

**April 2024**

## **74<sup>th</sup> GENERAL SERVICE CONFERENCE COMMITTEE CONSIDERATIONS**

### **AGENDA**

#### Committee Considerations:

- The committee discussed the printing and distribution of a comprehensive summary of the 2025 Conference Inventory and noted that the cost estimates for printing and shipping could change in the next year. The committee suggested that a plan to print and distribute the comprehensive summary of the 2025 General Service Conference Inventory be brought back to the 2026 Conference Committee on Agenda.
- The committee reviewed the 2023 Conference evaluation summary noting the new streamlined format that included a list of proposed improvements with a list of cost savings. The committee noted several improvements were being made at the 74th General Service Conference. The committee looks forward to reviewing the 2024 evaluation summary at the 2025 General Service Conference.
- The committee reviewed the 2023 evaluation questionnaire that includes opportunities for Conference Members to share feedback about the changes implemented to the 2024 Conference Week Schedule, and to weigh in on proposed future changes.
- The committee discussed the improvements to the schedule of the 2024 General Service Conference implemented by the trustees' General Service Conference Committee and appreciated the thoughtful and thorough cost saving measures to the Conference budget.
- The committee also discussed Area Service Highlights presentations during the Conference week. The committee felt that these presentations about service areas could provide Conference Members with an opportunity to learn how local committees carry the A.A. message, foster participation, and overcome challenges. The committee also noted that conducting Conference business can encompass sometimes harsh experiences while Conference Members reach a group conscience on Committee recommendations and felt that Area Service Highlights can provide balance. The committee also noted the priority of completing Conference business in a timely manner and suggested that including Area Service Highlights in the Conference Manual could provide other Conference Members with opportunities to make notes and be informed about other service areas.

- The committee discussed a Saturday evening meet-and-greet gathering of Conference Members and the Sunday night A.A. Banquet that includes a plated dinner. While the committee appreciates the prudent review of the Conference budget, the committee requested that the trustees' General Service Conference Committee continue with these pre-Conference gatherings. The committee felt that including these pre-Conference events provide Conference Members with unifying, welcoming, and cohesive experiences that help usher in the Conference Week.
- The committee also noted that meal stipends could provide Conference Members with opportunities to spend some quiet time during a busy Conference week schedule. The committee requested the trustees' General Service Conference Committee consider ways to add 2-3 additional meal stipends for Conference Members.
- The committee discussed opportunities to give more time to complete Conference business and felt that reinforcing the mechanics of the Conference agreed to by Conference Members would be useful.
- The committee discussed the value of Workshops during the Conference week and noted that local committees conduct workshops based on these topics and provide opportunities to inform delegates with a broad range of experiences.
- The committee discussed the number of videoconference meetings that occur within service areas, regions, and for Conference Members. The committee felt that some local events share misinformation, or inconsistent materials, which is troubling. The committee discussed ways that could help clarify and support accurate information and felt that the three Board chairpersons could explore aligning their efforts to share information within the Fellowship.

## **ARCHIVES**

### Committee Considerations:

- The committee discussed the recent update to the Archives video *Markings on the Journey* and accepted the verbal report on the status of the video by Gospelizing Director. The committee requested that the AAWS Board continue to explore all means of delivery and distribution of the video, not to be limited to DVD, Flash Drive, or downloadable digital file on the AAWS Online Bookstore.
- The committee reviewed the newly revised Archives Workbook and made the following suggestions for inclusion in a future printing:

- Add appropriate images to enhance the content, where applicable, as determined by the GSO Archives Department.
- In the section “What to Collect?” add reference to digital materials in the suggested list of materials local archives might consider collecting.

## **COOPERATION WITH THE PROFESSIONAL COMMUNITY**

### Committee Considerations:

- The committee reviewed a progress report on the development of an outward facing pamphlet for mental health professionals and noted the continued work moving forward toward the production of the pamphlet. The committee requested that a progress report or draft pamphlet be brought back to the 2025 Conference Committee on Cooperation with the Professional Community.
- The committee suggested the trustees’ Cooperation with the Professional Community/Treatment-Accessibilities Committee (TCPC/TA) consider developing additional service materials as follows:
  - A “hard copy” service piece for local Cooperation with the Professional Community (CPC) committees to provide to professionals in their face-to-face contact and when exhibiting or presenting at professional events.
  - That the service piece includes newly designed infographics gleaned from existing content in the draft pamphlet for mental health professionals.
  - That the service piece also includes a way to link to material for the mental health professional, such as the content of interviews already conducted and content from the draft pamphlet.
  - That the presentation of materials developed reflects a modern look and feel appealing to professionals.

