



Welcome Area 59

Delegate's Report of the 73rd
General Service Conference

WELCOME TO BROOKLYN



NOT BROOKLYN
↓

SATURDAY PRE-CONFERENCE



- REMOTE COMMUNITIES
- 1728 MEETING
- DELEGATES ONLY MEETING

CONFERENCE WEEK AT A GLANCE

April 2023							< Today >	
	Sun 23	Mon 24	Tue 25	Wed 26	Thu 27	Fri 28	Sat 29	
all-day	GSC							
7 AM	7 AM Reading Room session - Conference Committee on Literature Only Salon F							
8 AM		8 AM Literature Early Start	8 AM Literature Early Start	8 AM Voting / Ammendments / DOTS Rehearsal		8:30 AM Committee Reports & Discussion Salons GHI	Closing Breakfast Salo...	
9 AM	9 AM Opening Session Salon GHI	9 AM Literature Conference Committee Meeting	9 AM Literature Conference Committee Meeting	9 AM Committee Reports & Discussion Salons GHI	9 AM Committee Reports & Discussion Salons GHI		9 AM Farewell Talks by Rotating Trustees Salons GHI	
10 AM								
11 AM	10:30 AM Workshop Salons GHI			10:45 AM Committee Reports & Discussions Salons GHI	10:45 AM Committee Reports & Discussion Salons GHI	Committee Reports & D...		
Noon	12 PM Lunch & Delegate Orientation by Region	12 PM Lunch Salon D	12 PM Lunch Salons D	12:15 PM Regional Lunches for Delegates	12 PM Lunch for all others Northside Ballroom	12 PM Lunch Northside Ballroom		
1 PM	1:15 PM Area Service Highlights		1 PM Trip to GSO Promenade Outside Salon GHI					
2 PM	2 PM Location Plus Report S...	1:30 PM Afternoon Session		1:30 PM Elections Salons GHI	1:30 PM Presentation / Discussion	1:30 PM Plain Language Big Book Discussion Salons GHI		
3 PM		2:45 PM GSB Report Summary ...		3 PM Elections Continued Sal...	2:15 PM Committee Reports & Discussion			
4 PM	3 PM Literature Joint Comm. Mtg. Dumbo	3:30 PM A.A.W.S. Board Report...		3:45 PM Elections Cont'd & Committee Reports Salons GHI	3:45 PM Committee Reports & Discussion Salons GHI	3:45 PM Final Sharing Session Salons GHI		
5 PM		4:15 PM A.A. Grapevine Board S...				4:45 PM Farewells by Rotating_ Delegates		
6 PM		World Service Meeting...	5 PM Literature Conference Committee Meeting	5:30 PM Dinner for all others Salon F	5:50 PM Dinner for all others Northside Ballroom	Closing Remarks Salon...		
7 PM	6:30 PM Opening Dinner and A.A. Meeting Salons GHI	5:30 PM Dinner Salon D				6:15 PM Dinner Northside Ballroom		
8 PM		7 PM Finance Report and Q&A Salons GHI		7:30 PM What's on Your Mind? S...	7 PM What's on Your Mind? Salons GHI			
9 PM		8:45 PM What's on Your Mind S...	8 PM Area Highlights Salons GHI	8:30 PM Committee Reports & Discussion	8:30 PM Committee Reports & Discussion			

WHO MAKES UP THE CONFERENCE?

133 VOTING MEMBERS THIS YEAR



70.0%
93 Delegates

18.8%
25 Trustees,
AAWS & GV
Directors

11.2%
15 GSO &
GV Staff

DELEGATE STATS

- Average Age

57

- Oldest

76

- Youngest

35

- Average Sobriety

22

- Average Service

17

70.0%
93 Delegates

18.8%
25 Trustees,
AAWS & GV
Directors

11.2%
15 GSO &
GV Staff

SUNDAY

OPENING SESSION



- CO-CHAIRS AND MECHANICS OF THE CONFERENCE
- KEYNOTE ADDRESS BY NORTHEAST REGIONAL TRUSTEE
- DELEGATE PROPOSAL TO REMOVE AREA HIGHLIGHTS AND REPLACE WITH SHARING SESSIONS

Alcoholics
Anonymous®

Location Plus

Location+ Timeline

Milestones and approvals needed to approve renewal of the lease or approval of a new location and transition plan



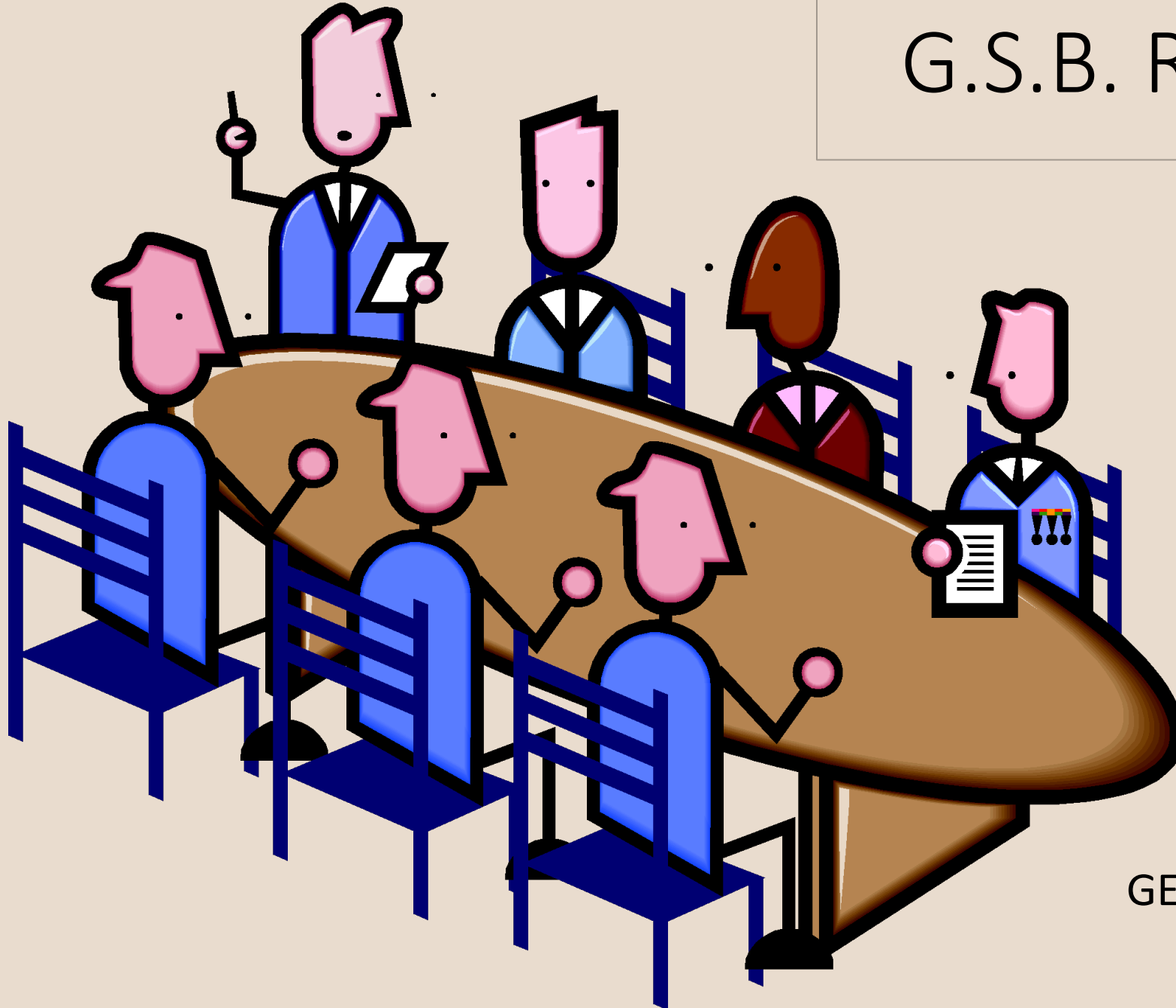
Guiding Principles

Excellent Services
Provided to the
Fellowship and
others interested
in AA

A workplace that
allows all of our
employees to
thrive

Prudence
with the AA
dollar

G.S.B. REPORT



GENERAL SERVICE BOARD

Your Seventh Tradition Contributions Help Carry the Message

Contributions made by you and your home group to the General Service Board support the work of your General Service Office (GSO) to help the alcoholic around the corner — and around the world.

Your contributions make possible essential member services and support for those seeking help.

1 Our public service announcements (PSAs) offer powerful messages of hope to the suffering alcoholic. The Public



Information desk coordinates production and availability of TV and radio PSAs for GSO and local campaigns in English, French, and Spanish. Our TV PSAs have reached close to 600 million viewers, airing on more than 71,000 stations across the U.S. and Canada and on our YouTube channel.



2 In response to many correctional facilities going paperless, Grapevine and AAWS Publishing collaborated on a multi-year project to make A.A. literature available on more than 200,000 tablets in jails and prisons. Many prison libraries also can access our growing number of audio books to help those with literacy issues.

3 The new Corrections Correspondence Service (CCS) database helps us to more quickly match persons in custody with members who are able to write to them. In addition to coordinating thousands of CCS participants, the Corrections Coordinator continues to answer 500 letters each month from members on the inside.



4 Your contributions help make the A.A. message accessible to all. The Accessibilities desk continually updates service material such as the accessibilities check list for groups. This desk also has produced ASL versions of the Big Book and Twelve & Twelve, now available on our YouTube page and on aa.org. For members with vision loss, audio versions of the entire Big Book and Twelve & Twelve are available on aa.org.



5 The Technology Department is always looking for ways to streamline workflows. One recent success is the "Submit Your Story" portal, developed to make it easier for members to submit their stories for possible inclusion in the Fifth Edition Big Book and A.A. pamphlets. The portal is also being used for the new young people's video project submissions.



6 Regional Forums are fun, informative, and free weekend events that improve communication and unity. At the 2022 North/South Connections Forum, members from the service structures of Argentina, Canada, Chile, and the U.S. shared about extending the hand of A.A. to remote communities.



A.A.W.S. REPORT

- Updated SMF-203
- Four stapleless pamphlets
- Big Book and 12x12 in jacketless format
- Licensing and Translations – dedicated ad-hoc committee

A.A.W.S. REPORT

Frequently Asked Questions About the 2025 International Convention & Travel to Canada



- 2025 International Convention
- See aa.org for details and Q&A section
- Area 59 & Area 60 PA Hospitality Suite

A.A.W.S. REPORT

A.A.W.S BOARD



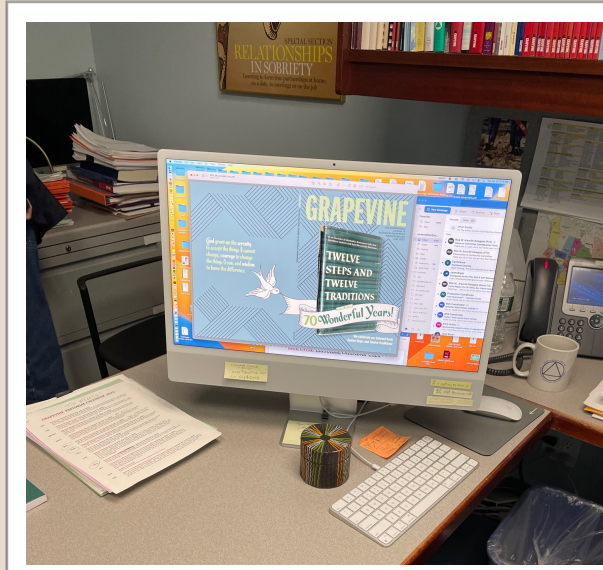
2 - General Service Trustees
2 – Regional Trustees
3 – Non-Trustee Directors
1 – GSO Staff Coordinator
1 – General Manager

- Mixed-title discounts on aa.org bookstore
- Approved price increases to offset the rising cost of goods.

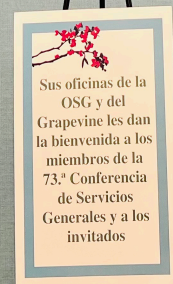
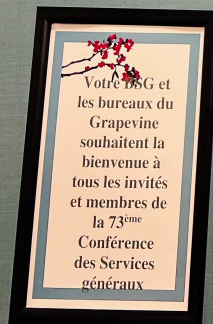
A.A.W.S. REPORT

General Service Office 2022

- 14,339 phone calls to front desk
- 8,686 calls fielded by Member Services along with 29,114 unique email inquiries
- 30,320 literature orders processed
- 1 physical drunk



GENERAL SERVICE OFFICE
A.A. WORLD SERVICES, INC.
AA GRAPEVINE, INC.



