use.
- As a presenter will always read versus ad lib the info into the future. I was not satisfied with the quality of my presentation.
- One presentation at a time. 15 minutes of presentation/ 15 minutes of after presentation chit chat informally while some could choose to leave for bathroom/food/cigarette break.
- Comedy!
- Topics about current A.A. topics.
- Combine the Staff and Board Reports for AAWS and AAGV.
- Better Accessibility for the presentations.
- Making them more personal.
- More information on literature provide information on the time and money we are putting into our literature projects.

Workshops

- Have moderators be more engaging.

- Elimination side conversations and allow one person to speak at a time. Give everyone a chance to speak before someone speaks twice.
- More workshops.
- Confused by the use of the term workshop, which would indicate more active participation by the attendees.
- DCM workshop to explain the role.
- Panel on specific service roles GSR, DCM, Delegate, to get a different perspective.
- Suggest presenters review their material making sure it is up to date.
- Provide a list of relevant resources that attendees at each workshop could either take with them or learn about that pertain to the topic.
- Better organizing and signs.
- Increase the number of breakout sessions for new GSR's.

Sharing Sessions

- Great!
- Really not enough time, but interesting topics brought up.
- Ask people who have already been to the microphone to give others a chance.
- More time for Q and A and Ask It Basket.
- Very thought-provoking.
- Very necessary and amazing.
- So pleased regarding frequency and participation. Created a "safe" environment to express and respond.
- I found the sharing sessions very moving and informative.
- Limit the time each person gets to speak.
- So sad - continued to either cause me concern, break my heart, or make me fussy.
- I could have done without an hour of all the newcomers saying thank you. If you feel that is necessary, then put it last.
- The sharing from the past trustees was beautiful. We seem to be losing folks because things were running late maybe starting Sunday a little earlier. I would've put the trustees earlier on Sunday perhaps leaving the first time of sharing towards the last part.
- It was good to see the input from various members.
- Need to allow more time for people who did not have the opportunity to speak.

Please indicate if this was your first forum:

Yes 83 (51.9%) No 77 (48.1%)

Please select your service position:

GSR 27 (17.4%)

DCM	12 (7.7%)
Area Officer	29 (18.7%)
Area Committee Chairperson	10 (6.5%)
A.A. Member	24 (15.5%)
Nontrustee Director	0 (0.0%)
Delegate	9 (5.8%)
Past Delegate	21 (13.5%)
Trustee	3 (1.9%)
Past Trustee	2 (1.3%)
Friend of A.A.	1 (0.6%)
Other	17 (11.0%)

Responses to Other:

- Pass Delegate
- Group Secretary.
- Grapevine Rep for home group.
- Former GSR
- Dist. treasurer
- Area committee chair
- Event committee for my home group
- Alt DCM
- Intergroup Member at Large and member of the Intergroup Executive Board, Chairperson of the Treatment Committee
- Outreach Coordinator for Cleveland District
- GSR & also our districts secretary/treasurer
- District Committee Chairperson (DCM)
- District Committee Chair
- Intergroup Rep
- Area Chair DCM
- Alternate Delegate
- Treasure secretary
- District Treasurer
- District archives committee chair
- Area Registrar and District Corrections Chair

7. Did you pre-register online?

Yes 143 (89.9%) No 17 (10.1%)

8. Please list any suggestions to improve the online pre-registration process.

- I took a while to find it. Going to www.aa.org, I couldn't find aa.org/regional-and-local-forums. Something that stands out would help.
- Maybe make it one of the selections on the home page.
- The website didn't always work.
- I pre-registered yet on arrival could not be found.
- Make the Forum page easier to find on the website.

