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

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 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

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

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

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

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. 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.

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.

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.

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

- 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*

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

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

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

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

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

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.

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.

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," "Came 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.

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?

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

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

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

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)

- 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.

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

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

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)

- 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

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

continue to discuss how we can best communicate the message that A.A. is welcoming and inclusive.

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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. 226,000 video views + 727,000 display ad imp. 346,000 video views + 1.2 M display ad imp.	$13,125 $17,500 $26,250

Platform	Description	Duration	Est. Deliverables	Cost for 2 months
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

	: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

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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

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)?*

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2024 Conference Committee on Public Information

ITEM C: Review progress report on the development of a GSO Podcast

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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.

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

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.

"<u>What's in store</u>" for Season 1:

- A thorough deep dive into the service structure, the history of A.A., and the principles of self-support.

- 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

prior to and after posting. Some include:

- o Press release
- o Posting on AA.org "What's New"
- o Posting on Meeting Guide app news
- o Email blast to Fellowship
- o Posting on YouTube channel
- o Posting to LinkedIn page
- o Announcement on AA Grapevine Podcast
- o 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:

- o Spotify
- o Amazon Music
- o Google Podcasts
- o Apple Podcasts
- o Gaana
- o Deezer
- o TuneIn Radio
- o Player FM
- o Podcast Index
- o JioSaavn
- o PocketCasts
- o Stitcher
- o & more

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

- Hour-by-hour breakdown
- Web-player listener statistics and drop-off data
- PLUS: one-click sponsor pitch PDF creation

<u>Social Media/Marketing Placement</u>

- 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.

    o 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.

    o 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

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.

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

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

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:

- o Total views: 404,871
- o Total watch time: 14,574.3 hours
- Channel statistics: this quarter:
  - o Total views: 22,154 (-1,037/4.47% decrease from last quarter)
  - o Total watch time: 861.4 (-88.5/9.31% decrease from last quarter)
  - o 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.
  - o 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.
  - o Our preliminary research efforts are in English until we can continue discussion of a support plan for French and Spanish hashtags with Language Services.

- 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

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.

  o 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

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.

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)

Clicks	Impressions	Avg CPC	Cost
56K	394K	$0.79	$44.2K
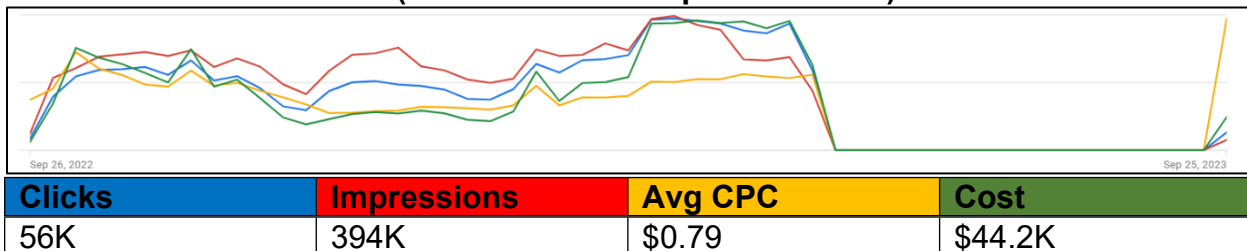
The cost and average CPC (cost per click) are based on the keyword bidding system. The recommended bid setting for Google Grants automatically sets keywords to a $2 maximum bid limit.

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.

- 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.

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

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.