The committee requested that a progress report on the development of the service piece be brought to the 2025 Conference Committee on Cooperation with the Professional Community.

- The committee discussed the impact of the Comprehensive Media Plan (CMP) in carrying the message to the professional community and provided the following suggestions to be forwarded to the trustees’ Public Information Committee regarding the CMP:
  - That the Conference Committee on Cooperation with the Professional Community contribute annual input to the revision of the CMP and collaborate with the Trustees’ Public Information Committee for effective use of technology in how we reach professionals using current industry standards and adapting to new and emerging technologies including, but not limited to:

- QR codes
  - Infographics
  - Templates for CPC outreach to professionals
  - Audio
  - Podcast features
  - And additional media
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- The committee considered the request to develop a pamphlet for the unhoused alcoholic in A.A. and took no action. The committee felt that a pamphlet would not be an effective tool to carry the message to the unhoused community. The committee suggested that the trustees' Cooperation with the Professional Community/Treatment-Accessibilities Committee consider exploring methods of how to better serve the unhoused population.
  - The committee reviewed the content and format of the Cooperation with the Professional Community (CPC) Kit and Workbook and noted the updates that were suggested by the 2023 Conference Committee on Cooperation with the Professional Community. The committee provided suggestions for updates to be included in the next printing of the Workbook; minor formatting updates to the list of the Kit contents, and recently updated CPC service material in the Kit. Minor editorial changes to CPC materials are to be forwarded to Publishing.
  - The committee suggested considering CPC pamphlets as topics for podcasts or other formats to aid local committees in their service work.
  - The committee reviewed the three existing Cooperation with the Professional Community videos for professionals available on aa.org and requested that the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee explore the option of repurposing the videos, including updating the scripts with new voiceovers while also using stock footage and images to replace outdated video/images. The committee requested that a progress report be brought back to the 2025 Conference Committee on Cooperation with the Professional Community.
  - The committee reviewed the progress report on the LinkedIn page and received a verbal update from the Communication Services Department. The committee noted the formatting and content to include informing professionals in three languages within the limitations of the platform and best practices for posting to social media. The committee requested that a progress report be brought back to the 2025 Conference Committee on Cooperation with the Professional Community.

## **CORRECTIONS**

### Committee Considerations:

- The committee reviewed the Corrections Kit and Workbook. The committee noted that the suggestions made by the 2023 Conference Committee on Corrections had been included in the Workbook and provided an additional editorial update for the Contents of Corrections Committee Kit List.
- The committee requested that the staff coordinator on the corrections desk gather shared experience on how local corrections committees encourage and engage members in corrections service. The collected shared experience would be available upon request from the corrections desk.
- The committee suggested that AA Grapevine consider including shared experiences on how to encourage and engage A.A. members in Corrections service within their July prison issue.

## **FINANCE**

### Committee Considerations:

- The committee reviewed the video “Hope: Alcoholics Anonymous” for effectiveness and relevance and took no action. The committee agreed that the information in the video is still relevant, and the video is still useful. The committee also agreed that it wouldn’t be prudent to update the video at this time. \*
- The committee reviewed the progress report reflecting shared experience from the Fellowship on possible future changes to literature written by A.A.’s founders and took no action. After thorough consideration and mindful reflection of the comments received from Founders’ Writings sharing sessions, as well as the valuable input received from the Fellowship via Area Delegates, the committee agreed that current Conference procedures provide a process wherein future proposals for changes can be considered by the group conscience of each Conference, negating the need for a mandated policy. +

+Carryover from a previous EDW plan

\* 2024 EDW distribution

- The committee discussed a request that the General Service Board develop supplemental financial reporting focused on the actual costs of the various service items we provide. The committee requested that the Trustees’ Finance and Budgetary Committee produce an initial draft of the supplemental financial reporting based on projects and that a draft be brought back to the Conference Committee on Finance for

review at the 75th General Service Conference. The committee requested that:

- The draft include reporting on the following service items:
  - Development of certain new literature titles.
  - Cost of capital projects such as software, app, and website development.
  - Maintenance cost of software, apps, and website.
  - International services.
- The frequency of reporting is suggested to be quarterly and be included in quarterly reports.
- The level of detail reported should include:
  - Revenue numbers for items we sell (and identify “no cost” items, perhaps providing separate sections for priced items vs. “no cost” items). Also, include reporting on any draws from the reserve fund for any item.
  - All long-term costs such as server fees, development costs as platforms evolve, and ongoing content creation such as podcasts, apps, Instagram accounts, etc.
- Additionally, if any project under development is included as a Conference agenda item, then the relevant parts of the new financial reporting would be included as background for the item.