9. Please list any suggestions to improve the Forum experience.

- Be stricter with the schedule. Set time limits. Start and end sessions on time.
- More time for Q&A.
- Less speeches from the podium. More smaller groups.
- Topics for the sharing sessions e.g. service committees.
- AA Literature Accessible.
- I would have liked to have gotten an emailed invitation from you about the forum.
- Time the past trustees talk and make them stick to time limit.
- A map of nearby restaurants and potential limitations.
- Put out literature to take Saturday when most attendees are present.
- Add an AA lead meeting.
- You guys knocked it out of the park!
- Start ALL meetings On Time!!
- Clear instructions regarding the literature and what is free to take.
- Better mic'ing for the speakers.
- More coffee.
- Smaller breakout sessions covering topics such as Finance or help getting the international convention if you had a criminal record.
- Larger room with comfortable chairs.
- Invite one delegate to share his experience in service.
- The location of the forum was remote.
- Cheat sheet of all service positions for the first timer.
- Perhaps a meet and greet on Saturday too.
- Extend an additional day to have more workshops.
- Copies of the financial report.
- Fitting more content into the program and more time for sharing.
- MORE TIME TO CHAT WITH THE STAFF.
- Ice cream social on Friday or Saturday night.

10. How did you like the “What to Expect/Meet and Greet” session?

- Great intro to the weekend
- It was a good experience.
- Nice touch.
- I liked the video introduction, although it might be a bit "dated" and need updating.
- I loved it! I was so excited when I came home that night that I didn't sleep a wink. The session had good content and was well done.
- I don't think the first-time attendees expected to walk away feeling so energized and connected. Speak more about the connection one member to another through these events and through ongoing participation and communication.
- I liked the session very much, you got to know who the presenters were and how they got their positions. Also, their backgrounds. Very informative.
- It would have been nice to have the people sitting at the tables outside of the room available to actually meet them. I could not get close to anyone to even introduce myself.
- I enjoyed it as it gave me an overview of the weekend and what was to come.
- The whole event should be this format.
- Some information was redundant and the opening meet and greet just felt like the beginning of the program.
- Nothing special
- I didn't love using time to go over the basics as mentioned above.
- Not enough of "this is the basics" ground rule setting.
- Perhaps a meet and greet on Saturday too.

8. Do you have any further thoughts or comments?

- Was well run hotel was great place.
- I would have liked to have seen a Trustee in every workshop.
- Good program. I enjoyed what I was able to attend. Good topics for the sessions.
- Thank you. I am motivated to get to NYC to visit.
- Really missed the printed documents.
- Enjoyed seeing our New York servants and trustees.
- Bob, our GM, was a wonderful speaker with a great personality.
- Thoroughly enjoyed our class A trustees, Sister Judith & Kevin P very grateful for their service to AA!
- Cathi C was very welcoming and a great moderator.
- Wonderful speakers on all panels! "
- The number of people who attended and number of first-time attendees was very encouraging. GREAT JOB!!!!!!
- Outstanding opportunity to learn more about service. Have multiple pages of notes with so much to review, internalize and put into action.

- Love how everyone is so willing to offer help, answer questions.
- So much more to learn.
- I was really moved by all the people's sincerity and really coming together and always looking for the best solutions in the best ways to carry the message to the still suffering alcoholic.
- I will attend future forums.
- Making the event free was fantastic.
- Please consider a zippy tagline that follows "2023 East Central Regional Forum." The name of the event is a snoozer.
- You set the perfect tone for the weekend. There was a real feeling of love and trust in that room all three days. And your professionalism showed through all weekend, from the way you dressed to the way you admitted several times that you could have done certain things better. I also appreciate the time you took to explain how and why you work with consultants, the thought process that goes into your decisions, etc. You are a class act!!!
- One of the first things I'm going to share with my group tonight is that I have 100 percent confidence that the GSO is doing its very best to spend our money wisely and help us carry the message to the still-suffering alcoholic.
- Print QR codes on stickers and put them on the back of the name badges.
- I have been to forums before that had a much more preparedness quality to them.
- More explanation on the QR code would have been helpful.
- Kindness, love, learning, and sobriety were at the forefront! My heart & soul is so full!
- I have a better appreciation for the dedication of GSO Staff and Class A Trustees in both their job descriptions and dedication to carrying the message of recovery to the still suffering alcoholic. Thank you!
- GSO Leaders and GSB antics have broken my heart. I've been sobering a long time and will likely be around for several more decades. Please do better.
- An ice cream social or greeting event would have been great. It was hard to find time to meet and talk with folks before/between/after programming.
- From a financial standpoint it would be prudent to take a hard look at who from the GSB needs to attend.
- There were a lot of foibles involving the GSB this year. They have not been forgotten, yet folks received a hard sell for money in the middle of the forum. I would suggest that a good in person heartfelt apology would have gone a long way.
- This was truly a life-changing, spiritually energizing opportunity.
- Sitting in hospitality with a whole bunch of AA service nerds was awesome.
- Provide food, lunch, snacks etc.
- If you could keep it to one day, maybe more people could afford to go.

