



## VIII. Public Information - EN

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

2025-04-28 08:00 - 2025-04-29 20:00 EDT

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### 2025 Conference Committee on Public Information

**ITEM A:** Review the 2025 PI Comprehensive Media Plan

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#### 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 an interim meeting of the trustees' Public Information Committee held virtually on December 2, 2024:*

The committee **agreed to forward** to the 2025 Conference Committee on Public Information the 2025 CMP.

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

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

The committee chair appointed a subcommittee consisting of Teresa Jacks (chair), Morgan Biggs, and Charlie Hanna; the scope of the subcommittee is to review all suggested updates and develop a 2025 CMP for review by the full committee.

The committee requested that the 2024 Public Information committee considerations related to the Comprehensive Media Plan be forwarded to the Comprehensive Media Plan subcommittee.

The committee looks forward to a progress report and a revised Comprehensive Media Plan at the November 2024 meeting.

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

The committee reviewed and accepted the 2024 Public Information Comprehensive Media Plan (CMP). The committee expressed continued support for this version of the CMP, but noted that when a major re-write is completed, a coversheet outlining the changes would be useful. The committee expressed appreciation that the plan details useful guardrails and captures the public information work, messaging, and communication channels the General Service Office and AA Grapevine are using to make the Fellowship, general public, media, and professionals aware of Alcoholics

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Anonymous.

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

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

The committee suggested that once a social media policy is completed, a section about the social media policy be added to the Comprehensive Media Plan.

### ***Staff Note:***

Changes to the Comprehensive Media Plan implemented for 2025 include:

- Substantially revised descriptions of AA Grapevine and La Viña activities
- Updated sections on the work of the Publishing Department and the Communication Services Departments
- Minor editorial updates throughout to continue to focus on strategic priorities rather than internal operational details.
- The addition of a list of video Public Service Announcements and the dates they were approved.

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It was noted by the trustees' Public Information Committee that while many of the suggestions communicated through the 2024 Additional Committee Considerations were helpful, not all of them could be implemented at this time. Work is ongoing, for instance, on development of an analytics dashboard and an AAWS social media policy.

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### **Background:**

1. 2025 Comprehensive Media Plan

**CONFIDENTIAL: 75th General Service Conference Background**

**PUBLIC INFORMATION**

**ITEM A**

**DOC. 1**

**2025 Comprehensive Media Plan**

Trustees' Public Information Committee

November 21, 2024

The Comprehensive Media plan is a tool for tracking ongoing work and serves as a guideline for how the A.A. Offices work together, budget, and plan in order to effectively carry the message to the alcoholic who still suffers. Overall, this document outlines how the General Service Office and the AA Grapevine/ La Viña support 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.

Co-founder Bill W. championed these kinds of public communications, frequently reminding the Fellowship that A.A. members held the key that meant life or death to those who suffered from alcoholism. In the October 1959 AA Grapevine, he wrote,

From AA's very beginning our success with each new prospect has always rested squarely on our ability to identify ...in experience, in language, and especially in feeling--that profound feeling for each other that goes deeper than words. This is what we really mean when we say, "one alcoholic talking to another."

Years ago, however, we found that the kinship of having suffered severe alcoholism was often not enough in itself. To cross all barriers, our channels of communication had to be broadened and deepened.

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

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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, whether we do so through our Public Service Announcements (PSAs) and other short videos and printed material, or through shareable content to support recovering alcoholics already carrying the message of hope and recovery.

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

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- Desire for more concise, engaging, and frequent communications
- Preference for mobile app-like experiences

The still sick and suffering alcoholic (our “intended 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 intended audience (for instance teenage alcoholics vs. professionals), 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, staying mindful of 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

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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 to an intended 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.

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### 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. In addition, as monthly/bimonthly publications, Grapevine and La Viña stay current with the membership as it changes and grows, allowing it to continue functioning as the “mirror of the Fellowship” that Bill W. called it.

### 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 media

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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 GSOs, Intergroups/ Central Offices, Districts, Areas, and answering services 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

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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](http://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.

### 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.

### Translations

New content is translated and added to the French and Spanish versions of the website as soon as it is available.

### Analytics

The General Service Office moved to Google Analytics for [aa.org](http://aa.org) and Meeting Guide

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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 also successfully updated our implementation of GA4, a newer tool for tracking analytics.

### **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 goal of Grapevine and La Viña websites is to increase the Fellowship's participation with Grapevine/La Viña—both with respect to consumption of and contribution to its content—and to thereby connect members with each other. We do this by:

1. publishing the magazines' content in digital form;
2. providing access to vast Story Archives;
3. maintaining member-based events calendars for AA events;
4. informing members of current and new Grapevine/La Viña offerings across many platforms; and
5. offering myriad channels and methods whereby users can submit stories, letters, audio stories, events, photos, illustrations, and more.

The home page for AA Grapevine features links to the current magazine and the Story Archive of thousands of Grapevine stories back to 1944. A Digital or Complete (Digital plus print) subscription is required to access the monthly magazine and Story Archive on aagrapevine.org (and the Grapevine app).

The home page also contains: a "Get Involved" page with links for Grapevine Reps (GVRs), an events calendar, including a link to submit events; the Carry the Message Project, which encourages A.A. members to purchase gift subscriptions for alcoholics in need; the Grapevine podcast; links to submit content of all kinds; the online store for Grapevine books, subscriptions, and other products; and more. External links take users to aalavina.org, aa.org, the GV/LV YouTube channel, the GV Instagram feed, and more. The site is a "one-stop shop" for users to access all things Grapevine, including subscriptions and purchases of GV products.

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Meanwhile, aalavina.org parallels aagrapevine.org but with unique content by and for Spanish-speaking members. As with aagrapevine.org, a Digital (includes app) or a Complete (Digital/app plus print) subscription is required to access the bimonthly magazine and La Viña Story Archive, which dates back to 1996.

### **AAGV Search capabilities**

Search functions deliver fast, accurate, easily understood results. Stories (both current and in the archive) are searchable across five filters and three formats, as well as by general search. The search functions operate in the language native (English/Spanish) to each website.

### **AAGV Service Materials for trusted servants**

The websites' "Get Involved"/"Servicio" landing pages offer myriad resources for members interested in participating with GV/LV, as well as specific landing pages for materials specific to GVRs, GV Area chairs, and other trusted servants.

### **Site Updates and Content Managed in House**

All content is managed in-house by AAGV digital publishing, enabling AAGV to add/update content frequently on the two websites as necessitated by the publication of two periodicals, a weekly podcast, and much more. The team also manages both e-commerce sites. This model enables AAGV to keep the sites current and accurate while realizing efficiencies with respect to both time and costs. A third-party web developer is under contract.

### **Cookies and Privacy**

Both websites including their e-commerce sites are compliant with current national and international privacy laws as they apply to non-profits. AAGV continues to work with appropriate parties to review our privacy policies and practices. Our web policy (including privacy/security, copyright, cookies and more) is easily found on the sites' home pages.

### **Translations**

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It is important to note that content on the two websites, while largely parallel, is not identical; with the exception of some very early La Viña stories that were translated from the English, La Viña content is Spanish in origin. In addition, the editors for each magazine write webpage language specifically for their audience. In cases where new content that is relevant to both audiences must be posted on both websites, that language is translated, adapted, and formatted to be appropriate for their respective audiences.

### **AAGV Analytics**

AA Grapevine uses Google Analytics (GA4) for both websites. Data is sent to a digital marketing firm (under contract) that handles reporting for both websites (including e-commerce sites). As with AAWS, our sites reflect best cookie opt-out and online privacy standards.

### **Online Business Profiles**

Online business “profiles” 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. In 2019 the office began to actively manage these in order to correct inaccuracies and improve public relations.

While the public reviews, comments, and questions features on these listings that cannot be turned off or removed, it is possible to respond to the comments to provide assistance and correct inaccuracies.

### **Google Ads**

Participation in the Google Ads for Nonprofits program is the result of a 2017 Conference Advisory Action. 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. This is particularly useful because 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.

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While this is a Conference-approved project, there have been questions about how our participation adheres to the Seventh, Eleventh, and Twelfth traditions. The Seventh tradition states that A.A. groups should be fully self-supporting, declining outside contributions.

After careful review, the A.A. General Service Conference agreed that the Google Ads grant program could be understood as similar to participation in the no-cost airing of non-profit public service announcements (PSAs) which has been a longstanding practice for A.A..

It was noted that just as broadcast of A.A.'s PSAs does not imply affiliation with the television networks that air them, participation in the Google Ad grant program does not imply affiliation with a search engine or any other entity.

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.

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.

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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.

The Communication Services Department 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. The Publishing Department has begun adding QR codes to pamphlets and other publications. The office will continue to gauge usefulness and efficacy before making decisions on further usage.

At Grapevine and La Viña, QR codes are employed in much of the collateral material, especially postcards and display flyers, and their use will increase over time.

The AAWS *2025 Catalog of Conference-approved literature and other Items* features QR codes, which link to aa.org the AA Grapevine and the AAWS webstore.

Implementation has begun on embedding UTM codes 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.

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*

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*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 communicating to the media about our principle of anonymity.
- 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.
- Reviewing media requests for information and interviews and looking for opportunities to dispel myths and carry the message about what A.A. is and how it works.
- Plan and track public communications, including press releases and other announcements.

### 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.*

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### Work with the Media

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 responsibility of Public Information, and the Communication Services Department. All releases are made available in English, French, and Spanish. 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.

Other useful resources for communicating with the media and the general public include the electronic press kit (available online) and the FAQ page.

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, and notifications from the Grapevine app.

### Direct Communications

Direct Communications include 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.

AAGV sends the Grapevine and La Viña daily quotes to those who request them.

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Emails notifying readers of online “web exclusives” are sent weekly. On the apps, users are sent push notifications of the daily quote as well as their sobriety day count. Very occasional marketing pushes are sent via the app to subscribers regarding Carry the Message, new YouTube playlists, et al. Monthly newsletters are also sent (see below).

### Newsletters

*Box 4-5-9* is the Fellowship newsletter that publishes four times a year (Winter, Spring, Summer, Fall). The newsletter is published electronically and posted on aa.org. The electronic version is emailed to 60k+ members of the Fellowship, including those in the service structure and others who subscribe via aa.org.

AAGV sends the monthly Grapevine and bimonthly La Viña News, which contain news and information about the current magazines as well as other products and services, these are sent both as emails to those who request and/or have opted into it, and as PDFs to staff, board members, and appropriate trusted servants. AAGV also participates in GSO publications *Box 4-5-9* and Activity Updates from Group Services.

## 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.

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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 available on the aa.org website and on the AAWS YouTube channel for viewing by the public and by A.A. members. Local committees are also very helpful in getting broadcast quality PSAs to their local 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 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 Communication Services 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

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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. 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.

### Current PSAs

| PSA Nickname | PSA Name (English)                                       | Spanish                                                       | French                                                            | Advisory Action to Create | Advisory Action to Accept Final draft of PSA                              |
|--------------|----------------------------------------------------------|---------------------------------------------------------------|-------------------------------------------------------------------|---------------------------|---------------------------------------------------------------------------|
| "Hope"       | Since Getting Sober I Have Hope                          | <a href="#">Desde que logré mi sobriedad, tengo esperanza</a> | <a href="#">« Depuis que je ne bois plus, j'ai de l'espoir. »</a> | 2011                      | 2012 (Tengo Esperanza approved. English and French were approved in 2016) |
| "Doors"      | <a href="#">Opening doors to a life without drinking</a> | <a href="#">Abriendo las puertas a una vida sin beber</a>     | <a href="#">« Ouvrir les portes vers une vie sans alcool »</a>    | 2013                      | 2015                                                                      |
| "Changes"    | <a href="#">We made changes to stop drinking</a>         | <a href="#">Hicimos los cambios para dejar de beber</a>       | <a href="#">« Des changements pour arrêter de boire »</a>         | 2017                      | 2018                                                                      |

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|         |                                                    |                                                               |                                                                  |      |      |
|---------|----------------------------------------------------|---------------------------------------------------------------|------------------------------------------------------------------|------|------|
| "Wall"  | <a href="#">My Drinking Built a Wall</a>           | <a href="#">Mi forma de beber creó un muro a mi alrededor</a> | <a href="#">« Ma consommation formait un mur autour de moi »</a> | 2019 | 2021 |
| "Party" | <a href="#">When Drinking is No Longer a Party</a> | <a href="#">Cuando beber deja de ser una fiesta</a>           | <a href="#">« Quand la boisson n'est plus un plaisir »</a>       | 2019 | 2021 |

### 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 content about A.A., such as our PSAs for those stations, becomes clear. 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.

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 A.A. service structure while expanding the public's understanding of A.A. as an organization and demystifying the Fellowship and dispelling misconceptions.

### History

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The 2022 Conference Committee on Public Information supported the development of a GSO podcast. Work on the podcast began in 2022. Launch of the first season is expected in early 2025.

### Strategy

Each episode will invite listeners to visit [aa.org](https://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. This past year the podcast added an additional host.

The podcast also shares information about Grapevine products and services; refers listeners to the Instagram page; and encourages listeners to participate in AA and Grapevine-related events and programs such as Carry the Message.

### History

Grapevine released the first episode of “The AA Grapevine Half-Hour Variety Hour on October 4, 2021. As of November 2024, the weekly podcast has 162 episodes, with close to a million 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>. Currently the podcast ranks among the top 1.5% of podcasts worldwide.

### Goals

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- 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

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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

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services and the finance department (and with input and approvals by the AAWS board, as needed) on managing inventory, reprints, list prices, new formats, 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 expressed 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, subcommittee or workgroup, — 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 review, revision, and discussion.
- If two-thirds of Conference members approve publishing 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

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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 the book titled *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 75 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” the newly released “Plain Language Big Book, a tool for reading Alcoholics Anonymous” and more. Each title is available in a variety of formats and a number of different languages as well. In addition, AAWS publishes more than 60 pamphlets on a wide range of topics.

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In addition to the monthly and bimonthly magazines, Grapevine publishes books and related items in English and Spanish, as well as a smaller number in French. Books consist of selected stories, articles, and jokes taken from the magazines. *Language of the Heart*, which contains all of Bill W.'s 150-plus Grapevine articles, is consistently Grapevine's best seller. All titles are also available as eBooks, and some are available as audiobooks as well. AAGV generally publishes one to two new Grapevine titles and one La Viña title each year. AAGV has a robust multimedia presence, with 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.

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- Bring forward new and emerging trends, technologies, and publishing-industry best practices to achieve the most favorable costs of goods, meet the “reading” public where they are, and achieve the widest audience for our items of literature.

### Top Selling AAWS Titles in 2024

#### Books

| English                                                                                                                               | Spanish                                                                                                                | French                                                                                                     |
|---------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Alcoholics Anonymous ,<br>hardcover<br>Alcoholics Anonymous,<br>softcover<br>Twelve & Twelve, softcover<br>Twelve & Twelve, hardcover | Twelve & Twelve, softcover<br>Alcoholics Anonymous,<br>hardcover<br>Living Sober<br>Alcoholics Anonymous,<br>softcover | Daily Reflections Alcoholics<br>Anonymous, hardcover<br>Alcoholics Anonymous, softcover<br>As Bill Sees It |

#### Pamphlets

| English                                    | Spanish                                        | French                                                      |
|--------------------------------------------|------------------------------------------------|-------------------------------------------------------------|
| A Newcomer Asks                            | ¿Es AA para usted?                             | Notre Méthode                                               |
| Is A.A. for You?                           | ¿Es A.A. Para Mi?                              | Voici les AA                                                |
| Questions & Answers on Sponsorship (Glued) | Esto es A.A.                                   | Les AA sont-ils pour vous?                                  |
| This is A.A. (Glued)                       | Preguntas Frecuentes Acerca de A.A.            | Différentes avenues la spiritualité                         |
| Frequently Asked Questions about A.A.      | Un Principiante Pregunta                       | Un Nouveau Veut Savoir                                      |
| A Brief Guide to A.A. (glued)              | Preguntas y Respuestas Sobre el Apadrinamiento | Questions et Réponses sur le Parrainage                     |
| Is A.A. For Me? (Glued)                    | Los Jóvenes en A.A.                            | Le Sens De L'anonymat                                       |
| Problems Other Than Alcohol                | Los Doce Pasos Ilustrados                      | Sondage Sur Les Membres des AA                              |
| Do You Think You're Different?             | Una Breve Guía a A.A.                          | Les Jeunes et les AA                                        |
| Young People in A.A.                       | Problemas Diferentes del Alcohol               | Ya-t-il un Alcoolique dans votre Vie?                       |
| The A.A. Group                             | Mejor que Estar Sentado en Celda               | Le mot « Dieu » — Membres agnostiques et athées chez les AA |
| Women in A. A.                             | El Grupo de A.A.                               | Petit Guide Pratique Sur Les AA                             |

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### Top Selling AAGV Titles in 2024 (English, Spanish and French)

1. *Our Twelve Steps*
2. *Emotional Sobriety: The Next Frontier*
3. *Spiritual Awakenings*
4. *Language of the Heart (softcover)*
5. *Emotional Sobriety II*
6. *Voices of Women in AA*
7. *Prayer and Meditation*
8. *Oración y Meditación*
9. *El Lenguaje del Corazón*
10. *The Grapevine Daily Quote Book*

### 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 spectrum of current A.A. experience with recovery, unity, and service—making it a highly effective Twelfth Step Tool.

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.

Each month’s issue spotlights a particular theme, for example “Remote Communities,” “Dating & Relationships,” “Spiritual Awakenings,” “AA Around the World,” “Atheist & Agnostic in AA,” and so on. Sections in every issue include “Steps & Traditions,” “Young & Sober,” “AA News,” “Dear Grapevine” (letters), and “At Wit’s End” (jokes). La Viña follows a similar structure, with bimonthly spotlights and regular features.

### La Viña History

In 1995, the General Service Conference addressed the expressed need within the

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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 and La Viña Story Archives

Almost every Grapevine article and letter ever published has been preserved online; items available number in the thousands and continue to increase with stories printed in the magazines as well as online exclusives. With articles written by A.A. members from June 1944 to the present, Grapevine's 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. La Viña's archive reaches back to its founding in 1996.

Full access to the vast Grapevine and the La Viña Archives is available with the purchase of the respective Digital/App or Complete subscription. 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.

### 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.
- *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.
- *Quarterly Report*: covers activities of the General Service Board, including A.A. World Services Inc., and A.A. Grapevine, Inc. English, French and Spanish

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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).

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- 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 10,000 subscribers to the channel as of October 2024. 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 provide 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

As of November 2024, the AA Grapevine /La Viña YouTube channel offered 325 videos and had more than 14.3k subscribers. In an average month, 7k videos are viewed. The most popular videos on the channel receive between 100 and 700 monthly views each. In a typical month, one to three of the top 10 most-viewed videos are in Spanish. Most videos feature stories recorded by members of the Fellowship and are presented in an

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audio-only format to protect anonymity. AAGV also produces videos and video “shorts” that provide information about Grapevine and La Viña products, especially the apps. Episodes of the podcast are also available on YouTube.

In 2024, AAGV helped to facilitate and later posted a playlist of member story videos in American Sign Language (ASL) that received several thousand views within the first month. (Videos feature non-members copy signing members’ stories in ASL.) Launched later in the year were playlists featuring stories by YPAA (Young People in AA) members. In addition, in part because the use of playlists on YouTube can enhance user engagement and increase channel views, AAGV launched several Grapevine (English-language) and La Viña (Spanish-language) playlists of members’ stories on a particular theme.

### 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](http://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 13k followers on GV and 1.8k on LV, increasing daily. For Grapevine, posts generally receive 100 likes on average. GV posts typically twice per day, and La Viña slightly less frequently. Posts and reels include the

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daily reflection, “overheard at A.A.,” photo contest entries, notices of new magazines and books, upcoming events, cartoons/jokes, photos of Grapevine/La Viña displays at A.A. events, and more. For the most part, top posts for the year consisted of “Overheard at A.A.” posts, and photos from popular events. 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. 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 and engagement on these platforms and hinder our ability to carry the message.

## Section 8: Apps

### Meeting Guide App

#### Purpose

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- 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 via the apps and the websites are priced at \$2.99 per month or \$29.99 per year for Grapevine and \$1.49 per month or

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\$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. The apps are available exclusively in the U.S. and Canada at this time.

As of November 2024, there have been about 48k Grapevine and 1.7k La Viña app downloads. About 14k and 400 individuals have digital/app subscriptions to GV and LV respectively.

### 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
- External links to the GV/LV YouTube channel, GV and LV Instagrams, and the Meeting Guide app,
- Two free stories for non-subscribers (new in 2024).
- Biometric log-in (new in 2024).

Attraction efforts include email blasts, presentations at events, Instagram videos, website notices, Meeting Guide app news, and a FAQs page on [aagrapevine.org](http://aagrapevine.org) and [aalavina.org](http://aalavina.org). App subscriptions peak on weekends when Grapevine staff and directors are travelling to events and present the apps to the Fellowship. Outreach (both virtual and in person) to raise awareness about the apps and encourage subscriptions remains a high priority.

Subscriptions to and download of the apps continue to grow. Since launch, the Grapevine app has consistently ranked among the top 40 magazine and newspaper app downloads in the Apple App Store. Users can now share two stories a month with non-subscribers and post events on Grapevine's calendar. Push notifications inform subscribers of their daily sobriety count, the Grapevine daily quote, and, occasionally, current news and offerings. Special features focused on the International Convention, sobriety milestones, and more are in discussion. Necessary updates and bug fixes continue apace.

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### **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 2025 CMP is to create a strategic roadmap and a set of 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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## 2025 Conference Committee on Public Information

### ITEM B: Public Service Announcements (PSAs):

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#### 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.

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#### Background:

1. 2025 Reporting on the "Relevance and Usefulness of Audio and Video PSAs."
2. Progress report on the Mesmerize Point PSA distribution channel.
3. Suggestion to develop new video PSA
4. 2024 Report on distribution and tracking of PSAs

## 2025 Conference Committee on Public Information

### ITEM B: Public Service Announcements (PSAs):

#### 1. Reviewing PSAs for Usefulness and Relevance

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#### Background notes:

##### *Secretary's Note:*

Beginning in 1999, the 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.

In 2023, the trustees' PI Committee agreed to add an annual review of the radio PSAs to their agenda.

##### *From the February 1, 2025 meeting of the trustees' Public Information Committee:*

The Committee reviewed the 2025 Annual Review of PSAs for Usefulness and Relevance report and **agreed to forward** the report to the 2025 Conference Committee on Public Information.

##### *From a January 20, 2024 interim meeting of the trustees' Public Information Committee, held virtually:*

The chair asked committee members to share their observations about the English language radio Public Service Announcements (PSAs), which each member had listened to prior to the meeting. The comments from the committee members were captured by the staff secretary for inclusion in the Annual Report on Relevance and Usefulness of PSAs, which is forwarded to the Conference Committee on Public Information each year.

While the overall comments from the committee about the radio PSAs were positive, there was a consensus that as a group, the radio PSAs did not reflect the kind of diverse voices and diverse perspectives that would help ensure that the message of A.A. is reaching the widest possible audience of still suffering alcoholics.

The committee agreed that while some radio PSAs might be a little dated, they hoped to gather more information before making any formal recommendations about retiring or re-recording them to the Conference Committee on PI. The committee asked the staff secretary to investigate when the radio PSAs were produced and, if possible, to report back on any available data that would inform the committee about how these are being used by trusted servants and if they are being listened to on aa.org. The committee looks forward to an update at the July 2025 meeting.

*From a September 5, 2024, interim meeting of the trustees' Public Information Committee:*

The committee reviewed the three 2024 GSC Advisory Actions that were related to the relevance and usefulness of Public Service Announcements, noting that implementation of these advisory actions was already underway.

The committee discussed the 2024 Public Information committee considerations related to the annual review of video and audio PSAs for relevance and usefulness.

The committee noted that while the reports historically generated by external partners on the distribution of video PSAs are useful, those reports have not provided information that would make it possible to gauge the impact of individual PSAs, nor to compare the impact of one PSA to another. The committee agreed that future discussions of PSA usefulness and relevance might be improved with comparative data from AAWS YouTube channel.

The committee discussed various methods of evaluating Spanish-language and French-language PSAs for usefulness and relevance and agreed to create a pilot evaluation plan for Spanish and French PSAs. The pilot will consist of a short survey, based on the evaluation tool questions that have historically been used to review English language PSAs for usefulness and relevance.

The committee agreed that the French and Spanish translations of the survey should be sent to all delegates, asking them to forward to a few members in their Areas who spoke those languages.

The committee agreed that for the purpose of the pilot, the Year 1 survey would focus on video PSAs and the Year 2 survey would focus on radio PSAs.

The committee asked the staff secretary to create the draft survey and looks forward to a progress report at the November 2024 meeting.

*From the 2024 Additional Committee Considerations from the Conference Committee on Public Information:*

The committee reviewed the 2023 report on the "Relevance and Usefulness of Video Public Service Announcements." Committee members noted that the membership survey seems to indicate that members are not finding AA through the media. The committee expressed general criticism about the tone and communication style of the current PSAs.

The committee suggested that the annual report on "Relevance and Usefulness of Video Public Service Announcements" be revised to more clearly articulate the process for suggesting changes or retirement of any PSAs.

The committee requested that any suggestions to retire Public Service Announcements be communicated as agenda items.

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

- Noting the challenge of balancing budget constraints and the need to update our PSAs, that the trustees' PI Committee consider less expensive methods of creating and modifying content.
- That shorter PSAs are more useful (:60 is too long)
- The committee suggested that consideration be given to working with Australia's service structure to use the Australian Public Service Announcements in the U.S. and Canada.

The committee also suggested that the staff secretary continue to encourage local Public Information committees to distribute Public Service Announcements (PSAs) in their local areas.

*Secretary's note:*

The trustees' PI Committee reviewed all suggestions related to the development of new PSAs. It was noted that the reports we have received from Connect360 (the external vendor that distributes our PSAs) indicates that 60 second PSAs are still being selected and aired by stations.

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**Background:**

1. 2025 report on the "Relevance and Usefulness of Audio and Video PSAs."
2. Plan for evaluating Spanish and French language PSAs

2025 Report on the Relevance and Usefulness of  
Audio/Video Public Service Announcements

At the July 2024 meeting of the trustees' PI Committee, Robert L., the committee chair, requested that the full trustees' Public Information Committee review the video and audio PSAs currently in circulation.

At a September 2024 interim meeting, the committee discussed the 2024 Public Information committee considerations related to the annual review of video and audio PSAs for relevance and usefulness.

The committee discussed the lack of comparative data about each of the video PSAs, noting that while the reports historically generated by external partners on the distribution of video PSAs are useful, those reports have not provided information that would make it possible to gauge the impact of individual PSAs, nor to compare the impact of one PSA to another. The committee agreed that future discussions of PSA usefulness and relevance might be improved with comparative data from AAWS YouTube channel.

At the November 2024 meeting, the committee watched five of the English language PSAs and provided the following feedback to the staff secretary, which will be incorporated into the Annual Report on Usefulness and Relevance and forwarded to the 2025 Conference Committee on Public.

The committee expressed appreciation for the themes of the videos, especially "hope" and asked for consideration to include these ideas and messages in future videos.

The committee agreed to offer a suggestion to the Conference Committee on Public Information that the reference to a phone book in the video "*Since Getting Sober I have Hope*" be removed.

The committee agreed that it would be advantageous to create new PSAs, but given the current budget constraints, offered a suggestion that one video at a time be developed.

The committee agreed to forward a suggestion to the 2025 Conference Committee on Public Information that a new video PSA be developed.

*Note: The suggestion to the 2025 Conference Committee on Public Information that a new video PSA be developed was added as a separate item to the 2025 Conference Committee on PI agenda.*

## CONFIDENTIAL: 75th General Service Conference Background

At a January 20, 2025, interim meeting, the committee chair asked committee members to share their observations about the English language radio Public Service Announcements (PSAs).

While the overall comments from the committee were positive, there was a consensus that taken as a group, the radio PSAs did not reflect the kind of diverse voices and diverse perspectives that would help ensure that the message of A.A. is reaching the widest possible audience of still suffering alcoholics.

The committee also noted that some radio PSAs, particularly the shorter ones, seemed to lack a message with depth and weight. (See for example “I could feel the happiness”)

A concern was expressed about the PSA “We’re all in this together” that to some listeners it might sound like A.A. is “for white people.” Other committee members noted that this PSA does have a powerful message.