## **GRAPEVINE AND LA VIÑA**

Committee Considerations:

- The committee requested that the Grapevine Board develop a plan for a more effective La Viña subscription procedure, fulfillment process and customer service experience and that a progress report be brought back to the 2025 Conference Committee on Grapevine and La Viña.
- The committee requested that the Grapevine Board develop a Grapevine and La Viña financial reporting system that is clearer and easier to understand for the Fellowship.
- The committee explored the services provided by AA Grapevine and how they should be funded and took no action. The committee felt they needed feedback from the Fellowship and requested that the Grapevine Board conduct a survey to the membership to identify relevance, usefulness and financial viability of products and services provided by the AA Grapevine, such as Podcast, Instagram and YouTube,

with a report to be brought back to the 2026 Conference Committee on Grapevine and La Viña.

- The committee considered a request to develop a pamphlet on the Asian and Asian-American alcoholic in A.A. and took no action. Because of the anticipated cost and workload associated with developing a new pamphlet at this time, the committee suggested that the need expressed in this agenda item may be addressed in other AAWS and AA Grapevine publications instead.
- The committee reviewed the AA Grapevine Workbook and provided some editorial suggestions.

- The committee agreed to forward to the AA Grapevine Board the suggestion that AA Grapevine, Inc. produce in the year 2025 or later:
  1. Sober Holiday Stories (working title)  
A helpful book where members share about the joys and challenges of staying sober through the many holidays of the year.
  2. Dating & Relationships (working title)  
Members share stories about learning how to date in sobriety and/or how their relationships have changed since they've been in A.A. awhile.
  3. 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 A.A. to stay sober, carry the message and live useful and rewarding sober lives.
  4. En las prisiones (Jails and institutions) (working title) (La Viña book)  
Stories by sober Hispanic members who have experienced A.A. in prison and are helping one another and carrying the message.
  5. La derrota (Surrender) (working title) (La Viña book)  
A.A. members share what helped them get sober, surrender and handle their new lives of recovery.

## **INTERNATIONAL CONVENTIONS/REGIONAL FORUMS**

### Committee Considerations:

- The committee discussed a report concerning virtual programming for the 2025 International Convention. The committee agrees with including a two-day 8 session virtual track in the program. The committee believes that the \$35.00 (USD) per attendee fee for the programmed virtual session track is prudent and provides a desired accessibility for members who may not be able to attend the convention in person. The committee made the following suggestions to the trustees' International Convention Regional Forums Committee related to the two-day 8 session virtual program track:
  - That there be virtual hospitality suite.
  - That virtual technology support be provided.
- The committee requested that the trustees' International Convention and Regional Forums Committee explore ideas to develop a new declaration to be adopted at the 2030 International Convention. The concept is to review the history of The Responsibility Statement or the "I Am Responsible" Declaration that was introduced at the 1965 International Convention in Toronto. In addition to the history of the "Unity" declaration that was introduced at A.A.'s 35th Anniversary International Convention

held in Miami Beach, Florida in July 1970. The committee looks forward to a progress report being brought back to the 2025 Conference Committee on International Convention and Regional Forums.

- The committee discussed ways of encouraging interest and participation in Regional Forums and made the following suggestions:
  - Continue to announce Regional Forums at all local A.A. events within the Region.
  - That the staff coordinator on the regional forum assignment communicate with the Area Contact and Volunteer Committee earlier in the Regional Forum planning process.
  - That the staff coordinator on the regional forum assignment continues to disseminate Regional Forum information early and often using all modes of communication including email, aa.org website, Meeting Guide App., *Box 4-5-9*, and AA Grapevine and La Viña.
  - Consider creating short current anonymity protected videos about Regional Forums that can be shared on our communication channels.
  - That the General Service Board consider adding the use of current technology including streaming, virtual and/or hybrid components to the Regional Forum; and the possibility of using local A.A. resources.
  - Consider adding an additional full virtual forum.

## **LITERATURE**

### Committee Considerations:

- The committee reviewed a progress report on revisions to the pamphlet, “The Twelve Steps Illustrated.” The committee requested that a new draft, partial draft, or progress report be brought back to the 2025 Conference Committee on Literature.
- The committee discussed post-Conference follow-up processes at the General Service Office. The committee noted the value of communication memos for clarity and process transparency.
- The committee reviewed a progress report on revisions to the pamphlet “A.A. for the Native North American.” The committee noted that the introduction section has been drafted and that outreach efforts have been efficient, effective, and resulted in an increased number of story submissions. The committee requested that a draft or progress report be brought back to the 2025 Conference Committee on Literature.
- The committee reviewed a progress report on the development of the Fourth Edition of the book *Alcohólicos Anónimos – Spanish*. The committee noted that

the story submissions reflect a broad and diverse cross-section of the A.A. Fellowship, reflecting each of A.A.'s Three Legacies. The committee requested that a draft manuscript or progress report be brought back to the 2025 Conference Committee on Literature.