- Seems like different staff members from the top down could be greeters, at each session, so we would get to meet more of them.
- As a Representative for the Hispanic Community, I was very impressed with interpreters' linguistic level of simultaneous translation from English to Spanish and vice versa. As a matter of fact, the Spanish speaking audience was at awe with them, and they for the first time had the opportunity to know our structure. ¡Gracias por todo!
- Better hospitality room.
- All sessions must start on time.
- I know I had some complaints, but overall, I came away proud and grateful that I am a member of AA. A former Sponsor used to tell me that the biggest room is the one for improvement. I was glad I was part of it. Thanks for all the work you put into the Forum.
- It would have been nice if the forum had been hybrid.
- First, I am grateful for your service and commitment. The Forum was informative. I have back issues and the plastic folding chairs were extremely uncomfortable.
- I am the current District Corrections Chair I was very surprised that we could not get an answer to the question: How does the facility program director access the information and how do I as a Corrections Chair explain this to the person in custody and facility directors?

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2024 Conference Committee on International Conventions/Regional Forums

ITEM F: Discuss the production of anonymity-protected videos of other highlights of the Convention as a way of sharing the spirit and enthusiasm of the 2025 International Convention with A.A. members.

Background notes:

From the report of the January 26, 2019, trustees' IC/RF Committee meeting:

"The committee agreed to forward to the 2019 Conference Committee on International Conventions/Regional Forums the discussion of an anonymity-protected, delayed Internet broadcast of the Convention Flag Ceremony for the 2020 International Convention. The committee also suggested the Conference Committee on International Conventions/Regional Forums consider the production of anonymity-protected videos of other highlights of the convention as a way of sharing the spirit and enthusiasm of the 2020 International Convention with A.A. members."

Recommendation of the 2019 Conference IC/RF Committee for the 2020 International Convention that resulted in an Advisory Action:

"Anonymity-protected video footage with highlights of the 2020 International Convention be produced for maintaining archival footage of the Convention, as well as for sharing the spirit and enthusiasm of the 2020 International Convention."

From the report of the July 27, 2019, trustees' IC/RF Committee meeting:

Video project of past International Convention flag ceremonies: The committee viewed a one-minute draft video providing a glimpse of past international convention flag ceremonies and agreed to proceed with the project. The purpose of the video is to share the enthusiasm and spirit of International Conventions. Once final edits are completed, the video will be made available for download on aa.org and other available platforms.

Note: A video was made but never used due to the cancellation of the 2020 International Convention. The cost of the video was estimated to be around \$4,700.00.

What does the Conference Committee think about producing this type of short video? What could be filmed in addition to the flag ceremonies to share the enthusiasm and spirit of the International Conventions.

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2024 Conference Committee on International Conventions/Regional Forums

ITEM G: Discuss the production of a delayed, anonymity protected, digital access video product offering of the three Big meetings at the 2025 International Convention.

Background Notes:

The trustees' IC-RF Committee met several times from October 2023 to February 2024 to discuss the idea of developing a delayed, anonymity protected, digital access video product offering of the three big meetings at the 2025 International Convention.

From the October 28, 2023, Meeting of the Trustees' Committee on International Conventions/Regional Forums:

The committee discussed the virtual component for the 2025 International Convention. It is necessary for the program to be engaging; and further discussion will take place at the January 2024 meeting about the program component ideas. The committee agreed that a percentage of the registration cost should reflect the cost of the virtual component. It was discussed that this could land somewhere between 40-50% of the in-person registration fee.