The committee noted that while they appreciated the inclusion of closing “bumpers” featuring Meeting Guide app, someone unfamiliar with Alcoholics Anonymous might find this message confusing. The committee agreed that for future PSAs, consideration might be given to developing “bumpers” with a call to action more closely tied to the content or message of the PSA.

The committee agreed that while some radio PSAs might be a little dated, they hoped to gather more information before making any formal recommendations about retiring or re-recording them to the conference committee on PI. The committee asked the staff secretary to investigate when the radio PSAs were produced and, if possible, to report back on any available data that would inform the committee about how these are being used by trusted servants and if they are being listened to on aa.org.

###

2025 trustees' Committee on Public Information  
Draft Plan for Evaluating Spanish and French language  
Audio/Video Public Service Announcements

The committee discussed a variety of options for reviewing Public Service Announcements in French and Spanish. The committee agreed that for future review of PSAs, they would like to invite feedback from Hispanophone and Francophone Area Delegates (and possibly, past Area Delegates) on the PSAs, using the review grid provided by the staff secretary.

The committee agreed that it might not be necessary to review every PSA every year and asked the staff secretary to draft a review schedule for the committee to consider at the July 2025 meeting.

## CONFIDENTIAL: 75th General Service Conference Background

### 2025 Conference Committee on Public Information

#### ITEM B: Public Service Announcements (PSAs):

##### 2. Report on Mesmerize Point Distribution of PSAs

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#### Secretary's note:

At the February 1, 2025 meeting of the trustees' Public Information Committee, the staff secretary reported that despite repeated requests in 2024, Mesmerize Point had neither provided written reports on their distribution of AAWS Public Service Announcements (PSAs) on their "Point of Care" video screens, nor were they available to execute an updated Statement of Work. However, in conversations Mesmerize Point did express willingness to continue the relationship, renew a contract and provide future reporting.

#### Background notes:

*From the February 1, 2025 meeting of the trustees' Public Information Committee:*

The committee reviewed the staff secretary's report on the Mesmerize Point PSA distribution project. After a wide-ranging discussion, the committee agreed that it would be beneficial to continue utilizing this distribution if the option continues to be available. The staff secretary will research the current status of our agreement with Mesmerize Point.

The committee also suggested that it would be useful to explore whether other "Point of Care" vendors, similar to Mesmerize Point, offer non-profits free of charge opportunities for running PSA spots on their video terminals, and if they would be willing to include AAWS Public Service Announcement videos on their platforms.

*From the November 2, 2024 meeting of the trustees' Public Information Committee:*

The committee agreed to table discussion of the Mesmerize Point PSA distribution project to the February 2025 meeting.

The staff secretary reported that one company with "point of care" video screens in

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## **CONFIDENTIAL: 75th General Service Conference Background**

medical and pharmacy settings in Canada had been contacted. The company shared that the free-of-charge spots in their inventory had been allocated to other non-profits. The committee accepted the report and asked the staff secretary to occasionally stay in contact with the organization to check to see if there would be availability for A.A. PSAs in their content stream.

### *From the July 27, 2024 meeting of the trustees' Public Information Committee:*

The committee discussed the staff report on Mesmerize Point PSA distribution channel and the 2024 Public Information committee considerations related to Mesmerize Point.

The committee agreed that it is important to receive regular reporting from PSA distribution partners, and suggested that the staff secretary approach Mesmerize Point to inquire about whether the current practice could be modified so that quarterly reports could be provided to the committee in the future.

The committee suggested that the staff secretary outline an approach to vendors working in Canada who might wish to include AAWS PSAs on video platforms in medical or pharmaceutical settings. It was noted that any agreement would have to include provisions to ensure that placement of AA PSAs is done in such a way that avoids implied affiliation. The committee looks forward to a progress report at the November meeting.

### *2024 Additional Committee Considerations from the Conference Committee on Public Information:*

The committee discussed the progress report on the Mesmerize Point Public Service Announcement (PSA) distribution channel and was pleased to see the ongoing opportunity to reach a large audience at no cost. The committee suggested that the trustees' Public Information Committee renew the annual contract with Mesmerize Point for the 2024-25 year, providing it could be done so at no cost. The committee suggested that the trustees' PI Committee research whether there are opportunities like Mesmerize Point available in Canada.

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

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## **CONFIDENTIAL: 75th General Service Conference Background**

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

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## 2025 Conference Committee on Public Information

### ITEM B: Public Service Announcements (PSAs):

#### 3. Develop a new PSA

---

### 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.

Advisory Actions for the most recently produced Public Service Announcements suggested a maximum budget for each of \$50,000 (in 2019).

Historically the General Service Conference has recommended that new public service announcements be developed on a regular schedule. For example, in 2002:

#### *Advisory Action of the 52<sup>nd</sup> General Service Conference:*

It was recommended that: A four-year replacement schedule for television public service announcements (P.S.A.s) be implemented to replace one television P.S.A. each year over the next four years, with an estimated production budget for each P.S.A. of \$30,000, not including inflationary increases.

*Note: After the initial four years, this cycle would continue, with the oldest P.S.A. being replaced each year, and the budget reviewed annually. Proposed new P.S.A.s require Conference approval before distribution.*

#### *From a September 5, 2024 interim meeting of the trustees' Public Information Committee:*

The committee agreed that at a future meeting, it would be useful to discuss the creative process for developing PSAs, and how cultural relevance for French language communities and Spanish language communities could be explicitly built into the process.

#### *From the November 2, 2024 meeting of the trustees' Public Information Committee*

The committee **agreed to forward** a suggestion to the 2025 Conference Committee on Public Information that a new video PSA be developed.

#### *Secretary's note:*

The staff secretary has been asked to add the suggested discussion topic of how to create PSAs that are culturally relevant to the draft agenda for the July 2025 meeting of the trustees' Public Information Committee.

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**Background:**

1. Grid of PSAs 2002-2024

# CONFIDENTIAL: 75th General Service Conference Background

PUBLIC INFORMATION  
ITEM B.3  
DOC. 1

| Year          | PSA name (EN)                                                           | SP                                            | FR                                           | Production Budget | Distribution and Tracking Budget                                             | When PSA was Retired |
|---------------|-------------------------------------------------------------------------|-----------------------------------------------|----------------------------------------------|-------------------|------------------------------------------------------------------------------|----------------------|
| 2002          | Reach Out                                                               |                                               |                                              | \$30,000          | \$30,000                                                                     |                      |
| 2003          | We Know what it's like                                                  |                                               |                                              | \$30,000          | \$30,000                                                                     | 2014                 |
| 2005          | Living in Chaos                                                         |                                               |                                              | \$30,000          | \$40,000                                                                     | 2014                 |
| 2006          | Testimonials                                                            |                                               |                                              | \$30,000          | \$31,000                                                                     | 2015                 |
| 2007          | A Force of Nature                                                       |                                               |                                              | \$30,000          | \$30,000                                                                     | 2015                 |
| 2008          | I thought                                                               |                                               |                                              | \$30,000          | \$35,000                                                                     | 2016                 |
| 2010          | My World                                                                |                                               |                                              | \$40,000          | \$35,000                                                                     | 2019                 |
| 2012          | Tengo Esperanza                                                         | Tengo Esperanza                               | J'ai de l'espoir                             | \$40,000          | \$40,000                                                                     |                      |
| 2015          | Opening doors to a life without drinking                                | Abriendo las puertas a una vida sin beber     | Ouvrir les portes vers une vie sans alcool   | \$30,000          | \$40,000                                                                     |                      |
| 2016          | Since getting sober, I have hope (EN and FR version of Tengo Esperanza) | Tengo Esperanza                               | J'ai de l'espoir                             | \$24,000          | \$40,000                                                                     |                      |
| 2018          | We made changes to stop drinking (Changes)                              | Hicimos los cambios para dejar de beber       | Des changements pour arrêter de boire        | \$40,000          | \$42,000                                                                     |                      |
| 2019/<br>2021 | When Drinking is no longer a Party (Party)                              | Cuando beber deja de ser una fiesta           | Quand la boisson n'est plus un plaisir       | \$50,000          | \$30,000                                                                     |                      |
| 2019/<br>2021 | My Drinking Built a Wall (Wall)                                         | Mi forma de beber creó un muro a mi alrededor | Ma consommation formait un mur autour de moi | \$50,000          | \$30,000                                                                     |                      |
| 2024-5        | Party and Wall (re-distribution and tracking)                           | Fiesta y Pared                                | Plaisir et mur                               |                   | \$65,000 (Note, this includes \$48K for tracking and \$17K for distribution) |                      |
|               |                                                                         |                                               |                                              |                   |                                                                              |                      |

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## CONFIDENTIAL: 75th General Service Conference Background

### 2025Conference Committee on Public Information

**ITEM B:** Public Service Announcements (PSAs):

4. Report on tracking and distribution of PSAs

---

#### Background notes:

##### *Staff note:*

During the second half of 2024, in accordance with the Advisory Action of the 74<sup>th</sup> General Service Conference, the PI desk launched a new campaign with external vendor Connect360 to distribute and track two PSAs (in English, Spanish and French) to broadcast TV stations in the U.S. and Canada. In the first quarter of distribution, the campaign has resulted in more than 6,500 airings with a value of more than \$2.6 million.

The attached reporting does not yet reflect Canadian distribution. In Canada, PSAs cannot be broadcast until given a “telecaster number.” As of November 15, 2024, these numbers had been secured and distribution to Canadian stations (in English and French) had begun. Reporting on those efforts will be provided to us in January 2025.

*From the December 2, 2024 interim meeting of the trustees’ Public Information Committee:*

The committee agreed to forward to the Conference Committee on Public Information the October 2024 Connect360 report on distribution of PSAs.

*From the November 2, 2024 meeting of the trustees’ Public Information Committee:*

The committee reviewed the report from external vendor Connect360 detailing the distribution of PSAs. It was reported that in October English-language PSAs aired on 42 stations in the U.S. for a value of \$999,404 in donated media. During that same time, Spanish-language PSAs aired on twelve unique stations in the U.S. for a value of \$73,636 in donated media. Canadian distribution of the same PSAs during this time was paused, pending the assignment of Canadian telecaster numbers and the inclusion of that data in the digital broadcast files.

The committee looks forward to a progress report at the February 2025 meeting

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## CONFIDENTIAL: 75th General Service Conference Background

### *Advisory Action of the 74<sup>th</sup> General Service Conference:*

It was recommended that in addition to the work of local committees, that two Public Service Announcements be distributed on broadcast media, tracked and evaluated at a cost of \$17,000 which would be in addition to the \$48,000 that is planned to be spent to track the Value of Donated airtime on PSAs in 2024 per the audit requirement. The total expenditure should not exceed \$65,000 and that the information gathered from the process be brought back to the 2025 Conference Committee on Public Information.

### *2024 Additional Committee Considerations from the Conference Committee on Public Information:*

The committee reviewed the memo from the General Service Office Chief Financial Officer related to tracking Public Service Announcements. In addition, the committee reviewed background addendum on both distribution and tracking of TV PSAs, noting that \$48,000 to track PSAs has been accepted as an audit requirement. The committee requested that this expense be allocated to the trustees' Finance and Budgetary Committee budget. The committee suggested that for the tracking of PSAs more cost-effective means of tracking be researched.

The committee also suggested that the staff secretary continue to encourage local Public Information committees to distribute Public Service Announcements (PSAs) in their local areas.

### *Staff note:*

There is a long history of using external vendors to distribute and track PSAs, starting with an Advisory Action of the 52<sup>nd</sup> General Service Conference (*This was the first Advisory Action to professionally distribute, track, and evaluate PSAs. This has become the practice when a new PSA is produced, with Conference-approval.*)

Note: 2024 and 2025 expenses related to tracking and reporting on the media value of PSA broadcasts were not allocated to the trustees' Public Information budget.

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## Background:

### 1. Connect360 Report, October 2024

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**Connect360 – PSA Distribution Reports***U.S. English and Spanish TV PSA Reports – 8/27/24-10/31/24***Table of Contents**

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## TV PSA - Executive Summary

8/27/2024 - 10/31/2024

**Project Number:** 37782

**Title:** Alcoholics Anonymous 2024 English TV PSA Distribution

**Client:**  
Alcoholics Anonymous

**Release Date:** 08/27/2024

**Report Date:** 11/18/2024

**# of Stations:** 1,900

---

|           |           |           |          |
|-----------|-----------|-----------|----------|
| Party :60 | Party :30 | Party :15 | Wall :60 |
| Wall :30  | Wall :15  |           |          |

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CONFIDENTIAL: 75th General Service Conference

TV PSA - Executive Summary

Station Results

| Title                 | This Month         |                   |                       |                    | Total              |                   |                       |                    |
|-----------------------|--------------------|-------------------|-----------------------|--------------------|--------------------|-------------------|-----------------------|--------------------|
|                       | Number of Stations | Number of Airings | Number of Impressions | Media Value        | Number of Stations | Number of Airings | Number of Impressions | Media Value        |
| Party :60             | 21                 | 634               | 4,019,829             | \$490,023          | 21                 | 1,129             | 7,553,716             | \$905,567          |
| Party :30             | 25                 | 680               | 3,840,075             | \$195,953          | 27                 | 1,092             | 6,074,812             | \$317,662          |
| Party :15             | 14                 | 134               | 3,009,049             | \$93,447           | 16                 | 245               | 5,757,863             | \$173,189          |
| Wall :60              | 25                 | 1,252             | 3,581,479             | \$387,830          | 26                 | 2,054             | 5,175,770             | \$621,135          |
| Wall :30              | 31                 | 907               | 3,698,578             | \$218,096          | 33                 | 1,509             | 5,713,485             | \$322,866          |
| Wall :15              | 15                 | 348               | 2,274,306             | \$74,049           | 18                 | 552               | 3,443,216             | \$118,383          |
| <b>Grand Totals =</b> | <b>55 *</b>        | <b>3,955</b>      | <b>20,423,316</b>     | <b>\$1,459,398</b> | <b>57 *</b>        | <b>6,581</b>      | <b>33,718,862</b>     | <b>\$2,458,802</b> |

\* Total Unique Stations

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## Campaign Daypart Results

|                       |              | Number of<br>Stations |     | Number of<br>Airings |             | Audience<br>Impressions |             | Media<br>Value     |             |
|-----------------------|--------------|-----------------------|-----|----------------------|-------------|-------------------------|-------------|--------------------|-------------|
|                       |              | % Total               |     | % Total              |             | % Total                 |             | % Total            |             |
| Early Morning:        | 5 AM - 9 AM  | 43                    | 75% | 1,097                | 17%         | 2,330,531               | 7%          | \$154,141          | 6%          |
| Daytime:              | 9 AM - 4 PM  | 43                    | 75% | 1,187                | 18%         | 10,561,583              | 31%         | \$528,785          | 22%         |
| Early Fringe:         | 4 PM - 8 PM  | 43                    | 75% | 870                  | 13%         | 7,872,916               | 23%         | \$603,215          | 25%         |
| Primetime:            | 8 PM - 10 PM | 30                    | 53% | 373                  | 6%          | 2,845,579               | 8%          | \$392,037          | 16%         |
| Late Evening:         | 10 PM - 1 AM | 43                    | 75% | 1,001                | 15%         | 6,022,945               | 18%         | \$559,854          | 23%         |
| Late Night:           | 1 AM - 5 AM  | 55                    | 96% | 2,053                | 31%         | 4,085,308               | 12%         | \$220,770          | 9%          |
| <b>Grand Totals =</b> |              |                       |     | <b>6,581</b>         | <b>100%</b> | <b>33,718,862</b>       | <b>100%</b> | <b>\$2,458,802</b> | <b>100%</b> |

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## Campaign DMA Market Penetration

| Rank                  | Number of<br>Stations | % Total     | Number of<br>Airings | % Total     | Audience<br>Impressions | % Total     | Media<br>Value     | % Total     |
|-----------------------|-----------------------|-------------|----------------------|-------------|-------------------------|-------------|--------------------|-------------|
| National/Cable        | 6                     | 11%         | 730                  | 11%         | 23,820,257              | 71%         | \$1,408,118        | 57%         |
| 1 - 10                | 4                     | 7%          | 223                  | 3%          | 1,495,313               | 4%          | \$65,445           | 3%          |
| 11 - 25               | 3                     | 5%          | 135                  | 2%          | 850,706                 | 3%          | \$25,117           | 1%          |
| 26 - 50               | 9                     | 16%         | 470                  | 7%          | 1,181,986               | 4%          | \$47,536           | 2%          |
| 51 - 75               | 1                     | 2%          | 17                   | 0%          | 9,832                   | 0%          | \$239              | 0%          |
| 76 - 100              | 2                     | 4%          | 534                  | 8%          | 2,138,721               | 6%          | \$106,620          | 4%          |
| 101 - 150             | 8                     | 14%         | 709                  | 11%         | 776,287                 | 2%          | \$81,887           | 3%          |
| 151 - 210             | 24                    | 42%         | 3,763                | 57%         | 3,445,760               | 10%         | \$723,840          | 29%         |
| 210 +                 |                       |             |                      |             |                         |             |                    |             |
| <b>Grand Totals =</b> | <b>57</b>             | <b>100%</b> | <b>6,581</b>         | <b>100%</b> | <b>33,718,862</b>       | <b>100%</b> | <b>\$2,458,802</b> | <b>100%</b> |

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## Campaign Demographic Results

|              | Audience Impressions | % Total |
|--------------|----------------------|---------|
| Persons 12+  | 33,718,862           | 100%    |
| Adults 18+   | 31,177,326           | 92%     |
| Adults 18-34 | 7,026,441            | 21%     |
| Adults 25-54 | 15,029,729           | 45%     |
| Adults 55+   | 21,771,309           | 65%     |
| Teens 12-17  | 2,541,490            | 8%      |
| Men 18+      | 17,406,490           | 52%     |
| Men 18-34    | 4,077,145            | 12%     |
| Men 25-54    | 8,553,311            | 25%     |
| Women 18+    | 13,770,836           | 41%     |
| Women 18-34  | 2,949,296            | 9%      |
| Women 25-54  | 6,476,418            | 19%     |

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## CONFIDENTIAL: 75th General Service Conference Background



### C360 PSA Highlights Report

|                                                         |                                                                                                                                                           |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Number:</b>                                  | 37782                                                                                                                                                     |
| <b>Project Name:</b>                                    | Alcoholics Anonymous 2024 English TV PSA Distribution                                                                                                     |
| <b>Release Date:</b>                                    | 08/27/2024                                                                                                                                                |
| <b>Reporting Period:</b>                                | 08/27/2024 - 10/31/2024                                                                                                                                   |
| <b>MONTHLY RESULTS HIGHLIGHTS:</b>                      |                                                                                                                                                           |
| Monthly Airings:                                        | 3,955                                                                                                                                                     |
| Monthly Impressions:                                    | 20,423,316                                                                                                                                                |
| Monthly Media Value:                                    | \$1,459,398                                                                                                                                               |
| National /Regional Placements:                          | AT&T Sports Net Pittsburgh 2, AT&T SportsNet Pittsburgh, FSN SportsTime Ohio-BSN Great Lakes, FSN-BSN Ohio, NESN Plus HD, NESN/New England Sports Network |
| Top 25 Markets Reached:                                 | PHILADELPHIA, PA, ATLANTA, GA, BOSTON (MANCHESTER), MA-NH, INDIANAPOLIS, IN                                                                               |
| New Markets Reached:                                    | ATLANTA, GA, ERIE, PA, GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI, IDAHO FALLS-POCATELLO, ID, INDIANAPOLIS, IN, KANSAS CITY, MO                              |
| <b>TOTAL RESULTS HIGHLIGHTS:</b>                        |                                                                                                                                                           |
| Cumulative Airings:                                     | 6,581                                                                                                                                                     |
| Cumulative Impressions:                                 | 33,718,862                                                                                                                                                |
| Cumulative Media Value:                                 | \$2,458,802                                                                                                                                               |
| Total Number of Markets Reached:                        | 34                                                                                                                                                        |
| Percentage of Airings in Non-Overnight Hours (TV Only): | 69%                                                                                                                                                       |
| Top PSA Performers (By Airings):                        | Wall :60 - 2,054 airings<br>Wall :30 - 1,509 airings                                                                                                      |

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CONFIDENTIAL: 75th General Service Conference Background



TV PSA - Station Airing Detail

8/27/2024 - 10/31/2024

**Project Number:** 37782  
**Title:** Alcoholics Anonymous 2024 English TV PSA Distribution  
**Client:** Alcoholics Anonymous

**Release Date:** 08/27/2024  
**Report Date:** 11/18/2024  
**# of Stations:** 1,900

|           |           |           |          |
|-----------|-----------|-----------|----------|
| Party :60 | Party :30 | Party :15 | Wall :60 |
| Wall :30  | Wall :15  |           |          |

TV PSA - Station Airing Detail

|                                     |             |              |       | This Month |                      |             | Total     |                      |             |             |
|-------------------------------------|-------------|--------------|-------|------------|----------------------|-------------|-----------|----------------------|-------------|-------------|
| Station                             | Affiliation | City         | State | Airings    | Audience Impressions | Media Value | Airings   | Audience Impressions | Media Value |             |
| DMA - National / Regional           |             |              |       | Totals =   | 391                  | 13,785,091  | \$855,216 | 730                  | 23,820,257  | \$1,408,118 |
| AT&T Sports Net Pittsburgh 2        |             |              |       |            | 126                  | 784,133     | \$55,278  | 222                  | 1,478,810   | \$104,632   |
| AT&T SportsNet Pittsburgh           |             |              |       |            | 106                  | 8,119,576   | \$423,673 | 169                  | 12,045,959  | \$588,627   |
| FSN SportsTime Ohio-BSN Great Lakes |             |              |       |            | 51                   | 103,140     | \$6,544   | 85                   | 148,220     | \$8,266     |
| FSN-BSN Ohio                        |             |              |       |            | 51                   | 2,341,985   | \$236,330 | 104                  | 4,953,615   | \$472,643   |
| NESN Plus HD                        |             |              |       |            | 40                   | 32,530      | \$1,451   | 97                   | 93,377      | \$4,373     |
| NESN/New England Sports Network     |             |              |       |            | 17                   | 2,403,727   | \$131,940 | 53                   | 5,100,276   | \$229,577   |
| DMA - 5 PHILADELPHIA, PA            |             |              |       | Totals =   | 2                    | 13,152      | \$413     | 3                    | 20,040      | \$637       |
| WPSG-TV                             | Independent | Philadelphia | PA    | 2          | 13,152               | \$413       | 3         | 20,040               | \$637       |             |
| DMA - 7 ATLANTA, GA                 |             |              |       | Totals =   | 217                  | 1,442,096   | \$63,917  | 217                  | 1,442,096   | \$63,917    |
| WATC-TV                             | Independent | Norcross     | GA    | 217        | 1,442,096            | \$63,917    | 217       | 1,442,096            | \$63,917    |             |

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**TV PSA - Station Airing Detail**

|                                                  |                                        |              |       |          | This Month           |             | Total    |                      |             |          |
|--------------------------------------------------|----------------------------------------|--------------|-------|----------|----------------------|-------------|----------|----------------------|-------------|----------|
| Station                                          | Affiliation                            | City         | State | Airings  | Audience Impressions | Media Value | Airings  | Audience Impressions | Media Value |          |
| DMA - 9 BOSTON (MANCHESTER), MA-NH               |                                        |              |       | Totals = |                      |             | 3        | 33,177               | \$891       |          |
| WHDH-TV                                          | Independent, ThisTV                    | Boston       | MA    |          |                      |             | 1        | 25,081               | \$676       |          |
| WLVI-TV                                          | CW Television Network                  | Boston       | MA    |          |                      |             | 2        | 8,096                | \$215       |          |
| DMA - 25 INDIANAPOLIS, IN                        |                                        |              |       | Totals = | 135                  | 850,706     | \$25,117 | 135                  | 850,706     | \$25,117 |
| WTTK-TV                                          | ABC Television Network, CBS Television | Indianapolis | IN    | 42       | 39,660               | \$1,162     | 42       | 39,660               | \$1,162     |          |
| WTTV-TV                                          | CBS Television Network, Independent    | Indianapolis | IN    | 42       | 39,660               | \$1,162     | 42       | 39,660               | \$1,162     |          |
| WXIN-TV                                          | FOX Broadcasting Company               | Indianapolis | IN    | 51       | 771,386              | \$22,793    | 51       | 771,386              | \$22,793    |          |
| DMA - 26 NASHVILLE, TN                           |                                        |              |       | Totals = | 55                   | 255,756     | \$7,177  | 99                   | 519,718     | \$14,346 |
| WTVF-TV                                          | CBS Television Network, Independent    | Nashville    | TN    | 55       | 255,756              | \$7,177     | 99       | 519,718              | \$14,346    |          |
| DMA - 33 KANSAS CITY, MO                         |                                        |              |       | Totals = | 1                    | 3,425       | \$81     | 1                    | 3,425       | \$81     |
| KMCI-TV                                          | Bounce TV, Grit, Independent           | Kansas City  | MO    | 1        | 3,425                | \$81        | 1        | 3,425                | \$81        |          |
| DMA - 34 AUSTIN, TX                              |                                        |              |       | Totals = | 5                    | 13,348      | \$338    | 14                   | 56,963      | \$1,818  |
| KTBC-TV                                          | FOX Broadcasting Company               | Austin       | TX    | 5        | 13,348               | \$338       | 14       | 56,963               | \$1,818     |          |
| DMA - 38 MILWAUKEE, WI                           |                                        |              |       | Totals = | 4                    | 23,909      | \$970    | 5                    | 32,425      | \$1,090  |
| WITI-TV                                          | FOX Broadcasting Company               | Milwaukee    | WI    | 4        | 23,909               | \$970       | 5        | 32,425               | \$1,090     |          |
| DMA - 41 JACKSONVILLE, FL                        |                                        |              |       | Totals = | 33                   | 74,417      | \$2,984  | 56                   | 127,565     | \$5,006  |
| WJXX-TV                                          | ABC Television Network, ThisTV         | Jacksonville | FL    | 29       | 46,648               | \$2,295     | 47       | 79,796               | \$3,797     |          |
| WTLV-TV                                          | Antenna TV, NBC Television Network     | Jacksonville | FL    | 4        | 27,769               | \$689       | 9        | 47,769               | \$1,209     |          |
| DMA - 43 GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI |                                        |              |       | Totals = | 295                  | 441,890     | \$25,195 | 295                  | 441,890     | \$25,195 |
| WOOD-TV                                          | Bounce TV, NBC Television Network      | Grand Rapids | MI    | 24       | 154,620              | \$9,415     | 24       | 154,620              | \$9,415     |          |
| WOTV-TV                                          | ABC Television Network, Grit           | Grand Rapids | MI    | 119      | 161,707              | \$8,102     | 119      | 161,707              | \$8,102     |          |
| WXSP-TV                                          | Cozi TV, MyNetworkTV                   | Grand Rapids | MI    | 152      | 125,563              | \$7,678     | 152      | 125,563              | \$7,678     |          |
| DMA - 66 SPOKANE, WA                             |                                        |              |       | Totals = | 6                    | 3,698       | \$90     | 17                   | 9,832       | \$239    |