- In addition to recommending permanent suspension of the “Too Young?” video adaptation, the committee noted the potential value provided by other projects currently in development such as the “Young Peoples’ Video Project” which address similarly stated needs.
- The committee reviewed a progress report on revisions to the pamphlet “Questions and Answers on Sponsorship.” The committee noted that much of the work was outside of the scope of the committee consideration from the 2023 Conference Committee on Treatment/Accessibilities. The committee requested that the work going forward reflect the 2023 Treatment and Accessibilities suggestion to “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 committee requested that a progress report or draft pamphlet be brought back to the 2025 Conference Committee on Literature.
- The committee reviewed the 2024 Recovery Literature Matrix and noted the need for procedural guidance through rotation memos and a reference to the information provided within the “AAWS Policy on Publication: Keeping A.A. Literature Current.” The committee requested that a footnote be added to the Literature Matrix referencing the value of this policy as a resource.
- The committee requested that the list of formatting priorities, as established by A.A. World Services, Inc. Publishing Department, be included within future Recovery Literature Matrixes.
- The committee requested that A.A. World Services, Inc. consider developing guidelines relative to style and format to provide greater consistency of appearance and presentation between individual pieces of Conference-approved literature.
- The committee discussed Reflexiones Diarias, the Spanish translation of the Daily Reflections book. The committee suggested that AAWS consider providing Reflexiones Diarias in a large-print format.
- The committee reviewed a progress report on the development of the Fifth Edition of the book Alcoholics Anonymous. The committee looks forward to a progress

report or draft manuscript to be brought back to the 2025 Conference Committee on Literature.

- The committee reviewed a progress report on the video animation of the pamphlet “The Twelve Concepts Illustrated.” The committee requested that the project proceed with Phase II Option I to include translation of narration voiceover and visual text into French and Spanish.

## **POLICY/ADMISSIONS**

Committee Considerations:

- The committee met February 8th, 2024, to consider a request from the trustees’ General Service Conference Committee and General Service Board that a trustee of the Great Britain General Service Board, Joanna Faul and the Great Britain General Service Office General Secretary, Ranjan Bhattacharyya, be approved to attend the 2024 U.S./Canada General Service Conference as observers. The committee agreed to grant admission which is in keeping within the scope of the committee, per the 2022 Policy/Admission Advisory Action.
- Regarding the Equitable Distribution of Workload (EDW) process, the committee requested that the trustees’ Committee on the General Service Conference and Conference Coordinator develop a finalized operational procedure and implementation plan. The committee requested that a progress update be brought to the 2025 Conference Committee on Policy/Admissions on the finalized EDW implementation.
- The committee suggested that the trustees’ Committee on the General Service Conference create a proposal providing simpler methods of balancing conference workload which might include, but not limited to, the following suggestions:
  - Reimagining current Conference committees in ways that could accommodate heavier workloads.
  - Some Committee literature on recovery or more general topics of service could be moved under the purview of committees which historically have agendas with less items. Some Conference-approved items that don’t set policy but rather, reflect factual information might be moved to service material, to allow for more timely updates.
  - Providing conference committees a clear understanding and list of all items within their scope and purview. (Example: A committee that has an

agenda item of “Review Kit and Workbook” does not necessarily have less “work” to do but rather an opportunity to do a more thorough review of the pamphlets and service material under their purview within the contents of the kit, that can often unintentionally get neglected and become increasingly dated when a committee’s agenda becomes lengthier.)

- That the function and purpose of Equitable Distribution of Workload (EDW) be more centered on *lessening* the workloads of committees that may not have ample time to complete their work rather than focusing on *adding* to agendas to lengthen the work.
  - Adding additional Conference Committees or secondary Conference committees.
  - The Conference Agenda Routing (CAR) form may be an unnecessary internal reporting mechanism for the General Service Office and a simpler method of documenting Proposed Agenda Item (PAI) review might be considered.
  - An adjustment to the Conference schedule to allow for more committee time to handle additional workload, in lieu of presentations and workshops.
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- The committee also discussed the need for updated language to the current Proposed Agenda Item (PAI) form and provided the following suggestions:
    - Include clarifying language that PAI submissions received past the deadline would not be considered for the upcoming General Service Conference (GSC) but would be considered for the following year.

- The note provided in section 3 of the form, also be included at the top of the form in **bold** font.
- Under section 3 add a question, “If this item is being submitted by an individual, was the item forwarded to another level of group conscience and if it was not considered, please provide an explanation.”  
(*Note: This section could use a “check box” x system for Area, District, group, individual, or other.*)

If the “individual” or “other” box is selected, then the submitter would be asked to provide additional information as to why. This question would have an asterisk and would be required to be answered before submission.