A.A.W.S. REPORT

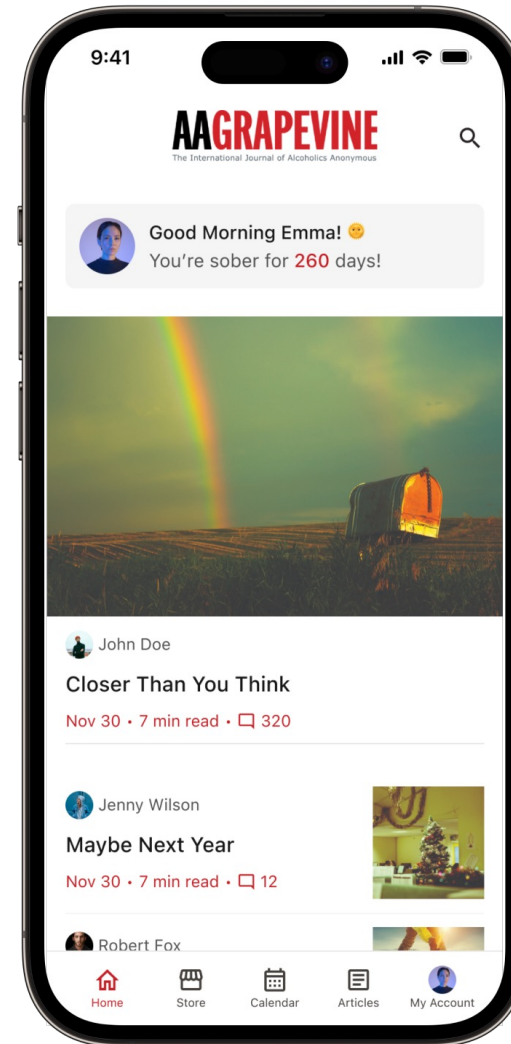


- aa.org has its first birthday
2022 saw over 15 million users
- Meeting Guide app 4.0 has
over 630,000 users
- YouTube – 8k subscribers
- LinkedIn – 2.5k followers

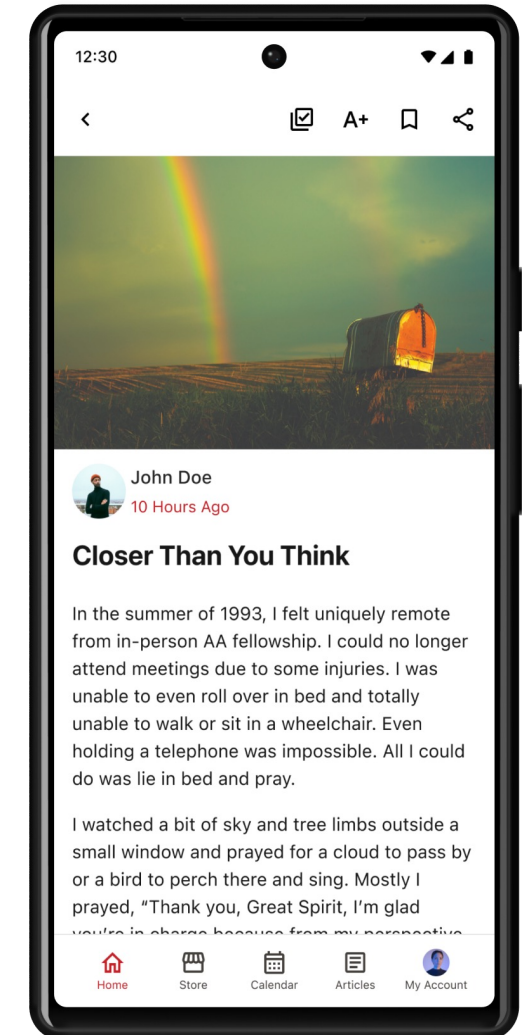
Grapevine & La Viña Apps

AA General Service Conference

April, 2023



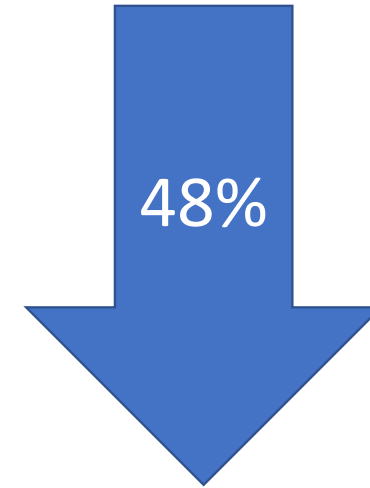
iPhone



Android

Periodical Publishing Industry Revenue

- 2007 \$46 Billion
- 2020 \$24 Billion



- A 48% decrease in revenue in magazine publishing

Meeting readers where they are

- Daily reading habits of North Americans
 - Newspapers and magazines 11 minutes
 - Smart Phone 3 hours plus
 - 84% of households have at least one smartphone
 - Average person looks at their smartphone every 5 ½ minutes.
- New York Times Example
 - Print subscriptions 740,000
 - Digital Subscriptions 9,600,000
 - Entertainment Weekly, InStyle, Eating Well, Health, and Parents went all-digital in 2022.



Keep Tradition, Enliven Digital


- Print continues as flagships for traditional subscribers to Grapevine and La Viña, Corrections, H&I, groups and for 12th Step work. The magazines are not going away!
- Invest our finances, time and resources in the infrastructure and staffing for digital delivery of content and services.



AA Success in mobile digital delivery

- AA Grapevine podcast
 - 436,000 downloads to date
 - 92% using mobile devices
 - 22% growth in listenership over the last 90 days
 - Listenership in top 5% of all podcasts
- Meeting Guide app
 - Currently on 627,460 smartphones
 - 596,000 active users
- Instagram: Grapevine and La Viña
 - Over 11,000 followers










Young and Sober [Season ...]








Episode 4 • 23rd Janua...

00:00:00

00:35:13




1x



More Episodes

	4. Young and Sober [...]	00:35:13
	3. Sometimes Slowly ...	00:35:51
	2. The World Service ...	00:31:33
	1. This Beautiful Truth ...	00:33:40
	27. North Stars in AA [...]	00:33:17
	26. A Fork in the Road...	00:31:03
	25. The Meeting Guid...	00:31:27

FEBRUARY 2023 | MAKING AMENDS | SPECIAL SECTION

Making the rounds

BY: LENNOX S.B. | SAN DIEGO, CALIF.

With his sponsor’s help, he headed for an ex’s funeral to make a few amends. Turned out there were more than a few

▶ 00:00 00:00

“Kathy died. The funeral’s in three days,” the voice on my answering machine said.

I was devastated. But I was sober. Kathy and I had broken up two years earlier, after having lived together for nine years. Like married folks, we had bought a house together. But she wouldn’t marry me because, she said, I was an alcoholic. Now she was gone and it hit me hard. I thought about the severe damage I had done to her in our time together.

Benefits

Send articles to Friends

Chat on the topic

Keep track of spiritual practices

Daily checklist
Meeting alerts

Listen on the Go

Podcast player
Magazine audio playlist

Get Published!

More room for more submitting, sharing

Comment on Articles

Investments

- **Grapevine Board**
 - **Draw from subscription liability fund** **\$670,488**
- **General Service Board**
 - **App Capital funding** **\$500,000**

App Budget

• Treeline app development	\$ 250,000
• North Studios, APIs	\$ 77,000
• Apple and Google fees	\$ 1,200
• Attraction efforts	<u>\$ 27,200</u>
Total	\$ 355,400

Circulation Growth, from 5-year Plan

2023

Circulation 54,000

2024

Circulation 71,000

2025

Circulation 93,000

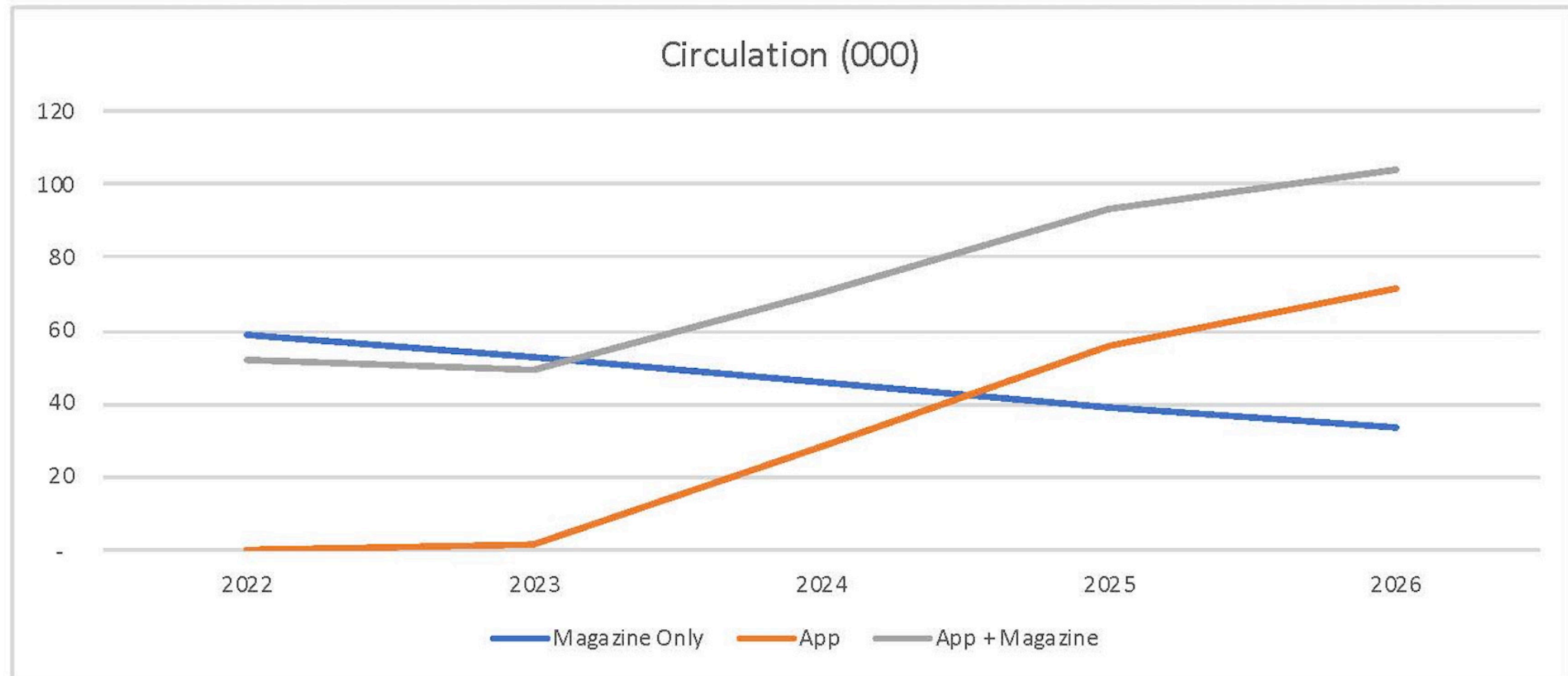
2026

Circulation 104,000

In the year 2026

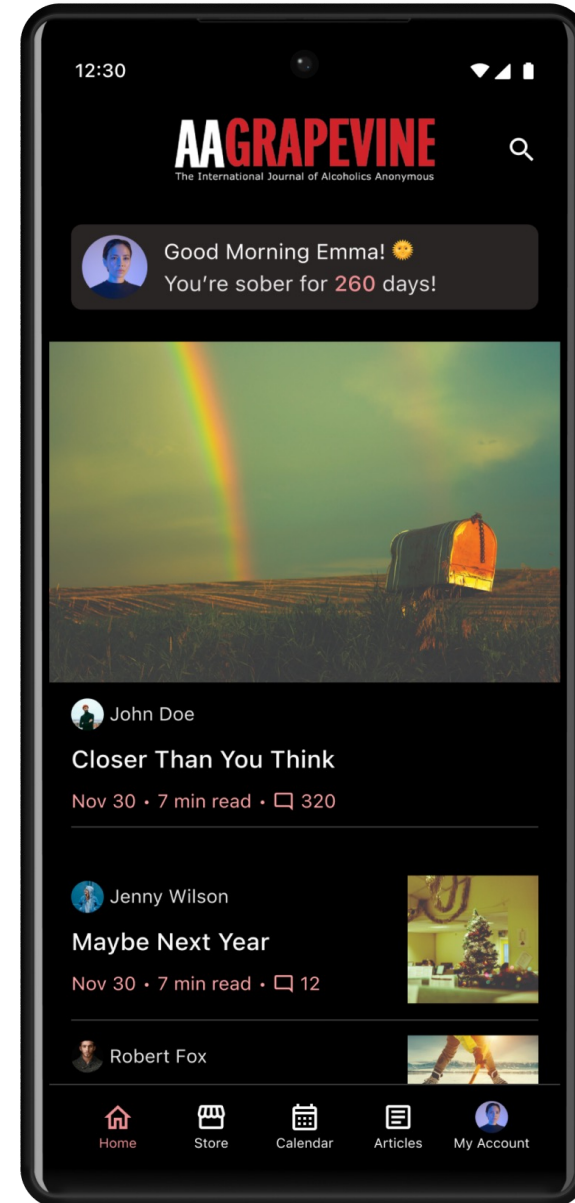
New plan has 104K combined subscribers and a net profit of \$1.1 Million

Status quo shows 34K magazine subscriptions and a loss of \$1.1 Million



App Project Timeline

- App development underway
- Report to Conference Committee April 2023
- Complete development June 2023
- Test July and August 2023 with Beta release
- **Launch September 2023**