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**TV PSA - Station Airing Detail**

| Station                                          | Affiliation                            | City                | State | This Month      |                      |                  | Total           |                      |                  |
|--------------------------------------------------|----------------------------------------|---------------------|-------|-----------------|----------------------|------------------|-----------------|----------------------|------------------|
|                                                  |                                        |                     |       | Airings         | Audience Impressions | Media Value      | Airings         | Audience Impressions | Media Value      |
| KLEW-TV                                          | CBS Television Network, Grit           | Lewiston            | ID    | 6               | 3,698                | \$90             | 17              | 9,832                | \$239            |
| <b>DMA - 87 COLORADO SPRINGS-PUEBLO, CO</b>      |                                        |                     |       | <b>Totals =</b> | <b>10</b>            | <b>17,616</b>    | <b>\$617</b>    | <b>23</b>            | <b>63,127</b>    |
| KKTV-TV                                          | CBS Television Network, MyNetworkTV    | Colorado Springs CO |       | 10              | 17,616               | \$617            | 23              | 63,127               | \$2,355          |
| <b>DMA - 97 MYRTLE BEACH-FLORENCE, SC</b>        |                                        |                     |       | <b>Totals =</b> | <b>299</b>           | <b>1,149,073</b> | <b>\$57,473</b> | <b>511</b>           | <b>\$104,265</b> |
| WBTW-TV                                          | Antenna TV, CBS Television Network     | Myrtle Beach        | SC    | 299             | 1,149,073            | \$57,473         | 511             | 2,075,594            | \$104,265        |
| <b>DMA - 110 FT. WAYNE, IN</b>                   |                                        |                     |       | <b>Totals =</b> | <b>338</b>           | <b>253,496</b>   | <b>\$37,682</b> | <b>549</b>           | <b>\$61,818</b>  |
| WISE-TV                                          | CW Television Network                  | Fort Wayne          | IN    | 121             | 75,959               | \$10,981         | 160             | 94,930               | \$13,484         |
| WPTA-TV                                          | ABC Television Network, NBC Television | Fort Wayne          | IN    | 217             | 177,537              | \$26,701         | 389             | 337,446              | \$48,334         |
| <b>DMA - 133 WAUSAU-RHINELANDER, WI</b>          |                                        |                     |       | <b>Totals =</b> | <b>48</b>            | <b>38,257</b>    | <b>\$1,234</b>  | <b>61</b>            | <b>\$46,243</b>  |
| WAOW-TV                                          | ABC Television Network                 | Wausau              | WI    | 11              | 4,425                | \$202            | 24              | 12,411               | \$544            |
| WSAW-TV                                          | CBS Television Network, MyNetworkTV    | Wausau              | WI    | 4               | 9,357                | \$323            | 4               | 9,357                | \$323            |
| WYOW-TV                                          | ABC Television Network, CBS Television | Wausau              | WI    | 9               | 1,887                | \$84             | 9               | 1,887                | \$84             |
| WZAW-TV                                          | FOX Broadcasting Company               | Wausau              | WI    | 24              | 22,588               | \$625            | 24              | 22,588               | \$625            |
| <b>DMA - 134 COLUMBUS-TUPELO-WEST POINT, MS</b>  |                                        |                     |       | <b>Totals =</b> | <b>26</b>            | <b>116,815</b>   | <b>\$5,217</b>  | <b>42</b>            | <b>\$172,031</b> |
| WTVA-TV                                          | ABC Television Network, NBC Television | Tupelo              | MS    | 26              | 116,815              | \$5,217          | 42              | 172,031              | \$7,731          |
| <b>DMA - 141 TOPEKA, KS</b>                      |                                        |                     |       | <b>Totals =</b> | <b>25</b>            | <b>66,159</b>    | <b>\$6,047</b>  | <b>57</b>            | <b>\$125,637</b> |
| WIBW-TV                                          | CBS Television Network, MyNetworkTV    | Topeka              | KS    | 25              | 66,159               | \$6,047          | 57              | 125,637              | \$10,762         |
| <b>DMA - 153 ROCHESTER-MASON CITY-AUSTIN, MN</b> |                                        |                     |       | <b>Totals =</b> | <b>308</b>           | <b>195,394</b>   | <b>\$17,767</b> | <b>648</b>           | <b>\$376,426</b> |
| KIMT-TV                                          | CBS Television Network, MyNetworkTV    | Mason City          | IA    | 308             | 195,394              | \$17,767         | 648             | 376,426              | \$34,739         |
| <b>DMA - 154 ERIE, PA</b>                        |                                        |                     |       | <b>Totals =</b> | <b>99</b>            | <b>212,792</b>   | <b>\$25,278</b> | <b>99</b>            | <b>\$212,792</b> |
| WFXP-TV                                          | FOX Broadcasting Company               | Erie                | PA    | 82              | 151,394              | \$19,533         | 82              | 151,394              | \$19,533         |
| WJET-TV                                          | ABC Television Network, Independent    | Erie                | PA    | 17              | 61,398               | \$5,745          | 17              | 61,398               | \$5,745          |
| <b>DMA - 155 IDAHO FALLS-POCATELLO, ID</b>       |                                        |                     |       | <b>Totals =</b> | <b>69</b>            | <b>39,881</b>    | <b>\$4,940</b>  | <b>69</b>            | <b>\$39,881</b>  |

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**TV PSA - Station Airing Detail**

| Station                                 | Affiliation                            | City            | State | This Month      |                      |                | Total            |                      |                  |
|-----------------------------------------|----------------------------------------|-----------------|-------|-----------------|----------------------|----------------|------------------|----------------------|------------------|
|                                         |                                        |                 |       | Airings         | Audience Impressions | Media Value    | Airings          | Audience Impressions | Media Value      |
| KIDK-TV                                 | FOX Broadcasting Company               | Idaho Falls     | ID    | 32              | 10,786               | \$1,253        | 32               | 10,786               | \$1,253          |
| KIFI-TV                                 | ABC Television Network, CBS Television | Idaho Falls     | ID    | 37              | 29,095               | \$3,687        | 37               | 29,095               | \$3,687          |
| <b>DMA - 168 HATTIESBURG-LAUREL, MS</b> |                                        |                 |       | <b>Totals =</b> | <b>32</b>            | <b>12,717</b>  | <b>\$757</b>     | <b>46</b>            | <b>\$1,425</b>   |
| WHPM-TV                                 | FOX Broadcasting Company               | Meridian        | MS    | 32              | 12,717               | \$757          | 46               | 21,260               | \$1,425          |
| <b>DMA - 173 HARRISONBURG, VA</b>       |                                        |                 |       | <b>Totals =</b> | <b>36</b>            | <b>43,877</b>  | <b>\$4,537</b>   | <b>83</b>            | <b>\$9,129</b>   |
| WSVW-TV                                 | CW Television Network                  | Harrisburg      | VA    | 36              | 43,877               | \$4,537        | 83               | 87,216               | \$9,129          |
| <b>DMA - 174 JACKSON, TN</b>            |                                        |                 |       | <b>Totals =</b> | <b>48</b>            | <b>14,051</b>  | <b>\$2,711</b>   | <b>86</b>            | <b>\$4,273</b>   |
| WNBK-TV                                 | NBC Television Network                 | Meridian        | MS    | 48              | 14,051               | \$2,711        | 86               | 22,323               | \$4,273          |
| <b>DMA - 176 CHARLOTTESVILLE, VA</b>    |                                        |                 |       | <b>Totals =</b> | <b>42</b>            | <b>77,598</b>  | <b>\$5,870</b>   | <b>97</b>            | <b>\$14,154</b>  |
| WVIR-TV                                 | NBC Television Network                 | Charlottesville | VA    | 42              | 77,598               | \$5,870        | 97               | 189,264              | \$14,154         |
| <b>DMA - 178 ELMIRA (CORNING), NY</b>   |                                        |                 |       | <b>Totals =</b> | <b>1</b>             | <b>231</b>     | <b>\$36</b>      | <b>6</b>             | <b>\$457</b>     |
| WETM-TV                                 | Independent, NBC Television Network    | Elmira          | NY    | 1               | 231                  | \$36           | 6                | 4,556                | \$457            |
| <b>DMA - 182 JONESBORO, AR</b>          |                                        |                 |       | <b>Totals =</b> | <b>341</b>           | <b>158,184</b> | <b>\$47,702</b>  | <b>667</b>           | <b>\$111,431</b> |
| KJNB-TV                                 | FOX Broadcasting Company               | Meridian        | MS    | 341             | 158,184              | \$47,702       | 667              | 333,881              | \$111,431        |
| <b>DMA - 183 ALEXANDRIA, LA</b>         |                                        |                 |       | <b>Totals =</b> | <b>283</b>           | <b>322,161</b> | <b>\$46,346</b>  | <b>449</b>           | <b>\$82,287</b>  |
| KALB-TV                                 | CBS Television Network, NBC Television | Alexandria      | LA    | 192             | 244,112              | \$34,561       | 268              | 376,780              | \$57,029         |
| KLAX-TV                                 | ABC Television Network, ME TV          | Alexandria      | LA    | 91              | 78,049               | \$11,785       | 181              | 180,072              | \$25,258         |
| <b>DMA - 184 LAREDO, TX</b>             |                                        |                 |       | <b>Totals =</b> | <b>113</b>           | <b>46,432</b>  | <b>\$9,611</b>   | <b>236</b>           | <b>\$23,989</b>  |
| KXOF-TV                                 | FOX Broadcasting Company               | Laredo          | TX    | 113             | 46,432               | \$9,611        | 236              | 113,102              | \$23,989         |
| <b>DMA - 189 LAFAYETTE, IN</b>          |                                        |                 |       | <b>Totals =</b> | <b>4</b>             | <b>581</b>     | <b>\$130</b>     | <b>6</b>             | <b>\$246</b>     |
| WPBY-TV                                 | ABC Television Network, ME TV, PBS     | Lafayette       | IN    | 4               | 581                  | \$130          | 6                | 913                  | \$246            |
| <b>DMA - 190 LIMA, OH</b>               |                                        |                 |       | <b>Totals =</b> | <b>241</b>           | <b>509,905</b> | <b>\$108,797</b> | <b>505</b>           | <b>\$226,702</b> |
| WLIO-TV                                 | FOX Broadcasting Company               | Lima            | OH    | 137             | 372,005              | \$81,280       | 303              | 767,744              | \$172,846        |

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TV PSA - Station Airing Detail

| Station                                   | Affiliation                                        | City       | State | Airings         | This Month           |                    | Airings         | Total                |                    |
|-------------------------------------------|----------------------------------------------------|------------|-------|-----------------|----------------------|--------------------|-----------------|----------------------|--------------------|
|                                           |                                                    |            |       |                 | Audience Impressions | Media Value        |                 | Audience Impressions | Media Value        |
| WOHL-TV                                   | FOX Broadcasting Company                           | Lima       | OH    | 104             | 137,900              | \$27,517           | 202             | 260,250              | \$53,856           |
| <b>DMA - 191 GREAT FALLS, MT</b>          |                                                    |            |       | <b>Totals =</b> | <b>279</b>           | <b>32,093</b>      | <b>\$8,364</b>  | <b>465</b>           | <b>\$13,299</b>    |
| KRTV-TV                                   | CBS Television Network, Independent, M Great Falls |            | MT    | 279             | 32,093               | \$8,364            | 465             | 51,838               | \$13,299           |
| <b>DMA - 192 MERIDIAN, MS</b>             |                                                    |            |       | <b>Totals =</b> | <b>34</b>            | <b>12,136</b>      | <b>\$1,840</b>  | <b>47</b>            | <b>\$2,212</b>     |
| WGBC-TV                                   | FOX Broadcasting Company                           | Meridian   | MS    | 15              | 7,429                | \$1,086            | 22              | 9,800                | \$1,305            |
| WMDN-TV                                   | Bounce TV, CBS Television Network                  | Meridian   | MS    | 19              | 4,707                | \$754              | 25              | 5,800                | \$907              |
| <b>DMA - 195 GREENWOOD-GREENVILLE, MS</b> |                                                    |            |       | <b>Totals =</b> | <b>108</b>           | <b>194,858</b>     | <b>\$84,196</b> | <b>213</b>           | <b>\$389,599</b>   |
| WABG-TV                                   | FOX Broadcasting Company                           | Greenville | MS    | 56              | 120,165              | \$53,165           | 115             | 249,909              | \$108,335          |
| WNBD-TV                                   | NBC Television Network                             | Greenville | MS    | 27              | 20,700               | \$6,378            | 52              | 33,296               | \$10,361           |
| WXVT-TV                                   | CBS Television Network                             | Greenville | MS    | 25              | 53,993               | \$24,653           | 46              | 106,394              | \$49,483           |
| <b>DMA - 203 HELENA, MT</b>               |                                                    |            |       | <b>Totals =</b> | <b>27</b>            | <b>1,521</b>       | <b>\$748</b>    | <b>41</b>            | <b>\$2,263</b>     |
| KXLH-TV                                   | CBS Television Network                             | Helena     | MT    | 27              | 1,521                | \$748              | 41              | 2,263                | \$1,100            |
| <b>Grand Totals =</b>                     |                                                    |            |       | <b>3,955</b>    | <b>20,423,316</b>    | <b>\$1,459,398</b> | <b>6,581</b>    | <b>33,718,862</b>    | <b>\$2,458,802</b> |

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## TV PSA - Executive Summary

8/27/2024 - 10/31/2024

**Project Number:** 37783

**Release Date:** 08/27/2024

**Title:** Alcoholics Anonymous 2024 Spanish TV PSA Distribution

**Report Date:** 11/18/2024

**Client:**  
Alcoholics Anonymous

**# of Stations:** 280

|               |               |               |             |
|---------------|---------------|---------------|-------------|
| La fiesta :60 | La fiesta :30 | La fiesta :15 | El muro :60 |
| El muro :30   | El muro :15   |               |             |

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TV PSA - Executive Summary

Station Results

| Title                 | This Month         |                   |                       |                 | Total              |                   |                       |                  |
|-----------------------|--------------------|-------------------|-----------------------|-----------------|--------------------|-------------------|-----------------------|------------------|
|                       | Number of Stations | Number of Airings | Number of Impressions | Media Value     | Number of Stations | Number of Airings | Number of Impressions | Media Value      |
| La fiesta :60         | 10                 | 208               | 135,851               | \$15,988        | 11                 | 413               | 232,026               | \$29,593         |
| La fiesta :30         | 12                 | 261               | 194,830               | \$11,568        | 13                 | 559               | 506,380               | \$27,868         |
| La fiesta :15         | 8                  | 158               | 322,864               | \$13,075        | 11                 | 357               | 499,752               | \$19,064         |
| El muro :60           | 8                  | 128               | 115,385               | \$10,655        | 9                  | 276               | 189,509               | \$20,730         |
| El muro :30           | 11                 | 228               | 133,535               | \$8,193         | 12                 | 521               | 475,227               | \$26,386         |
| El muro :15           | 11                 | 137               | 244,143               | \$9,929         | 12                 | 345               | 526,535               | \$19,403         |
| <b>Grand Totals =</b> | <b>16 *</b>        | <b>1,120</b>      | <b>1,146,608</b>      | <b>\$69,408</b> | <b>19 *</b>        | <b>2,471</b>      | <b>2,429,429</b>      | <b>\$143,044</b> |

\* Total Unique Stations

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## Campaign Daypart Results

|                       |              | Number of<br>Stations |     | Number of<br>Airings |             | Audience<br>Impressions |             | Media<br>Value   |             |
|-----------------------|--------------|-----------------------|-----|----------------------|-------------|-------------------------|-------------|------------------|-------------|
|                       |              | % Total               |     | % Total              |             | % Total                 |             | % Total          |             |
| Early Morning:        | 5 AM - 9 AM  | 12                    | 63% | 425                  | 17%         | 229,373                 | 9%          | \$12,365         | 9%          |
| Daytime:              | 9 AM - 4 PM  | 16                    | 84% | 714                  | 29%         | 673,838                 | 28%         | \$26,057         | 18%         |
| Early Fringe:         | 4 PM - 8 PM  | 15                    | 79% | 472                  | 19%         | 570,026                 | 23%         | \$33,858         | 24%         |
| Primetime:            | 8 PM - 10 PM | 13                    | 68% | 205                  | 8%          | 316,559                 | 13%         | \$31,142         | 22%         |
| Late Evening:         | 10 PM - 1 AM | 14                    | 74% | 298                  | 12%         | 340,796                 | 14%         | \$27,708         | 19%         |
| Late Night:           | 1 AM - 5 AM  | 16                    | 84% | 357                  | 14%         | 298,837                 | 12%         | \$11,914         | 8%          |
| <b>Grand Totals =</b> |              |                       |     | <b>2,471</b>         | <b>100%</b> | <b>2,429,429</b>        | <b>100%</b> | <b>\$143,044</b> | <b>100%</b> |

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## Campaign DMA Market Penetration

| Rank                  | Number of<br>Stations | % Total     | Number of<br>Airings | % Total     | Audience<br>Impressions | % Total     | Media<br>Value   | % Total     |
|-----------------------|-----------------------|-------------|----------------------|-------------|-------------------------|-------------|------------------|-------------|
| National/Cable        | 1                     | 5%          | 63                   | 3%          | 85,440                  | 4%          | \$4,562          | 3%          |
| 1 - 10                | 1                     | 5%          | 1                    | 0%          | 15,082                  | 1%          | \$288            | 0%          |
| 11 - 25               | 6                     | 32%         | 236                  | 10%         | 1,197,112               | 49%         | \$58,835         | 41%         |
| 26 - 50               | 1                     | 5%          | 161                  | 7%          | 420,152                 | 17%         | \$16,900         | 12%         |
| 51 - 75               | 2                     | 11%         | 1,267                | 51%         | 334,855                 | 14%         | \$23,201         | 16%         |
| 76 - 100              | 4                     | 21%         | 203                  | 8%          | 58,054                  | 2%          | \$3,353          | 2%          |
| 101 - 150             | 1                     | 5%          | 528                  | 21%         | 311,047                 | 13%         | \$31,593         | 22%         |
| 151 - 210             | 3                     | 16%         | 12                   | 0%          | 7,687                   | 0%          | \$4,312          | 3%          |
| 210 +                 |                       |             |                      |             |                         |             |                  |             |
| <b>Grand Totals =</b> | <b>19</b>             | <b>100%</b> | <b>2,471</b>         | <b>100%</b> | <b>2,429,429</b>        | <b>100%</b> | <b>\$143,044</b> | <b>100%</b> |

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## Campaign Demographic Results

|              | Audience Impressions | % Total |
|--------------|----------------------|---------|
| Persons 12+  | 2,429,429            | 100%    |
| Adults 18+   | 2,138,822            | 88%     |
| Adults 18-34 | 740,231              | 30%     |
| Adults 25-54 | 1,547,330            | 64%     |
| Adults 55+   | 1,492,006            | 61%     |
| Teens 12-17  | 290,452              | 12%     |
| Men 18+      | 911,164              | 38%     |
| Men 18-34    | 387,643              | 16%     |
| Men 25-54    | 492,057              | 20%     |
| Women 18+    | 1,227,658            | 51%     |
| Women 18-34  | 352,588              | 15%     |
| Women 25-54  | 1,055,273            | 43%     |

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### C360 PSA Highlights Report

|                                                         |                                                                                                                                   |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Number:</b>                                  | 37783                                                                                                                             |
| <b>Project Name:</b>                                    | Alcoholics Anonymous 2024 Spanish TV PSA Distribution                                                                             |
| <b>Release Date:</b>                                    | 08/27/2024                                                                                                                        |
| <b>Reporting Period:</b>                                | 08/27/2024 - 10/31/2024                                                                                                           |
| <b>MONTHLY RESULTS HIGHLIGHTS:</b>                      |                                                                                                                                   |
| Monthly Airings:                                        | 1,120                                                                                                                             |
| Monthly Impressions:                                    | 1,146,608                                                                                                                         |
| Monthly Media Value:                                    | \$69,408                                                                                                                          |
| National /Regional Placements:                          | Mexicanal                                                                                                                         |
| Top 25 Markets Reached:                                 | LOS ANGELES, CA, PHOENIX (PRESCOTT), AZ, ORLANDO-DAYTONA BEACH-MELBOURNE, FL, DENVER, CO, MIAMI-FT. LAUDERDALE, FL, CHARLOTTE, NC |
| New Markets Reached:                                    | IDAHO FALLS-POCATELLO, ID, ORLANDO-DAYTONA BEACH-MELBOURNE, FL, PHOENIX (PRESCOTT), AZ                                            |
| <b>TOTAL RESULTS HIGHLIGHTS:</b>                        |                                                                                                                                   |
| Cumulative Airings:                                     | 2,471                                                                                                                             |
| Cumulative Impressions:                                 | 2,429,429                                                                                                                         |
| Cumulative Media Value:                                 | \$143,044                                                                                                                         |
| Total Number of Markets Reached:                        | 13                                                                                                                                |
| Percentage of Airings in Non-Overnight Hours (TV Only): | 86%                                                                                                                               |
| Top PSA Performers (By Airings):                        | La fiesta :30 - 559 airings<br>El muro :30 - 521 airings                                                                          |

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## TV PSA - Station Airing Detail

8/27/2024 - 10/31/2024

Project Number: 37783

Release Date: 08/27/2024

Title: Alcoholics Anonymous 2024 Spanish TV PSA Distribution

Report Date: 11/18/2024

Client: Alcoholics Anonymous

# of Stations: 280

|               |               |               |             |
|---------------|---------------|---------------|-------------|
| La fiesta :60 | La fiesta :30 | La fiesta :15 | El muro :60 |
| El muro :30   | El muro :15   |               |             |

## TV PSA - Station Airing Detail

|                                              |                                 |          |       |          | This Month           |             | Total    |                      |             |          |
|----------------------------------------------|---------------------------------|----------|-------|----------|----------------------|-------------|----------|----------------------|-------------|----------|
| Station                                      | Affiliation                     | City     | State | Airings  | Audience Impressions | Media Value | Airings  | Audience Impressions | Media Value |          |
| DMA - National / Regional                    |                                 |          |       | Totals = | 55                   | 75,260      | \$4,018  | 63                   | 85,440      | \$4,562  |
| Mexicanal                                    |                                 |          |       | 55       | 75,260               | \$4,018     | 63       | 85,440               | \$4,562     |          |
| DMA - 2 LOS ANGELES, CA                      |                                 |          |       | Totals = |                      |             | 1        | 15,082               | \$288       |          |
| KRCA-TV                                      | Estrella TV, Independent        | Burbank  | CA    |          |                      |             | 1        | 15,082               | \$288       |          |
| DMA - 12 PHOENIX (PRESCOTT), AZ              |                                 |          |       | Totals = | 1                    | 5,987       | \$204    | 1                    | 5,987       | \$204    |
| KVPA-TV                                      | Estrella TV, Independent        | Cadillac | MI    | 1        | 5,987                | \$204       | 1        | 5,987                | \$204       |          |
| DMA - 15 ORLANDO-DAYTONA BEACH-MELBOURNE, FL |                                 |          |       | Totals = | 26                   | 171,096     | \$10,883 | 26                   | 171,096     | \$10,883 |
| WTMO-TV                                      | Telemundo                       | Orlando  | FL    | 26       | 171,096              | \$10,883    | 26       | 171,096              | \$10,883    |          |
| DMA - 17 DENVER, CO                          |                                 |          |       | Totals = | 20                   | 155,193     | \$10,121 | 26                   | 216,725     | \$12,646 |
| KCEC-TV                                      | Bounce TV, Univision Television | Denver   | CO    | 12       | 102,113              | \$7,286     | 18       | 163,645              | \$9,811     |          |

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**TV PSA - Station Airing Detail**

| Station                                     | Affiliation                              | City             | State | This Month      |                      |                | Total           |                      |                 |
|---------------------------------------------|------------------------------------------|------------------|-------|-----------------|----------------------|----------------|-----------------|----------------------|-----------------|
|                                             |                                          |                  |       | Airings         | Audience Impressions | Media Value    | Airings         | Audience Impressions | Media Value     |
| KTFD-TV                                     | Independent, LATV, UniMas                | Denver           | CO    | 8               | 53,080               | \$2,835        | 8               | 53,080               | \$2,835         |
| <b>DMA - 18 MIAMI-FT. LAUDERDALE, FL</b>    |                                          |                  |       | <b>Totals =</b> | <b>19</b>            | <b>88,064</b>  | <b>\$6,521</b>  | <b>45</b>            | <b>192,247</b>  |
| WJAN-TV                                     | Independent                              | Hialeah Gardens  | FL    | 19              | 88,064               | \$6,521        | 45              | 192,247              | \$16,712        |
| <b>DMA - 21 CHARLOTTE, NC</b>               |                                          |                  |       | <b>Totals =</b> | <b>74</b>            | <b>318,222</b> | <b>\$9,170</b>  | <b>138</b>           | <b>611,057</b>  |
| WSOC-TV                                     | ABC Television Network, Independent      | Charlotte        | NC    | 74              | 318,222              | \$9,170        | 138             | 611,057              | \$18,390        |
| <b>DMA - 26 NASHVILLE, TN</b>               |                                          |                  |       | <b>Totals =</b> |                      |                | <b>161</b>      | <b>420,152</b>       | <b>\$16,900</b> |
| WLLC-TV                                     | Independent, UniMas, Univision Televisio | Franklin         | TN    |                 |                      |                | 161             | 420,152              | \$16,900        |
| <b>DMA - 65 TUCSON (SIERRA VISTA), AZ</b>   |                                          |                  |       | <b>Totals =</b> | <b>535</b>           | <b>138,211</b> | <b>\$10,222</b> | <b>1,249</b>         | <b>326,912</b>  |
| KUDF-TV                                     | Azteca America, Estrella TV, Independen  | Tucson           | AZ    | 535             | 138,211              | \$10,222       | 1,249           | 326,912              | \$22,975        |
| <b>DMA - 71 WICHITA-HUTCHINSON PLUS, KS</b> |                                          |                  |       | <b>Totals =</b> | <b>4</b>             | <b>944</b>     | <b>\$24</b>     | <b>18</b>            | <b>7,943</b>    |
| KDCU-TV                                     | Independent, Univision Television        | Denver           | CO    | 4               | 944                  | \$24           | 18              | 7,943                | \$226           |
| <b>DMA - 87 COLORADO SPRINGS-PUEBLO, CO</b> |                                          |                  |       | <b>Totals =</b> | <b>112</b>           | <b>37,042</b>  | <b>\$2,324</b>  | <b>203</b>           | <b>58,054</b>   |
| KGHB-TV                                     | UniMas, Univision Television             | Colorado Springs | CO    | 38              | 20,316               | \$1,622        | 69              | 30,248               | \$2,002         |
| KRDO-TV                                     | ABC Television Network, Telemundo        | Colorado Springs | CO    | 15              | 1,473                | \$62           | 15              | 1,473                | \$62            |
| KTLO-TV                                     | Independent, Telemundo                   | Colorado Springs | CO    | 15              | 8,558                | \$338          | 15              | 8,558                | \$338           |
| KVSN-TV                                     | Independent, Univision Television        | Colorado Springs | CO    | 44              | 6,695                | \$302          | 104             | 17,775               | \$951           |
| <b>DMA - 125 BAKERSFIELD, CA</b>            |                                          |                  |       | <b>Totals =</b> | <b>268</b>           | <b>154,234</b> | <b>\$15,671</b> | <b>528</b>           | <b>311,047</b>  |
| KBBV-TV                                     | Estrella TV                              | Bakersfield      | CA    | 268             | 154,234              | \$15,671       | 528             | 311,047              | \$31,593        |
| <b>DMA - 155 IDAHO FALLS-POCATELLO, ID</b>  |                                          |                  |       | <b>Totals =</b> | <b>5</b>             | <b>2,317</b>   | <b>\$238</b>    | <b>5</b>             | <b>2,317</b>    |
| KIFI-TV                                     | ABC Television Network, CBS Television   | Idaho Falls      | ID    | 5               | 2,317                | \$238          | 5               | 2,317                | \$238           |
| <b>DMA - 164 YUMA-EL CENTRO, AZ-CA</b>      |                                          |                  |       | <b>Totals =</b> | <b>1</b>             | <b>38</b>      | <b>\$12</b>     | <b>7</b>             | <b>5,370</b>    |
| KAJB-TV                                     | Independent, LATV, UniMas                | El Centro        | CA    | 1               | 38                   | \$12           | 1               | 38                   | \$12            |
| KVYE-TV                                     | Azteca America, ME TV, Univision Televi  | El Centro        | CA    |                 |                      |                | 6               | 5,332                | \$4,062         |

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TV PSA - Station Airing Detail

|                |             |      |       |         | This Month           |             | Total   |                      |             |
|----------------|-------------|------|-------|---------|----------------------|-------------|---------|----------------------|-------------|
|                |             |      |       |         | Audience Impressions | Media Value | Airings | Audience Impressions | Media Value |
| Station        | Affiliation | City | State | Airings | Audience Impressions | Media Value | Airings | Audience Impressions | Media Value |
| Grand Totals = |             |      |       | 1,120   | 1,146,608            | \$69,408    | 2,471   | 2,429,429            | \$143,044   |

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## TV PSA - Executive Summary

8/27/2024 - 10/31/2024

**Project Number:** 37782

**Title:** Alcoholics Anonymous 2024 English TV PSA Distribution

**Client:**  
Alcoholics Anonymous

**Release Date:** 08/27/2024

**Report Date:** 11/18/2024

**# of Stations:** 1,900

---

|           |           |           |          |
|-----------|-----------|-----------|----------|
| Party :60 | Party :30 | Party :15 | Wall :60 |
| Wall :30  | Wall :15  |           |          |