- The committee reviewed the GSO General Manager’s memo regarding General Service Conference site selection. The committee asked that the General Manager provide a progress report regarding site selection for the 77<sup>th</sup> and 78<sup>th</sup> General Service Conference as soon as they are finalized.
- The committee reviewed the dates for the 2028 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 these proposed dates for the 78<sup>th</sup> General Service Conference, as follows (in order of preference): April 23-29, 2028; May 7-13, 2028; April 2-8, 2028. 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 77<sup>th</sup> and 78<sup>th</sup> General Service Conference as soon as they are finalized by GSO management.
- The committee reviewed the “Report of the GSB Ad Hoc Committee on Participation of Online Groups (POG) in the U.S./Canada Service Structure” and had a wide-ranging discussion.

The committee expressed appreciation for the Ad Hoc report, particularly the results of the survey to online groups. Based upon the Ad Hoc report findings, the committee noted that at this time there are no clearly expressed needs outlined in order to move forward with the creation of an additional Delegate area for online groups, at this time. The committee noted that the suggestion of a future guideline service piece on the participation of online groups may be a helpful resource to consider for the future as information continues to be shared and gathered from the U.S./Canada service structure.

- The Committee discussed a suggestion to revise procedures for electing the Delegate chairperson, Conference Committee chairpersons and their alternates and took no action. The committee noted that the timing of the election at the close of the final committee

meeting as well as the process for electing Conference committee chairs is an effective voting procedure.

The committee also noted that while the process for electing the General Service Conference Delegate chair from the remaining delegates (not yet selected for Committee or alt chair) remains a viable procedure, a more effective, improved, communication would be useful in outlining the current roles and responsibilities.

There was consensus by the committee that all Area Delegates have been chosen by their areas as qualified and ready to serve in many capacities at the Conference. While some delegates may choose not to be included in the election, any qualifying delegate who wants to be considered be allowed to submit their name. The committee suggested that the trustees' Conference committee develop a guideline "For the Role and Responsibilities of Delegate Chair" that could be included in the Conference manual and be read prior to the election at the delegate's only meeting. The committee asked that the Staff secretary send a memo to the trustees' Conference Committee with suggestions for content in the guideline.

## **PUBLIC INFORMATION**

### Committee Considerations:

- The committee reviewed the memo from the General Service Office Chief Financial Officer related to tracking Public Service Announcements. In addition, the committee reviewed background addendum on both distribution and tracking of TV PSAs, noting that \$48,000 to track PSAs has been accepted as an audit requirement. The committee requested that this expense be allocated to the trustees' Finance and Budgetary Committee budget. The committee suggested that for the tracking of PSAs more cost-effective means of tracking be researched.
- The committee reviewed and accepted a progress report on the development of a General Service Office podcast. The committee noted the planning, development, and production of episodes on many service-related discussion topics and looks forward to a progress report with analytics data on the first season of this audio service material to be brought back to the 2025 Conference Committee on Public Information.
- The committee reviewed and accepted the 2023 Report on the Alcoholics Anonymous World Services, Inc. Meeting Guide app. The committee offered the following suggestions and looks forward to a report to be brought to the 2025 Conference Committee on Public Information:
  - Consider a suggestion to add A.A. literature to the Meeting Guide app.

- Consider creating a mechanism for listing online meetings on the Meeting Guide app without tying them to particular locations.
- Consider adding a clarification to the location information on the Meeting Guide app to specify that locations (like churches) do not imply affiliation.
- Consider adding an option to make 7<sup>th</sup> tradition contributions possible through the Meeting Guide app.
- The committee reviewed and accepted the 2023 Reports on aa.org. The committee made the following suggestions and looks forward to a report being brought back to the 2025 Conference Committee on Public Information.
  - The committee suggested that the trustees' Public Information Committee explore adding chat functionality to the aa.org website, noting that the General Service Offices of Australia and Great Britain have already adopted this feature on their websites.
  - The committee suggested that the trustees' Public Information Committee explore adding meeting information feature to aa.org by connecting to the local feeds that populate Meeting Guide.
- The committee reviewed and accepted the 2023 annual report from the AA Grapevine and La Viña website, marketing, podcast and app, noting appreciation for the continued growth of the podcast and expressed support for the AA Grapevine app. The committee made the following suggestions:
  - The committee suggested that future AA Grapevine reports include more detailed analytics on their communication channels.
  - The committee requested the opportunity to review the AA Grapevine Five Year plan.
  - The committee offered suggestions for the AA Grapevine App and Podcast and suggested that the staff secretary forward these to the AA Grapevine Publisher.
- The committee reviewed and accepted the 2023 Analytics Working Group Report and noted all the work that had gone into laying out a framework for improving analytics reporting in the future and looks forward to a report to be brought to the 2025 Conference