AROUND THE PICNIC TABLE



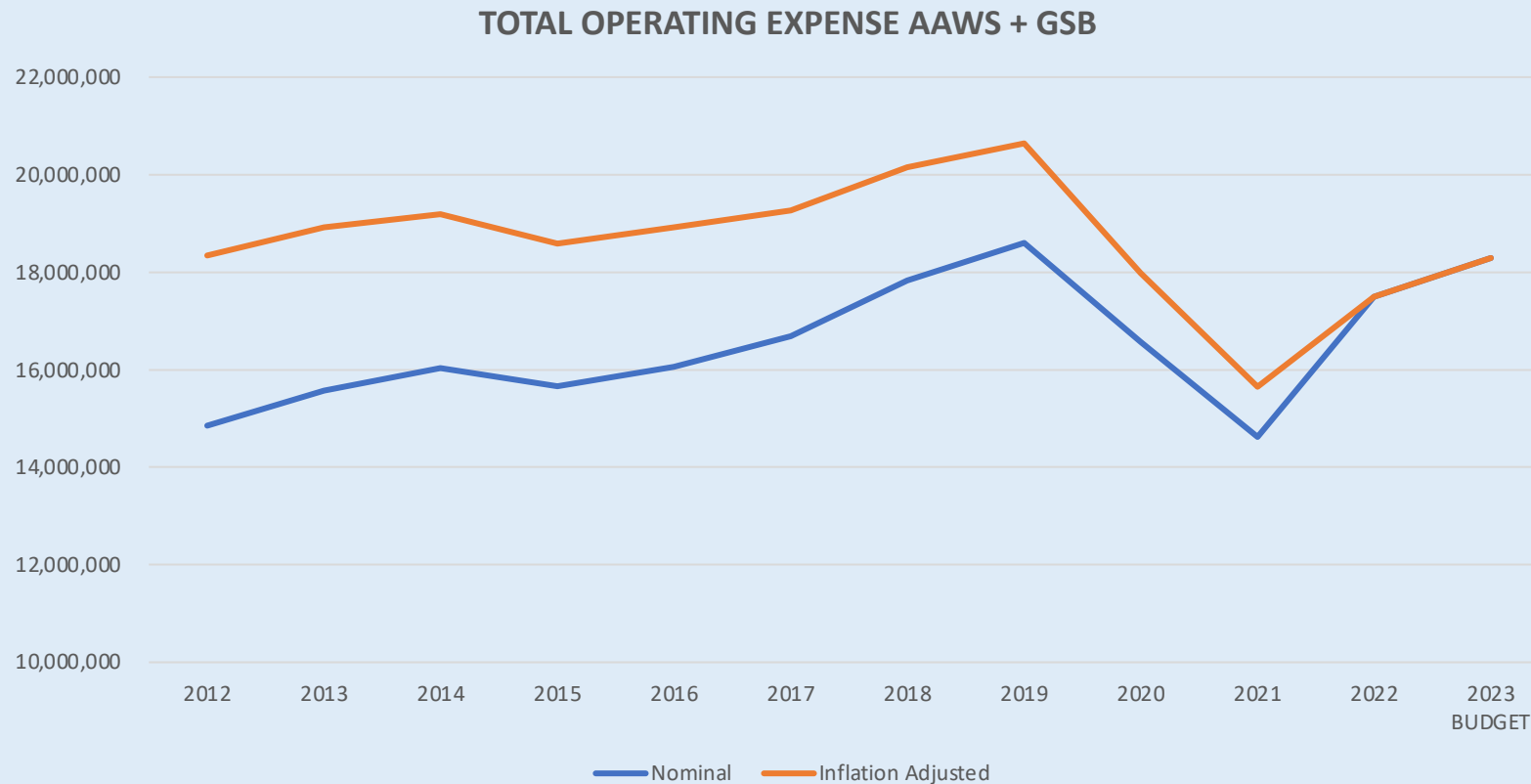
Kevin Prior, CFA, CPA
Class A (nonalcoholic) Trustee
General Service Board Treasurer

2022 GSO FINANCIAL HIGHLIGHTS

- ❖ 7th Tradition of Self-Support – \$10.55 million down 2.1% from \$10.78 million in 2021
- ❖ Operating Expense - \$17.82 million up 19.9% from \$14.86 million in 2021
 - ❖ Program Service Expense - \$7.17 million down 2.7% from \$7.37 million in 2021
 - ❖ Supporting Services Expense - \$10.65 million up 42.2% from \$7.49 million in 2021
- ❖ Self-Support - covered 59% of operating expense
- ❖ AAWS publishing gross profits – \$4.89 million down 22.3% from \$6.29 million in 2021
- ❖ Operating deficit of \$1,579,305; operating cash decrease of \$2,064,135

INFLATION ADJUSTED GSO EXPENSE HISTORY

- ❖ In 2022, operating expense was lower than inflation adjusted operating expense in 9 of the past 10 years.

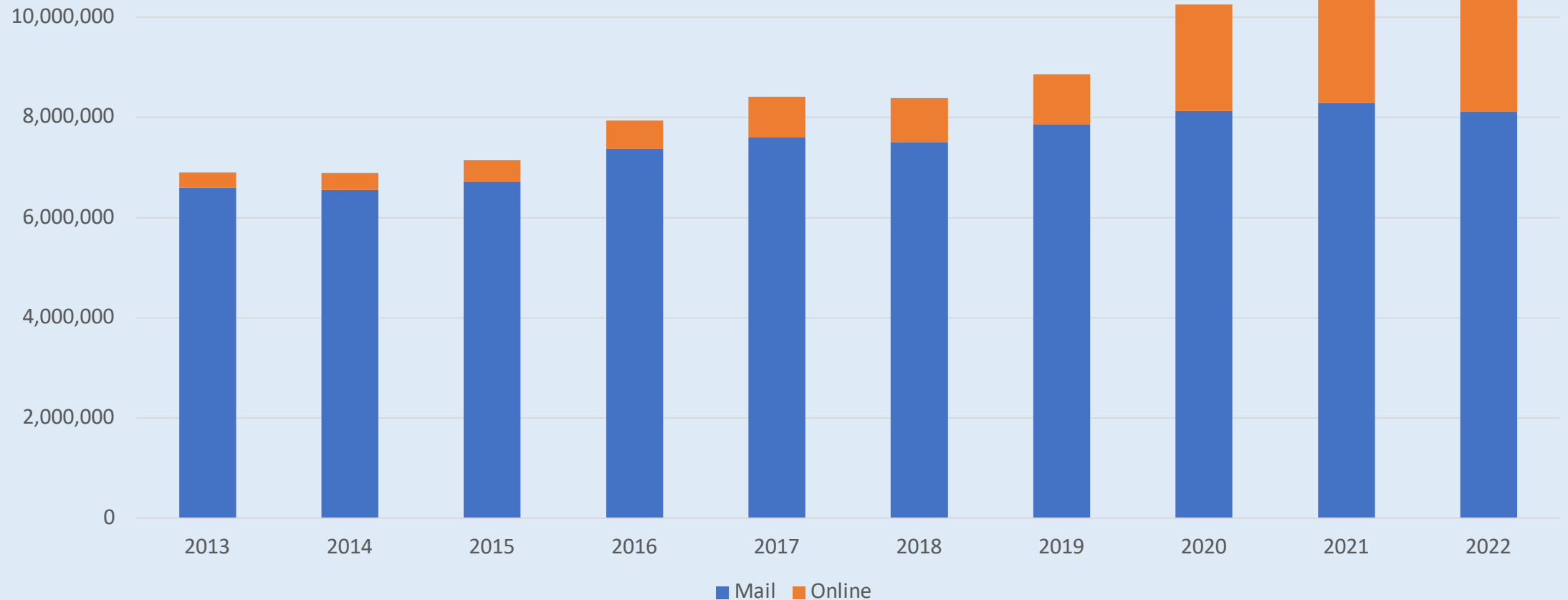


7TH TRADITION SELF-SUPPORT – 2013 – 2022



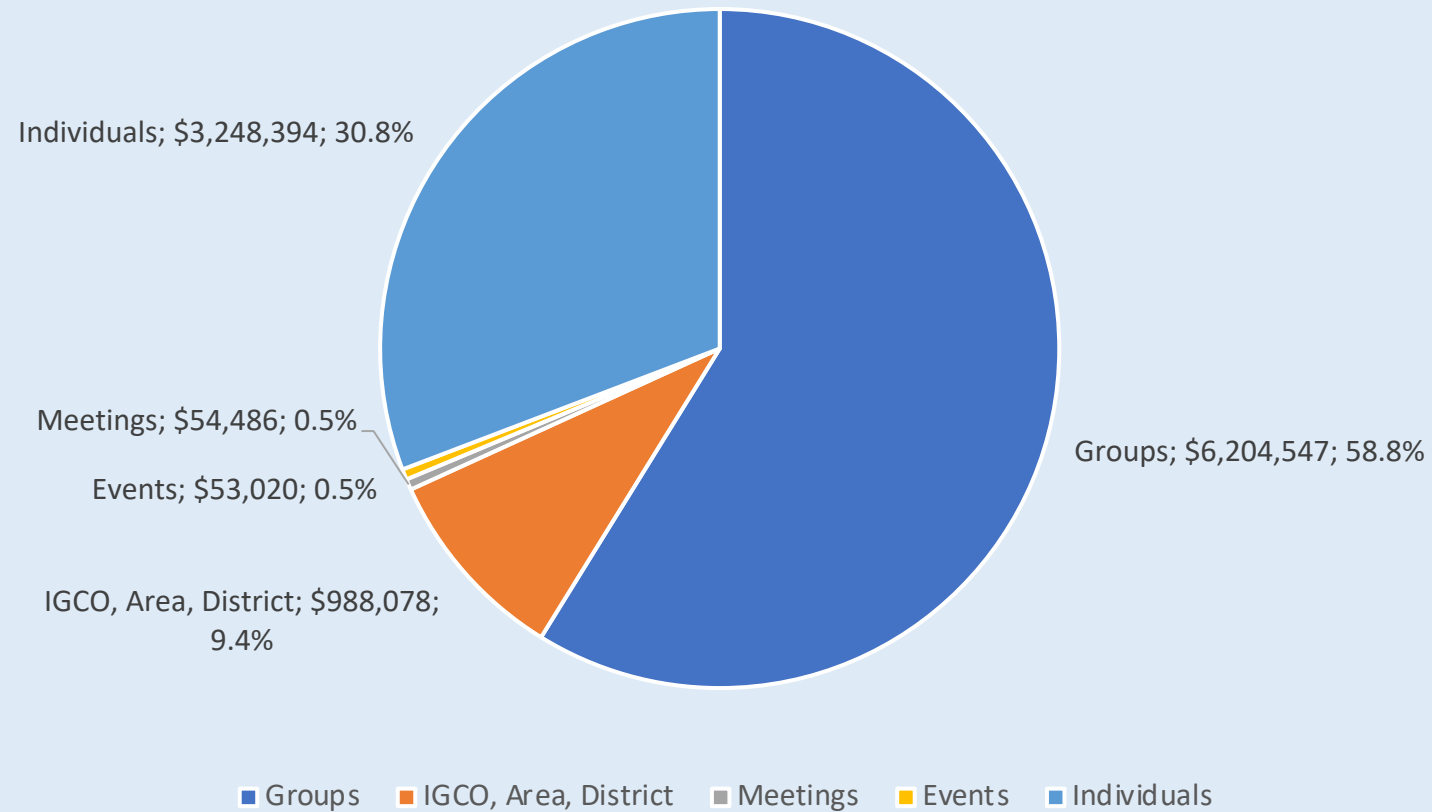
GROWTH OF ON-LINE CONTRIBUTIONS

2013 – 2022

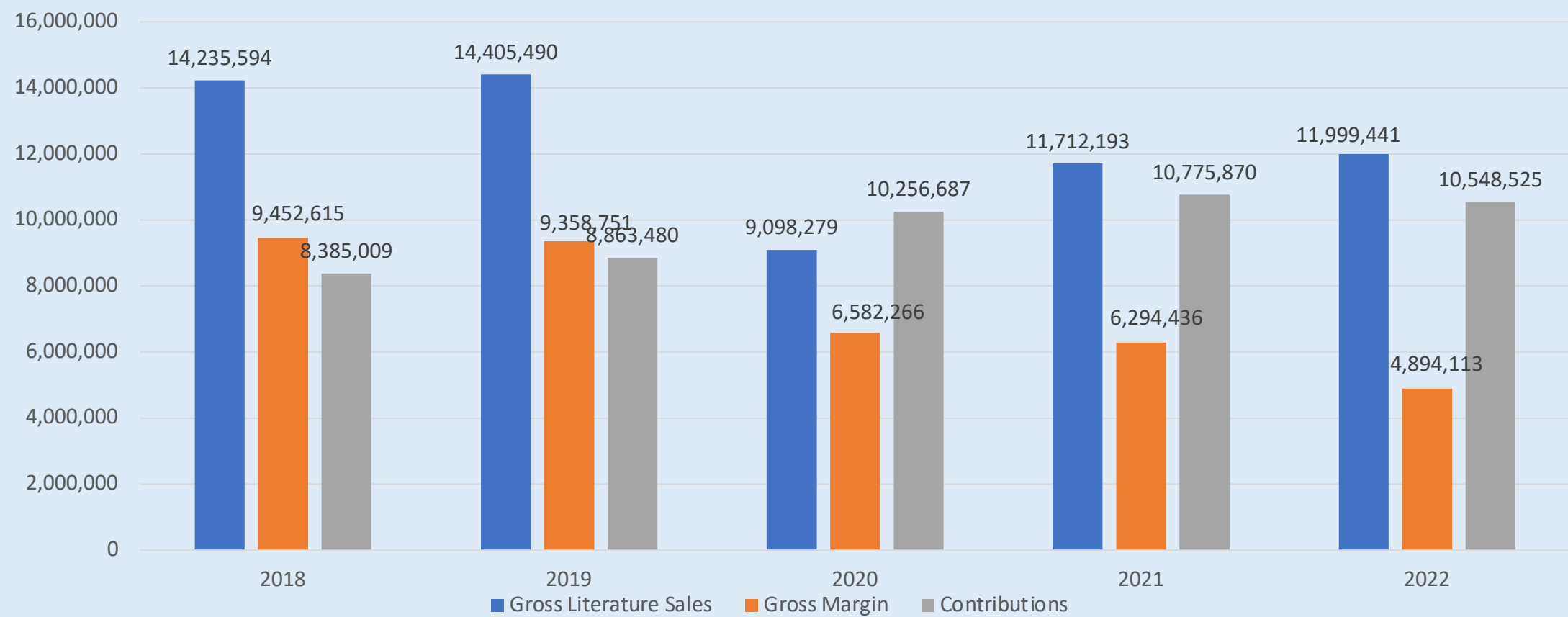


A mail contribution costs \$5.60 to process. An online contribution costs \$2.93 to process, a \$2.67 savings.