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TV PSA - Executive Summary

Station Results

| Title                 | This Month         |                   |                       |                    | Total              |                   |                       |                    |
|-----------------------|--------------------|-------------------|-----------------------|--------------------|--------------------|-------------------|-----------------------|--------------------|
|                       | Number of Stations | Number of Airings | Number of Impressions | Media Value        | Number of Stations | Number of Airings | Number of Impressions | Media Value        |
| Party :60             | 21                 | 634               | 4,019,829             | \$490,023          | 21                 | 1,129             | 7,553,716             | \$905,567          |
| Party :30             | 25                 | 680               | 3,840,075             | \$195,953          | 27                 | 1,092             | 6,074,812             | \$317,662          |
| Party :15             | 14                 | 134               | 3,009,049             | \$93,447           | 16                 | 245               | 5,757,863             | \$173,189          |
| Wall :60              | 25                 | 1,252             | 3,581,479             | \$387,830          | 26                 | 2,054             | 5,175,770             | \$621,135          |
| Wall :30              | 31                 | 907               | 3,698,578             | \$218,096          | 33                 | 1,509             | 5,713,485             | \$322,866          |
| Wall :15              | 15                 | 348               | 2,274,306             | \$74,049           | 18                 | 552               | 3,443,216             | \$118,383          |
| <b>Grand Totals =</b> | <b>55 *</b>        | <b>3,955</b>      | <b>20,423,316</b>     | <b>\$1,459,398</b> | <b>57 *</b>        | <b>6,581</b>      | <b>33,718,862</b>     | <b>\$2,458,802</b> |

\* Total Unique Stations

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## Campaign Daypart Results

|                       |              | Number of<br>Stations |     | Number of<br>Airings |             | Audience<br>Impressions |             | Media<br>Value     |             |
|-----------------------|--------------|-----------------------|-----|----------------------|-------------|-------------------------|-------------|--------------------|-------------|
|                       |              | % Total               |     | % Total              |             | % Total                 |             | % Total            |             |
| Early Morning:        | 5 AM - 9 AM  | 43                    | 75% | 1,097                | 17%         | 2,330,531               | 7%          | \$154,141          | 6%          |
| Daytime:              | 9 AM - 4 PM  | 43                    | 75% | 1,187                | 18%         | 10,561,583              | 31%         | \$528,785          | 22%         |
| Early Fringe:         | 4 PM - 8 PM  | 43                    | 75% | 870                  | 13%         | 7,872,916               | 23%         | \$603,215          | 25%         |
| Primetime:            | 8 PM - 10 PM | 30                    | 53% | 373                  | 6%          | 2,845,579               | 8%          | \$392,037          | 16%         |
| Late Evening:         | 10 PM - 1 AM | 43                    | 75% | 1,001                | 15%         | 6,022,945               | 18%         | \$559,854          | 23%         |
| Late Night:           | 1 AM - 5 AM  | 55                    | 96% | 2,053                | 31%         | 4,085,308               | 12%         | \$220,770          | 9%          |
| <b>Grand Totals =</b> |              |                       |     | <b>6,581</b>         | <b>100%</b> | <b>33,718,862</b>       | <b>100%</b> | <b>\$2,458,802</b> | <b>100%</b> |

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## Campaign DMA Market Penetration

| Rank                  | Number of<br>Stations | % Total     | Number of<br>Airings | % Total     | Audience<br>Impressions | % Total     | Media<br>Value     | % Total     |
|-----------------------|-----------------------|-------------|----------------------|-------------|-------------------------|-------------|--------------------|-------------|
| National/Cable        | 6                     | 11%         | 730                  | 11%         | 23,820,257              | 71%         | \$1,408,118        | 57%         |
| 1 - 10                | 4                     | 7%          | 223                  | 3%          | 1,495,313               | 4%          | \$65,445           | 3%          |
| 11 - 25               | 3                     | 5%          | 135                  | 2%          | 850,706                 | 3%          | \$25,117           | 1%          |
| 26 - 50               | 9                     | 16%         | 470                  | 7%          | 1,181,986               | 4%          | \$47,536           | 2%          |
| 51 - 75               | 1                     | 2%          | 17                   | 0%          | 9,832                   | 0%          | \$239              | 0%          |
| 76 - 100              | 2                     | 4%          | 534                  | 8%          | 2,138,721               | 6%          | \$106,620          | 4%          |
| 101 - 150             | 8                     | 14%         | 709                  | 11%         | 776,287                 | 2%          | \$81,887           | 3%          |
| 151 - 210             | 24                    | 42%         | 3,763                | 57%         | 3,445,760               | 10%         | \$723,840          | 29%         |
| 210 +                 |                       |             |                      |             |                         |             |                    |             |
| <b>Grand Totals =</b> | <b>57</b>             | <b>100%</b> | <b>6,581</b>         | <b>100%</b> | <b>33,718,862</b>       | <b>100%</b> | <b>\$2,458,802</b> | <b>100%</b> |

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## Campaign Demographic Results

|              | Audience Impressions | % Total |
|--------------|----------------------|---------|
| Persons 12+  | 33,718,862           | 100%    |
| Adults 18+   | 31,177,326           | 92%     |
| Adults 18-34 | 7,026,441            | 21%     |
| Adults 25-54 | 15,029,729           | 45%     |
| Adults 55+   | 21,771,309           | 65%     |
| Teens 12-17  | 2,541,490            | 8%      |
| Men 18+      | 17,406,490           | 52%     |
| Men 18-34    | 4,077,145            | 12%     |
| Men 25-54    | 8,553,311            | 25%     |
| Women 18+    | 13,770,836           | 41%     |
| Women 18-34  | 2,949,296            | 9%      |
| Women 25-54  | 6,476,418            | 19%     |

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### C360 PSA Highlights Report

|                                                         |                                                                                                                                                           |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Number:</b>                                  | 37782                                                                                                                                                     |
| <b>Project Name:</b>                                    | Alcoholics Anonymous 2024 English TV PSA Distribution                                                                                                     |
| <b>Release Date:</b>                                    | 08/27/2024                                                                                                                                                |
| <b>Reporting Period:</b>                                | 08/27/2024 - 10/31/2024                                                                                                                                   |
| <b>MONTHLY RESULTS HIGHLIGHTS:</b>                      |                                                                                                                                                           |
| Monthly Airings:                                        | 3,955                                                                                                                                                     |
| Monthly Impressions:                                    | 20,423,316                                                                                                                                                |
| Monthly Media Value:                                    | \$1,459,398                                                                                                                                               |
| National /Regional Placements:                          | AT&T Sports Net Pittsburgh 2, AT&T SportsNet Pittsburgh, FSN SportsTime Ohio-BSN Great Lakes, FSN-BSN Ohio, NESN Plus HD, NESN/New England Sports Network |
| Top 25 Markets Reached:                                 | PHILADELPHIA, PA, ATLANTA, GA, BOSTON (MANCHESTER), MA-NH, INDIANAPOLIS, IN                                                                               |
| New Markets Reached:                                    | ATLANTA, GA, ERIE, PA, GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI, IDAHO FALLS-POCATELLO, ID, INDIANAPOLIS, IN, KANSAS CITY, MO                              |
| <b>TOTAL RESULTS HIGHLIGHTS:</b>                        |                                                                                                                                                           |
| Cumulative Airings:                                     | 6,581                                                                                                                                                     |
| Cumulative Impressions:                                 | 33,718,862                                                                                                                                                |
| Cumulative Media Value:                                 | \$2,458,802                                                                                                                                               |
| Total Number of Markets Reached:                        | 34                                                                                                                                                        |
| Percentage of Airings in Non-Overnight Hours (TV Only): | 69%                                                                                                                                                       |
| Top PSA Performers (By Airings):                        | Wall :60 - 2,054 airings<br>Wall :30 - 1,509 airings                                                                                                      |

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TV PSA - Station Airing Detail

8/27/2024 - 10/31/2024

**Project Number:** 37782  
**Title:** Alcoholics Anonymous 2024 English TV PSA Distribution  
**Client:** Alcoholics Anonymous

**Release Date:** 08/27/2024  
**Report Date:** 11/18/2024  
**# of Stations:** 1,900

|           |           |           |          |
|-----------|-----------|-----------|----------|
| Party :60 | Party :30 | Party :15 | Wall :60 |
| Wall :30  | Wall :15  |           |          |

TV PSA - Station Airing Detail

|                                     |             |              |       | This Month |                      |             | Total     |                      |             |             |
|-------------------------------------|-------------|--------------|-------|------------|----------------------|-------------|-----------|----------------------|-------------|-------------|
|                                     |             |              |       | Airings    | Audience Impressions | Media Value | Airings   | Audience Impressions | Media Value |             |
| Station                             | Affiliation | City         | State | Airings    | Audience Impressions | Media Value | Airings   | Audience Impressions | Media Value |             |
| DMA - National / Regional           |             |              |       | Totals =   | 391                  | 13,785,091  | \$855,216 | 730                  | 23,820,257  | \$1,408,118 |
| AT&T Sports Net Pittsburgh 2        |             |              |       | 126        | 784,133              | \$55,278    | 222       | 1,478,810            | \$104,632   |             |
| AT&T SportsNet Pittsburgh           |             |              |       | 106        | 8,119,576            | \$423,673   | 169       | 12,045,959           | \$588,627   |             |
| FSN SportsTime Ohio-BSN Great Lakes |             |              |       | 51         | 103,140              | \$6,544     | 85        | 148,220              | \$8,266     |             |
| FSN-BSN Ohio                        |             |              |       | 51         | 2,341,985            | \$236,330   | 104       | 4,953,615            | \$472,643   |             |
| NESN Plus HD                        |             |              |       | 40         | 32,530               | \$1,451     | 97        | 93,377               | \$4,373     |             |
| NESN/New England Sports Network     |             |              |       | 17         | 2,403,727            | \$131,940   | 53        | 5,100,276            | \$229,577   |             |
| DMA - 5 PHILADELPHIA, PA            |             |              |       | Totals =   | 2                    | 13,152      | \$413     | 3                    | 20,040      | \$637       |
| WPSG-TV                             | Independent | Philadelphia | PA    | 2          | 13,152               | \$413       | 3         | 20,040               | \$637       |             |
| DMA - 7 ATLANTA, GA                 |             |              |       | Totals =   | 217                  | 1,442,096   | \$63,917  | 217                  | 1,442,096   | \$63,917    |
| WATC-TV                             | Independent | Norcross     | GA    | 217        | 1,442,096            | \$63,917    | 217       | 1,442,096            | \$63,917    |             |

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TV PSA - Station Airing Detail

|                                                  |                                        |              |       |          | This Month           |             | Total    |                      |             |          |
|--------------------------------------------------|----------------------------------------|--------------|-------|----------|----------------------|-------------|----------|----------------------|-------------|----------|
| Station                                          | Affiliation                            | City         | State | Airings  | Audience Impressions | Media Value | Airings  | Audience Impressions | Media Value |          |
| DMA - 9 BOSTON (MANCHESTER), MA-NH               |                                        |              |       | Totals = |                      |             | 3        | 33,177               | \$891       |          |
| WHDH-TV                                          | Independent, ThisTV                    | Boston       | MA    |          |                      |             | 1        | 25,081               | \$676       |          |
| WLVI-TV                                          | CW Television Network                  | Boston       | MA    |          |                      |             | 2        | 8,096                | \$215       |          |
| DMA - 25 INDIANAPOLIS, IN                        |                                        |              |       | Totals = | 135                  | 850,706     | \$25,117 | 135                  | 850,706     | \$25,117 |
| WTTK-TV                                          | ABC Television Network, CBS Television | Indianapolis | IN    | 42       | 39,660               | \$1,162     | 42       | 39,660               | \$1,162     |          |
| WTTV-TV                                          | CBS Television Network, Independent    | Indianapolis | IN    | 42       | 39,660               | \$1,162     | 42       | 39,660               | \$1,162     |          |
| WXIN-TV                                          | FOX Broadcasting Company               | Indianapolis | IN    | 51       | 771,386              | \$22,793    | 51       | 771,386              | \$22,793    |          |
| DMA - 26 NASHVILLE, TN                           |                                        |              |       | Totals = | 55                   | 255,756     | \$7,177  | 99                   | 519,718     | \$14,346 |
| WTVF-TV                                          | CBS Television Network, Independent    | Nashville    | TN    | 55       | 255,756              | \$7,177     | 99       | 519,718              | \$14,346    |          |
| DMA - 33 KANSAS CITY, MO                         |                                        |              |       | Totals = | 1                    | 3,425       | \$81     | 1                    | 3,425       | \$81     |
| KMCI-TV                                          | Bounce TV, Grit, Independent           | Kansas City  | MO    | 1        | 3,425                | \$81        | 1        | 3,425                | \$81        |          |
| DMA - 34 AUSTIN, TX                              |                                        |              |       | Totals = | 5                    | 13,348      | \$338    | 14                   | 56,963      | \$1,818  |
| KTBC-TV                                          | FOX Broadcasting Company               | Austin       | TX    | 5        | 13,348               | \$338       | 14       | 56,963               | \$1,818     |          |
| DMA - 38 MILWAUKEE, WI                           |                                        |              |       | Totals = | 4                    | 23,909      | \$970    | 5                    | 32,425      | \$1,090  |
| WITI-TV                                          | FOX Broadcasting Company               | Milwaukee    | WI    | 4        | 23,909               | \$970       | 5        | 32,425               | \$1,090     |          |
| DMA - 41 JACKSONVILLE, FL                        |                                        |              |       | Totals = | 33                   | 74,417      | \$2,984  | 56                   | 127,565     | \$5,006  |
| WJXX-TV                                          | ABC Television Network, ThisTV         | Jacksonville | FL    | 29       | 46,648               | \$2,295     | 47       | 79,796               | \$3,797     |          |
| WTLV-TV                                          | Antenna TV, NBC Television Network     | Jacksonville | FL    | 4        | 27,769               | \$689       | 9        | 47,769               | \$1,209     |          |
| DMA - 43 GRAND RAPIDS-KALAMAZOO-BATTLE CREEK, MI |                                        |              |       | Totals = | 295                  | 441,890     | \$25,195 | 295                  | 441,890     | \$25,195 |
| WOOD-TV                                          | Bounce TV, NBC Television Network      | Grand Rapids | MI    | 24       | 154,620              | \$9,415     | 24       | 154,620              | \$9,415     |          |
| WOTV-TV                                          | ABC Television Network, Grit           | Grand Rapids | MI    | 119      | 161,707              | \$8,102     | 119      | 161,707              | \$8,102     |          |
| WXSP-TV                                          | Cozi TV, MyNetworkTV                   | Grand Rapids | MI    | 152      | 125,563              | \$7,678     | 152      | 125,563              | \$7,678     |          |
| DMA - 66 SPOKANE, WA                             |                                        |              |       | Totals = | 6                    | 3,698       | \$90     | 17                   | 9,832       | \$239    |

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**TV PSA - Station Airing Detail**

| Station                                          | Affiliation                            | City                | State | This Month      |                      |                  | Total           |                      |                  |
|--------------------------------------------------|----------------------------------------|---------------------|-------|-----------------|----------------------|------------------|-----------------|----------------------|------------------|
|                                                  |                                        |                     |       | Airings         | Audience Impressions | Media Value      | Airings         | Audience Impressions | Media Value      |
| KLEW-TV                                          | CBS Television Network, Grit           | Lewiston            | ID    | 6               | 3,698                | \$90             | 17              | 9,832                | \$239            |
| <b>DMA - 87 COLORADO SPRINGS-PUEBLO, CO</b>      |                                        |                     |       | <b>Totals =</b> | <b>10</b>            | <b>17,616</b>    | <b>\$617</b>    | <b>23</b>            | <b>63,127</b>    |
| KKTV-TV                                          | CBS Television Network, MyNetworkTV    | Colorado Springs CO |       | 10              | 17,616               | \$617            | 23              | 63,127               | \$2,355          |
| <b>DMA - 97 MYRTLE BEACH-FLORENCE, SC</b>        |                                        |                     |       | <b>Totals =</b> | <b>299</b>           | <b>1,149,073</b> | <b>\$57,473</b> | <b>511</b>           | <b>\$104,265</b> |
| WBTW-TV                                          | Antenna TV, CBS Television Network     | Myrtle Beach        | SC    | 299             | 1,149,073            | \$57,473         | 511             | 2,075,594            | \$104,265        |
| <b>DMA - 110 FT. WAYNE, IN</b>                   |                                        |                     |       | <b>Totals =</b> | <b>338</b>           | <b>253,496</b>   | <b>\$37,682</b> | <b>549</b>           | <b>\$61,818</b>  |
| WISE-TV                                          | CW Television Network                  | Fort Wayne          | IN    | 121             | 75,959               | \$10,981         | 160             | 94,930               | \$13,484         |
| WPTA-TV                                          | ABC Television Network, NBC Television | Fort Wayne          | IN    | 217             | 177,537              | \$26,701         | 389             | 337,446              | \$48,334         |
| <b>DMA - 133 WAUSAU-RHINELANDER, WI</b>          |                                        |                     |       | <b>Totals =</b> | <b>48</b>            | <b>38,257</b>    | <b>\$1,234</b>  | <b>61</b>            | <b>\$46,243</b>  |
| WAOW-TV                                          | ABC Television Network                 | Wausau              | WI    | 11              | 4,425                | \$202            | 24              | 12,411               | \$544            |
| WSAW-TV                                          | CBS Television Network, MyNetworkTV    | Wausau              | WI    | 4               | 9,357                | \$323            | 4               | 9,357                | \$323            |
| WYOW-TV                                          | ABC Television Network, CBS Television | Wausau              | WI    | 9               | 1,887                | \$84             | 9               | 1,887                | \$84             |
| WZAW-TV                                          | FOX Broadcasting Company               | Wausau              | WI    | 24              | 22,588               | \$625            | 24              | 22,588               | \$625            |
| <b>DMA - 134 COLUMBUS-TUPELO-WEST POINT, MS</b>  |                                        |                     |       | <b>Totals =</b> | <b>26</b>            | <b>116,815</b>   | <b>\$5,217</b>  | <b>42</b>            | <b>\$172,031</b> |
| WTVA-TV                                          | ABC Television Network, NBC Television | Tupelo              | MS    | 26              | 116,815              | \$5,217          | 42              | 172,031              | \$7,731          |
| <b>DMA - 141 TOPEKA, KS</b>                      |                                        |                     |       | <b>Totals =</b> | <b>25</b>            | <b>66,159</b>    | <b>\$6,047</b>  | <b>57</b>            | <b>\$125,637</b> |
| WIBW-TV                                          | CBS Television Network, MyNetworkTV    | Topeka              | KS    | 25              | 66,159               | \$6,047          | 57              | 125,637              | \$10,762         |
| <b>DMA - 153 ROCHESTER-MASON CITY-AUSTIN, MN</b> |                                        |                     |       | <b>Totals =</b> | <b>308</b>           | <b>195,394</b>   | <b>\$17,767</b> | <b>648</b>           | <b>\$376,426</b> |
| KIMT-TV                                          | CBS Television Network, MyNetworkTV    | Mason City          | IA    | 308             | 195,394              | \$17,767         | 648             | 376,426              | \$34,739         |
| <b>DMA - 154 ERIE, PA</b>                        |                                        |                     |       | <b>Totals =</b> | <b>99</b>            | <b>212,792</b>   | <b>\$25,278</b> | <b>99</b>            | <b>\$212,792</b> |
| WFXP-TV                                          | FOX Broadcasting Company               | Erie                | PA    | 82              | 151,394              | \$19,533         | 82              | 151,394              | \$19,533         |
| WJET-TV                                          | ABC Television Network, Independent    | Erie                | PA    | 17              | 61,398               | \$5,745          | 17              | 61,398               | \$5,745          |
| <b>DMA - 155 IDAHO FALLS-POCATELLO, ID</b>       |                                        |                     |       | <b>Totals =</b> | <b>69</b>            | <b>39,881</b>    | <b>\$4,940</b>  | <b>69</b>            | <b>\$39,881</b>  |

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TV PSA - Station Airing Detail

| Station                                 | Affiliation                            | City            | State | This Month      |                      |                | Total            |                      |                  |
|-----------------------------------------|----------------------------------------|-----------------|-------|-----------------|----------------------|----------------|------------------|----------------------|------------------|
|                                         |                                        |                 |       | Airings         | Audience Impressions | Media Value    | Airings          | Audience Impressions | Media Value      |
| KIDK-TV                                 | FOX Broadcasting Company               | Idaho Falls     | ID    | 32              | 10,786               | \$1,253        | 32               | 10,786               | \$1,253          |
| KIFI-TV                                 | ABC Television Network, CBS Television | Idaho Falls     | ID    | 37              | 29,095               | \$3,687        | 37               | 29,095               | \$3,687          |
| <b>DMA - 168 HATTIESBURG-LAUREL, MS</b> |                                        |                 |       | <b>Totals =</b> | <b>32</b>            | <b>12,717</b>  | <b>\$757</b>     | <b>46</b>            | <b>21,260</b>    |
| WHPM-TV                                 | FOX Broadcasting Company               | Meridian        | MS    | 32              | 12,717               | \$757          | 46               | 21,260               | \$1,425          |
| <b>DMA - 173 HARRISONBURG, VA</b>       |                                        |                 |       | <b>Totals =</b> | <b>36</b>            | <b>43,877</b>  | <b>\$4,537</b>   | <b>83</b>            | <b>87,216</b>    |
| WSVW-TV                                 | CW Television Network                  | Harrisburg      | VA    | 36              | 43,877               | \$4,537        | 83               | 87,216               | \$9,129          |
| <b>DMA - 174 JACKSON, TN</b>            |                                        |                 |       | <b>Totals =</b> | <b>48</b>            | <b>14,051</b>  | <b>\$2,711</b>   | <b>86</b>            | <b>22,323</b>    |
| WNBK-TV                                 | NBC Television Network                 | Meridian        | MS    | 48              | 14,051               | \$2,711        | 86               | 22,323               | \$4,273          |
| <b>DMA - 176 CHARLOTTESVILLE, VA</b>    |                                        |                 |       | <b>Totals =</b> | <b>42</b>            | <b>77,598</b>  | <b>\$5,870</b>   | <b>97</b>            | <b>189,264</b>   |
| WVIR-TV                                 | NBC Television Network                 | Charlottesville | VA    | 42              | 77,598               | \$5,870        | 97               | 189,264              | \$14,154         |
| <b>DMA - 178 ELMIRA (CORNING), NY</b>   |                                        |                 |       | <b>Totals =</b> | <b>1</b>             | <b>231</b>     | <b>\$36</b>      | <b>6</b>             | <b>4,556</b>     |
| WETM-TV                                 | Independent, NBC Television Network    | Elmira          | NY    | 1               | 231                  | \$36           | 6                | 4,556                | \$457            |
| <b>DMA - 182 JONESBORO, AR</b>          |                                        |                 |       | <b>Totals =</b> | <b>341</b>           | <b>158,184</b> | <b>\$47,702</b>  | <b>667</b>           | <b>333,881</b>   |
| KJNB-TV                                 | FOX Broadcasting Company               | Meridian        | MS    | 341             | 158,184              | \$47,702       | 667              | 333,881              | \$111,431        |
| <b>DMA - 183 ALEXANDRIA, LA</b>         |                                        |                 |       | <b>Totals =</b> | <b>283</b>           | <b>322,161</b> | <b>\$46,346</b>  | <b>449</b>           | <b>556,852</b>   |
| KALB-TV                                 | CBS Television Network, NBC Television | Alexandria      | LA    | 192             | 244,112              | \$34,561       | 268              | 376,780              | \$57,029         |
| KLAX-TV                                 | ABC Television Network, ME TV          | Alexandria      | LA    | 91              | 78,049               | \$11,785       | 181              | 180,072              | \$25,258         |
| <b>DMA - 184 LAREDO, TX</b>             |                                        |                 |       | <b>Totals =</b> | <b>113</b>           | <b>46,432</b>  | <b>\$9,611</b>   | <b>236</b>           | <b>113,102</b>   |
| KXOF-TV                                 | FOX Broadcasting Company               | Laredo          | TX    | 113             | 46,432               | \$9,611        | 236              | 113,102              | \$23,989         |
| <b>DMA - 189 LAFAYETTE, IN</b>          |                                        |                 |       | <b>Totals =</b> | <b>4</b>             | <b>581</b>     | <b>\$130</b>     | <b>6</b>             | <b>913</b>       |
| WPBY-TV                                 | ABC Television Network, ME TV, PBS     | Lafayette       | IN    | 4               | 581                  | \$130          | 6                | 913                  | \$246            |
| <b>DMA - 190 LIMA, OH</b>               |                                        |                 |       | <b>Totals =</b> | <b>241</b>           | <b>509,905</b> | <b>\$108,797</b> | <b>505</b>           | <b>1,027,994</b> |
| WLIO-TV                                 | FOX Broadcasting Company               | Lima            | OH    | 137             | 372,005              | \$81,280       | 303              | 767,744              | \$172,846        |

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TV PSA - Station Airing Detail

| Station                                   | Affiliation                                        | City       | State | This Month      |                      |                    | Total           |                      |                    |
|-------------------------------------------|----------------------------------------------------|------------|-------|-----------------|----------------------|--------------------|-----------------|----------------------|--------------------|
|                                           |                                                    |            |       | Airings         | Audience Impressions | Media Value        | Airings         | Audience Impressions | Media Value        |
| WOHL-TV                                   | FOX Broadcasting Company                           | Lima       | OH    | 104             | 137,900              | \$27,517           | 202             | 260,250              | \$53,856           |
| <b>DMA - 191 GREAT FALLS, MT</b>          |                                                    |            |       | <b>Totals =</b> | <b>279</b>           | <b>32,093</b>      | <b>\$8,364</b>  | <b>465</b>           | <b>\$13,299</b>    |
| KRTV-TV                                   | CBS Television Network, Independent, M Great Falls |            | MT    | 279             | 32,093               | \$8,364            | 465             | 51,838               | \$13,299           |
| <b>DMA - 192 MERIDIAN, MS</b>             |                                                    |            |       | <b>Totals =</b> | <b>34</b>            | <b>12,136</b>      | <b>\$1,840</b>  | <b>47</b>            | <b>\$2,212</b>     |
| WGBC-TV                                   | FOX Broadcasting Company                           | Meridian   | MS    | 15              | 7,429                | \$1,086            | 22              | 9,800                | \$1,305            |
| WMDN-TV                                   | Bounce TV, CBS Television Network                  | Meridian   | MS    | 19              | 4,707                | \$754              | 25              | 5,800                | \$907              |
| <b>DMA - 195 GREENWOOD-GREENVILLE, MS</b> |                                                    |            |       | <b>Totals =</b> | <b>108</b>           | <b>194,858</b>     | <b>\$84,196</b> | <b>213</b>           | <b>\$389,599</b>   |
| WABG-TV                                   | FOX Broadcasting Company                           | Greenville | MS    | 56              | 120,165              | \$53,165           | 115             | 249,909              | \$108,335          |
| WNBD-TV                                   | NBC Television Network                             | Greenville | MS    | 27              | 20,700               | \$6,378            | 52              | 33,296               | \$10,361           |
| WXVT-TV                                   | CBS Television Network                             | Greenville | MS    | 25              | 53,993               | \$24,653           | 46              | 106,394              | \$49,483           |
| <b>DMA - 203 HELENA, MT</b>               |                                                    |            |       | <b>Totals =</b> | <b>27</b>            | <b>1,521</b>       | <b>\$748</b>    | <b>41</b>            | <b>\$2,263</b>     |
| KXLH-TV                                   | CBS Television Network                             | Helena     | MT    | 27              | 1,521                | \$748              | 41              | 2,263                | \$1,100            |
| <b>Grand Totals =</b>                     |                                                    |            |       | <b>3,955</b>    | <b>20,423,316</b>    | <b>\$1,459,398</b> | <b>6,581</b>    | <b>33,718,862</b>    | <b>\$2,458,802</b> |

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## TV PSA - Executive Summary

8/27/2024 - 10/31/2024

**Project Number:** 37783

**Release Date:** 08/27/2024

**Title:** Alcoholics Anonymous 2024 Spanish TV PSA Distribution

**Report Date:** 11/18/2024

**Client:**  
Alcoholics Anonymous

**# of Stations:** 280

|               |               |               |             |
|---------------|---------------|---------------|-------------|
| La fiesta :60 | La fiesta :30 | La fiesta :15 | El muro :60 |
| El muro :30   | El muro :15   |               |             |