## Committee on Public Information.

- The committee discussed the revised proposal for Alcoholics Anonymous World Services, Inc. to establish an Instagram account and took no action, noting that a social media policy should be established before additional social media platforms are added.
- The committee suggested that efforts to collect user-generated Young People videos be permanently suspended and that the web page and portal for these submissions be taken down.
- The committee requested that consideration be given to adding a QR code to the flyer “A.A. at a Glance” (F-1).
- The committee suggested that consideration be given to adding a QR code to the pamphlet “Speaking at Meetings Outside of A.A.” (P-40).
- The committee suggested that the staff secretary ask that delegates gather feedback on how young people would like to be communicated with and submit the shared experience back to the staff secretary before October 1, 2024, using an online survey tool. The committee requested that a report be brought back to the 2025 Conference Committee on Public Information
- The committee reviewed and accepted the progress report on the request to create a new form of communication to address anonymity on social media and understands that responses to questionnaire were collected during a one-month period in March and April 2024. The committee looks forward to a progress report to be brought to the 2025 Conference Committee on Public Information and offered the following suggestions:
  - That future surveys have fewer questions and that efforts be made to communicate clearly with delegates about future requests for sharing from the Fellowship.
  - That future staff reports to the Conference Committee on Public Information include information about anonymity and social media work by the Public Information Desk.
  - That findings from the questionnaire on social media and anonymity be incorporated into the pending social media policy.

- That future surveys of this type be shared more broadly with the Fellowship understanding that large-scale requests for sharing from the Fellowship may incur additional expense.
- The committee reviewed the progress report on the A.A. Membership Survey Convenience Sample Pilot and looks forward to a report being brought back to the 2025 Conference Committee on Public Information. The committee requested that staff provide more clear and timely communications about Membership Survey processes that impact delegates and their areas.
- The committee reviewed and accepted the 2024 Public Information Comprehensive Media Plan (CMP). The committee expressed continued support for this version of the CMP, but noted that when a major re-write is completed, a coversheet outlining the changes would be useful. The committee expressed appreciation that the plan details useful guardrails and captures the public information work, messaging, and communication channels the General Service Office and AA Grapevine are using to make the Fellowship, general public, media, and professionals aware of Alcoholics Anonymous.

The committee offered the following suggestions for the next iteration of the Comprehensive Media Plan to be brought back to the 2025 Conference Committee on Public Information.

- That continued review of the Comprehensive Media Plan focus on ensuring that each section focuses on strategic goal setting versus facts or operational processes.
- That the trustees' committee consider adding Alcoholics Anonymous World Services Inc. brand guidelines to the Comprehensive Media Plan.
- That developing guidelines for using the Comprehensive Media Plan in other parts of the service structure would be useful.
- That consideration be given to adding a list of the PSAs and when they were approved to the Comprehensive Media Plan.
- That a more robust analytics section would be a useful addition to the Comprehensive Media Plan.
- That trustees' Public Information collaborate with any other trustees' committee that has responsibility for content areas detailed in the Comprehensive Media Plan and identify ways for the corresponding conference committees to collaborate with one another on the relevant sections of the CMP.
- That consideration be given to accepting user generated content from members who are under the age of 18.
- The committee suggested that once a social media policy is completed, a section about the social media policy be added to the Comprehensive Media Plan.

- The committee reviewed the 2023 report on the “Relevance and Usefulness of Video Public Service Announcements.” Committee members noted that the membership survey seems to indicate that members are not finding A.A. through the media. The committee expressed general criticism about the tone and communication style of the current PSAs.
- The committee suggested that the annual report on “Relevance and Usefulness of Video Public Service Announcements” be revised to more clearly articulate the process for suggesting changes or retirement of any PSAs.
- The committee requested that any suggestions to retire Public Service Announcements be communicated as agenda items.

The committee suggested that the trustees’ Public Information Committee reimagine the overall strategy for Public Service Announcements (PSAs) and offered the following suggestions:

- Noting the challenge of balancing budget constraints and the need to update our PSAs, that the trustees’ PI Committee consider less expensive methods of creating and modifying content.
  - That shorter PSAs are more useful (:60 is too long).
  - The committee suggested that consideration be given to working with Australia’s service structure to use the Australian Public Service Announcements in the U.S. and Canada.
- The committee also suggested that the staff secretary continue to encourage local Public Information committees to distribute Public Service Announcements (PSAs) in their local areas.
  - The committee accepted the Progress Report on the Feasibility of Paid Placement of PSAs on streaming platforms and noted that while the information it contained is useful, questioned whether the currently available Public Service Announcements would be effective on streaming platforms.
  - The committee suggested that before Public Service Announcements are placed on streaming media, methods for measuring their impact should be established.