CONTRIBUTIONS BY TYPE OF CONTRIBUTOR



IMPACT OF PANDEMIC ON GSO REVENUE DISTRIBUTION



LITERATURE PRICE INCREASE

- ❖ Generally 20% on Books
- ❖ Generally 30% on Pamphlets
- ❖ Generally 20% on Miscellaneous Items
- ❖ Some items may have a different % increase due to rounding
- ❖ Some items not increased to maintain accessibility
- ❖ Applies only to English, French, and Spanish titles

NERT ELECTION



HAWAII CARE PACKAGE GIFT TO
FRANCIS, OUTGOING NERT

CONGRATS TO KEN T.
EASTERN MASS, AREA 30

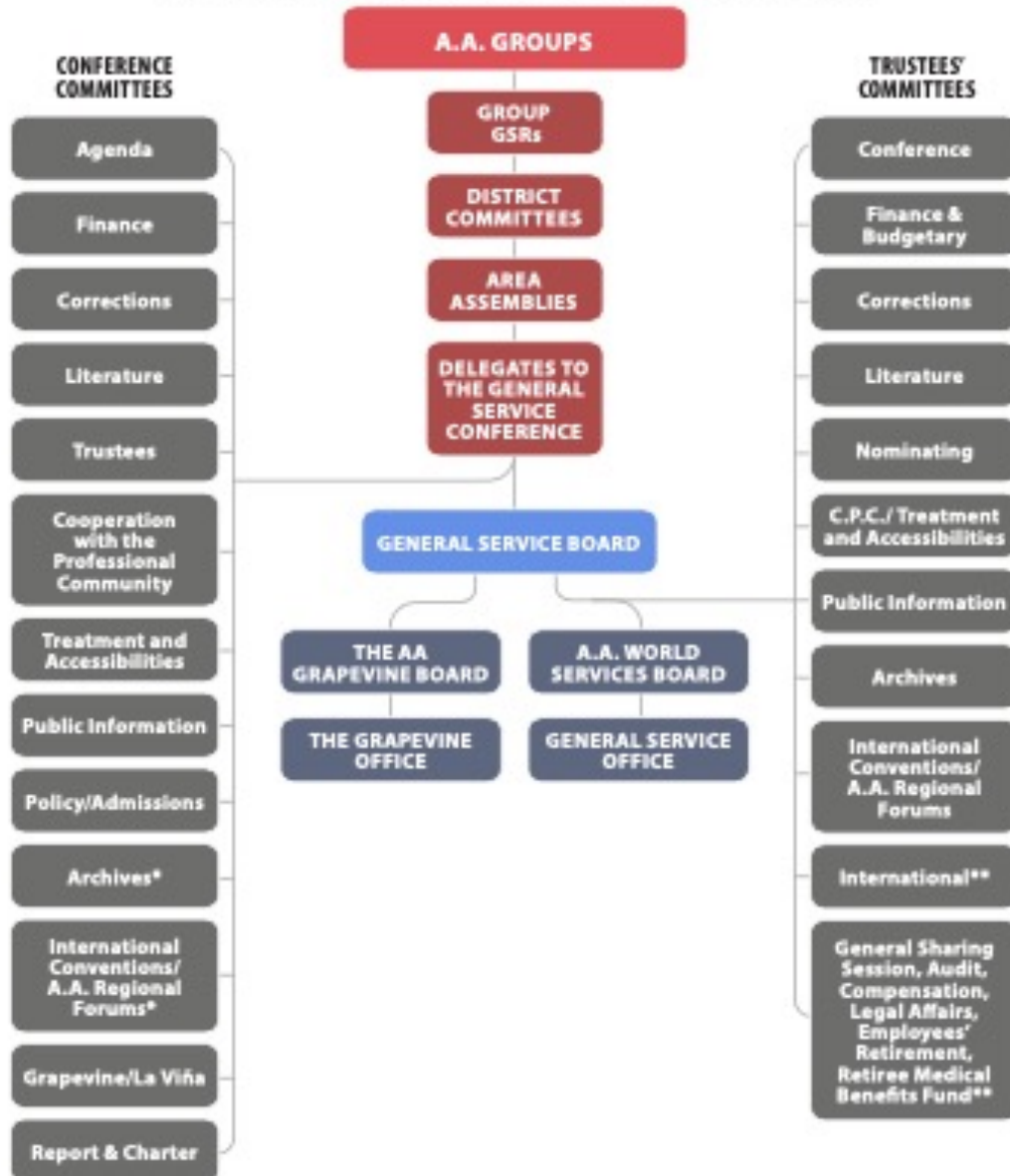


Area 28 - Maine Assembly Bid for NERAASA 2026 February 23-25 2026



STRUCTURE WITH CONFERENCE & TRUSTEE COMMITTEES

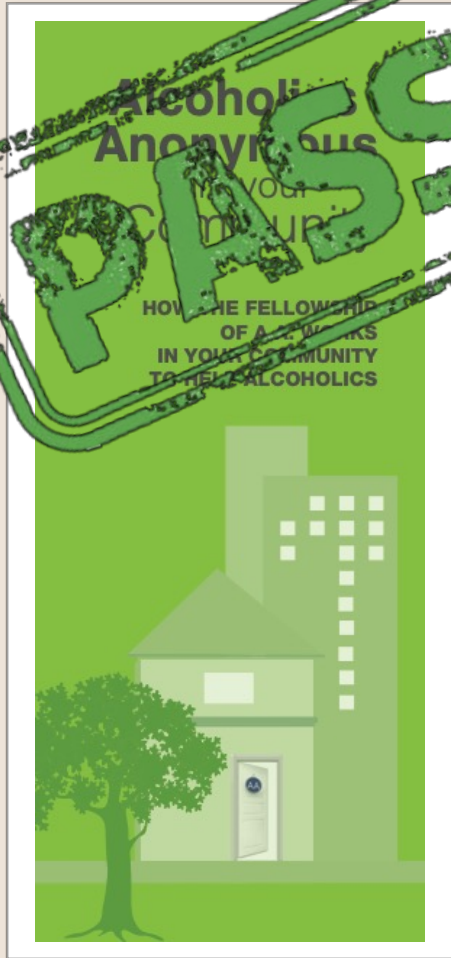
THE GENERAL SERVICE CONFERENCE STRUCTURE *U.S. and Canada*



THE COMMITTEE SYSTEM



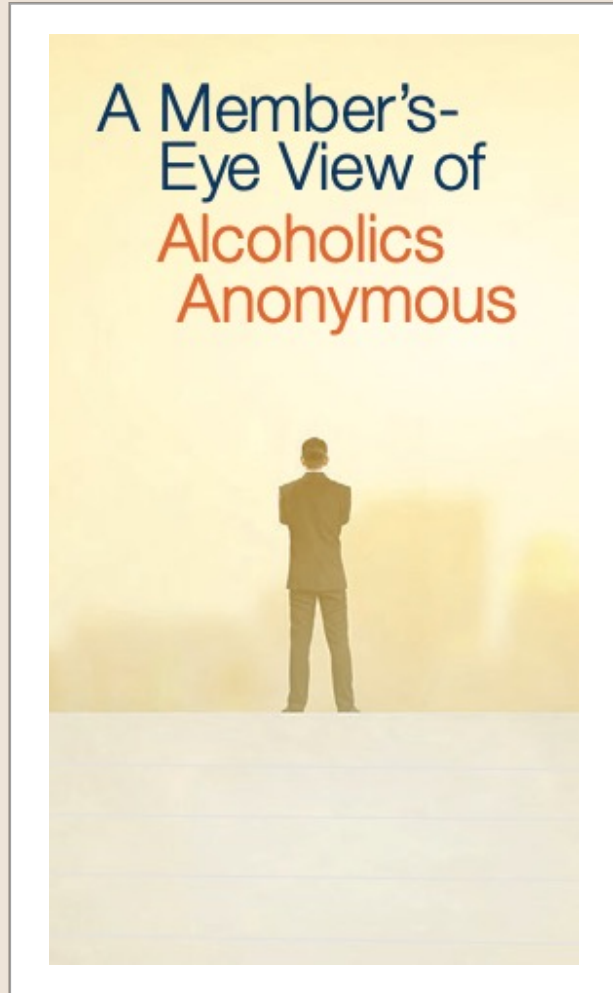
COOPERATION WITH THE PROFESSIONAL COMMUNITY



Review suggested revisions for the final draft pamphlet “A.A. in Your Community.”

The committee **recommended** that the pamphlet “A.A. in Your Community” be approved with minor editorial changes.

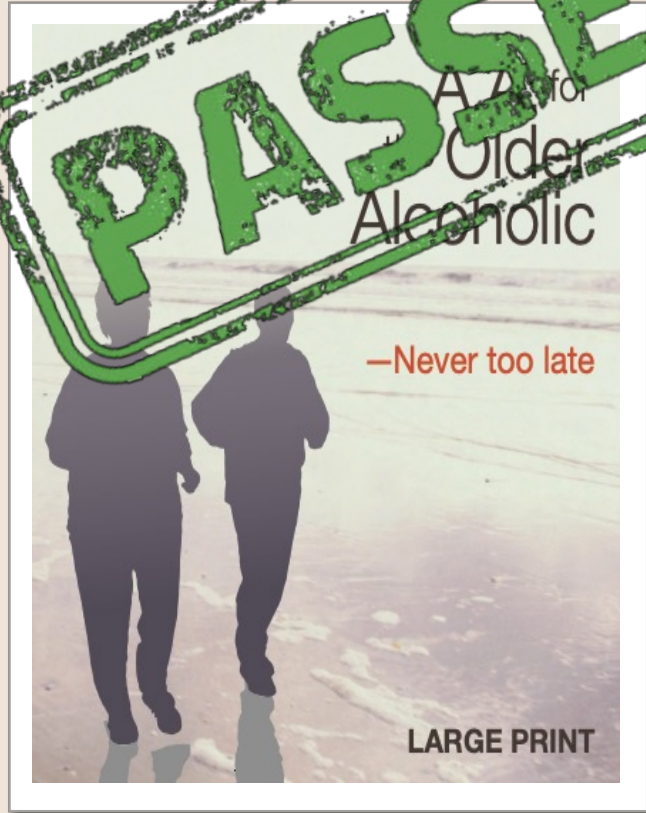
COOPERATION WITH THE PROFESSIONAL COMMUNITY



The committee considered a request to retire the pamphlet “A Member’s Eye View” and **took no action**.

- The committee agreed that some members consider the pamphlet a useful tool for carrying the A.A. message. However, the committee expressed support for removing the pamphlet from Cooperation with the Professional Community materials as it may appear outdated and less effective for providing information about A.A. to the professional community.

TREATMENT AND ACCESSIBILITIES



Review progress report on update to the pamphlet “A.A. for the Older Alcoholic— Never too Late.”

The committee **recommended** that the revised pamphlet “A.A. for the Older Alcoholic—Never too Late” be approved with minor edits in a format that does not require folding.

TREATMENT AND ACCESSIBILITIES



Review progress report on Military audio interviews.

The committee **recommended** that the 22 interviews recorded to date as part of the Military Audio project be approved, giving the General Service Office (GSO) the latitude to distribute the audio interviews in various formats and on various platforms, and that an update report be provided to the 2024 Conference Committee on Treatment and Accessibilities.

TREATMENT AND ACCESSIBILITIES

Additional Committee Considerations



The committee discussed the progress report on a proposed Bridging the Gap workbook.

The committee noted that information on Bridging the Gap and other contact programs already exists in the Treatment and Corrections Workbooks and suggested instead that sharing be collected from the Fellowship and combined with existing resources to develop A.A. Guidelines on Bridging the Gap.

TREATMENT AND ACCESSIBILITIES

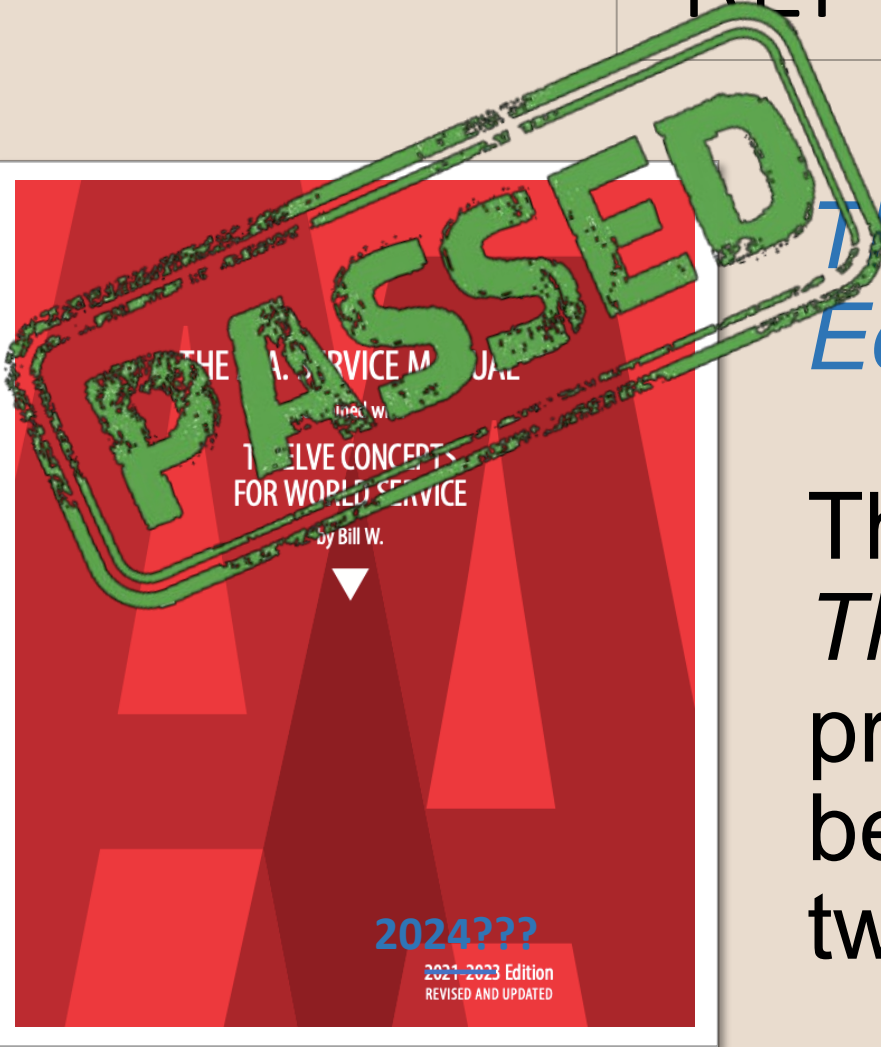
Additional Committee Considerations



The committee reviewed the progress report on updates to the pamphlet “Bridging the Gap”

The committee suggested that the trustees’ CPC/TA Committee convert the newly developed draft pamphlet “For Professionals How A.A. Bridges the Gap” into a single sheet service piece or a service card.