- 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.
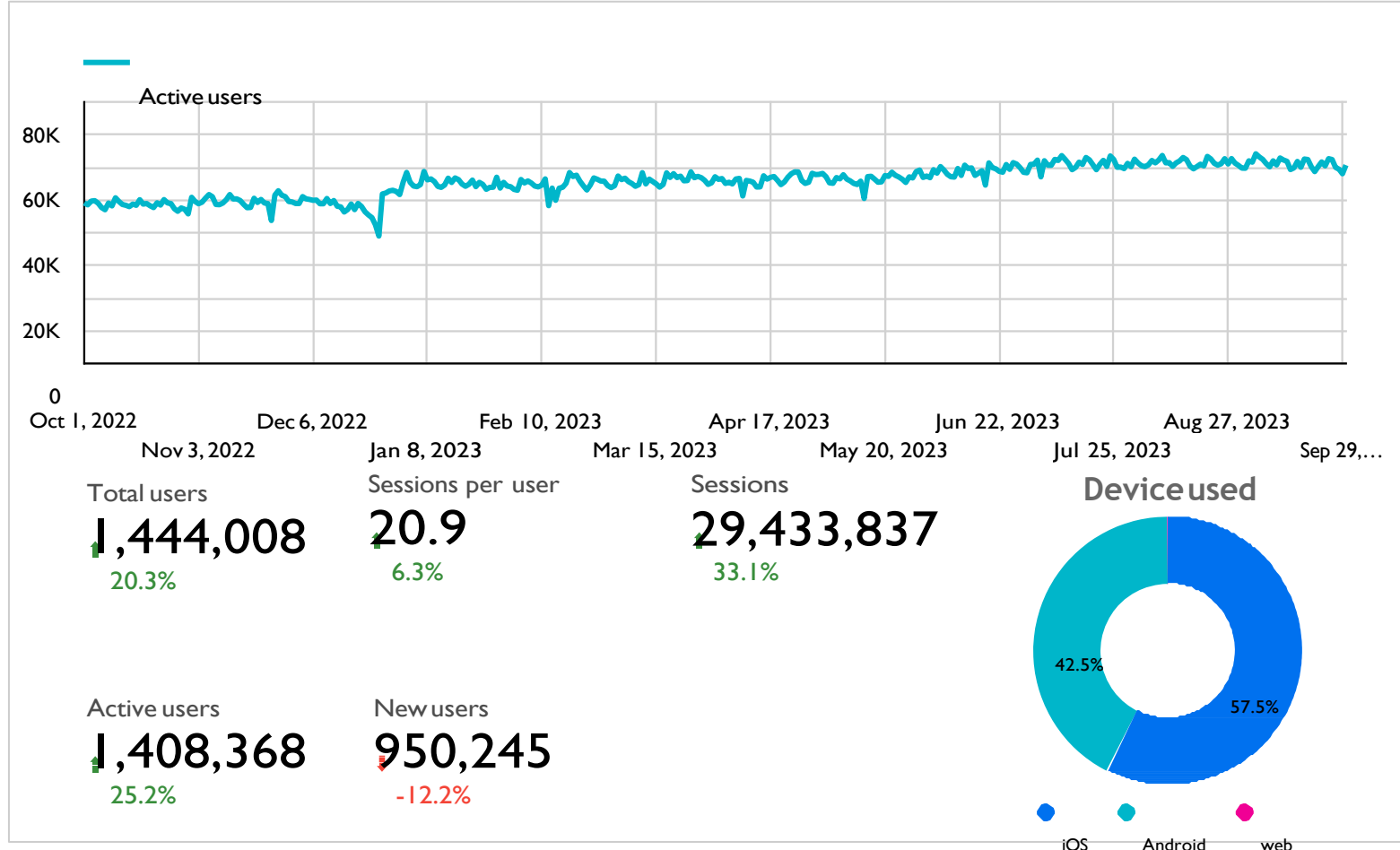
International Participation: The Trustees' International Committee requested a report on international participation in the Meeting Guide app.

Meeting Guide Yearly Summary

Oct 1, 2022 - Sep 30, 2023

Audience at a glance

Active users

Total users	1,444,008 — 20.3%
Sessions per user	20.9 — 6.3%
Sessions	29,433,837 — 33.1%
Active users	1,408,368 — 25.2%
New users	950,245 — -12.2%

Device used

iOS 57.5% Android 42.5% web

Language breakdown

	Langua...	Views	% Δ	Total ...	% Δ
1.	English	150,362,5...	10.0% ↑	1,396,2...	20.3% ↑
2.	French	2,766,341	9.1% ↑	29,774	26.3% ↑
3.	Spanish	262,476	17.9% ↑	5,459	26.2% ↑
4.	Polish	188,561	4.1% ↑	5,063	20.8% ↑
5.	German	167,648	63.3% ↑	2,129	66.1% ↑
6.	Norwegia...	47,899	94.2% ↓	810	86.6% ↑
7.	Japanese	15,365	-17.5% ↓	388	2.1% ↑
8.	Dutch	15,348	-8.7% ↑	375	7.1% ↑
9.	Russian	13,648	40.7% ↓	274	25.7% ↑
10.	Portugue...	10,212	-18.4%	224	-3.9%