- The committee suggested that trustees' Committee Public Information create two plans for placing PSAs on streaming media with a focus on reaching a general audience with budgets not to exceed \$50,000 and \$100,000. The committee suggested that the trustees' Committee on Public Information keep in mind A.A.'s Twelve Traditions in developing this plan.
- The committee discussed the progress report on the Mesmerize Point Public Service Announcement (PSA) distribution channel and was pleased to see the ongoing opportunity to reach a large audience at no cost. The committee suggested that the trustees' Public Information Committee renew the annual contract with Mesmerize Point for the 2024-25 year, providing it could be done so at no cost. The committee suggested that the trustees' PI Committee research whether there are opportunities like Mesmerize Point available in Canada.

The committee expressed support for requesting more data about the impact and reach the PSAs have through Mesmerize Point. The committee looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

- The committee expressed support for adding QR codes to our Public Service Announcements (PSAs) as soon as possible and requested that the Communication Services Department provide estimates for the cost of doing so and suggested the work be done if it could be completed for less than \$5,000.
- The committee reviewed and accepted the 2023 Report on the Alcoholics Anonymous World Services YouTube account.

The committee noted that the PSA playlist on Alcoholics Anonymous World Services (AAWS) YouTube page only includes two videos, suggesting that the tool would be more useful if all PSAs were included in the playlist.

- The committee offered the following suggestions regarding the AAWS YouTube page and looks forward to a report to be brought to the 2025 Conference Committee on Public Information.
  - The committee suggested that the trustees' Public Information Committee consider organizing the YouTube page more effectively.
  - The committee pointed out that the YouTube page is not intuitive to navigate and suggested that efforts be made to change how translations of videos get displayed.
  - Noting the Search Engine Optimization (SEO) challenges, the committee reported that a search of YouTube using keywords like AA or Alcoholics Anonymous did not bring users to the AAWS page and suggested that additional work on SEO be considered.

- For future reporting to this committee, the committee requested that trustees' Public Information Committee consider tracking the impact of outreach efforts (for instance an email blast) and whether those efforts impact the traffic on YouTube.
  - The committee questioned whether YouTube and Vimeo are both needed.
- The committee reviewed and accepted the 2023 Report on Google Ads. The committee noted appreciation for the formatting of the report and made the following suggestions:
    - That efforts should be made to maximize our use of the Google Ad grant each month.
    - That staff continue to look at whether search terms (like aa org) used with Google ad groups are the best use of the Google Ad Grant program. The committee looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

The committee reviewed and accepted the 2023 Report on Online Business Profiles (OBP). The committee offered the following suggestions for Online Business Profiles and looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

- That Online Business Profile analytics reporting be more consistent with quarterly reporting of activity per quarter.
  - That Online Business Profile responses be provided as background each year.
  - That Online Business Profiles cross link with other sites managed by AAWS.
  - That in responding to Online Business Profiles consideration be given to the principle of attraction.
- The committee discussed the content and format of the Public Information Kit and Workbook and noted contents of the kit are useful to local Public Information Committees.
  - Noting that a Public Information Workbook revision is underway, the committee agreed to provide with emailed suggestions for the Workbook to the staff secretary

## **REPORT AND CHARTER**

Committee Considerations:

- The committee reviewed a list of editorial updates from the Publishing Department for *The A.A. Service Manual/Twelve Concepts for World Service* and accepted the updates.
- The committee accepted a report from the Publishing Department outlining the General Service Office process for timely and accurate preparation and publication of the

proposed *The A.A. Service Manual/Twelve Concepts for World Service*, 2024-2026 Edition and the 2024 General Service Conference Final Report.