REPORT AND CHARTER



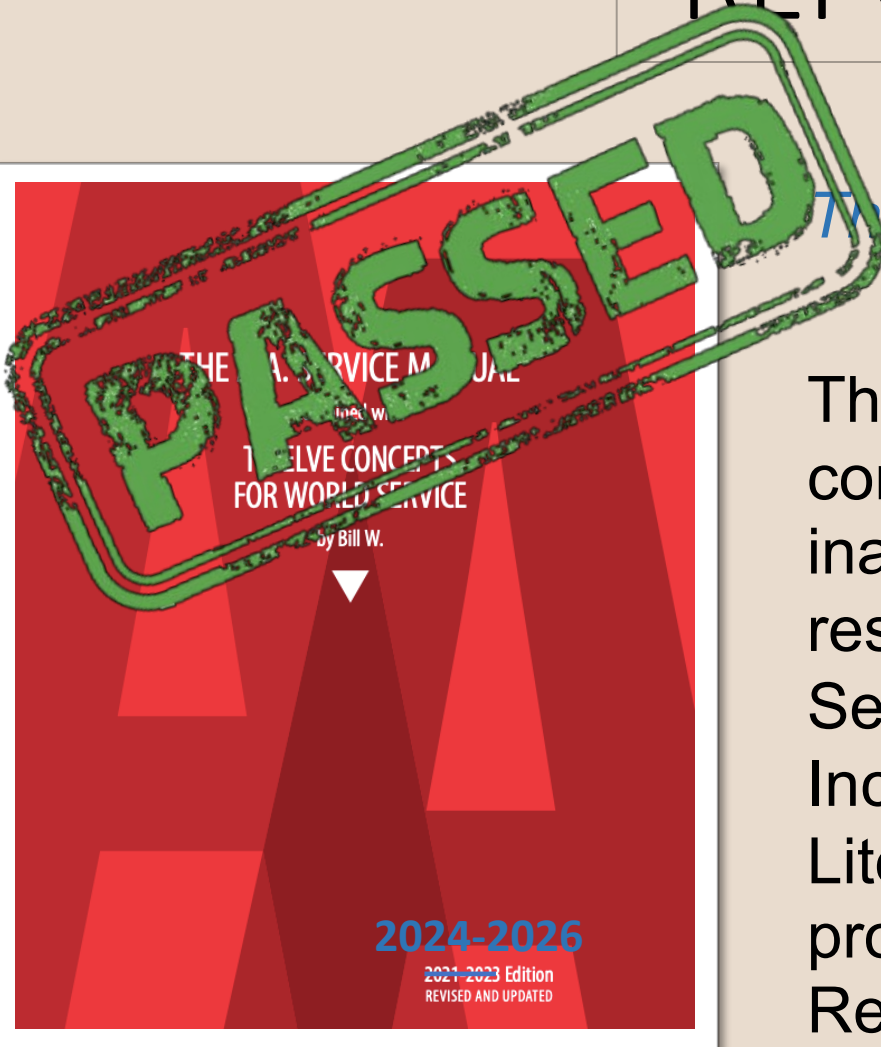
The A.A. Service Manual, 2023-2025 Edition:

The committee **recommended** that *The A.A. Service Manual* not be printed in 2023 and that a new edition be published biannually (i.e., every two years), beginning in 2024.

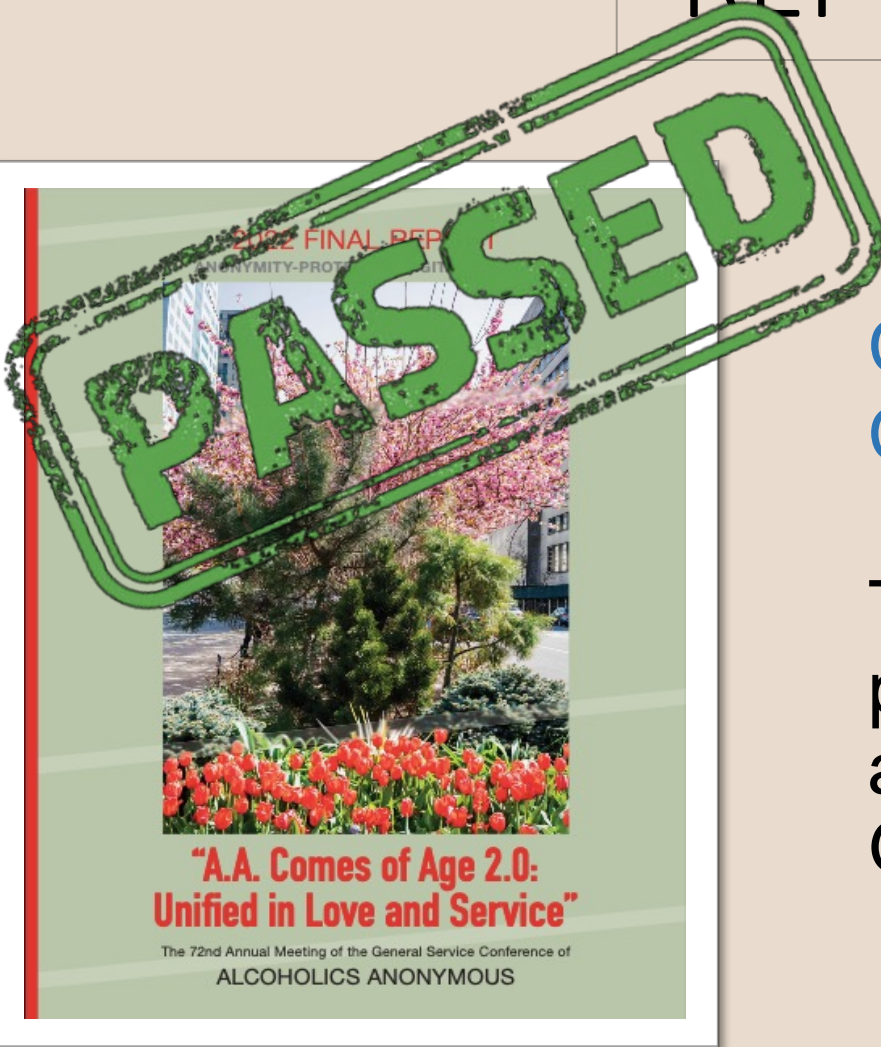
REPORT AND CHARTER

The A.A. Service Manual, 2023-2025 Edition:

The committee **recommended** that a full rewrite be conducted of chapters 8, 9, 10, 11 and 12 to correct inaccuracies and to better clarify the roles, responsibilities and relationships between the General Service Office, AA Grapevine, and A.A. World Services, Inc. in *The A.A. Service Manual* and that the trustees' Literature Committee forward these draft sections or a progress report to the 2024 Conference Committee on Report and Charter.



REPORT AND CHARTER



Consider posting an anonymity-protected Conference *Final Report* on aa.org.

The committee **recommended** that anonymity-protected Conference *Final Reports* be posted annually on aa.org beginning with the 2023 General Service Conference.

FINANCE

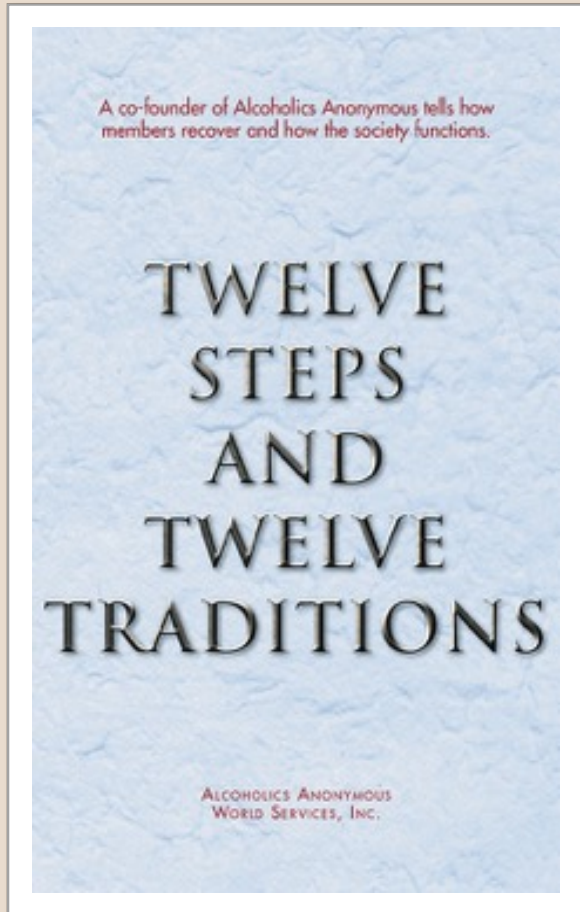


Consider requests that materials produced and maintained by A.A. World Services, AA Grapevine, La Viña, and General Service Office (GSO), clarify that the General Service Board (GSB) is the entity which receives all voluntary A.A. contributions and that GSO performs contribution processing.

The committee recommended that the materials produced and maintained by A.A. World Services, AA Grapevine, La Viña, and the General Service Office (GSO), clarify that the General Service Board is the entity which receives all voluntary A.A. contributions and that GSO performs contribution processing. Any text changes should be implemented when each item comes up for reprint or revision.

FINANCE

Additional Committee Considerations



The committee suggested that the Trustees' Literature Committee seek input from the Fellowship (including but not limited to Area delegate feedback) regarding any possible future changes to literature written by A.A.'s founders. The committee requested that a progress report be brought back to the 2024 Conference Committee on Finance.

POLICY/ADMISSIONS



The committee **recommended** that, to foster unity, trust, and transparency in the Fellowship, the members of the General Service Conference meet outside of the annual meeting for general sharing sessions at least two times per year utilizing virtual meeting technology. The General Service Board Chair and Delegate Chair will set the date and time as well as determine what issues currently facing the Fellowship would be chosen as topics.

Corrections



Consider a request to include content to existing A.A. literature on sponsorship of persons in custody by outside members of the Fellowship.

The committee **recommended** that the following section be added to the pamphlet “A.A. in Correctional Facilities” on page 12 between the sections titled “Corrections Correspondence Service (CCS) – a special kind of A.A. service” and “The following-through – released A.A. persons in custody”:

Sponsorship

Like all A.A. members, persons in custody can benefit from sponsorship. For more information, please refer to the Corrections Kit and Workbook or contact your local Corrections committee.

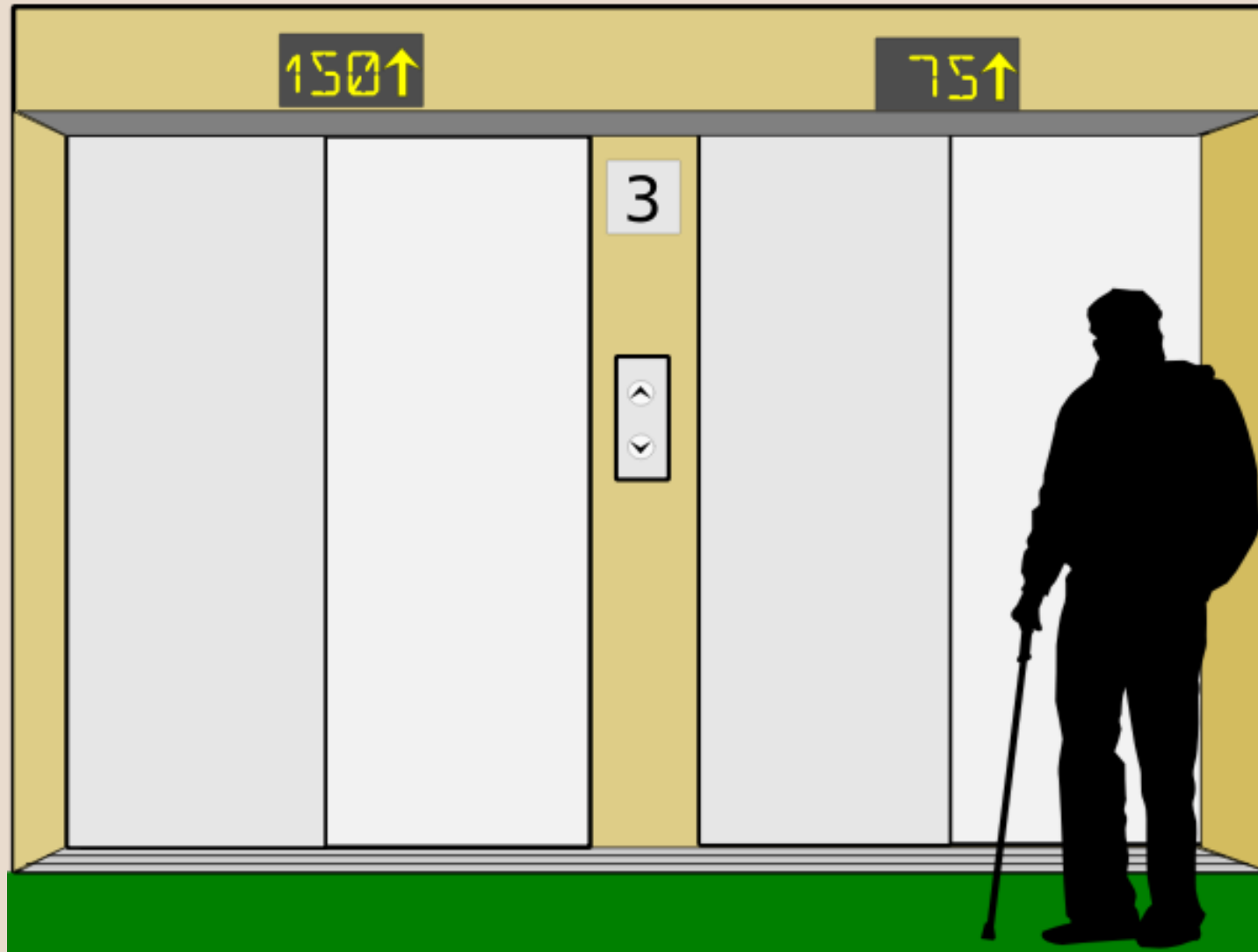
Corrections

Additional Committee Considerations



The committee discussed the 2021 and 2022 versions of the service piece “Safety and A.A.: Our Common Welfare” and concluded that the service piece is a necessary and useful tool for A.A. groups. The committee suggested revisions to be considered for inclusion in the next printing of the service piece.