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Top Countries

	Country	Views	% Δ	Total u...	% Δ
1.	United St...	142,359,8...	9.7% ↑	1,313,369	19.8% ↑
2.	Canada	8,646,978	8.4% ↑	93,302	25.6% ↑
3.	Australia	832,554	41.5% ↑	7,877	45.7% ↑
4.	United Ki...	385,013	64.2% ↑	12,224	1.8% ↑
5.	Germany	249,086	86.1% ↑	5,368	99.9% ↑
6.	Poland	193,689	1.5% ↑	5,282	22.3% ↑
7.	New Zeal...	158,665	16.8% ↑	2,235	78.7% ↑
8.	France	111,421	53.1% ↑	3,976	54.7% ↑
9.	Mexico	94,370	17.7% ↑	5,794	33.2% ↑

City

	City	Views	% Δ	Total us...	% Δ
1.	(not set)	9,379,912	39.1% ↑	277,472	35.8% ↑
2.	New York	6,947,744	18.7% ↑	115,352	0.2% ↑
3.	Los Ang...	5,525,666	31.9% ↑	105,329	-0.6% ↑
4.	Philadel...	3,438,094	14.7% ↓	70,631	22.6% ↑
5.	Chicago	2,989,987	-0.9%	83,551	-9.8% ↑
6.	Boston	2,851,543	39.4% ↑	66,656	55.5% ↑
7.	Seattle	2,577,489	19.2% ↑	55,994	18.5% ↑
8.	San Fra...	2,075,354	43.8% ↑	54,547	48.0% ↑
9.	Dallas	2,033,228	9.2% ↑	59,987	-8.6% ↑
10.	Atlanta	1,999,254	48.6% ↑	55,209	26.9% ↑
11.	Miami	1,893,879	51.9%	50,755	32.0% ↑
12.	Phoenix	1,889,505	20.1%	40,829	34.2% ↑
13.	San Die...	1,792,706	64.7% ↓	36,885	80.2% ↑
14.	Washin...	1,787,385	-40.5% ↓	44,253	-39.3%...
15.	Denver	1,764,221	35.2% ↓	54,032	33.3% ↑
16.	Orlando	1,641,392	-3.8%	56,294	12.3% ↑
17.	Charlotte	1,590,796	-5.7%	41,314	-12.7%...
18.	Tampa	1,566,952	9.9% ↓	38,384	24.8%
19.	Montreal	1,530,233	7.2% ↑	26,647	25.1%
20.	Houston	1,515,894	-11.8% ↓	44,533	-22.8%...
21.	Nashville	1,512,074	-27.2% ↑	41,483	-26.2%...
22.	Columb...	1,427,775	15.2% ↑	33,195	21.7% ↑
23.	Raleigh	1,401,395	45.1% ↓	30,642	37.3% ↓
24.	Austin	1,275,662	-1.1%	31,190	-8.8% ↑
25.	Sacram...	1,228,777	19.4%	32,844	39.7%...

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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10. | Puerto Ri... | 76,113 | 72.4% | 4,259 | 138.5...

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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

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)

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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 Calender/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"