- The committee discussed the current process for reviewing substantial updates to *The A.A. Service Manual/Twelve Concepts for World Service* and agreed that it lacks cohesiveness and accountability. The committee expressed their concerns to the Board chairs and General Manager and suggest that the General Service Board explore the creation of a corresponding Trustees' committee for Report and Charter comprised of members of all three boards and the General Service Office and that a progress report be brought back to the 2025 Conference Committee on Report and Charter.
- The committee underwent a multi-year process of assessing the accuracy and effectiveness of the redesigned 2021-2023 edition of *The A.A. Service Manual/Twelve Concepts for World Service*. While further functional clarity is needed, in order to prevent a further delay in printing, a significant number of revisions were identified and corrected. The committee requests that the General Service Board assign a dedicated trustee liaison to the Report and Charter conference committee to ensure the accurate implementation of those revisions to the 2024-2026 *The A.A. Service Manual/Twelve Concepts for World Service* for printing in 2024.
- The committee reviewed the draft of the new section "Amendments" to be added to the Twelve Concepts for World Service. The committee agreed that a full reexamination is needed to achieve the intent of this section, to be of benefit to the Fellowship as a clear source of reference. The committee requests that the General Service Board review the draft along with the committee's feedback and provide an updated draft or progress report to the 2025 Conference Committee on Report and Charter.
- The committee noted that there may be policy implications associated with Simple Majority items and suggested this question be referred to the Conference Committee on Policy and Admissions for further consideration.

## **TREATMENT AND ACCESSIBILITIES**

Committee Considerations:

- The committee reviewed and accepted the progress report on the Military Outreach Project noting the importance of adding interviews with A.A. members who are veterans. The committee forwarded to the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee the following suggestions:
  - Focus on creating a landing page for the military audio interviews on the General Service Office's website [www.aa.org](http://www.aa.org).
  - Prioritize an interview with a Canadian Francophone A.A. member in the military.
  - Include the military audio interviews on A.A.'s YouTube page using a simple

image.

The committee requested that a progress report on the Military Outreach Project be brought back to the 2025 Conference Committee on Treatment and Accessibilities.

- The committee requested that the staff coordinator on the Accessibilities desk solicit current shared experience from the Fellowship on outreach efforts to Veteran Affairs (VA) and active military in the U.S. and Canada to be utilized in service material. The committee looks forward to a progress report at the 2025 General Service Conference.
- The committee reviewed the Treatment Kit and Workbook and forwarded to the trustees' CPC/Treatment and Accessibilities Committee a list of minor edits to the workbook to be implemented at the next printing.
- The committee reviewed the Accessibilities Kit and Workbook and forwarded to the trustees' CPC/Treatment and Accessibilities Committee a list of pamphlets/resources to be added to the kit.
- The committee reviewed updated Bridging the Gap service materials and made further suggestions for consistency across Bridging the Gap materials.
- The committee reviewed the accessibilities inventory provided by the trustees' CPC/Treatment and Accessibilities committee and suggested minor edits. The committee asked that the staff coordinator on the Accessibilities desk make the list available to download from the Accessibilities Committee's page on aa.org and share the link with the staff coordinator on the Cooperation with the Professional Community desk for potential distribution among professionals and inclusion on the A.A. LinkedIn page. The committee also asked the staff coordinator on the Accessibilities desk to share the list periodically in activity updates.

The committee requested that a progress report be brought back to the 2025 committee on how useful this list has been to local accessibilities committees.

- The committee reviewed the pamphlet "A.A. in Treatment Settings" (P-27) and recognized its continued effectiveness and relevance. The committee suggested that the Publishing department update the cover of the pamphlet and add current information on how to contact A.A.
- The committee reviewed the Remote Communities and Cooperation with Elder Community resource lists and forwarded several suggestions to be added to the lists to the trustees' CPC/Treatment and Accessibilities Committee.
- The committee reviewed the 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 and noted that much of the service material is not relevant to the subject. The committee asked the staff coordinator on the Accessibilities desk to follow up on the 2023 General Service Conference considerations related to the revisions to the pamphlet “Questions and Answers on Sponsorship” and the publication of an issue of AA Grapevine magazine with stories from neurodiverse alcoholics.

The committee forwarded a list of service material that could be updated to the trustees’ CPC/Treatment and Accessibilities Committee.

The committee looks forward to a progress report to be brought back to the 2025 Conference Committee on Treatment and Accessibilities with shared experience from the Fellowship on neurodivergence and alcoholism to inform service material updates.

## **TRUSTEES**

Committee Considerations:

- The committee reviewed the resumes and approved as eligible for election all Class B trustee candidates for West Central Regional trustee and Western Canada Regional trustee.
- The committee reviewed an update report regarding the pamphlet “Do You Think You’re Different?” The committee noted that the trustees’ Literature Committee has called for story submissions with an April 30, 2024 deadline. The committee requested that the trustees’ Literature Committee provide a draft pamphlet or progress report to the 2025 Conference Committee on Trustees.

Note: As a result of the 2021-22 Equitable Distribution of Workload plan, the above item was on the agenda of the Conference Committee on Trustees.

- The committee discussed the agenda item to consider guidelines and parameters regarding the deadline to submit Conference agenda items and took no action. The committee affirmed that Proposed Agenda Items (PAIs) received after the current year’s deadline are processed in the following year.