THE ELEVATOR



Let's start with: The Ideal Composition of the General Service Board



CLASS-A TRUSTEES (7)
Non-Alcoholic



REGIONAL TRUSTEES (8)
Alcoholic



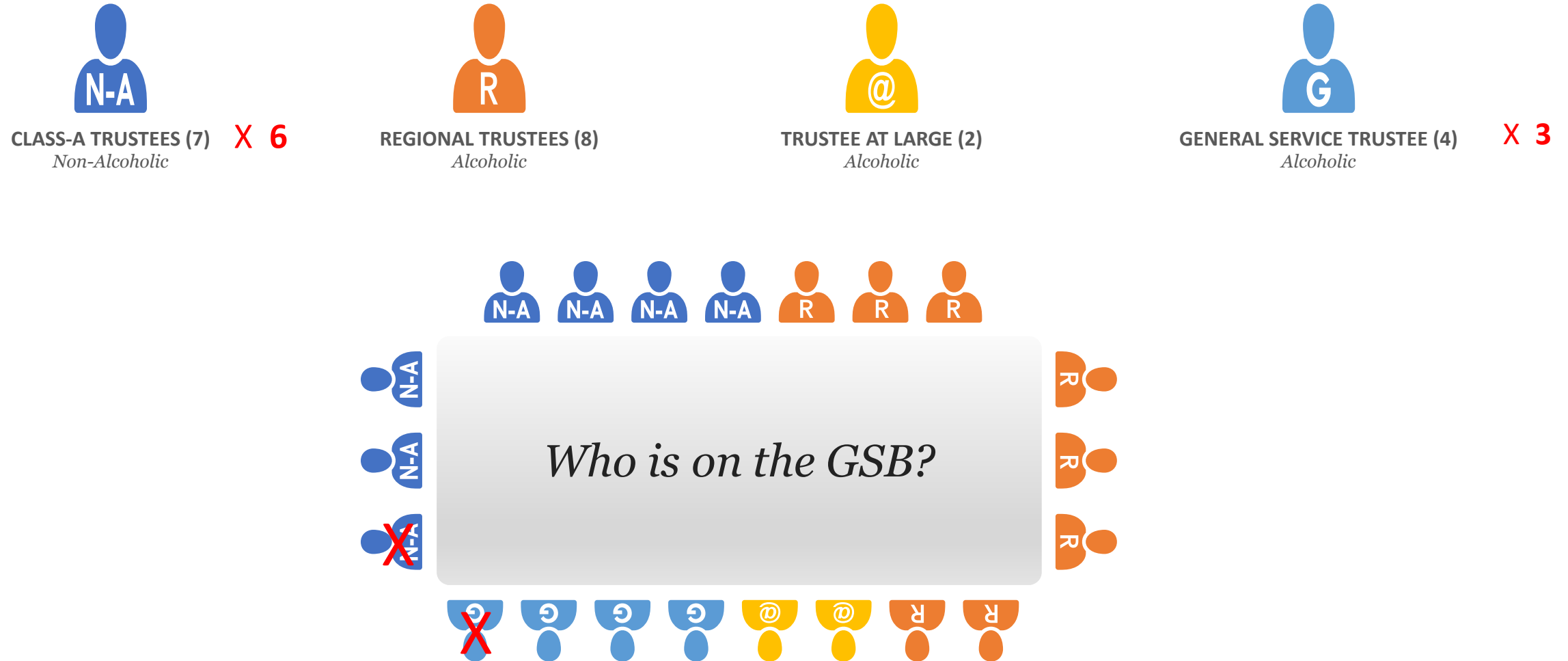
TRUSTEE AT LARGE (2)
Alcoholic



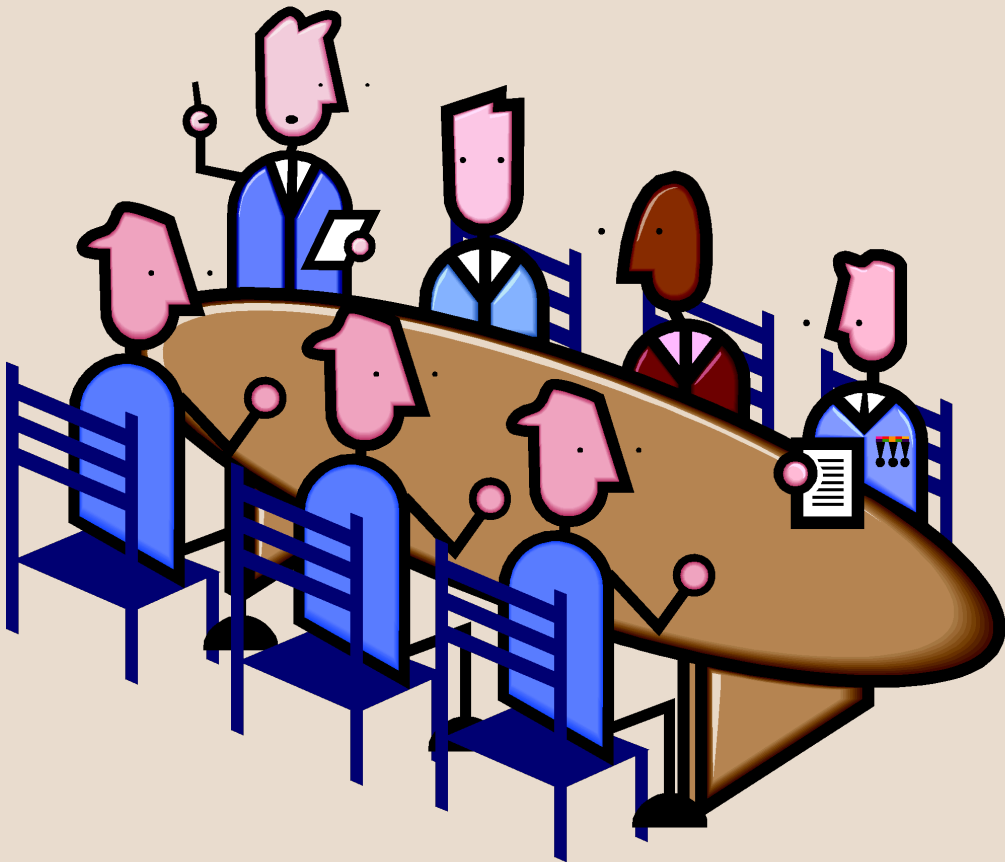
GENERAL SERVICE TRUSTEE (4)
Alcoholic



Prior to Conference: The Composition of the General Service Board



TRUSTEES



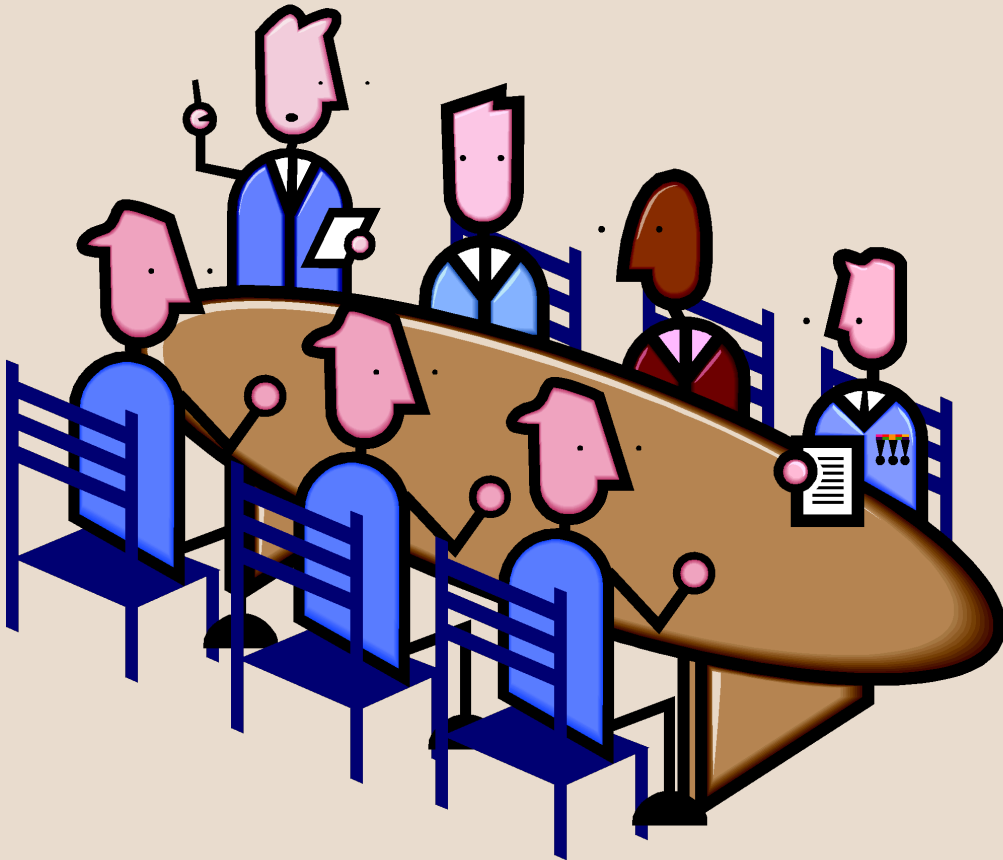
A. Review slates of trustees and officers of the General Service Board of Alcoholics Anonymous, Inc.

B. Review slate of directors of A.A. World Services, Inc.

C. Review slate of directors of AA Grapevine, Inc.

TRUSTEES

Additional Committee Considerations

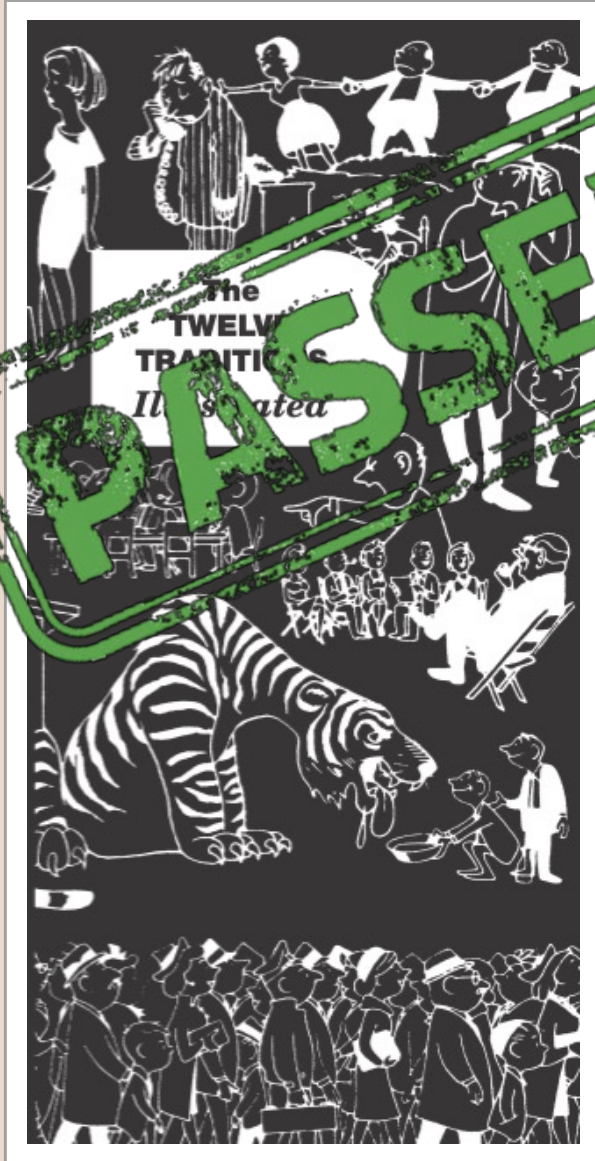


- The committee agreed that the board's failure to fully utilize the spiritual principles of Alcoholics Anonymous to address leadership problems were deeply concerning.
- The committee encourages the board to continue their work on reviewing and clarifying the board's code of conduct, whistleblower policies, and confidentiality policies to provide a clear path to remedy any possible problems within the General Service Board.