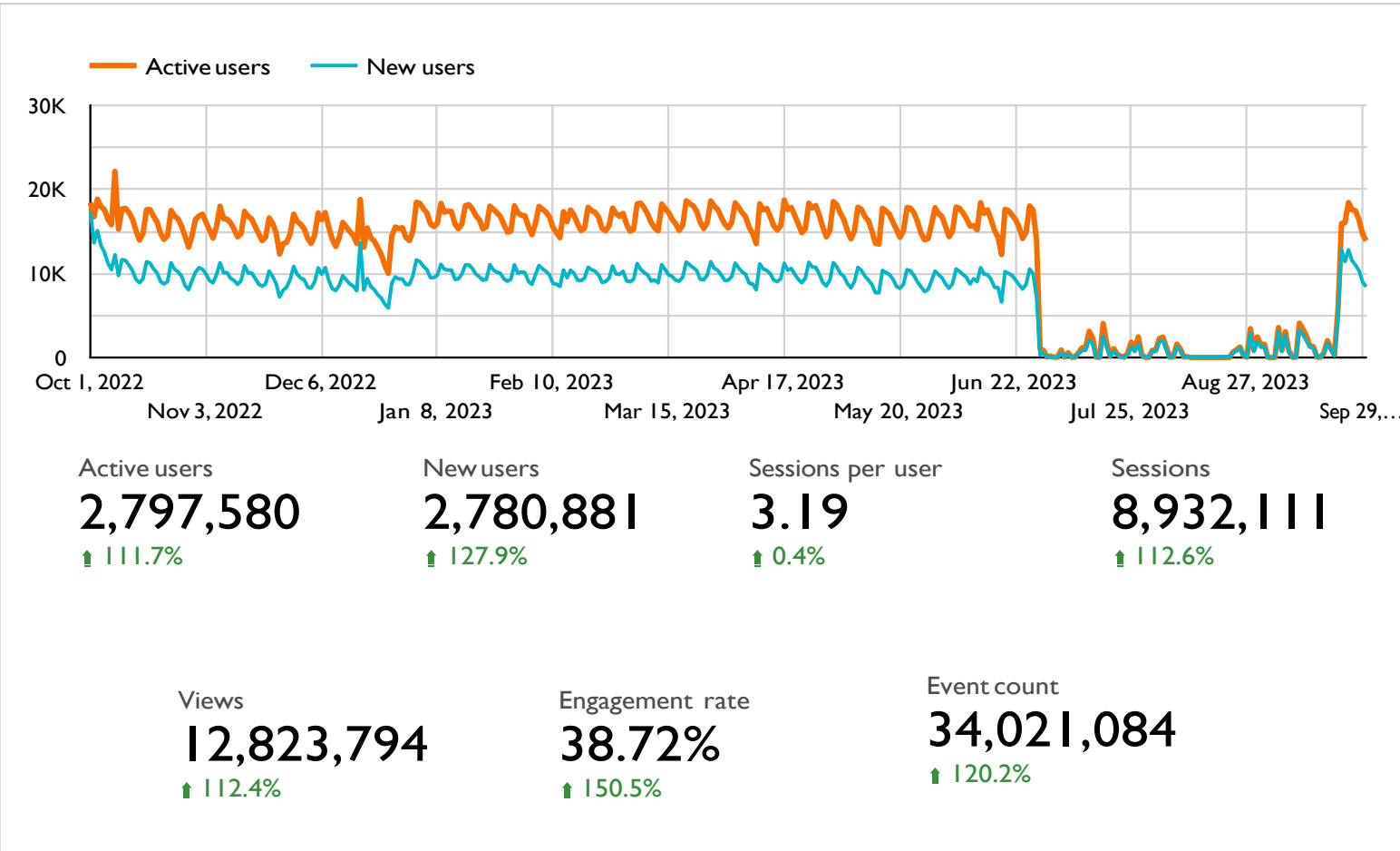**ANALYTICS:** Google Analytics are not included this quarter. After a significant amount investigation, the core issue that was preventing our analytics from working correctly has been identified and corrected with our web vendor and our data is flowing correctly now. Multiple safeguards and audit steps were put in place for any new code deployed to make sure we eliminate the issue moving forward.
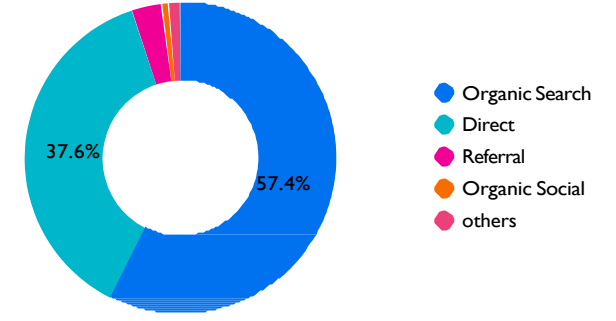
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aa.org Yearly Summary

CONFIDENTIAL: 74th General Service Conference Background

Oct 1, 2022 - Sep 30, 2023

Audience at a glance

Active users	**New users**	**Sessions per user**	**Sessions**
2,797,580	2,780,881	3.19	8,932,111
⬆ 111.7%	⬆ 127.9%	⬆ 0.4%	⬆ 112.6%

Views	**Engagement rate**	**Event count**
12,823,794	38.72%	34,021,084
⬆ 112.4%	⬆ 150.5%	⬆ 120.2%

How do visitors find aa.org?