From the December 12, 2023, Trustees' Committee on International Conventions/Regional Forums Interim Meeting – 2025IC Virtual Program/Product

Discussion conclusion:

The IC Coordinator confirmed the need to come back to the January 2024 meeting with options for further discussion based on tonight's meeting report and further background information that will be provided by Talley Management.

The IC Coordinator shares again, it is true that the following recommendation was approved by the GSB:

- *The committee discussed and weighed the feasible options for a virtual component, including estimated costs. The committee recommended to the General Service Board that a digital option be added to the 2025 International Convention, providing anonymity-protected, encrypted, digital access to the Friday night meeting (including the flag ceremony), and the Saturday and Sunday Big meetings, at a fee to be determined.*

However, with all the new information the Committee has discussed, we are now at the place of defining what that "digital option" can be in real life with the information we are gathering now.

From the January 27, 2024, Trustees' Committee on International Conventions/Regional Forums Meeting – 2025IC 3 Big Meeting Product

CONFIDENTIAL: 74th General Service Conference Background

Review Talley Management Group (TMG) report on a digital option, providing anonymity-protected, encrypted, digital access to the three Big Meetings: TMG provided a report on the development of a video product, anonymity-protected, encrypted, digital access of the three Big Meetings. The product is planned to initially be available to purchase by members through the Convention registration process.

The total cost of production is \$58,000 including the anonymity protection editing and the hosting on A.A.'s Vimeo Channel at \$2.00 per viewing and a \$6,000 cost of converting the sale of the product to the A.A. Web Store at some point post-Convention.

The committee requested the staff secretary to set up an interim meeting by February 7, 2024, to continue the discussion of these ideas.

The committee is requesting information regarding sales and projections of the options and how these ideas can be completed for the interim meeting.

SECRETARY'S NOTE: *At the interim trustees' IC-RF Committee meeting on February 9, 2024, Talley Management and the 2025 International Convention Coordinator shared the fact that we have the three Big Meeting Products to be considered separately from idea of the concept of Virtual Session tracks.*

To that end, the following information is still valid for the committee's consideration of a proposed product offering and the cost for this product for an "Anonymity protected video product of the three Big Meetings."

As this has turned into a product, the final price will ultimately be the decision of the A.A. World Services, Inc. Board to determine.

Product information:

2025 International Convention Big Meeting Video Product

The total cost of production is estimated at \$58,000 including the anonymity protection editing and the hosting on A.A.'s Vimeo Channel at \$2.00 per viewing and including a \$6,000 cost of converting the sale of the product to the A.A. Web Store at some point post-Convention.

Description

Delayed, anonymity protected (where necessary) digital access to the three Big Meetings as a stand-alone product offering after the convention (suggest Wednesday/Thursday following). No Add Ons - no additional inserts, info, or moderators, etc.

Initially available to purchase by members through convention registration process.

Then for sale in the A.A.W.S. store post-Convention.

Cost

- Production/editing \$50K - This base price for production and editing did not change and includes the anonymity protection editing cost.
- Platform: Hosted on AA's Vimeo Channel: Cost: ~ \$2.00 per viewing.
- Convert sale of the product to the AA Web Store at some point post-convention. Cost: \$6,000 total

Price

Discussion has leaned towards \$60.00 for the product.

Note: The final product pricing is an A.A. World Services Board, Inc. responsibility. The 2025 IC Coordinator will request this item to be on the next A.A.W.S. Board meeting agenda.

Breakeven

If 1000 products sold at \$60 = \$58,000

Risks

Minimized given editing and delayed access. 1000 sold represents .0023% of free Friday Flag Ceremony "views" from 2015.

From the February 9, 2024, trustees' Committee on International Conventions/Regional Forums interim meeting:

The trustees' IC-RF Committee **agreed to forward** to the 2024 Conference Committee on International Conventions/Regional Forums discussion of a delayed, anonymity protected, digital access stand-alone product offering of the 3 Big Meetings, initially available for purchase by members through convention registration process, then for sale in the A.A.W.S. store post-Convention for their consideration.

As this is a new product offering the trustees' IC-RF Committee shared this information with the Conference Committee on IC-RF for review and consideration. In the past similar products, such as the anonymity-protected photograph of the flag ceremony, have been forwarded in this way for committee review.