LITERATURE

Review revised draft of the existing version of the pamphlet “Twelve Traditions Illustrated.”

The committee **recommended** that the revised draft of the existing version of the pamphlet “The Twelve Traditions Illustrated” be approved.



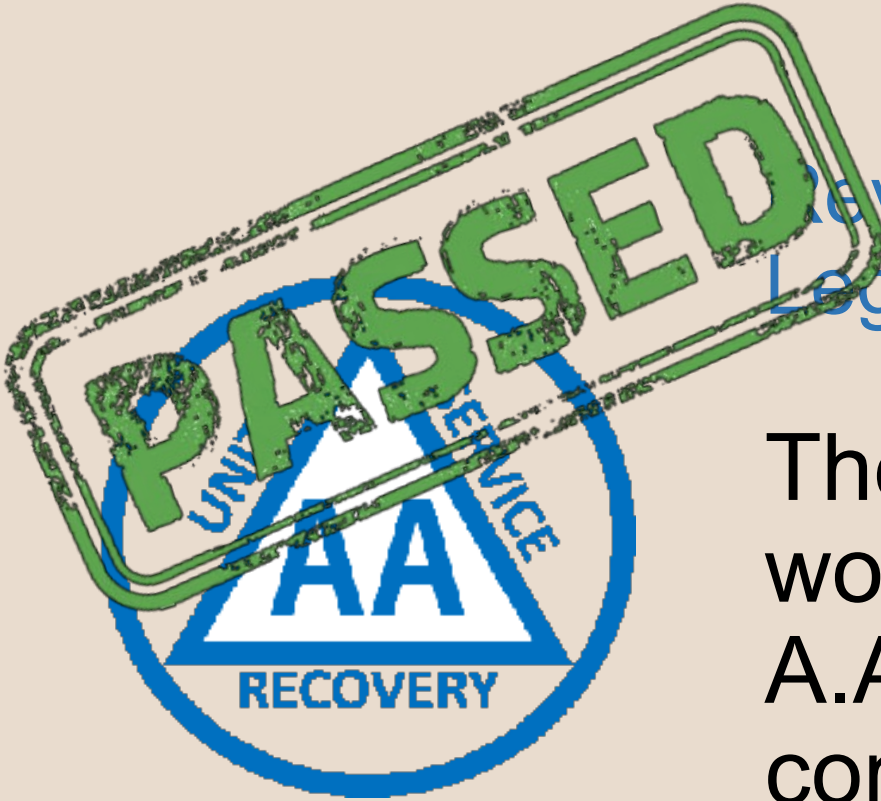
LITERATURE

Discuss request to revise the pamphlet “Too Young.”



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

LITERATURE



Review draft pamphlet based on A.A.'s Three Legacies.

The committee **recommended** that the work on the draft pamphlet based on A.A.'s Three Legacies be ceased. The committee noted that the material gathered would be most useful as service material.

LITERATURE

Additional Committee Considerations

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

LITERATURE

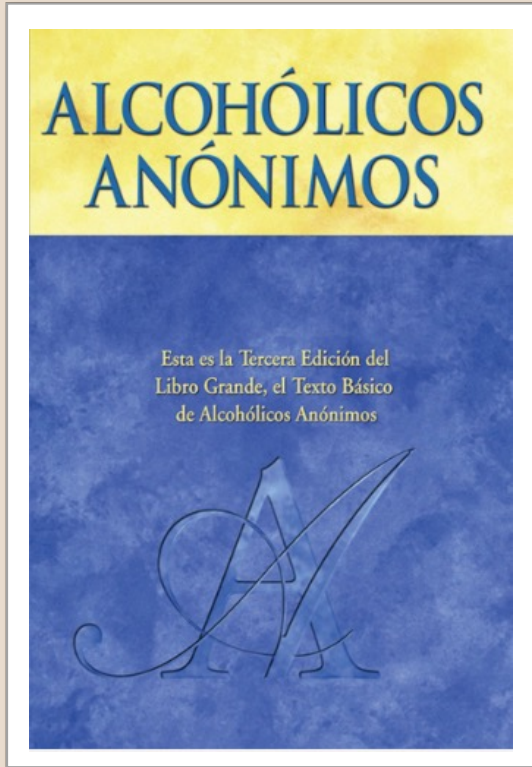
Additional Committee Considerations

The committee reviewed a draft of the Literature Committee workbook. The committee made minor editorial suggestions and looks forward to the new Literature Committee workbook being made available.



LITERATURE

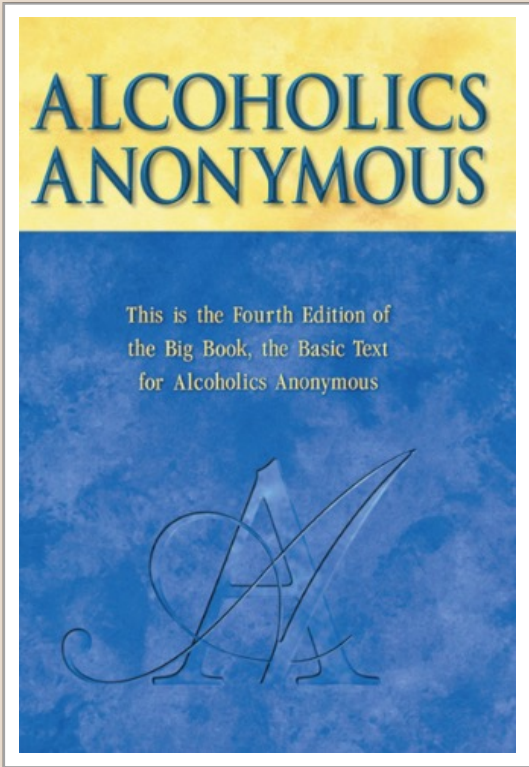
Additional Committee Considerations



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

LITERATURE

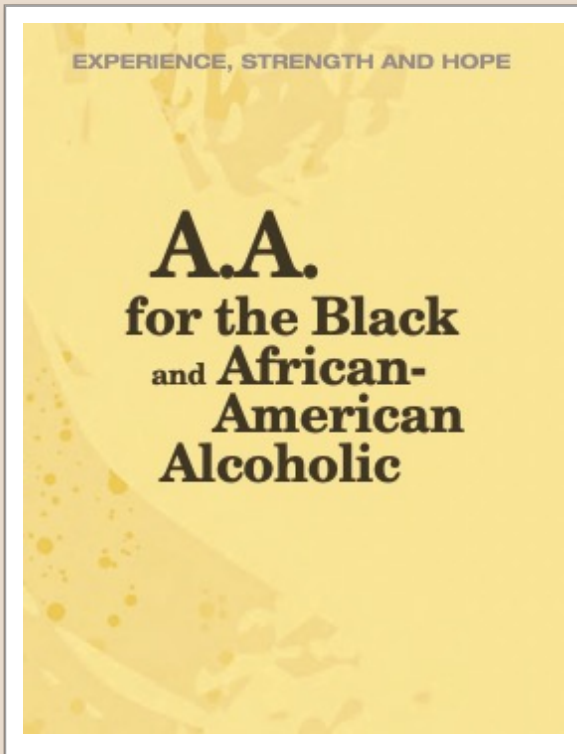
Additional Committee Considerations



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

LITERATURE

Additional Committee Considerations



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

LITERATURE

Additional Committee Considerations



The committee discussed a proposal for Big Book or *Twelve Steps and Twelve Traditions* study guides and **took no action**. The committee suggested that currently approved projects be completed before considering new materials.

LITERATURE

Additional Committee Considerations



The committee discussed new proposed agenda items (PAI's) related to the plain language Big Book translation and **took no action**. The committee acknowledged the concerns of members, groups and areas in the Fellowship regarding the oversight of the process of a translation of the book *Alcoholics Anonymous* (Fourth edition) into plain and simple language. The committee noted that these concerns will be addressed at a special session during the 2023 General Service Conference.

LITERATURE

Additional Committee Considerations



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

Reading Room & SHARING SESSION on Plain Language Translation



AGENDA



Review a report and draft plan for a future Conference Inventory

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

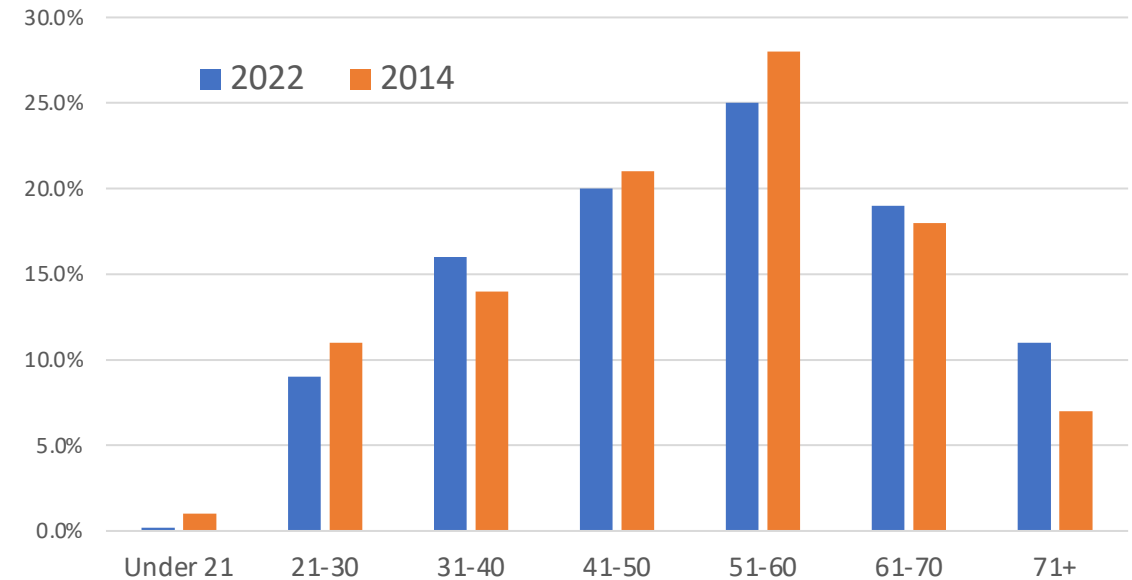
Membership Survey Data

Average Age 2022: 52

Average Age 2014: 50

	2022	2014
Under 21	0.2%	1.0%
21-30	9.0%	11.0%
31-40	16.0%	14.0%
41-50	20.0%	21.0%
51-60	25.0%	28.0%
61-70	19.0%	18.0%
71+	11.0%	7.0%