- Organic Search 57.4%
- Direct 37.6%
- Referral
- Organic Social
- others

Session default channe...	Active users...	%Δ
1... Organic Search	1,666,025	174.8% ⬆
2... Direct	1,090,163	59.4% ⬆
3... Referral	91,881	110.5% ⬆
4... Organic Social	20,139	68.7% ⬆
5... Paid Search	19,686	462.0% ⬆
6... Unassigned	13,485	57.1% ⬆
7... Organic Video	386	-11.3% ⬇

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Top pages

- Daily Reflections | Alcoholics Anony... 41.3%
- Have a problem with alcohol? Ther...
- Find A.A. Near You (North America) |...
- The Big Book | Alcoholics Anony...
- Reflexiones Diarias | Alcoholics Anony...
- Find A.A. Near You | Alcoholics Anony...
- Twelve Steps and Twelve Traditions...
- The Twelve Steps...
- Meeting Guide | Al...
- others 23.2%

(8.5%)
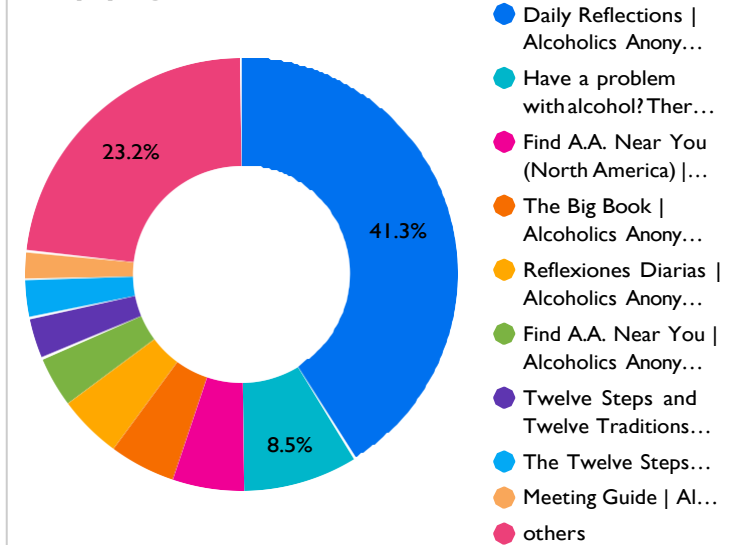
	Page title	Views ▾	%Δ
1.	Daily Reflections	Alcoholics A...	5,292,766	125,738.5...
2.	Have a problem with alcohol? ...	1,093,994	54,847.0% ⬆
3.	Find A.A. Near You (North Am...	685,437	52,383.7% ⬆
4.	The Big Book	Alcoholics Ano...	632,876	61,523.8% ⬆
5.	Reflexiones Diarias	Alcoholic...	607,889	100,046.5...
6.	Find A.A. Near You	Alcoholic...	502,036	50,103.6% ⬆
7.	Twelve Steps and Twelve Tradi...	398,030	65,365.5% ⬆
8.	The Twelve Steps	Alcoholics ...	364,208	52,914.3% ⬆
9.	Meeting Guide	Alcoholics An...	271,257	58,613.6% ⬆
10.	Search Results	Alcoholics An...	264,466	61,835.8% ⬆
11.	Literature Listing	Alcoholics A...	157,109	86,223.6% ⬆
12.	Is A.A. for You?	Alcoholics An...	129,084	60,502.8% ⬆
13.	Réflexions Quotidiennes	Alco...	99,908	181,550.9...
14.	The Twelve Traditions	Alcoho...	86,954	59,868.3% ⬆
15.	Los Doce Pasos	Alcoholics A...	84,777	117,645.8...
16.	Find A.A. Near You (World)	Al...	83,437	...0% ⬆

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What browser are visitors using?

Legend: Safari, Chrome, Firefox

- 50% Safari
- 45% Chrome
- 5% Firefox
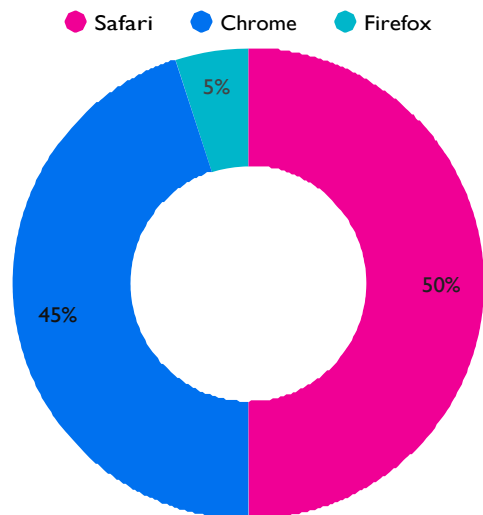
What device are visitors using?