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TV PSA - Executive Summary

Station Results

| Title                 | This Month         |                   |                       |                 | Total              |                   |                       |                  |
|-----------------------|--------------------|-------------------|-----------------------|-----------------|--------------------|-------------------|-----------------------|------------------|
|                       | Number of Stations | Number of Airings | Number of Impressions | Media Value     | Number of Stations | Number of Airings | Number of Impressions | Media Value      |
| La fiesta :60         | 10                 | 208               | 135,851               | \$15,988        | 11                 | 413               | 232,026               | \$29,593         |
| La fiesta :30         | 12                 | 261               | 194,830               | \$11,568        | 13                 | 559               | 506,380               | \$27,868         |
| La fiesta :15         | 8                  | 158               | 322,864               | \$13,075        | 11                 | 357               | 499,752               | \$19,064         |
| El muro :60           | 8                  | 128               | 115,385               | \$10,655        | 9                  | 276               | 189,509               | \$20,730         |
| El muro :30           | 11                 | 228               | 133,535               | \$8,193         | 12                 | 521               | 475,227               | \$26,386         |
| El muro :15           | 11                 | 137               | 244,143               | \$9,929         | 12                 | 345               | 526,535               | \$19,403         |
| <b>Grand Totals =</b> | <b>16 *</b>        | <b>1,120</b>      | <b>1,146,608</b>      | <b>\$69,408</b> | <b>19 *</b>        | <b>2,471</b>      | <b>2,429,429</b>      | <b>\$143,044</b> |

\* Total Unique Stations

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## Campaign Daypart Results

|                       |              | Number of<br>Stations | % Total | Number of<br>Airings | % Total     | Audience<br>Impressions | % Total     | Media<br>Value   | % Total     |
|-----------------------|--------------|-----------------------|---------|----------------------|-------------|-------------------------|-------------|------------------|-------------|
| Early Morning:        | 5 AM - 9 AM  | 12                    | 63%     | 425                  | 17%         | 229,373                 | 9%          | \$12,365         | 9%          |
| Daytime:              | 9 AM - 4 PM  | 16                    | 84%     | 714                  | 29%         | 673,838                 | 28%         | \$26,057         | 18%         |
| Early Fringe:         | 4 PM - 8 PM  | 15                    | 79%     | 472                  | 19%         | 570,026                 | 23%         | \$33,858         | 24%         |
| Primetime:            | 8 PM - 10 PM | 13                    | 68%     | 205                  | 8%          | 316,559                 | 13%         | \$31,142         | 22%         |
| Late Evening:         | 10 PM - 1 AM | 14                    | 74%     | 298                  | 12%         | 340,796                 | 14%         | \$27,708         | 19%         |
| Late Night:           | 1 AM - 5 AM  | 16                    | 84%     | 357                  | 14%         | 298,837                 | 12%         | \$11,914         | 8%          |
| <b>Grand Totals =</b> |              |                       |         | <b>2,471</b>         | <b>100%</b> | <b>2,429,429</b>        | <b>100%</b> | <b>\$143,044</b> | <b>100%</b> |

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## Campaign DMA Market Penetration

| Rank                  | Number of Stations | % Total     | Number of Airings | % Total     | Audience Impressions | % Total     | Media Value      | % Total     |
|-----------------------|--------------------|-------------|-------------------|-------------|----------------------|-------------|------------------|-------------|
| National/Cable        | 1                  | 5%          | 63                | 3%          | 85,440               | 4%          | \$4,562          | 3%          |
| 1 - 10                | 1                  | 5%          | 1                 | 0%          | 15,082               | 1%          | \$288            | 0%          |
| 11 - 25               | 6                  | 32%         | 236               | 10%         | 1,197,112            | 49%         | \$58,835         | 41%         |
| 26 - 50               | 1                  | 5%          | 161               | 7%          | 420,152              | 17%         | \$16,900         | 12%         |
| 51 - 75               | 2                  | 11%         | 1,267             | 51%         | 334,855              | 14%         | \$23,201         | 16%         |
| 76 - 100              | 4                  | 21%         | 203               | 8%          | 58,054               | 2%          | \$3,353          | 2%          |
| 101 - 150             | 1                  | 5%          | 528               | 21%         | 311,047              | 13%         | \$31,593         | 22%         |
| 151 - 210             | 3                  | 16%         | 12                | 0%          | 7,687                | 0%          | \$4,312          | 3%          |
| 210 +                 |                    |             |                   |             |                      |             |                  |             |
| <b>Grand Totals =</b> | <b>19</b>          | <b>100%</b> | <b>2,471</b>      | <b>100%</b> | <b>2,429,429</b>     | <b>100%</b> | <b>\$143,044</b> | <b>100%</b> |

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## Campaign Demographic Results

|              | Audience Impressions | % Total |
|--------------|----------------------|---------|
| Persons 12+  | 2,429,429            | 100%    |
| Adults 18+   | 2,138,822            | 88%     |
| Adults 18-34 | 740,231              | 30%     |
| Adults 25-54 | 1,547,330            | 64%     |
| Adults 55+   | 1,492,006            | 61%     |
| Teens 12-17  | 290,452              | 12%     |
| Men 18+      | 911,164              | 38%     |
| Men 18-34    | 387,643              | 16%     |
| Men 25-54    | 492,057              | 20%     |
| Women 18+    | 1,227,658            | 51%     |
| Women 18-34  | 352,588              | 15%     |
| Women 25-54  | 1,055,273            | 43%     |

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### C360 PSA Highlights Report

|                                                         |                                                                                                                                   |
|---------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Project Number:</b>                                  | 37783                                                                                                                             |
| <b>Project Name:</b>                                    | Alcoholics Anonymous 2024 Spanish TV PSA Distribution                                                                             |
| <b>Release Date:</b>                                    | 08/27/2024                                                                                                                        |
| <b>Reporting Period:</b>                                | 08/27/2024 - 10/31/2024                                                                                                           |
| <b>MONTHLY RESULTS HIGHLIGHTS:</b>                      |                                                                                                                                   |
| Monthly Airings:                                        | 1,120                                                                                                                             |
| Monthly Impressions:                                    | 1,146,608                                                                                                                         |
| Monthly Media Value:                                    | \$69,408                                                                                                                          |
| National /Regional Placements:                          | Mexicanal                                                                                                                         |
| Top 25 Markets Reached:                                 | LOS ANGELES, CA, PHOENIX (PRESCOTT), AZ, ORLANDO-DAYTONA BEACH-MELBOURNE, FL, DENVER, CO, MIAMI-FT. LAUDERDALE, FL, CHARLOTTE, NC |
| New Markets Reached:                                    | IDAHO FALLS-POCATELLO, ID, ORLANDO-DAYTONA BEACH-MELBOURNE, FL, PHOENIX (PRESCOTT), AZ                                            |
| <b>TOTAL RESULTS HIGHLIGHTS:</b>                        |                                                                                                                                   |
| Cumulative Airings:                                     | 2,471                                                                                                                             |
| Cumulative Impressions:                                 | 2,429,429                                                                                                                         |
| Cumulative Media Value:                                 | \$143,044                                                                                                                         |
| Total Number of Markets Reached:                        | 13                                                                                                                                |
| Percentage of Airings in Non-Overnight Hours (TV Only): | 86%                                                                                                                               |
| Top PSA Performers (By Airings):                        | La fiesta :30 - 559 airings<br>El muro :30 - 521 airings                                                                          |

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## TV PSA - Station Airing Detail

8/27/2024 - 10/31/2024

Project Number: 37783

Release Date: 08/27/2024

Title: Alcoholics Anonymous 2024 Spanish TV PSA Distribution

Report Date: 11/18/2024

Client: Alcoholics Anonymous

# of Stations: 280

|               |               |               |             |
|---------------|---------------|---------------|-------------|
| La fiesta :60 | La fiesta :30 | La fiesta :15 | El muro :60 |
| El muro :30   | El muro :15   |               |             |

## TV PSA - Station Airing Detail

|                                              |                                 |          |       |          | This Month           |             | Total    |                      |             |          |
|----------------------------------------------|---------------------------------|----------|-------|----------|----------------------|-------------|----------|----------------------|-------------|----------|
| Station                                      | Affiliation                     | City     | State | Airings  | Audience Impressions | Media Value | Airings  | Audience Impressions | Media Value |          |
| DMA - National / Regional                    |                                 |          |       | Totals = | 55                   | 75,260      | \$4,018  | 63                   | 85,440      | \$4,562  |
| Mexicanal                                    |                                 |          |       | 55       | 75,260               | \$4,018     | 63       | 85,440               | \$4,562     |          |
| DMA - 2 LOS ANGELES, CA                      |                                 |          |       | Totals = |                      |             | 1        | 15,082               | \$288       |          |
| KRCA-TV                                      | Estrella TV, Independent        | Burbank  | CA    |          |                      |             | 1        | 15,082               | \$288       |          |
| DMA - 12 PHOENIX (PRESCOTT), AZ              |                                 |          |       | Totals = | 1                    | 5,987       | \$204    | 1                    | 5,987       | \$204    |
| KVPA-TV                                      | Estrella TV, Independent        | Cadillac | MI    | 1        | 5,987                | \$204       | 1        | 5,987                | \$204       |          |
| DMA - 15 ORLANDO-DAYTONA BEACH-MELBOURNE, FL |                                 |          |       | Totals = | 26                   | 171,096     | \$10,883 | 26                   | 171,096     | \$10,883 |
| WTMO-TV                                      | Telemundo                       | Orlando  | FL    | 26       | 171,096              | \$10,883    | 26       | 171,096              | \$10,883    |          |
| DMA - 17 DENVER, CO                          |                                 |          |       | Totals = | 20                   | 155,193     | \$10,121 | 26                   | 216,725     | \$12,646 |
| KCEC-TV                                      | Bounce TV, Univision Television | Denver   | CO    | 12       | 102,113              | \$7,286     | 18       | 163,645              | \$9,811     |          |

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**TV PSA - Station Airing Detail**

| Station                                     | Affiliation                              | City             | State | This Month      |                      |                | Total           |                      |                 |
|---------------------------------------------|------------------------------------------|------------------|-------|-----------------|----------------------|----------------|-----------------|----------------------|-----------------|
|                                             |                                          |                  |       | Airings         | Audience Impressions | Media Value    | Airings         | Audience Impressions | Media Value     |
| KTFD-TV                                     | Independent, LATV, UniMas                | Denver           | CO    | 8               | 53,080               | \$2,835        | 8               | 53,080               | \$2,835         |
| <b>DMA - 18 MIAMI-FT. LAUDERDALE, FL</b>    |                                          |                  |       | <b>Totals =</b> | <b>19</b>            | <b>88,064</b>  | <b>\$6,521</b>  | <b>45</b>            | <b>192,247</b>  |
| WJAN-TV                                     | Independent                              | Hialeah Gardens  | FL    | 19              | 88,064               | \$6,521        | 45              | 192,247              | \$16,712        |
| <b>DMA - 21 CHARLOTTE, NC</b>               |                                          |                  |       | <b>Totals =</b> | <b>74</b>            | <b>318,222</b> | <b>\$9,170</b>  | <b>138</b>           | <b>611,057</b>  |
| WSOC-TV                                     | ABC Television Network, Independent      | Charlotte        | NC    | 74              | 318,222              | \$9,170        | 138             | 611,057              | \$18,390        |
| <b>DMA - 26 NASHVILLE, TN</b>               |                                          |                  |       | <b>Totals =</b> |                      |                | <b>161</b>      | <b>420,152</b>       | <b>\$16,900</b> |
| WLLC-TV                                     | Independent, UniMas, Univision Televisio | Franklin         | TN    |                 |                      |                | 161             | 420,152              | \$16,900        |
| <b>DMA - 65 TUCSON (SIERRA VISTA), AZ</b>   |                                          |                  |       | <b>Totals =</b> | <b>535</b>           | <b>138,211</b> | <b>\$10,222</b> | <b>1,249</b>         | <b>326,912</b>  |
| KUDF-TV                                     | Azteca America, Estrella TV, Independen  | Tucson           | AZ    | 535             | 138,211              | \$10,222       | 1,249           | 326,912              | \$22,975        |
| <b>DMA - 71 WICHITA-HUTCHINSON PLUS, KS</b> |                                          |                  |       | <b>Totals =</b> | <b>4</b>             | <b>944</b>     | <b>\$24</b>     | <b>18</b>            | <b>7,943</b>    |
| KDCU-TV                                     | Independent, Univision Television        | Denver           | CO    | 4               | 944                  | \$24           | 18              | 7,943                | \$226           |
| <b>DMA - 87 COLORADO SPRINGS-PUEBLO, CO</b> |                                          |                  |       | <b>Totals =</b> | <b>112</b>           | <b>37,042</b>  | <b>\$2,324</b>  | <b>203</b>           | <b>58,054</b>   |
| KGHB-TV                                     | UniMas, Univision Television             | Colorado Springs | CO    | 38              | 20,316               | \$1,622        | 69              | 30,248               | \$2,002         |
| KRDO-TV                                     | ABC Television Network, Telemundo        | Colorado Springs | CO    | 15              | 1,473                | \$62           | 15              | 1,473                | \$62            |
| KTLO-TV                                     | Independent, Telemundo                   | Colorado Springs | CO    | 15              | 8,558                | \$338          | 15              | 8,558                | \$338           |
| KVSN-TV                                     | Independent, Univision Television        | Colorado Springs | CO    | 44              | 6,695                | \$302          | 104             | 17,775               | \$951           |
| <b>DMA - 125 BAKERSFIELD, CA</b>            |                                          |                  |       | <b>Totals =</b> | <b>268</b>           | <b>154,234</b> | <b>\$15,671</b> | <b>528</b>           | <b>311,047</b>  |
| KBBV-TV                                     | Estrella TV                              | Bakersfield      | CA    | 268             | 154,234              | \$15,671       | 528             | 311,047              | \$31,593        |
| <b>DMA - 155 IDAHO FALLS-POCATELLO, ID</b>  |                                          |                  |       | <b>Totals =</b> | <b>5</b>             | <b>2,317</b>   | <b>\$238</b>    | <b>5</b>             | <b>2,317</b>    |
| KIFI-TV                                     | ABC Television Network, CBS Television   | Idaho Falls      | ID    | 5               | 2,317                | \$238          | 5               | 2,317                | \$238           |
| <b>DMA - 164 YUMA-EL CENTRO, AZ-CA</b>      |                                          |                  |       | <b>Totals =</b> | <b>1</b>             | <b>38</b>      | <b>\$12</b>     | <b>7</b>             | <b>5,370</b>    |
| KAJB-TV                                     | Independent, LATV, UniMas                | El Centro        | CA    | 1               | 38                   | \$12           | 1               | 38                   | \$12            |
| KVYE-TV                                     | Azteca America, ME TV, Univision Televi  | El Centro        | CA    |                 |                      |                | 6               | 5,332                | \$4,062         |

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TV PSA - Station Airing Detail

|                |             |      |       |         | This Month           |             | Total   |                      |             |
|----------------|-------------|------|-------|---------|----------------------|-------------|---------|----------------------|-------------|
|                |             |      |       |         | Audience Impressions | Media Value | Airings | Audience Impressions | Media Value |
| Station        | Affiliation | City | State | Airings | Audience Impressions | Media Value | Airings | Audience Impressions | Media Value |
| Grand Totals = |             |      |       | 1,120   | 1,146,608            | \$69,408    | 2,471   | 2,429,429            | \$143,044   |

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**2025 Conference Committee on Public Information**

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

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**Background Note:**

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

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

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

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

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

- 2024 Report on GSO Podcast

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

The committee reviewed and accepted a progress report on the development of a General Service Office podcast. The committee noted the planning, development, and production of episodes on many service-related discussion topics and looks forward

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to a progress report with analytics data on the first season of this audio service material to be brought back to the 2025 Conference Committee on Public Information.

### *Secretary's note:*

Work on the GSO Podcast began with a 2020 Conference Committee on Public Information agenda item followed by an Advisory Action of the 71<sup>st</sup> General Service Conference. It was suggested that the podcast would serve as a new format for service material, similar to *Box 4-5-9*.

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### **Background:**

1. 2024 GSO Podcast Summary report

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PUBLIC INFORMATION  
ITEM C  
DOC.1

**Podcast: 2024 Annual summary**  
Q4 2023 (October) – Q3 2024 (September)

## OVERVIEW OF PROJECT:

<https://www.youtube.com/c/AlcoholicsAnonymousWorldServicesInc>

### 1. HISTORY OF THE GSO PODCAST, “Our Primary Purpose”

The podcast began with a 2021 General Service Conference Advisory Action which recommended that the General Service Office begin work on a podcast that 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.”

### 2. PLATFORM GOAL(S)

The primary goals of the GSO Podcast are:

- To communicate to Fellowship and external audience about the General Service Office and how it supports A.A. members to carry the message of Alcoholics Anonymous
- To inform A.A. members and the general public about A.A.’s Service Structure, it’s history and how the General Service Office supports the work of the General Service Conference
- To improve GSO's connection to the Fellowship
- To engage listeners and provide accurate, compelling stories about Alcoholics Anonymous.

### 3. INTENDED AUDIENCE(S)

- Members of Alcoholics Anonymous
- The non-A.A. public, including professionals who may come into contact with problem drinkers.

### 4. KEY MESSAGE(S)

- Alcoholics Anonymous members have found a solution to help problem drinkers stop drinking and stay stopped one day at a time.
- The A.A. program is free and welcomes anyone who has a desire to stop drinking.
- A.A. is a diverse Fellowship, filled with members from all walks of life. What they share is a common solution.

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- A.A. members are uniquely qualified to help other problem drinkers
- The General Service Office provides the A.A. members with tools and resources to help them stay sober and carry the message to other problem drinkers.
- After almost 90 years of helping alcoholics, Alcoholics Anonymous continues to provide a solution that works

### 5. CURRENT STATUS

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.

Season 1 launch is set for January 2025.

#### Activities this period included:

- Recording, review, and editing of Season 1 episodes
- Creation of podcast logo
- Working with GSO's Legal, Licensing & IP Department to trademark podcast name and logo.
- Finalizing communications roll-out plan
- Planning for podcast webpage on aa.org
- Selection of all podcast elements: including music
- Researched and purchased podcast equipment
- Ongoing planning for podcasting from IC2025 in Vancouver
- Ongoing planning for Season 2

### 6. NEXT STEPS:

- Wrap up Season 1
- Launch Season 1 using the Captivate hosting which pushes content with the following platforms:

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

- Plan and record Season 2.

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### 7. Analytics

**Captivate will provide the following analytics to help track podcast performance:**

- 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

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## 2025 Conference Committee on Public Information

### ITEM D: Review report on AAWS YouTube Channel

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#### Background note:

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

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

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

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

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

- 2024 Report on AAWS YouTube Channel

*From the July 27, 2024 Meeting of the trustees' Committee on Public Information:*

The committee reviewed and discussed the 2024 Public Information committee considerations related to AAWS YouTube channel.

The committee noted that the Communication Services Department has been doing excellent work to reorganize the AAWS YouTube channel as well as work to improve Search Engine Optimization. The committee acknowledged that some ongoing challenges with Search Engine Optimization are to be expected given AAWS policies and GSO practices (for instance, not allowing commenting) that impact search rankings.

The committee looks forward to a progress report at the November 2024 meeting.

### *2024 Additional Committee Consideration of the Conference Committee on Public Information*

The committee reviewed and accepted the 2023 Report on the Alcoholics Anonymous World Services YouTube account.

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

The committee offered the following suggestions regarding the AAWS YouTube page and looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

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

For future reporting to this committee, the committee requested that trustees' Public Information Committee consider tracking the impact of outreach efforts (for instance an email blast) and whether those efforts impact the traffic on YouTube.

The committee questioned whether YouTube and Vimeo are both needed.

---

### **Background:**

1. 2024 Report on A.A.W.S. YouTube Channel 2023 Q4 - 2024 Q3



## YouTube: 2024 Annual summary

Q4 2023 (October) – Q3 2024 (September)

**OVERVIEW OF PROJECT:** <https://www.youtube.com/c/AlcoholicsAnonymousWorldServicesInc>

### 1. HISTORY

The current AAWS YouTube channel was launched in 2017.

### 2. PLATFORM GOAL(s)

The primary goals of the AAWS YouTube Channel are:

- To share our video content more broadly in a contemporary medium while also meaningfully improving our search engine optimization.
- To create an online video channel for access to online videos developed by Alcoholics Anonymous with a clean, attractive design.
- To provide public AAWS video content, offering local service structures and Inter-groups the ability to embed video content directly into their local websites.

### 3. INTENDED AUDIENCES & HOW WE SERVE THEM

The key audiences for the AAWS YouTube channel are:

- A.A. members, particularly those who are more comfortable with a social media experience. This may include members who prefer videos to written (text-based) content and others (like those in the deaf and hard of hearing community) who rely on video communications.
- Problem drinkers who may be interested in getting help.
- Professionals and other members of the public who may interact with those who need help with a drinking problem.

### 4. KEY MESSAGE(S)

There is a solution

### 5. SUCCESSES AND MILESTONES

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There are over 10,000 subscribers to the channel as of October 2024. The videos include informational videos for members of the Fellowship, professionals, and all of the current video PSAs. Through YouTube analytics, we gain insights about visitors to our channel to help us understand our audiences

As of October 31, 2024, we have posted 24 videos. And 6 PSAs in English, Spanish, and French. Most of the new content published were military audios recordings. In the coming year, we have some subject matter variation planned to keep viewers more engaged, including Young People in A.A. videos, QSL videos, and the GSO podcast.

## 6. SITE IMPROVEMENTS

Recent efforts by the Communication Services Department have focused on changes that will:

- Improve the experience of watching AAWS videos
- Improve the ranking of the AAWS content in searches (through search engine optimization or SEO)

To improve the user experience, full review of channel features, playlists and visual presentation was completed in May 2024. As result of the review, new content options were created for returning and new users.

Other improvements include creation of a system to “recommend” videos after a visitor has watched one. New playlists were created (including playlists for ASL videos and interviews with members of the military). Existing playlists were updated with new content

To improve the user experience, hashtags were added to all English and ASL videos. Note: The project to add hashtags to French and Spanish videos is on hold as we determine a process for research on French and Spanish hashtags.

To improve search engine optimization, we have we have added new content on a regular cadence

The ASL *Alcoholics Anonymous* (Big Book) videos were updated with timestamps to reference important moments that a sponsor may want to highlight.

## 7. CHALLENGES

Watch time and total views both decreased in 2024 (see below). We have not identified a specific reason for this change but do see a marked decrease in traffic from external search and YouTube search.

Some visitors are having issues switching the closed captioning from English to Spanish or French on videos that were produced in English where we are providing Spanish or French captions as the translation element. This impacts the Archives video, Military audios, and new Young People

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videos. We are exploring options and have prepared guidance on how to change the caption language manually for any visitors that experience the issue in the future. Affected videos were removed from French and Spanish playlists to avoid further confusion.

One recent project has included the addition of updated thumbnails, however older videos will not be given the newly formatted thumbnails. Optimal image quality requires hi-res thumbnails, which may not be available for some of our older videos.

Similarly, older videos on the channel will not have new end cards added or other adjustments applied. YouTube does not allow this kind of edit to content that has been already posted.

### 8. NEXT STEPS/ PLANNED IMPROVEMENTS:

- As of February 2024, updated all video settings to remove ability to remix our content into “shorts”. This was added by YouTube as a default.
- Added Grapevine/La Vina; YouTube as a featured channel. It is another opportunity to raise awareness of the resources they offer.
- In Q1 of 2025, we will review the YouTube for Nonprofits program to ensure we are making the most of the opportunities offered.

### ANALYTICS:

- Channel statistics: lifetime - August 25, 2017, through September 30, 2024:
  - Total views: 498,611
  - Total watch time: 18,823.5 hours
- Channel statistics: October 2023 – September 2024:
  - Total views: 69,205 (28% decrease from last year: 95,791)
  - Total watch time: 3,216.8 hours (19% decrease from last year: 3,957.5)
  - Total subscribers: 10,355 (14% increase from last year: 9,102)
  - Top 20 videos:

| Video title                                                                              | Views  | Watch time (hours) | Average percentage viewed (%) | Impressions | Impressions CTR (%) |
|------------------------------------------------------------------------------------------|--------|--------------------|-------------------------------|-------------|---------------------|
| Esperanza: Alcohólicos Anónimos                                                          | 10,411 | 620                | 21%                           | 15,299      | 5%                  |
| Hope: Alcoholics Anonymous                                                               | 5,664  | 482                | 30%                           | 22,932      | 7%                  |
| Sobriety in A.A.: Opening doors to a life without drinking (Public Service Announcement) | 3,251  | 38                 | 55%                           | 13,097      | 5%                  |
| Les Alcooliques anonymes: un espoir                                                      | 1,839  | 132                | 26%                           | 16,889      | 6%                  |
| Sobriety in A.A.: We made changes to stop drinking (Public Service Announcement)         | 1,531  | 17                 | 50%                           | 9,353       | 6%                  |
| Your A.A. General Service Office, the Grapevine and the General Service Structure        | 1,519  | 98                 | 29%                           | 10,294      | 6%                  |
| Sobriety in AA: My Drinking Built A Wall                                                 | 1,343  | 15                 | 63%                           | 2,579       | 8%                  |

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|                                                                                             |       |     |     |       |    |
|---------------------------------------------------------------------------------------------|-------|-----|-----|-------|----|
| A New Freedom                                                                               | 1,303 | 126 | 19% | 3,746 | 6% |
| A.A. Video for Employment/Human Resources Professionals                                     | 873   | 18  | 21% | 1,904 | 5% |
| A.A. Twelve and Twelve in ASL: Step One                                                     | 787   | 42  | 27% | 3,379 | 7% |
| A.A. Big Book in ASL: Chapter 5 - How It Works                                              | 738   | 85  | 19% | 3,377 | 6% |
| A.A. Video for Healthcare Professionals                                                     | 683   | 29  | 41% | 1,881 | 6% |
| A.A. Big Book in ASL: Chapter 1 - Bill's Story                                              | 464   | 54  | 11% | 2,998 | 6% |
| La sobriedad en A.A.: Hicimos los cambios para dejar de beber (Anuncio de Servicio Público) | 448   | 6   | 67% | 1,866 | 6% |
| Sobriety in AA: When drinking is no longer a party                                          | 425   | 4   | 60% | 1,873 | 7% |
| Why Anonymous?                                                                              | 358   | 7   | 50% | 2,606 | 5% |
| A.A. Twelve and Twelve in ASL: Step Three                                                   | 244   | 27  | 28% | 2,140 | 5% |
| Una nueva libertad                                                                          | 226   | 11  | 9%  | 1,142 | 6% |
| Military Audio - Lieutenant Sam, United States Navy                                         | 155   | 6   | 26% | 1,620 | 5% |
| Pourquoi l'anonymat ?                                                                       | 99    | 1   | 25% | 1,081 | 6% |

### How did viewers find our content?

| Traffic source<br>Q4 2023 – Q3 2024 | Views  | Traffic source<br>Q4 2022 – Q3 2023 | Views  |
|-------------------------------------|--------|-------------------------------------|--------|
| External                            | 42,765 | External                            | 64,000 |
| YouTube search                      | 6,748  | YouTube search                      | 12,666 |
| Channel pages                       | 5,724  | Channel pages                       | 5,554  |
| Direct or unknown                   | 3,889  | Direct or unknown                   | 5,550  |
| Playlists                           | 3,451  | Suggested videos                    | 3,888  |
| Suggested videos                    | 2,849  | Playlists                           | 1,803  |
| Browse features                     | 1,872  | Browse features                     | 1,588  |
| Notifications                       | 1,212  | Notifications                       | 701    |
| Other YouTube features              | 628    |                                     |        |
| End screens                         | 47     |                                     |        |
| Hashtag pages                       | 20     |                                     |        |

### GLOSSARY:

- **Views** – The number of times a video was started.
- **Impressions** - The number of times a video's thumbnail is shown to viewers on YouTube.
- **Impressions CTR (Click Through Rate)** – The percentage of times a thumbnail was shown to viewers in YouTube followed by them clicking to view the video.
- **Traffic source** - the platform or method that a viewer uses to find and watch a YouTube video.

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**2025 Conference Committee on Public Information**

**ITEM E:** Review 2024 Report on Google Ads

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**Background Notes:**

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

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

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

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

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

- 2024 Report on Google Ads

*From the July 27, 2024, meeting of the trustees' Committee on Public Information:*

The committee reviewed and discussed 2024 Public Information committee considerations related to Google Ads.

The committee also discussed the current status of our participation in the Google Ads for nonprofits program and noted that while there are challenges, we continue to experience significant benefits from participation in the program.