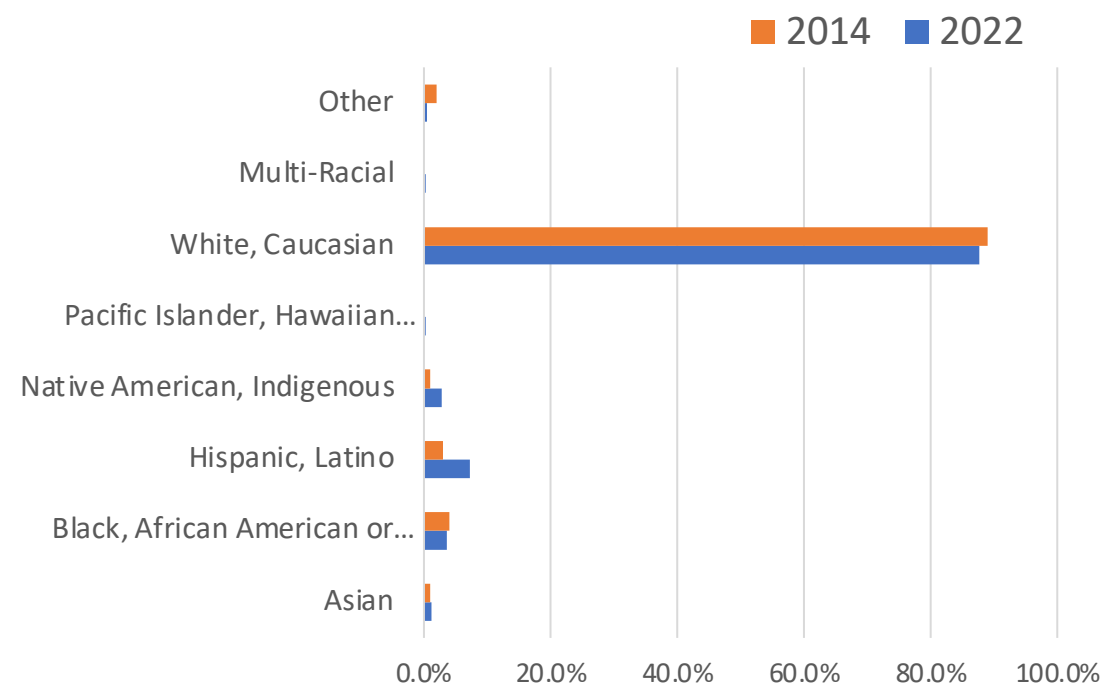
Age of Members



Membership Survey Data

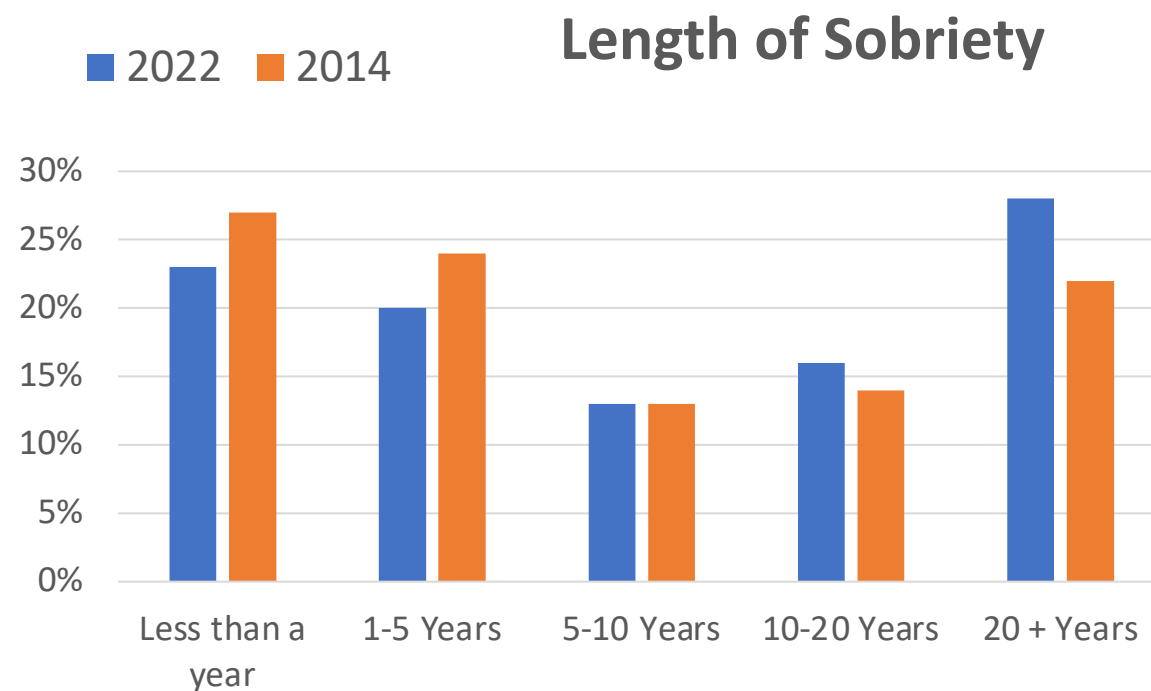
	2022	2014
Asian	1.2%	1.0%
Black, African American or African Canadian	3.6%	4.0%
Hispanic, Latino	7.3%	3.0%
Native American, Indigenous	2.8%	1.0%
Pacific Islander, Hawaiian Native	0.3%	
White, Caucasian	87.7%	89.0%
Multi-Racial	0.3%	
Other	0.5%	2.0%

Composition of Members



Membership Survey Data

	2022	2014
Less than a year	23%	27%
1-5 Years	20%	24%
5-10 Years	13%	13%
10-20 Years	16%	14%
20 + Years	28%	22%

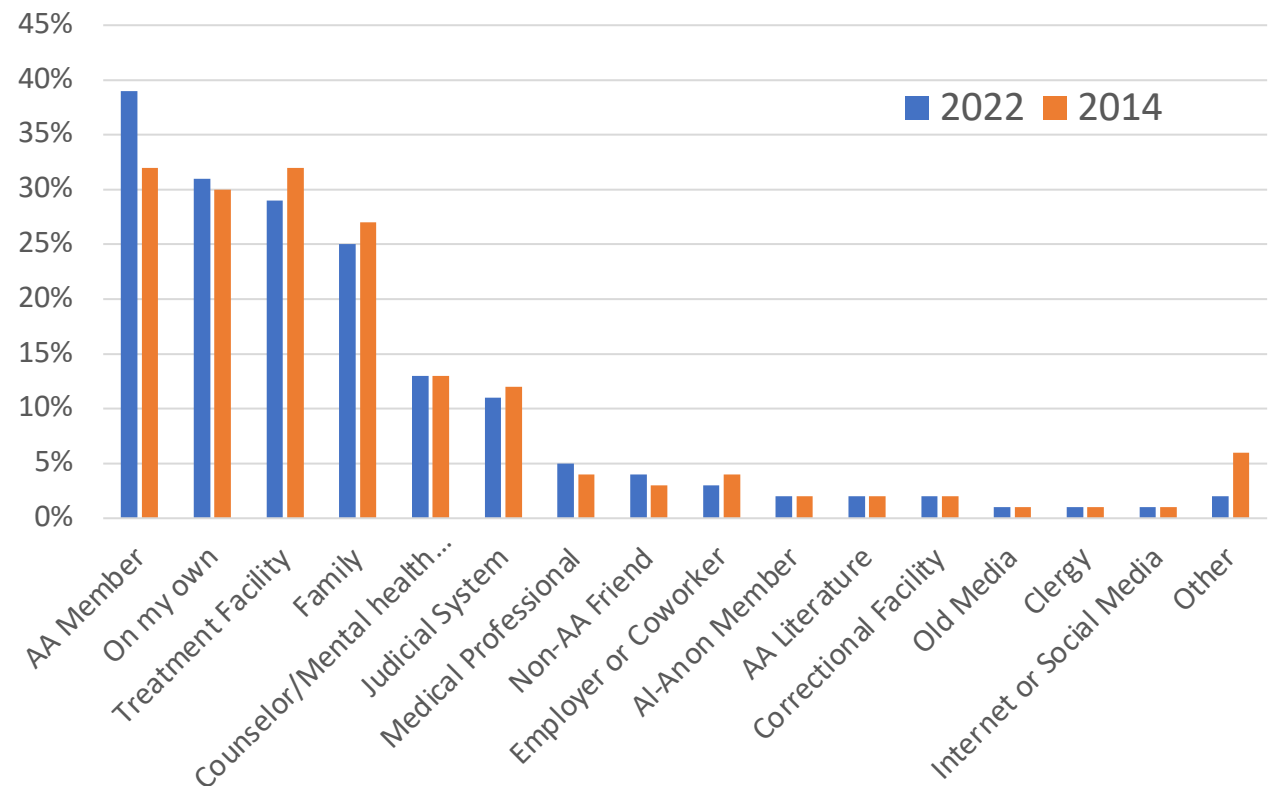


Membership Survey Data

(More than 1 response allowed)

	2022	2014
AA Member	39%	32%
On my own	31%	30%
Treatment Facility	29%	32%
Family	25%	27%
Counselor/Mental health Professional	13%	13%
Judicial System	11%	12%
Medical Professional	5%	4%
Non-AA Friend	4%	3%
Employer or Coworker	3%	4%
Al-Anon Member	2%	2%
AA Literature	2%	2%
Correctional Facility	2%	2%
Old Media	1%	1%
Clergy	1%	1%
Internet or Social Media	1%	1%
Other	2%	6%

What Got You Here



PUBLIC INFORMATION



Review report on analytics

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.

PUBLIC INFORMATION

Additional Committee Considerations



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 requested that a new proposed plan be brought back to the 2024 Conference Committee on Public Information.

PUBLIC INFORMATION

Additional Committee Considerations

The committee discussed research on the feasibility research of paid placement of PSA videos on streaming platforms.



PUBLIC INFORMATION

Additional Committee Considerations

- Young People's Video Project
- Seeking user generated content
- Deadline Extended – Submit your videos!

A poster for the Young People's Video Project. The background is dark purple with bright pink and yellow diagonal stripes. At the top, the title 'YOUNG PEOPLE'S VIDEO PROJECT' is written in large, bold, white and yellow letters. Below the title, a paragraph in white text says: 'We want video submissions from A.A. members. WHY? To carry A.A.'s message to young people in high school and college settings.' The poster is divided into two columns. The left column is headed 'SHARE YOUR EXPERIENCE!' in bold yellow letters. It contains three paragraphs of white text: 'Submissions should be 2-3 minutes in length and reflect and adhere to the Twelve Traditions of Alcoholics Anonymous, especially A.A.'s anonymity traditions. When filming A.A. members make sure no one is identifiable.', 'Focus on the experience of getting sober young and reflect the diversity of the Fellowship. Use members stories to help alcoholics identify.', and 'Share experiences that would relate to the "young" alcoholic who has yet to come to A.A.'. The right column is headed 'BE CREATIVE AND HAVE FUN!' in bold yellow letters. It contains two paragraphs of white text: 'Individuals submitting videos must be at least 18 years of age and must reside within the boundaries of the U.S. and Canada A.A. General Service Structure. Submissions should be in English, Spanish or French.' and 'For more information, contact the Public Information Coordinator at publicinfo@aa.org.'. At the bottom left, there is a QR code in a black square frame with the text 'Scan me!' below it. At the bottom left corner, the website 'www.aa.org' is written in white. On the right side, there is a stylized illustration of a smartphone and a stack of papers.

PUBLIC INFORMATION

Additional Committee Considerations



The committee reviewed and accepted the 2023 Public Information Comprehensive Media Plan (CMP).

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.

PUBLIC INFORMATION

Additional Committee Considerations



The committee reviewed the progress report on the request to create a new form of communication to address anonymity on social media. The committee requested that trustees' Public Information Committee and staff secretary focus on developing and administering a survey, to all age demographics, particularly a young population with the goal of obtaining results that will inform decisions on any future new form of communication. The committee looks forward to a progress report to be brought to the 2024 Conference Committee on Public Information.

PUBLIC INFORMATION

Additional Committee Considerations



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.

PUBLIC INFORMATION

Additional Committee Considerations



GSO podcast development

The planned topic focus will help avoid competing with the Grapevine Podcast

PUBLIC INFORMATION

Additional Committee Considerations

A.A.W.S. YouTube Channel



The committee noted that stagnant growth of the channel and requested the trustees' PI Committee to consider ways to encourage members to use the channel as a public information tool.

The committee requested consideration of the use of hashtags for the channel.

INTERNATIONAL CONVENTIONS/REGIONAL FORUMS

Additional Committee Considerations



The committee discussed the update report on methods of closing the Big Meetings at the International Convention, which summarized the survey data indicating that there was not an overwhelming desire by the Fellowship to change the current practice. The consensus of the committee was to keep with the current practice of closing the Big Meetings at the International Convention wherein the chair has the choice of closing the meeting with either the Lord's Prayer, the Serenity Prayer, or the Responsibility Statement.

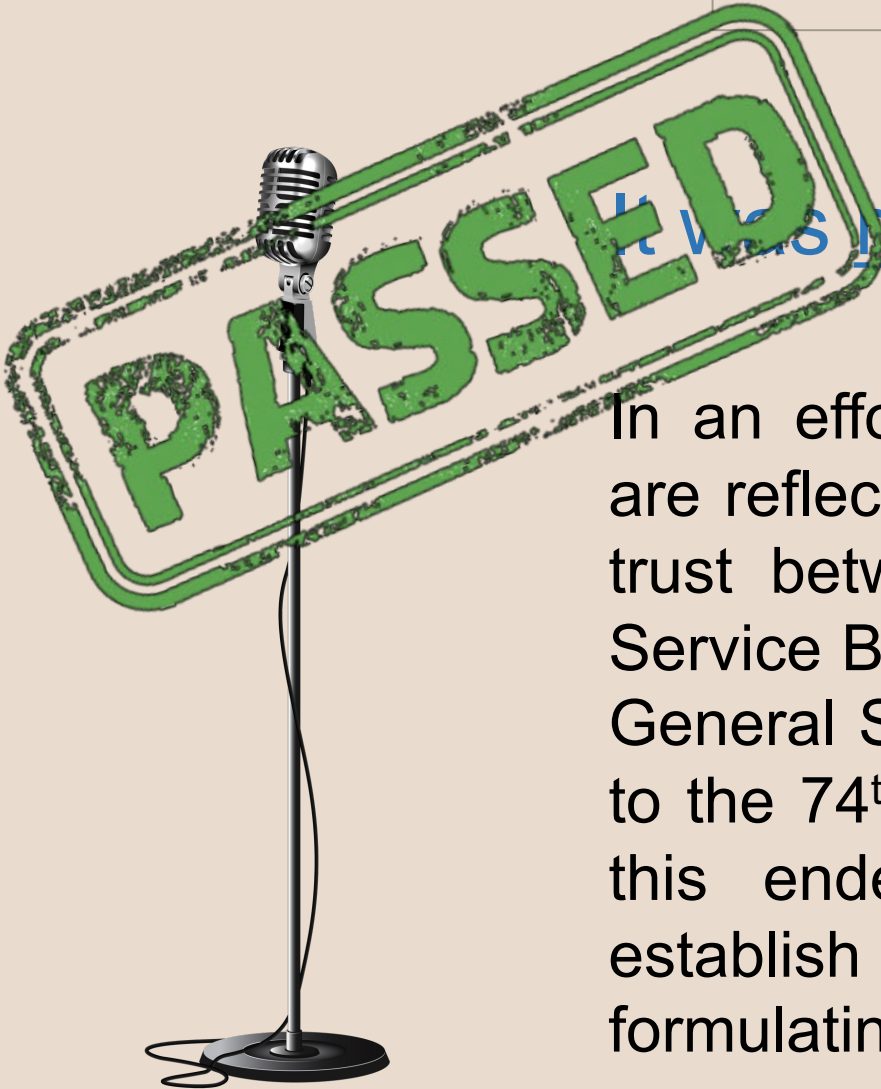
FLOOR ACTIONS

It was recommended that:

The 73rd General Service Conference censure the General Service Board due to poor communication to the Fellowship regarding the resignation of the former Chair of the General Service Board and for the process that was followed regarding the acceptance of her resignation.



FLOOR ACTIONS



It was recommended that:

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

FLOOR ACTIONS



was recommended that:

Following the work of the trustees' ad hoc committee on policy review, Conference members be asked to sign a code of conduct which guides how we work together including but not limited to:

- Confidentiality
- Communications
- Mutual respect
- Social media
- Transparency

FLOOR ACTIONS



It was recommended that:

The options for closing the Big Meeting at the International Convention be the Serenity Prayer or the Responsibility Statement.

Motion to Recommit:

The motion passed and will be brought back to the 74th ICRF Committee





THANK YOU