Legend: mobile, desktop, tablet, smart tv

- 79% mobile
- 19.5% desktop
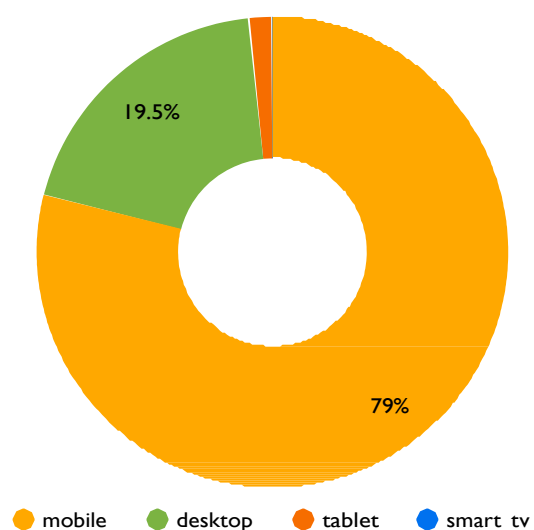
Country breakdown

	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%

1 - 10 / 230 ‹ ›

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%

1 - 10 / 92 ‹ ›

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

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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 Chronical 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.
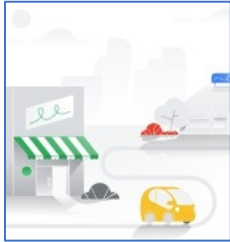
From the January 27, 2024, meeting of the trustees' Public Information Committee:

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

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

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.

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.

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.

- o 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.
- o 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.

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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.

o Perform ongoing evaluations of our communications channels to meet members and alcoholics on the platforms they utilize.

o 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

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

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.

- 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.

P.I.
Item L

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.

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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

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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"

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)*

*Note: For members of this Conference committee only and are not available for duplication or distribution beyond the committee.

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.")*

    *Note: For members of this Conference committee only and are not available for duplication or distribution beyond the committee.

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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:
  o infographics,
  o Creating a visual representation of information using images and text to convey messages
  o 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:

- 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

P.I.
Item M.3
Doc. 1

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.

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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?

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2024 Conference Committee on Public Information

ITEM N: Review report on 2023 Membership Survey Convenience Sample Pilot

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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.

- o   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.

- o   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

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:

    o Do they belong to home group, listed group, or meeting? Does their group have a group #? Or a GSR?

    o 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.

- o With Meeting Guide app, members encountered the survey without any external prompting if they clicked on the "News" feature of the app.

- o 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.

- o 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.

Membership Survey Convenience Sample Pilot Responses by week - November 2023

- o
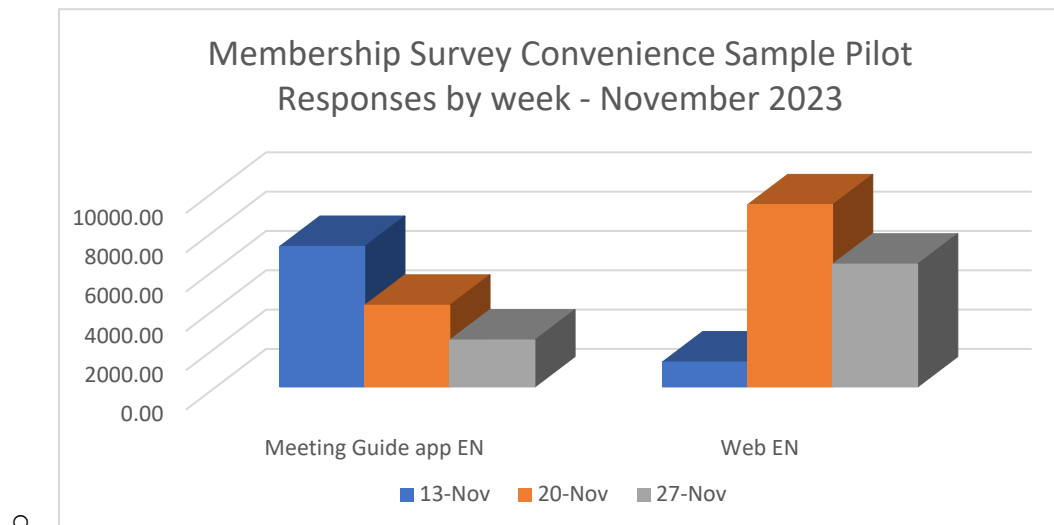
Initial Responses:

- 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

  - o 30,663 in English
  - o 541 in Spanish

- o 831 in French
- o 21,000+ members in the United States
- o 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:

Workbook:
- ENG
- FR
- SP

Kit Content Lists
- ENG
- FR
- SP

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