The committee looks forward to a progress report at the November 2024 meeting.

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*2024 Additional Committee Consideration of the Conference Committee on Public Information*

The committee reviewed and accepted the 2023 Report on Google Ads. The committee noted appreciation for the formatting of the report and made the following suggestions:

- That efforts should be made to maximize our use of the Google Ad grant each month.
- That staff continue to look at whether search terms (like aa org) used with Google ad groups are the best use of the Google Ad Grant program.

The committee looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

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**Background:**

1. 2024 Google Ads report

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## Google Ads: Annual summary Q4 2023 (October) – Q3 2024 (September)

### OVERVIEW OF PROJECT:

#### 1. 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 69<sup>th</sup> 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.

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### **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.”

### **2. Primary Goal for the platform:**

The primary goal of GSO’s participation in the Google Ad program is to improve reach of AA.org by using Google Ads to better reach our intended audiences:

- Suffering alcoholics looking for help
- Family members and friends of alcoholics/ potential A.A. members
- A.A. members, inside and outside the service structure
- The professional community
- The media

### **3. Usage rate of Google Ad grant:**

We are utilizing nearly the entire \$10,000 monthly placement value with around \$300 unused each month.

In the past year, our number of clicks increased around 50%. At the same time, the “cost” of each click increased. So while we are getting more click-through traffic, each click is using a larger percentage of the Grant than in the past.

### **4. Status of flags and disconnections (if any)**

#### **1. 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.”

Beginning in May 2023, GSO was informed that Google’s automated tracking system had categorized Alcoholics Anonymous as a “mutual support group,” which they said was not eligible to participate in the Google Ads grant program. We were subsequently informed that Google would no longer allow certain kinds of ads, including those with key terms related to alcoholism and help for a drinking problem. Google categorizes these under the umbrella of “Addiction Services.”

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Although these policies had been in place since May 2018, they had not been applied to our account until May 2023. Google gave no additional explanation for their action.

As of June 2024, two-thirds of our content is disapproved or flagged for “Addiction Services” policy issues, limiting the engagement potential of our ads. Despite this, our account continues to use nearly the entire grant with the remaining one-third of active ads.

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 (in 2023) 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 is likely to be cost-prohibitive.

### **2. Which Ad groups are being utilized?**

The Find a Meeting ad group continues to receive greater engagement than any of our other content. This has been consistent for the life of the account.

### **3. Which keywords are being used?**

While regularly refreshing content is a best practice, without the “Addiction Services” certification, submitting new ad content is not feasible currently.

In every quarter, keywords are adjusted as recommended by the keyword tool on the platform.

Recent improvements include the use of Responsive Ads. With the adaptability and additional content options offered by the responsive ads, the volume of search terms (keywords) that led visitors to our ads has increased significantly. The top 50 terms (by click volume) are included in this report, out of over 23,000. Nearly all the top 100 terms relate to finding meetings.

### **4. 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.

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### ANALYTICS:

| Clicks | Impressions | Avg CPC | Cost   |
|--------|-------------|---------|--------|
| 140K   | 718K        | \$0.83  | \$116K |

| Ad Group     | Ad             | Ad type       | Clicks | Impressions | CTR    | Avg CPC | Cost         |
|--------------|----------------|---------------|--------|-------------|--------|---------|--------------|
| FindMtg      |                |               |        |             |        |         | \$106,828.14 |
|              | FindAA         | Responsive    | 82748  | 346159      | 23.90% | \$0.82  | \$68,029.41  |
|              | MeetingGuide   | Responsive    | 42023  | 214957      | 19.55% | \$0.85  | \$35,612.03  |
|              | AANearYou      | Expanded text | 1807   | 10302       | 17.54% | \$0.84  | \$1,516.87   |
|              | MeetingGuide   | Expanded text | 1042   | 6471        | 16.10% | \$0.85  | \$881.31     |
|              | MeetingGuide   | Expanded text | 926    | 6246        | 14.83% | \$0.85  | \$788.52     |
| Get Help     |                |               |        |             |        |         | \$9,565.52   |
|              | GetHelp        | Responsive    | 11202  | 131059      | 8.55%  | \$0.84  | \$9,371.01   |
|              | GetHelp        | Expanded text | 180    | 1014        | 17.75% | \$0.76  | \$137.49     |
|              | GetHelp        | Expanded text | 63     | 391         | 16.11% | \$0.78  | \$49.38      |
|              | GetHelp        | Expanded text | 10     | 96          | 10.42% | \$0.76  | \$7.64       |
| CPCHealth    |                |               |        |             |        |         | \$72.77      |
|              | Treatment      | Responsive    | 70     | 729         | 9.60%  | \$0.90  | 63.08        |
|              | Healthcare     | Responsive    | 11     | 100         | 11%    | \$0.88  | 9.69         |
| CPCLegal     |                |               |        |             |        |         | \$8.82       |
|              | ArmedForces    | Responsive    | 7      | 109         | 6.42%  | \$0.89  | 6.26         |
|              | Legal          | Responsive    | 2      | 83          | 2.41%  | \$0.86  | 1.72         |
|              | Corrections    | Responsive    | 1      | 49          | 2.04%  | \$0.84  | 0.84         |
| CPCCommunity |                |               |        |             |        |         | \$18.87      |
|              | HumanResources | Responsive    | 13     | 193         | 6.74%  | \$0.89  | 11.56        |
|              | Education      | Responsive    | 8      | 207         | 3.86%  | \$0.91  | 7.31         |
|              | Faith Leaders  | Responsive    | 0      | 2           | 0%     | 0       | 0            |
|              |                |               |        |             |        | Total   | \$116,494.12 |

With the adaptability and additional content options offered by the responsive ads, the volume of search terms (keywords) that led visitors to our ads has increased significantly. The top 50 terms (by click volume) are included in this report, out of over 23,000. Nearly all the top 100 terms relate to finding meetings.

| Search term         | Ad group | Cost      | Clicks | Click Through Rate |
|---------------------|----------|-----------|--------|--------------------|
| aa meetings near me | FindMtg  | \$9913.64 | 11289  | 26.42%             |
| aa meetings         | FindMtg  | \$8301.71 | 9444   | 31.67%             |

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|                          |         |           |      |        |
|--------------------------|---------|-----------|------|--------|
| online aa meetings       | FindMtg | \$4630.46 | 5369 | 36.93% |
| aa online meetings       | FindMtg | \$4247.57 | 5006 | 39.76% |
| aa meetings online       | FindMtg | \$3397.69 | 3874 | 30.89% |
| aa zoom meetings         | FindMtg | \$1577.02 | 1778 | 24.44% |
| aa                       | FindMtg | \$1398.77 | 1771 | 18.32% |
| aa org*                  | FindMtg | \$1180.35 | 4609 | 54.16% |
| virtual aa meetings      | FindMtg | \$1100.01 | 1297 | 44.09% |
| meeting guide            | FindMtg | \$1075.28 | 1485 | 46.39% |
| zoom aa meetings         | FindMtg | \$1030.45 | 1171 | 33.22% |
| online aa meetings zoom  | FindMtg | \$941.66  | 1072 | 42.73% |
| aa near me               | FindMtg | \$891.72  | 1010 | 26.45% |
| am i an alcoholic quiz   | GetHelp | \$818.00  | 998  | 34.97% |
| aa virtual meetings      | FindMtg | \$640.50  | 785  | 54.03% |
| aa                       | GetHelp | \$577.27  | 743  | 16.77% |
| aa online                | FindMtg | \$463.81  | 538  | 25.7%  |
| aa org*                  | FindMtg | \$443.25  | 2436 | 54.47% |
| meeting guide app        | FindMtg | \$425.61  | 605  | 40.82% |
| aa zoom meetings now     | FindMtg | \$402.31  | 450  | 35.05% |
| aa meetings zoom         | FindMtg | \$397.59  | 457  | 35.07% |
| online aa                | FindMtg | \$287.57  | 333  | 31.06% |
| aa intergroup            | FindMtg | \$280.42  | 318  | 19.06% |
| aa meetings online zoom  | FindMtg | \$278.48  | 317  | 35.7%  |
| local aa meetings        | FindMtg | \$265.78  | 305  | 33.96% |
| meeting guide aa         | FindMtg | \$248.06  | 314  | 50.65% |
| find aa meetings near me | FindMtg | \$227.45  | 261  | 36.97% |
| open aa meetings near me | FindMtg | \$226.97  | 257  | 30.82% |
| aa org meetings          | FindMtg | \$223.55  | 288  | 58.06% |
| everything aa            | FindMtg | \$219.16  | 249  | 14.49% |
| aa world service         | FindMtg | \$209.32  | 283  | 45.21% |
| aa groups near me        | FindMtg | \$196.77  | 226  | 29.01% |
| aa online zoom meetings  | FindMtg | \$188.13  | 219  | 26.51% |
| am i an alcoholic        | GetHelp | \$180.59  | 212  | 21.92% |
| alcoholic test           | GetHelp | \$180.03  | 228  | 36.66% |
| aa meetings on zoom      | FindMtg | \$179.81  | 207  | 40.43% |
| aa meetings toronto      | FindMtg | \$179.49  | 207  | 26.78% |
| a a meetings near me     | FindMtg | \$177.13  | 200  | 23.39% |
| aa website               | GetHelp | \$176.22  | 211  | 36.07% |
| aa find a meeting        | FindMtg | \$152.51  | 180  | 59.41% |
| aa meetings edmonton     | FindMtg | \$150.52  | 170  | 26.98% |

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|                               |         |          |     |        |
|-------------------------------|---------|----------|-----|--------|
| aa meetings virtual           | FindMtg | \$145.65 | 172 | 50.59% |
| www aa org*                   | FindMtg | \$140.50 | 226 | 41.47% |
| meeting finder aa             | FindMtg | \$131.87 | 157 | 47.29% |
| alcoholic quiz                | GetHelp | \$128.32 | 164 | 34.67% |
| aa intergroup online meetings | FindMtg | \$117.32 | 135 | 24.73% |
| aa meetings winnipeg          | FindMtg | \$115.89 | 129 | 30.71% |
| online aa meetings 24 7       | FindMtg | \$115.61 | 134 | 31.38% |
| alcoholic definition          | GetHelp | \$114.70 | 129 | 10.22% |
| aa online meeting             | FindMtg | \$114.62 | 134 | 36.22% |

Any duplicates in the above list can be attributed to the same keyword relating to different ads or ad groups.

\*The Conference Public Information committee suggested in 2024: “continue to look at whether search terms (like aa org) used with Google ad groups are the best use of the Google Ad Grant program.” This keyword, along with some of the other aa.org related terms, are not assigned to our ads or account specifically, but recognized by Google in their search algorithm as relating to our ad and website content.

### GLOSSARY:

- **Impression** - each time an ad appears on a search result page.
- **AVG CPC (Average Cost Per Click)** - The average amount charged for a click on your ad. Calculated by dividing the total cost of your clicks by the total number of clicks.
- **CTR (Click through rate)** - a ratio that measures how often people click on a Google Ad after seeing it. Calculated as clicks divided by impressions.
- **Search term** – Can relate to the keywords we’ve assigned to our ads or other terms that people are searching that also brought up our ads, determined by Google.

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## 2025 Conference Committee on Public Information

### ITEM F: Review report on “Meeting Guide app.”

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#### Background note:

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

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

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

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

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

- 2024 Report on Meeting Guide App

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

The committee reviewed the 1<sup>st</sup> quarter Meeting Guide app report. The committee also reviewed and discussed the 2024 Public Information committee considerations related to the Meeting Guide app.

The committee observed that requests for functionality improvements from the Fellowship (i.e., to add a new feature to the Meeting Guide app or aa.org) can be best handled when they are submitted as user requests to the Communication Services Department. Requests received through these channels are tracked, evaluated and prioritized based on expressed need from the Fellowship.

The digital strategist in the Communication Services Department reported on ongoing work on the Meeting Guide app that will lead to additional options for finding

online meetings.

*2024 Conference Committee on Public Information Additional Committee Consideration:*

The committee reviewed and accepted the 2023 Report on the Alcoholics Anonymous World Services, Inc. Meeting Guide app. The committee offered the following suggestions and looks forward to a report to be brought to the 2025 Conference Committee on Public Information:

- Consider a suggestion to add AA literature to the Meeting Guide app.
  - Consider creating a mechanism for listing online meetings on the Meeting Guide app without tying them to particular locations.
  - Consider adding a clarification to the location information on the Meeting Guide app to specify that locations (like churches) do not imply affiliation.
  - Consider adding an option to make 7<sup>th</sup> tradition contributions possible through the Meeting Guide app.
- 

**Background:**

1. 2024 Report on AAWS Meetings Guide app



## Meeting Guide: Annual summary

Q4 2023 (October) – Q3 2024 (September)

**OVERVIEW OF PROJECT:** [www.aa.org/meeting-guide-app](http://www.aa.org/meeting-guide-app)

### 1. HISTORY

The Meeting Guide app was acquired by AAWS and launched in August 2019.

Since then, Meeting Guide has shown a steady increase in users, entities, meetings listed and “sessions.” In the last year (Q4 (October) 2023 – Q3 (September) 2024:

- There were more than 1.6 million active users
- Meeting Guide users initiated more than 35.7 million sessions in this time period.
- 545 connected A.A. Entities
- 152,508 Meetings listed

### 2. PLATFORM GOALS

- To serve the Fellowship of Alcoholics Anonymous in the United States and Canada by providing accurate, easy-to-access information about A.A. meetings.
- To facilitate communication from GSO to the Fellowship using the “Meeting Guide News” feature.

### 3. SUCCESSES AND MILESTONES

- A new project to create a separate pathway for finding Online Meetings was initiated as a result of much feedback from the Fellowship. The new Online Meetings view design was completed and moved to development phase.
- The entity dashboard now has more than 100 entities actively engaged.

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- The team is reviewing “Meeting Types” in the app (e.g. Big Book, Men’s, etc.) and developing a strategy and data-gathering process to review the many types that are in use.

#### **4. DESIGN AND DEVELOPMENT HIGHLIGHTS:**

- App releases
  - 4.1.39 - minor bug fix and feature improvement release.
  - 4.2 – Maps feature released publicly.
  - 4.2.2 Expo upgrade
  - 4.2.50 – “Share the App” feature

#### **5. 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.
- App-related newsletters were distributed two times to a wide audience including entities, conference delegates, and area chairs.
- At the annual NAATW presentation in September 2024, an online meeting view design prototype was presented for discussion and feedback.
- Regional support: Kansai Central office, which supports Japanese language meetings, is now connected. There have been no related app-user support tickets, and the pilot project is now successfully concluded and moving into a maintenance phase.

#### **6. ANALYTICS:**

##### **HelpDocs:**

- Serves as a critical resource for entities and users alike. This repository of knowledge ensures that the majority of questions or concerns have clear, standard answers and helps the app team to manage the volume of correspondence. (support analytics below)

##### **Support Highlights:**

- Support Analytics held no surprises the last 4 quarters, showing spikes in expected areas when there were releases. The team’s average reply time remains in the 1-2 day range.

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- The top tag remains HelpDocs, showing the hoped for use of our knowledge base for self-service and to contact App Support. This is followed by the tag related to questions from entities about their meeting listings.

HelpDocs:

Support site Article Views increased from 12,017 to 20,772 during this time period

| Meeting Guide Support analytics | Q4   | Q1   | Q2   | Q3   |
|---------------------------------|------|------|------|------|
| Active conversations            | 843  | 951  | 688  | 650  |
| New conversations               | 697  | 764  | 622  | 627  |
| Archived conversations          | 741  | 856  | 656  | 605  |
| Top 3 tags                      |      |      |      |      |
| HelpDocs referral               | 256  | 304  | 279  | 252  |
| Add/Update (local entity)       | 168  | 127  | 69   | 83   |
| Education needed                | 145  | 154  | 183  | 135  |
| Top 3 HelpDocs articles         |      |      |      |      |
| How to Find an A.A. Meeting     | 2507 | 3609 | 4129 | 4494 |
| What is Meeting Guide           | 951  | 1266 | 1279 | 1009 |
| How to Connect to Meeting Guide | 826  | 920  | 844  | 759  |

**General use analytics from Google Analytics (GA4) are attached.**

### 7. GLOSSARY:

- Total vs active vs new users
  - **Total users** - Overall number of users who interacted with an app during a specific time period. Active and New users" are a subset of "total users."
  - **Active users** - The number of users who interacted with an app by starting at least one session. Multiple sessions count as a single user.
  - **New users** - Only counts the number of users who accessed your app for the very first time within that timeframe.
- **Sessions** - Initiates when a user either opens an app or views a page or screen and no session is currently active, or their previous session has timed out. By default, a session ends or times out after 30 minutes of inactivity. There is no limit to how long a session can last.
- **%Δ (Percentage change)** – The percentage difference between the number for the current time period and the number for the previous equal time period. For example, 2024 vs 2023.

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## 2024 Conference Committee on Public Information

**ITEM G:** Review the 2024 Report on the website aa.org

### Background Notes:

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

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

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

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

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

- 2024 Report on GSO's AA Website

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

The committee reviewed and accepted the 2024 first quarter GSO A.A. Website report.

The committee also reviewed and discussed the 2024 Public Information committee considerations related to GSO's A.A. Website.

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

The committee reviewed and accepted the 2023 Reports on aa.org. The committee made the following suggestions and looks forward to a report being brought back to the 2025 Conference Committee on Public Information.

- The committee suggested that the trustees' Public Information Committee explore adding chat functionality to the aa.org website, noting that the General Service Offices of Australia and Great Britain have already adopted this feature on their websites.
- The committee suggested that the trustees' Public Information Committee explore adding meeting information feature to aa.org by connecting to the local feeds that populate Meeting Guide.

---

**Background:**

1. 2024 Report on the website aa.org
2. 2024 Website analytics report aa.org



## aa.org: Annual summary

Q4 2023 (October) – Q3 2024 (September)

OVERVIEW OF PROJECT: [www.aa.org](http://www.aa.org)

### 1. HISTORY

The aa.org website was completely redesigned and relaunched in 2021. The focus of the redesign included technical, visual, and structural improvements.

### 2. PLATFORM GOAL(s)

- To present Alcoholics Anonymous as a credible, relevant resource to new visitors and deliver value to existing members.
- To share A.A.'s message of hope and recovery through literature, multimedia resources and information about how to find A.A. locally.
- To serve as repository and archive for AA content, including conference-approved publications and service materials
- To serve as a communication hub for the Fellowship
- To serve as a repository of tools for Service Committees

### 3. INTENDED AUDIENCES & HOW WE SERVE THEM

One way that aa.org attempts to serve its key audiences is through a series of "landing pages" 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.

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| Audience                                   | Landing page(s)                                                                                                             |
|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| Still suffering alcoholic/ problem drinker | <a href="#">Need help with a drinking problem?</a>                                                                          |
| Professionals                              | <a href="#">A.A. can support professionals</a>                                                                              |
| Media/ Journalists                         | <a href="#">Press and Media</a>                                                                                             |
| A.A. Members                               | <a href="#">Ready to get involved in A.A.?</a>                                                                              |
| Service Committees/ trusted servants       | <a href="#">Service Committees</a><br><a href="#">Information for New Trusted Servants</a>                                  |
| Students/ researchers                      | <a href="#">Frequently Asked Questions   Alcoholics Anonymous</a><br><a href="#">History of A.A.   Alcoholics Anonymous</a> |
| Concerned family members and friends       | <a href="#">Is there an alcoholic in your life?</a>                                                                         |

Additional landing pages serve those looking for specific resources, including:

- [Find A.A. Near You](#)
- [Make a Contribution](#)
- [Online Bookstore](#)
- [Daily Reflections](#)
- [Literature Listing](#)
- [Media Library](#)
- [Meeting Guide](#)
- [International Convention](#)
- [Resources \(including audio interviews\) for members in the Military](#)

#### 4. KEY MESSAGE(S)

There is a solution. If you or a loved one has a drinking problem, A.A. can help.

#### 5. SUCCESSES AND MILESTONES

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Efforts in the past year have been focused on modernization and dynamic content delivery. Along with an improved experience for visitors, these have also led to improved processes and flexibility for maintaining the website.

Traffic levels remain steady with slight increases, partially from International Convention registration, which began in September 2024. 94% of our traffic is from organic search and direct traffic. 79% of our traffic is from mobile devices.

Daily Reflections continues to be the top item for our visitors in all three languages.

The Communication Services team has also focused on content enhancements, including:

- [Membership Survey page](#)
- Dynamic [Calendar of Events Landing](#) page live along with dynamic events calendar items embedded on [Regional Forums](#), [Visiting GSO](#), and [Board Calendar](#). Improved [“What’s New” landing page](#)
- A reorganized [Archives Committee page](#). New [“Proposed Agenda Item” page](#)

### 6. CHALLENGES

We’ve had a few issues with gaps in analytics collection, generally occurring after new code is deployed to aa.org. To mitigate these issues, the analytics are checked every workday morning. Any significant drops in reporting (November, February, May, and July) are the result of this issue.

### 7. NEXT STEPS/ PLANNED IMPROVEMENTS:

- Accessibility review and improvement is an on-going project as the team looks at ways to move forward while leveraging current resources and vendors.
- An improved digital Box 459 newsletter is in the development stage. Specific attention is being paid to make this publication more mobile friendly, sharable, and searchable.
- The effort to improve our digital publishing is planned to move forward in 2025. Top goals include diversifying literature presentation away from PDF-focused solutions and more mobile-friendly content.
- Development in 2025 will continue to focus on improvements to existing features and bug fixes.

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8. **ANALYTICS:** See attached report for an overview

9. **GLOSSARY:**

- **Audience at a glance:**

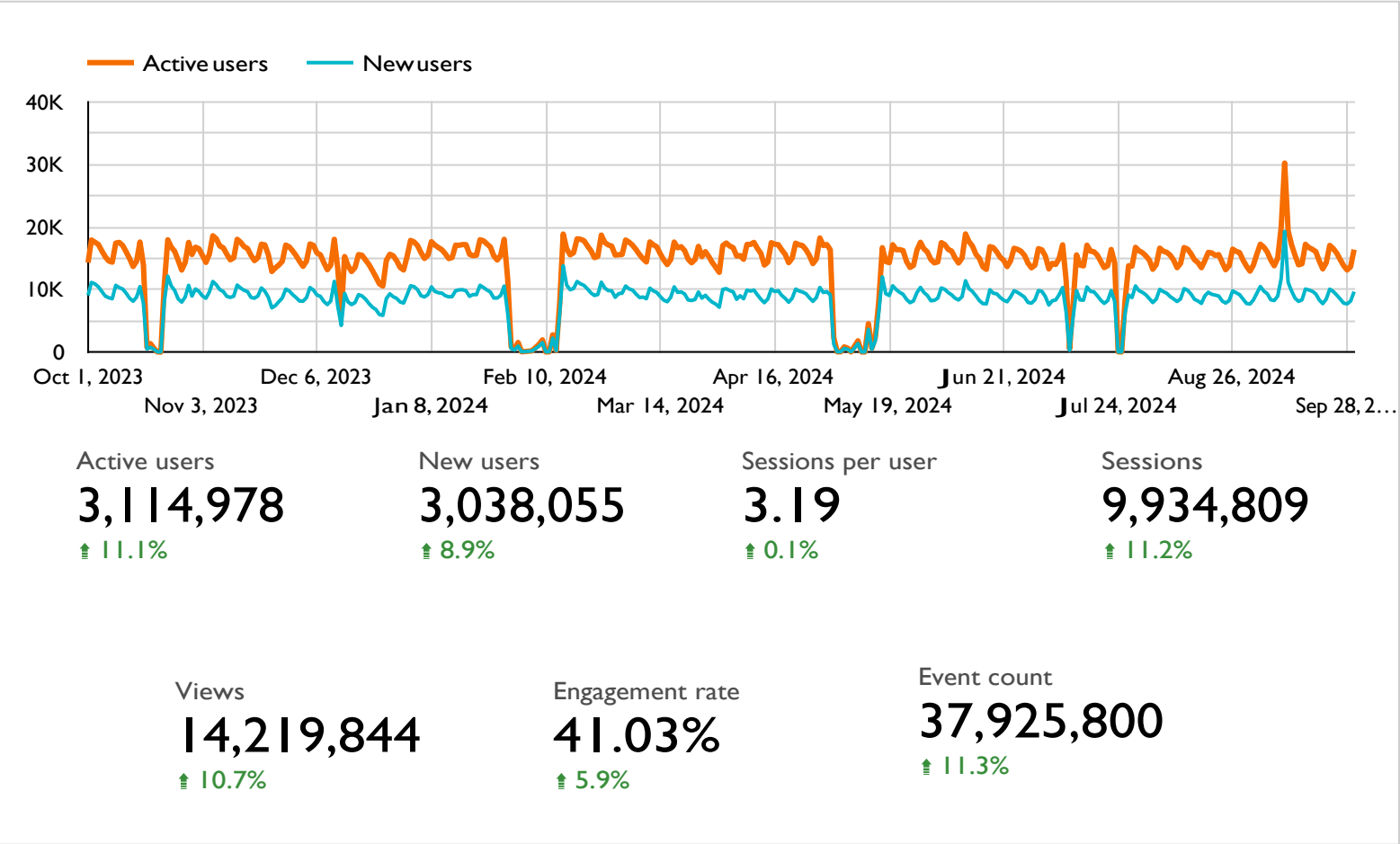
- **Active users** - How many people have visited your website. To be considered active, a user needs to have an engaged session or be reported as a new user.
- **New users** - The number of people that visit your website for the first time in the selected date range. Since most users are based on the Google Analytics tracking code and browser cookies, it's important to highlight that people who cleared their cookies or accessed your website using a different device will be reported as a new user.
- **Sessions** - A single visit to your website, consisting of one or more events, including page views, purchases, or other events.
- **Views** - The total number of times events have been collected.
- **Engagement rate** - Calculated by dividing the number of engaged sessions by the total number of sessions.
- **Event** - Includes page views and other automatically collected interactions.
- **Event count** - Total number of times events have been collected by Google Analytics.

- **How do visitors find aa.org:**

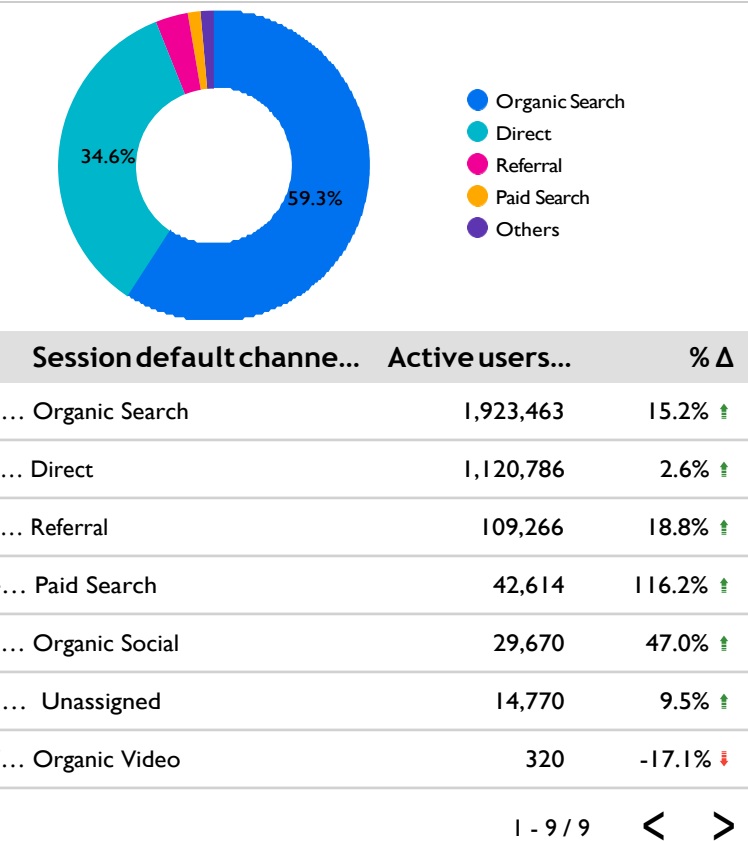
- **Session default channel** - The channels by which users arrived at your site/app when they initiated new sessions.
- **Direct** - Direct traffic includes people who typed a website's URL into their browser or clicked a link in an email application (that didn't include campaign tags). Direct sessions also include other cases where Google Analytics cannot identify the source of the click.
- **Referral** - When a user clicks through to your website from another website.
- **Paid search** – Users arrive at your site via ads on search-engines.
- **Organic /Organic Social /Organic Video** - Organic refers to people clicking on a free link to your website. For example, people clicking through to your website from a free result on a Google search results page.
- **Unassigned** - Traffic that is not attributed to any one of the other default channel groups.

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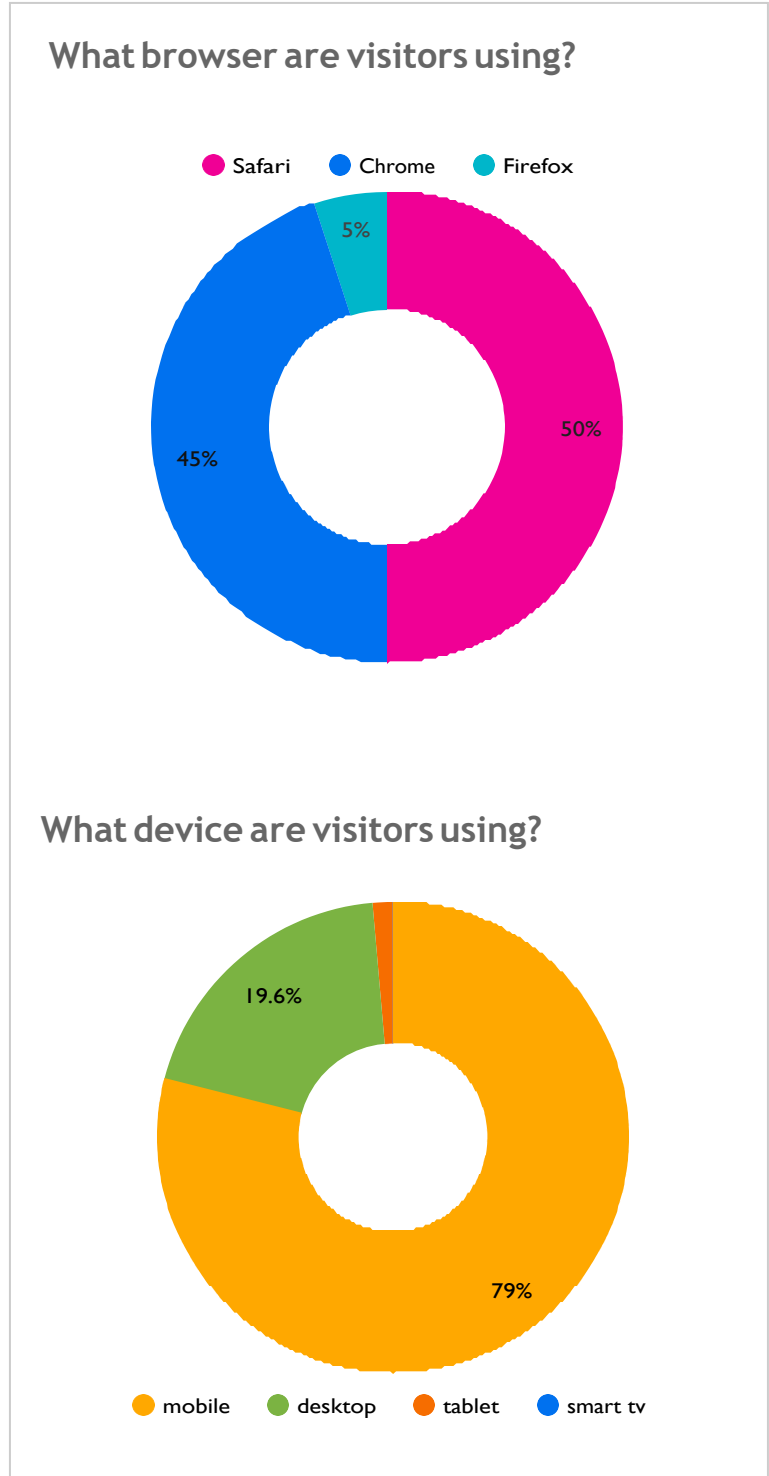
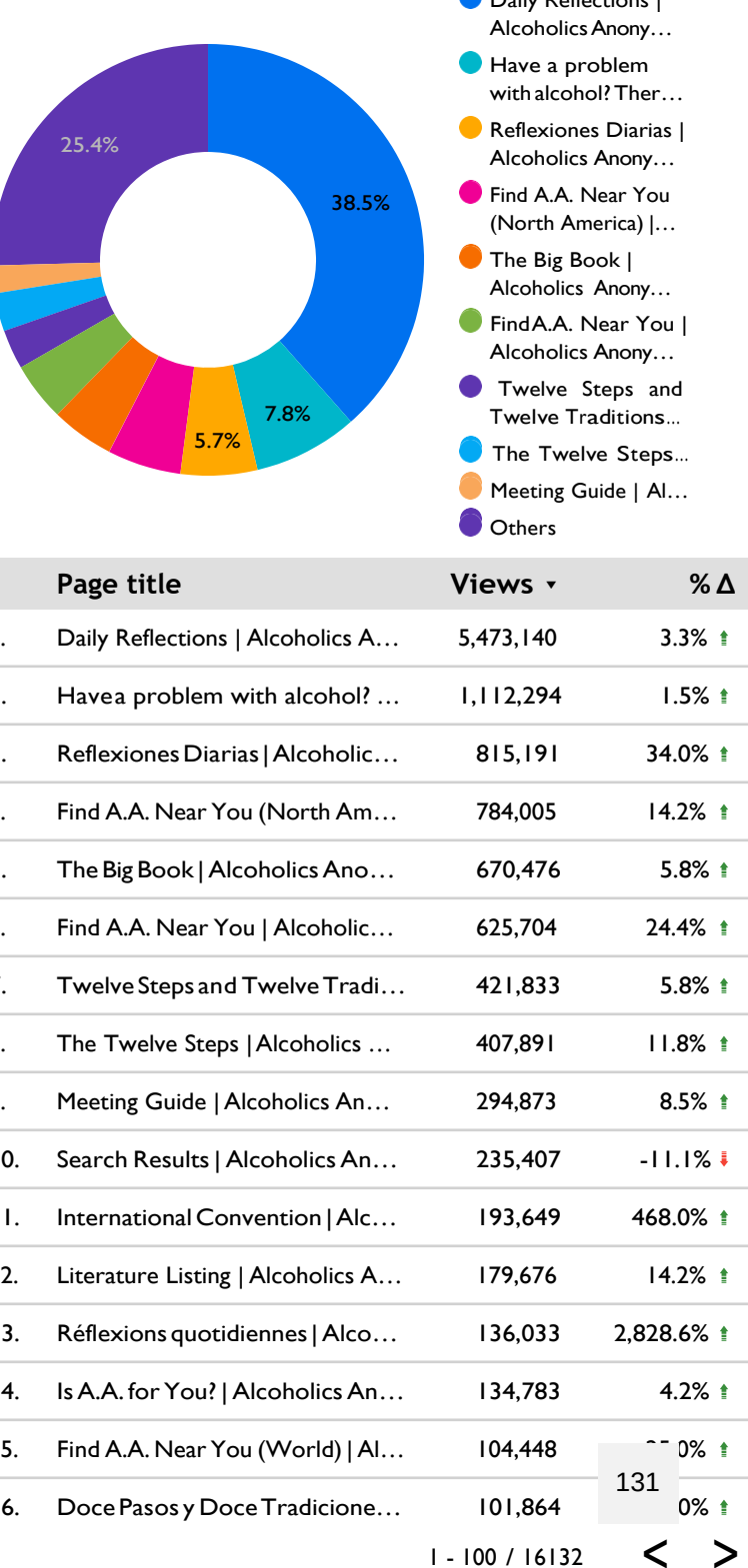
Audience at a glance



How do visitors find aa.org?



Top pages



| Country breakdown |                |                |         |
|-------------------|----------------|----------------|---------|
|                   | Country        | Active users ▾ | % Δ     |
| 1.                | United States  | 2,321,407      | 7.9% ↑  |
| 2.                | Canada         | 218,631        | 26.9% ↑ |
| 3.                | Mexico         | 180,084        | 27.5% ↑ |
| 4.                | United Kingdom | 108,862        | 13.0% ↑ |
| 5.                | Australia      | 25,882         | 18.0% ↑ |
| 6.                | India          | 24,651         | 71.2% ↑ |
| 7.                | Spain          | 23,107         | 3.4% ↑  |
| 8.                | France         | 21,151         | 27.2% ↑ |
| 9.                | Colombia       | 19,653         | 45.3% ↑ |
| 10.               | Ireland        | 12,920         | 8.7% ↑  |
| 1 - 10 / 232      |                |                |         |

| Language breakdown |            |                |         |
|--------------------|------------|----------------|---------|
|                    | Language   | Active users ▾ | % Δ     |
| 1.                 | English    | 2,734,223      | 9.1% ↑  |
| 2.                 | Spanish    | 287,704        | 24.1% ↑ |
| 3.                 | French     | 55,310         | 32.1% ↑ |
| 4.                 | German     | 5,150          | 40.2% ↑ |
| 5.                 | Dutch      | 3,749          | 25.9% ↑ |
| 6.                 | Swedish    | 3,127          | 11.1% ↑ |
| 7.                 | Portuguese | 2,712          | 16.1% ↑ |
| 8.                 | Russian    | 2,557          | 20.7% ↑ |
| 9.                 | Polish     | 2,173          | 28.4% ↑ |
| 10.                | Italian    | 1,569          | 26.9% ↑ |
| 1 - 10 / 92        |            |                |         |

## 2025 Conference Committee on Public Information

### ITEM I: Review report for “Online Business Profiles”

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#### Background Notes:

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

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

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

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

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

- 2024 Report on Online Business Profiles

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

The committee reviewed and accepted the GSO 2024 first quarter AAWS Online Business Profiles report.

The committee also reviewed and discussed the 2024 Public Information committee considerations related to Online Business Profiles.

The committee confirmed that the Communication Services Department is authorized to crosslink any AAWS platform with any other AAWS platform or other sites or pages managed by AAWS.

*2024 Conference Committee on Public Information Committee Consideration:*

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

- that Online Business Profile analytics reporting be more consistent with quarterly reporting of activity per quarter.
- that Online Business Profile responses be provided as background each year.
- that Online Business Profiles cross link with other sites managed by AAWS.

*Staff note:*

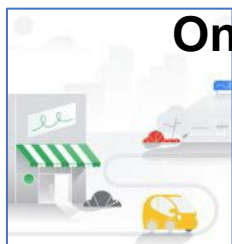
The 2024 Online Business Profile report format was revised, taking into consideration the suggestions outlined in the 2024 Additional Committee Considerations.

In addition, it was noted that at the request of the AAWS board, work had already begun to “cross link” various pages that AAWS has oversight of, including the Online Business Profile pages and those for YouTube and LinkedIn.

---

**Background:**

1. Online Business Profiles - 2022 Q4 - 2023 Q3



## Online Business Profiles: Annual summary

Q4 2023 (October) – Q3 2024 (September)

### OVERVIEW OF PROJECT:

Google/Bing <https://q.co/kgs/eLZbzUN>

Yelp [www.yelp.com/biz/alcoholics-anonymous-world-services-new-york](http://www.yelp.com/biz/alcoholics-anonymous-world-services-new-york)

### 1. ABOUT ONLINE BUSINESS PROFILES

Online business “profiles” 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.

### 2. HISTORY

In 2019 the office began to actively manage business listings on Google, Bing, and Yelp in order to correct inaccuracies and improve public relations.

### 3. PRIMARY GOAL(S) FOR THE PLATFORM

The primary goal for managing Online Business Profiles is to ensure that accurate information about Alcoholics Anonymous, GSO, the General Service Board and Alcoholics Anonymous World Services is provided online.

### 4. INTENDED AUDIENCE AND HOW WE SERVE THAT AUDIENCE

The intended audience for Online Business Profile is two-fold: online visitors who have posted questions or misinformation about GSO or AAWS on a search engine and

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anyone who might encounter that question or misinformation when they search for the General Service Office using a search engine.

## 5. KEY MESSAGES

GSO's Online Business Profiles focus on providing factual information and communicating about how members of Alcoholic Anonymous stay sober and help other problem drinkers one day at a time.

## 6. CURRENT STATUS

The Communication Services Department and Public Information have been monitoring comments/questions received and continue responding

A total of 43 Google comments have been responded to and 90 Google questions answered since project commencement.

In 2024, crosslinks were added to connect the Online Business Profiles to AAWS YouTube channel and LinkedIn profiles.

Our continued efforts to respond to all questions and comments increases not only ranking of accurate information in search engines, but also engagement with the public.

## 7. ANALYTICS

The analytics (below) show that our profile views have decreased on all platforms except Google maps for desktop, but our overall interactions have increased. The information is being presented to fewer people, but a greater percentage of those that see our listing interact with it.

### ANALYTICS:

|                                                   | Total<br>2023 | Total<br>2024 | Percentage change   |
|---------------------------------------------------|---------------|---------------|---------------------|
| <b>Total interactions (next 3 lines combined)</b> | <b>11627</b>  | <b>13343</b>  | <b>15% increase</b> |
| Calls from profile                                | 2194          | 2499          | 14% increase        |
| Direction requests                                | 1973          | 2202          | 12% increase        |
| Website clicks                                    | 7460          | 8642          | 16% increase        |
| <b>Total Views (next 4 lines combined)</b>        | <b>221855</b> | <b>152069</b> | <b>31% decrease</b> |

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|                               |        |        |                       |
|-------------------------------|--------|--------|-----------------------|
| Views - Google Search Mobile  | 121504 | 100945 | 17% decrease          |
| Views - Google Search desktop | 93747  | 43985  | 53% decrease          |
| Views - Google maps mobile    | 6390   | 6386   | less than 1% decrease |
| Views Google maps desktop     | 214    | 753    | 252% increase         |

Our Yelp profile received less than 200 visits in 2023-2024 and 23 total interactions. This is in line with average traffic for our profile on Yelp.

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## Sample of Questions and Comments from 2023-2024

| Selected Questions/ Comments posted to the AAWS Google profile in 2023-2024                                                                                                                        | Responses                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Why is the main offices for Alcohol Anonymous in New York city?</p> <p>You know some of the most expensive real estate in the country, and as far way from most of the rest of the country.</p> | <p>Thank you for the question. The decision about the location for the General Service Office of Alcoholics Anonymous is the responsibility of the General Service Board, in consultation with the A.A. General Service Conference.</p> <p>Approximately every 10 years, the board conducts a careful review of location, taking into consideration the price of rent, along with a great many other variables. The most recent review was completed in 2024. A.A. members who want to know more about this process are encouraged to reach out to their General Service Representatives.</p>                                                                                                                                                                                                                                                                           |
| <p>Should addicts be allowed to join an AA groups</p>                                                                                                                                              | <p>A.A. experience suggests that sobriety — freedom from alcohol — through the teaching and practice of the Twelve Steps, is the sole purpose of an A.A. group</p> <p>One of Alcoholics Anonymous’ traditions (Tradition Three) states that “the only requirement for A.A. membership is a desire to stop drinking.” At the same time, we know that many people have multiple problem areas in their lives. For instance, some people identify as both alcoholics and something else (addict, gambler, debtor, etc.).</p> <p>If they have a problem with drinking and want to stop, they are welcome in A.A.</p> <p>Individuals who are nonalcoholic addicts may attend open A.A. meetings, which are available to anyone interested in the A.A. program of recovery. A great resource of information on this topic is the pamphlet, “Problems other than Alcohol.”</p> |

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|                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>What is required to start a new meeting ?</p>                                                                                                          | <p>Thank you for the question. Any two or three alcoholics gathered together for sobriety may call themselves an A.A. group, provided that as a group they have no other affiliation.</p> <p>Some other useful things to consider: Where will the group meet? How will the group pay its way? What will the format of meetings be?</p> <p>Many new groups find it helpful to provide some A.A. literature (for example, A.A. books and/or A.A. pamphlets).</p> <p>Once the group is off to a good start, it would be helpful to announce its presence to neighboring groups — your local intergroup (central) office, if there is one, your district and area committees, and the General Service Office (GSO). They can provide support to your group. The New Group Form can be completed and returned to the General Service Office.</p> <p>For more information, please visit the A.A. Group page: <a href="https://www.aa.org/the-aa-group">https://www.aa.org/the-aa-group</a></p> |
| <p>What is AA's position on what constitutes sobriety? I have been hearing lately of people at meetings who think they're sober but still smoke weed.</p> | <p>The closest definition of sobriety in A.A. is “freedom from alcohol.” In keeping with our Tenth Tradition which states that Alcoholics Anonymous has no opinion on outside issues, A.A. as an organization has no opinion about marijuana, just as A.A. has no opinion about nicotine or compulsive eating disorders.</p> <p>In A.A., each person gets to decide what sobriety means for them. Some members, but not all, may expand this definition of sobriety for themselves, however the experience is wide and fluid. We have found that we are unable to drink safely.</p> <p>In A.A. we have discovered a way to stay sober that works for us, one day at a time.</p>                                                                                                                                                                                                                                                                                                          |

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|                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>(Original)<br/>,Cuál es el correos electrónico para poder programar una visita guida a la oficina,?</p> <p>Like</p>                                                                                                                                                                                                                                                         | <p>Para información sobre una visita, envíenos un correo electrónico a <a href="mailto:gsotours@aa.org">gsotours@aa.org</a> o bien llame al 212-870-3430.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <p>Be careful who get personally involved with at AA, even through the service center. They are not there for being saints. Some havn't gotten any better. There are a few who who are looking to exploit the vulnerable for any number of reasons imcluding money, or are malicious actors. I know from experience wth a rotten long term member working their help line.</p> | <p>Groups and members strive to share in a safe environment, so that alcoholics can focus on maintaining sobriety and the group can fulfill its primary purpose — to carry the A.A. message to alcoholics.</p> <p>Alcoholics Anonymous is a microcosm of the larger society within which we live. We're sorry that you had a bad experience with someone who answered a local hotline. All groups and entities in A.A. are autonomous. For anyone with questions about safety and A.A., we encourage you to reach out to your local A.A. entities. Materials on the general topic of safety and A.A. are available on <a href="http://aa.org">aa.org</a>.</p> |

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## 2025 Conference Committee on Public Information

**ITEM J:** Review progress report on communications to address anonymity and social media

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### Background Notes:

*From a September 5, 2024, interim meeting of the trustees' Public Information Committee:*

The committee discussed the results of the survey on Anonymity and social media.

The committee agreed that the results of the survey indicated a great deal of interest from the Fellowship on this topic but noted a lack of consensus indicated by the responses. The committee suggested that the discussion of Anonymity and social media might be best conducted at the local or area level. It was also suggested that this topic might be a productive workshop topic for Regional Forums or the General Service Conference.

The committee agreed that some of the shares provided as part of the survey could be used to update service material, such as A.A. Guidelines for Internet and/ or SMF 197 Anonymity Online and Digital Media.

The committee requested that the staff secretary send a memo to the AA Grapevine inviting Grapevine and La Vina to consider publishing an issue on the topic of anonymity and social media.

The committee requested that the staff secretary send a memo to the GSO Communication Services Department suggesting that anonymity might be a welcome topic for a future podcast.

*Committee Consideration of the 2024 Public Information Conference Committee:*

- The committee reviewed and accepted the progress report on the request to create a new form of communication to address anonymity on social media and understands that responses to questionnaire were collected during a one-month period in March and April 2024. The committee looks forward to a progress report to be brought to the 2025 Conference Committee on Public Information and offered the following suggestions:

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## CONFIDENTIAL: 75th General Service Conference Background

- that future surveys have fewer questions and those efforts be made to communicate clearly with delegates about future requests for sharing from the Fellowship.
- that future staff reports to the Conference Committee on Public Information include information about anonymity and social media work by the Public Information Desk.
- that findings from the questionnaire on social media and anonymity be incorporated into the pending social media policy.
- that future surveys of this type be shared more broadly with the Fellowship and understands that large-scale requests for sharing from the Fellowship may incur additional expense.

### *Committee Consideration of the 2022 Public Information Conference Committee:*

The committee considered the request to create a new form of communication to address anonymity on social media by reviewing a draft survey developed to gather shared experience from the Fellowship. The committee requested the trustees' Public Information Committee and staff secretary focus on distributing the survey to all age demographics, particularly a young population, and obtain results that will inform decisions on any future new form of communication. The committee looks forward to a progress report to be brought back to the 2023 Conference Committee on Public Information.

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### **Background:**

1. Summary report on questionnaire on anonymity and social media

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**Summary Report – Questionnaire on Anonymity and Social Media**

The survey was taken in 2024 by 8045 A.A. Members in English, 311 A.A Members in French and 98 A.A. Members in Spanish. (Those who did not answer the question “*Are you a member of Alcoholics Anonymous?*” were disqualified from responding).

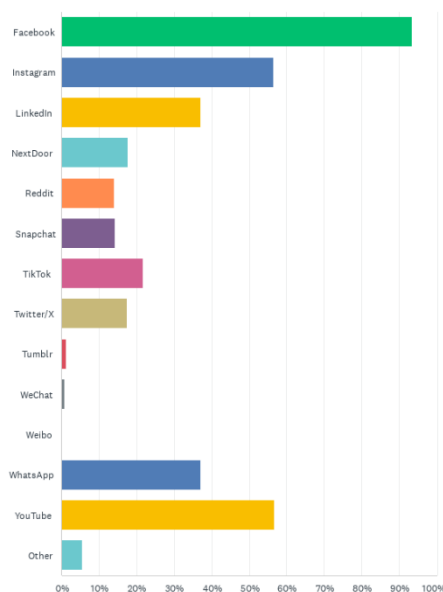
Q1. Just 7.5 % of survey takers were under the age of 35 for the English and French. For Spanish respondents 11.25% were under the age of 35.

Q2. Of those who answered the question about length of sobriety, the average was 18 years (EN, FR SP)

Q3. Of English and French speakers those who answered the question about what kinds of meeting they attend, 92% said in-person, 38% said virtual and 19% hybrid (EN)  
Note: Spanish respondents report attending fewer hybrid and virtual meetings.

Q4. 83% of English speakers are on social media. (Note: this number was somewhat lower in French (78%) and Spanish (72%))

Q6. Please check any of the following social media platforms you use:



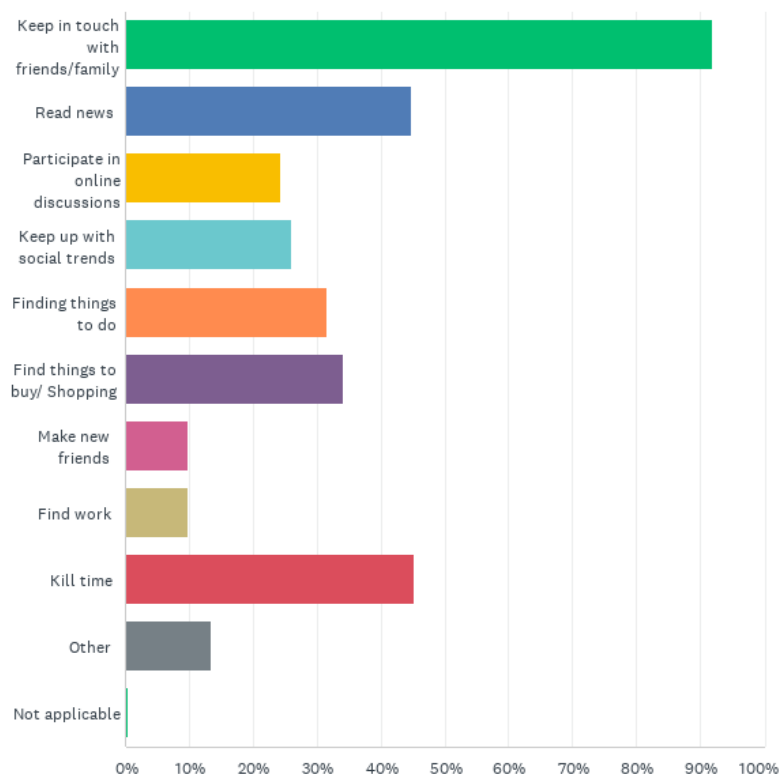
Note: 81.5 % of Spanish speakers report using WhatsApp (along with Facebook, Instagram and YouTube).

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Q7. Of those who responded, 44% of English speakers said they use privacy settings on social media. (Note: this was slightly higher in French 48%, and much higher in Spanish with 67%)

Q8. Of those who responded, 87% of English speakers, 90% of French speakers and 89% of Spanish speakers said they do not break their anonymity online

Q9. When asked what they thought social media was for:



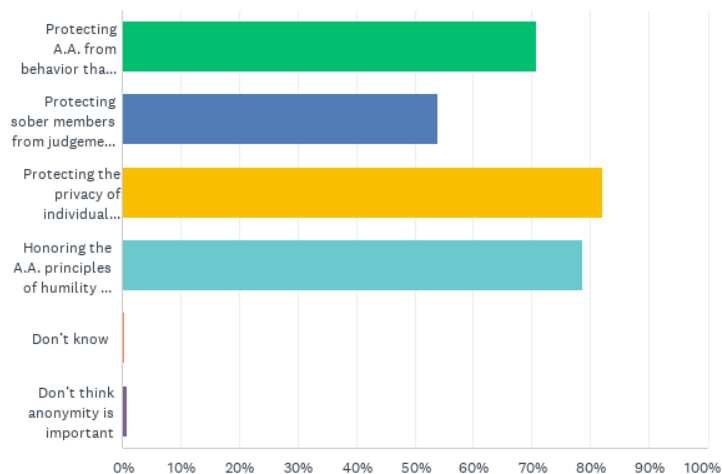
Q10. Of those who responded in French and English, almost 87% said they are on social media daily. (Note: for Spanish speakers, this number was 98%)

Q11. Most agreed that social media sites are essentially public in nature, but 26% suggested that it depends on the privacy settings selected.

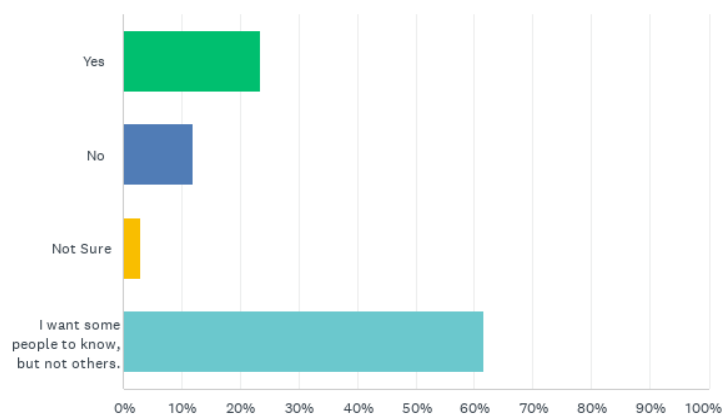
Q12. Ninety-seven percent of respondents agreed that anonymity is an important principle.

Q13. Eighty-five percent of respondents agreed that there is a problem with A.A. members violating the principles of anonymity on social media.

Q 14 What are the most important reasons for protecting anonymity? (check up to three)

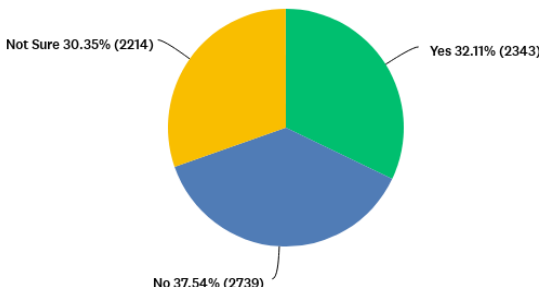
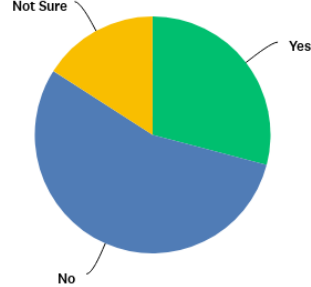
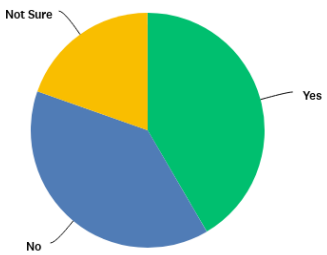
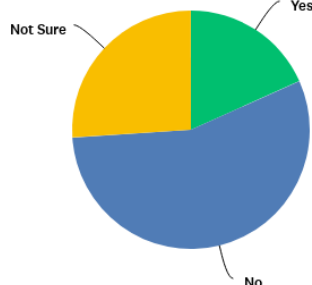
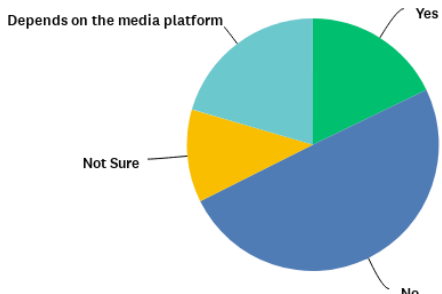


Q15. Do you want people who are not in A.A. to know that you are sober/ in recovery?



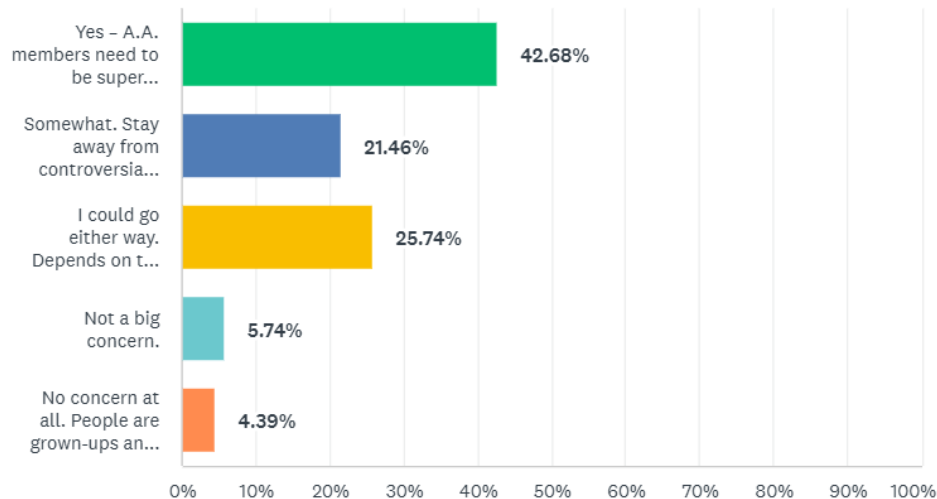
Q16. 73% of English language respondents, 80% of French language respondents and 68% of Spanish language respondents agree that it is important to “avoid identifying oneself or others as members of A.A. if full face and last name is visible when posting on “public” social media settings? (for example, on non-private Facebook, Twitter or Instagram, YouTube, public website, etc.).” Twenty-two percent said they would feel comfortable posting about themselves but not others.

**Q17-21 -- Is it an anonymity break if....**

| <p>You comment on a posting/story/ anniversary celebration or sober meme?</p>                                                                                                                                          |  <table><tr><th>Response</th><th>Percentage</th><th>Count</th></tr><tr><td>Yes</td><td>32.11%</td><td>2343</td></tr><tr><td>No</td><td>37.54%</td><td>2739</td></tr><tr><td>Not Sure</td><td>30.35%</td><td>2214</td></tr></table> | Response | Percentage | Count | Yes  | 32.11% | 2343 | No       | 37.54% | 2739                          | Not Sure | 30.35% | 2214 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|------------|-------|------|--------|------|----------|--------|-------------------------------|----------|--------|------|
| Response                                                                                                                                                                                                               | Percentage                                                                                                                                                                                                                                                                                                           | Count    |            |       |      |        |      |          |        |                               |          |        |      |
| Yes                                                                                                                                                                                                                    | 32.11%                                                                                                                                                                                                                                                                                                               | 2343     |            |       |      |        |      |          |        |                               |          |        |      |
| No                                                                                                                                                                                                                     | 37.54%                                                                                                                                                                                                                                                                                                               | 2739     |            |       |      |        |      |          |        |                               |          |        |      |
| Not Sure                                                                                                                                                                                                               | 30.35%                                                                                                                                                                                                                                                                                                               | 2214     |            |       |      |        |      |          |        |                               |          |        |      |
| <p>Someone shares on social media that they are celebrating an A.A. anniversary if they do not actually refer to A.A.? (e.g., “Mary has 4 years today!” “Rafael hasn’t had a drink One Day at a Time for 5 years”)</p> |  <table><tr><th>Response</th><th>Count</th></tr><tr><td>Yes</td><td>2343</td></tr><tr><td>No</td><td>2739</td></tr><tr><td>Not Sure</td><td>2214</td></tr></table>                                                                 | Response | Count      | Yes   | 2343 | No     | 2739 | Not Sure | 2214   |                               |          |        |      |
| Response                                                                                                                                                                                                               | Count                                                                                                                                                                                                                                                                                                                |          |            |       |      |        |      |          |        |                               |          |        |      |
| Yes                                                                                                                                                                                                                    | 2343                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| No                                                                                                                                                                                                                     | 2739                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| Not Sure                                                                                                                                                                                                               | 2214                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| <p>You post a picture of a sober medallion/chip on a public social media page?</p>                                                                                                                                     |  <table><tr><th>Response</th><th>Count</th></tr><tr><td>Yes</td><td>2343</td></tr><tr><td>No</td><td>2739</td></tr><tr><td>Not Sure</td><td>2214</td></tr></table>                                                                | Response | Count      | Yes   | 2343 | No     | 2739 | Not Sure | 2214   |                               |          |        |      |
| Response                                                                                                                                                                                                               | Count                                                                                                                                                                                                                                                                                                                |          |            |       |      |        |      |          |        |                               |          |        |      |
| Yes                                                                                                                                                                                                                    | 2343                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| No                                                                                                                                                                                                                     | 2739                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| Not Sure                                                                                                                                                                                                               | 2214                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| <p>You post “XXI” or “21” for a sober anniversary?</p>                                                                                                                                                                 |  <table><tr><th>Response</th><th>Count</th></tr><tr><td>Yes</td><td>2343</td></tr><tr><td>No</td><td>2739</td></tr><tr><td>Not Sure</td><td>2214</td></tr></table>                                                               | Response | Count      | Yes   | 2343 | No     | 2739 | Not Sure | 2214   |                               |          |        |      |
| Response                                                                                                                                                                                                               | Count                                                                                                                                                                                                                                                                                                                |          |            |       |      |        |      |          |        |                               |          |        |      |
| Yes                                                                                                                                                                                                                    | 2343                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| No                                                                                                                                                                                                                     | 2739                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| Not Sure                                                                                                                                                                                                               | 2214                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| <p>“Liking,” commenting or subscribing to a Public Information A.A. page?</p>                                                                                                                                          |  <table><tr><th>Response</th><th>Count</th></tr><tr><td>Yes</td><td>2343</td></tr><tr><td>No</td><td>2739</td></tr><tr><td>Not Sure</td><td>2214</td></tr><tr><td>Depends on the media platform</td><td>2214</td></tr></table>   | Response | Count      | Yes   | 2343 | No     | 2739 | Not Sure | 2214   | Depends on the media platform | 2214     |        |      |
| Response                                                                                                                                                                                                               | Count                                                                                                                                                                                                                                                                                                                |          |            |       |      |        |      |          |        |                               |          |        |      |
| Yes                                                                                                                                                                                                                    | 2343                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| No                                                                                                                                                                                                                     | 2739                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| Not Sure                                                                                                                                                                                                               | 2214                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |
| Depends on the media platform                                                                                                                                                                                          | 2214                                                                                                                                                                                                                                                                                                                 |          |            |       |      |        |      |          |        |                               |          |        |      |

Q 22 Is there a danger that revealing A.A. membership or perceived A.A. membership on public social media posts could make it seem like A.A. is affiliated with or

endorses with outside organizations, controversial subjects and opinions that might divert or push away A.A. members or potential A.A. members?



### Questions about Anonymity and social media in Local communities (Q23 – Q28)

Q23 – Forty-two percent of EN and FR users think local A.A. members regularly break anonymity on social media. Fifty-six percent of Spanish respondents agreed.

Q24. Twenty-four percent report that their local service entities have social media accounts. (61% for Spanish respondents)

Q25. Of those local entities using social media, 27% report that there is a Technology Advisory Committee (or some similar body) to help trusted servants stay within A.A. Twelve Traditions. (Note 55% said they were not sure if there is such a committee in their local area).

Q26. Seventy-three percent of English language speakers, 67 percent of French language speakers and 31% of Spanish language respondents thought said that A.A. entities should not be on social media. Of those who approve of A.A. entities being on social media, the largest number thought Facebook (followed by Instagram) would be good.

Q27. Fifty two percent of English language speakers, 34 percent of French language speakers and 31% of Spanish language respondents thought A.A. entities should not have social media platforms that allow posting/ commenting. Of those who think commenting and posting should be allowed, Facebook and Instagram (followed by YouTube and Twitter) were the two perceived that received the most yes votes for allowing posting.

Q28. Twenty-three percent of respondents (EN) (and 33% FR, 60% SP) said they supported the decision by local service entities to start using social media

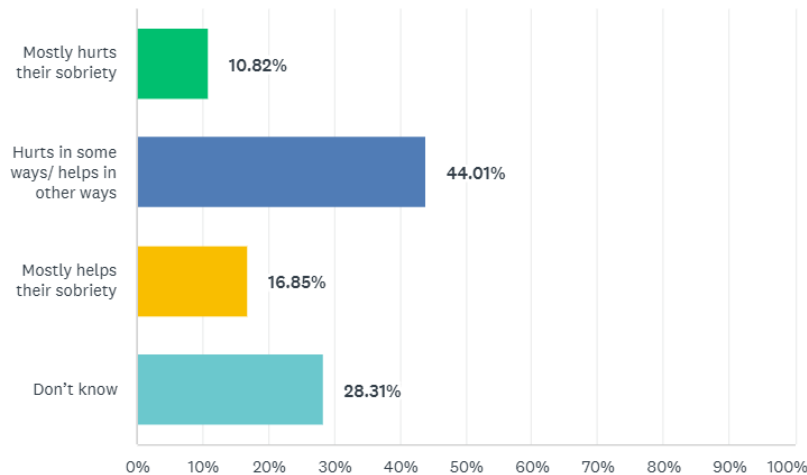
### “Sober” social media

Q29. Half of the respondents in English are not part of private Facebook groups. (This number was a little higher for French speakers and lot higher (77%) for Spanish speakers.

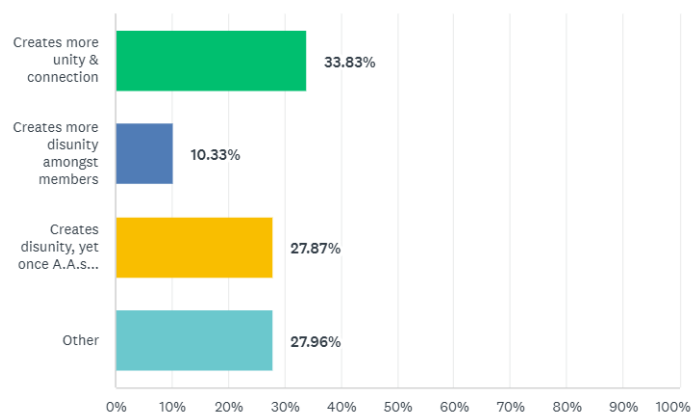
Q30. Most respondents do not think participating in private Facebook groups would break one's anonymity.

Q31-33 Members are unsure about whether what gets posted on private Facebook groups stays private, and most did not think that the privacy settings offered by social media platforms are enough to really protect them.

Q34 Do you think social media hurts people's sobriety/serenity or helps it?



Q35. A.A. members are "citizens of the world" with diverse opinions and ways they live their life outside of A.A. settings. Has social media changed how A.A. members interact with each other in their everyday lives?

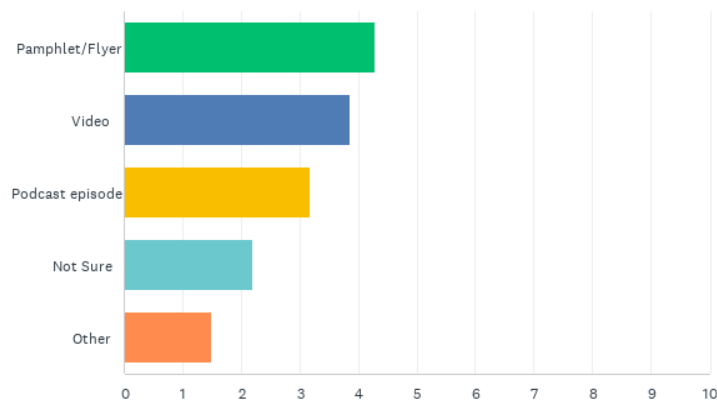


Q36. Most respondents think that it is easy for people who need help to find out about A.A.

Q37. A little more than half of the English and French language respondents said that they think those who need help with a drinking problem will look for information on social media. Seventy five percent of Spanish language respondents agreed.

Q42. Most members think that the Fellowship should be provided with more experience, strength, and hope on how to practice the Twelve Traditions on social media.

Q44 If a new service piece were developed on the subject of anonymity and social media, which format would be most helpful? (please rank in order of usefulness)



## 2025 Conference Committee on Public Information

### ITEM K: Review report on Analytics

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#### Background Notes:

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

The committee reviewed and **agreed to forward** to the 2025 Conference Committee on Public Information the 2024 Analytics Working Group progress report.

*From the July 27, 2024, Meeting of the trustees' Public Information Committee:*

The committee reviewed the Working Group on Analytics report.

The chair appointed analytics working group composed of Kirk H. (chair), Morgan B. and John W. (with staff support from Julie Gonzalez and Misha Q.) to work with the Communication Services Department on the analytics reporting dashboard and other analytics projects as they evolve. The committee looks forward to a progress report at the November 2024 meeting.

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

The committee reviewed and accepted the 2023 Analytics Working Group Report and noted all the work that had gone into laying out a framework for improving analytics reporting in the future and looks forward to a report to be brought to the 2025 Conference Committee on Public Information.

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#### Background:

1. 2024 Analytics working group progress report

**2024 Analytics Working Group Progress Report**  
November 2, 2024

The Analytics Working Group met once since it was reconvened at the July 2024 meeting of the trustees committee on Public Information. In that meeting, the Working Group:

- Reviewed work completed by the previous Working Group including progress documentation, RFP/wireframes, and questions to guide future discussions about reporting.
- Stressed the importance of reevaluating current reporting before recreating it.
- Encouraged reaching out to TCS, AAWS, GSB, and trustees PI chairs to discuss what these committees need for discussion and decision-making. Discussions continue with these Board chairs and GSO management.

The restructured RFP, including a dashboard, data warehouse, and improvements to the Google Tag Manager implementation, was sent to four potential vendors.

Submissions were due October 23 and included estimates to support the planning and design of this project and implementation. As of October 22, 2024, we have received two proposals and granted extensions to two vendors to submit by Friday October 25, 2024.

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## 2025 Conference Committee on Public Information

**ITEM L:** Review report on survey of Area Delegates on best practices for communicating with young people

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### Background Notes:

From the February 1, 2025, meeting of the *trustees' Public Information Committee*:

The committee discussed the report on the survey of Area Delegates regarding communications with Young People. The committee **agreed to forward** the report to the 2025 Conference Committee on Public Information

*From the July 27, 2024, report of the trustees' Public Information Committee:*

The committee discussed the 2024 Public Information committee consideration requesting that the Staff secretary ask that delegates gather feedback on how young people would like to be communicated with and requested that the Staff secretary proceed with the survey. The committee looks forward to a follow-up report at the November meeting.

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

The committee suggested that the staff secretary ask that delegates gather feedback on how young people would like to be communicated with and submit the shared experience back to the staff secretary before October 1, 2024, using an online survey tool. The committee requested that a report be brought back to the 2025 Conference Committee on Public Information

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### Background:

1. Report on survey of Area Delegates on best practices for communicating with young people

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**Report on Survey of Area Delegates regarding Communications  
with Young People  
February 1, 2025**

In September 2024 the staff secretary on the Public Information assignment sent a survey to Area Delegates using the OnBoard platform.

This survey had been suggested as part of an Additional Committee Consideration from the 2024 Conference Committee on Public Information:

*The committee suggested that the staff secretary ask that delegates gather feedback on how young people would like to be communicated with and submit the shared experience back to the staff secretary before October 1, 2024, using an online survey tool. The committee requested that a report be brought back to the 2025 Conference Committee on Public Information.*

The Survey was posted on September 15, 2024 and Area Delegates were given until October 18, 2024 to complete the survey.

The survey was structured so that only Area Delegates could respond, ideally with a summary of what they learned from Young People in their areas.

Forty- eight Area Delegates responded fully, four reported that they could not complete the survey because they did not have time or because they did not have young people groups in their areas. Forty-one Areas Delegates did not respond.

Note: there were some complaints from Area Delegate that one month was not enough time to complete the survey.

**Results:**

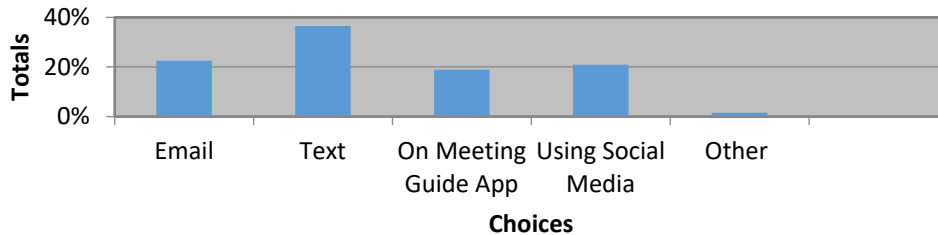
Perhaps not surprisingly, Young People are not a monolith, the responses to questions about preferences for communications and media platforms reveal a diversity of experiences and preferences.

Some areas suggested that Young People would prefer not to be treated differently than other Members of A.A. At the same time, some Delegates reported that Young People do prefer shorter form content and more video- and graphics- based content.

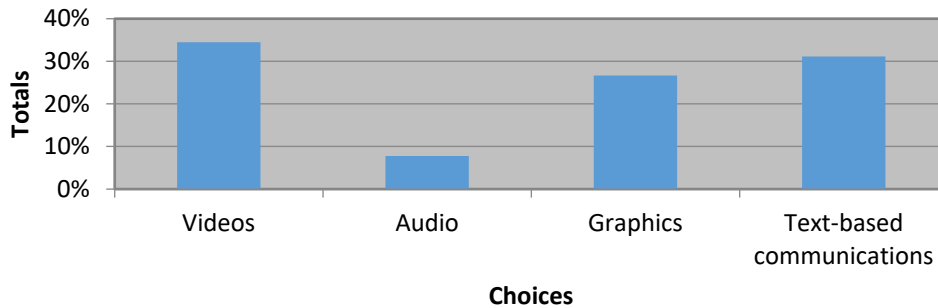
Aggregated responses, as well as selected sharing is provided in the pages that follow.

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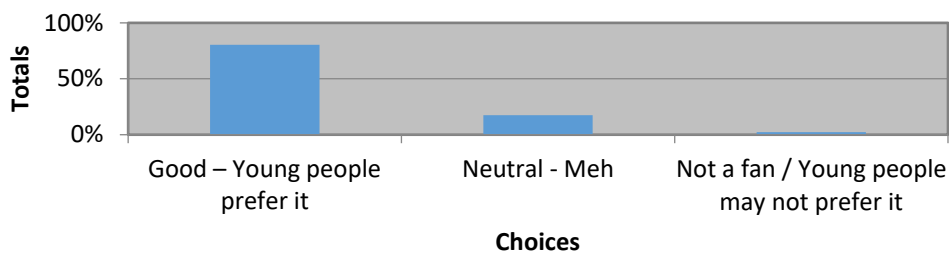
### In your Area, how would young people in A.A. like to hear from Alcoholics Anonymous/ the General Service Office (GSO)?



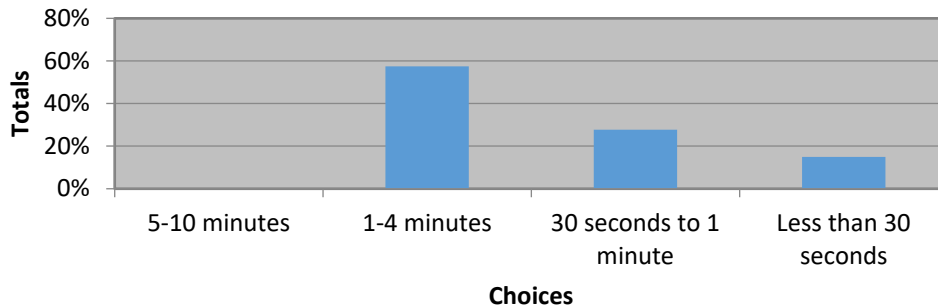
### Would young people who are A.A. members prefer:



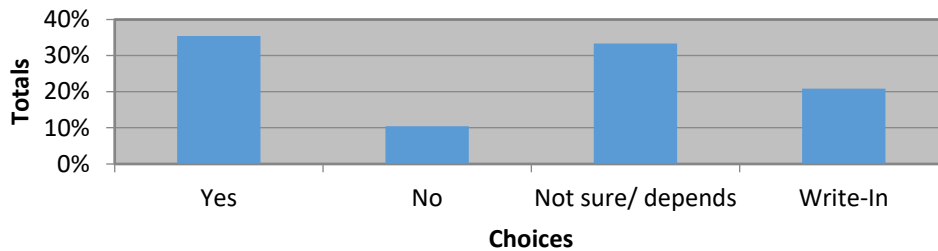
### What do young people think about shorter “bite-sized” or “snackable” content?



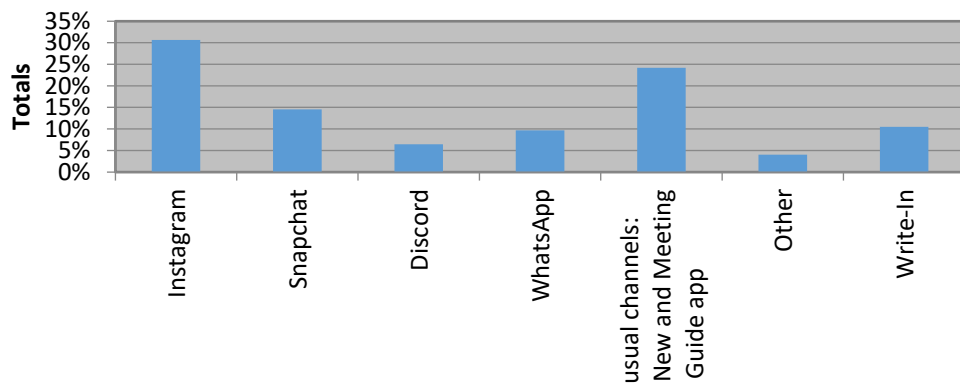
### How long should videos for Young People be?

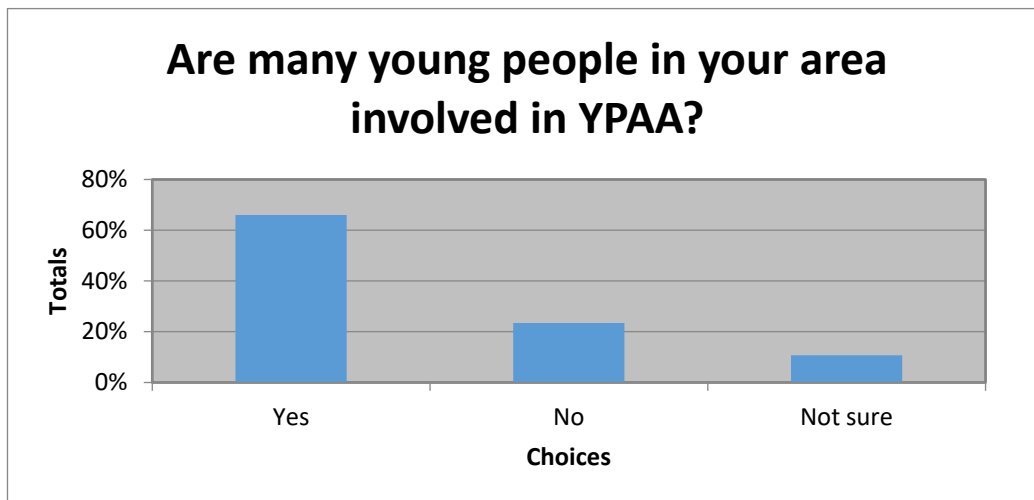
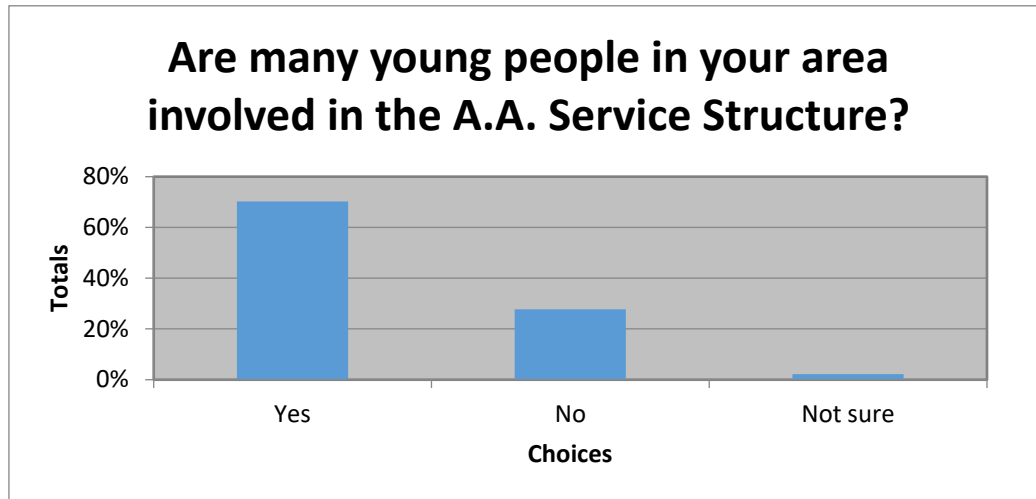


### Should communication with young people be more “informal” than other AA / General Service Office messages?



### What platforms or apps do you think GSO should use to communicate with Young People?





**How do you think Alcoholics Anonymous /GSO should communicate with young people who might need or want help with their drinking?**

(Summary of responses)

- Social media/ digital media
- Instagram, TikTok
- Meeting Guide app
- Intergroups, sponsorship, home groups, Twelve Step work and one-on-one conversations work best
- Short videos/ short text messages (many areas have had a positive response to new Young People videos)
- YP should be treated like everyone else. Don't talk down to them
- Use texting, memes and chat features on our websites
- Short printed material and literature that addresses young people
- Focus message more broadly on recovery and less emphasis on alcohol, since some young people use multiple substances
- Being careful with social media algorithms that might make people think AA is tracking them
- Signs on billboards, transit etc, add QR codes
- Bring more young people into service to help make decisions.
- Focus on asking young people to create content.
- Use plain and simple language/ brief language
- Create liaison positions for young people to carry the message to other young people
- Improve user interface on aa.org
- Focus on improving SEO, so AA pops up first when people search for help online

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## 2025 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. Also included here for informational purposes is service material

### Background:

#### Conference-approved P.I. literature

|          | English                                                                                                               | French                                                                                                                 | Spanish                                                                                                                 |
|----------|-----------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|
| <u>1</u> | <a href="#">A.A. At a Glance (F-1)</a><br>(Revised in 2024)                                                           | <a href="#">Aperçu sur les A.A.</a> (Révisé 2024 <b>but revised version not on aa.org</b> as of 11-7-24)               | <a href="#">A.A. de un Vistazo</a> (Revisada en 2024)                                                                   |
| <u>2</u> | <a href="#">A.A. Membership Survey (P-48)</a> (Revised in 2023)                                                       | <a href="#">Les Alcooliques Anonymes Sondage 2022 Sur Les Membres</a> (Révisé 2023)                                    | <a href="#">Alcoholicos Anonimos 2022 Encuesta de los miembros</a> (Revisada en 2023)                                   |
| <u>3</u> | <a href="#">Speaking at Meetings Outside of A.A. (P-40)</a><br>(Revised in 2024)                                      | <a href="#">Causeries à l'extérieur des A.A</a> (Révisé 2024 – <b>but revised version not on aa.org</b> as of 11-7-24) | <a href="#">Hablando en Reuniones no-A.A.</a> (Revisada en 2024 <b>but revised version not on aa.org</b> as of 11-7-24) |
| <u>4</u> | <a href="#">Understanding Anonymity (P-47)</a><br>(minor revisions in 2023)                                           | <a href="#">Le sens de l'anonymat</a> (Révisé 2022)                                                                    | <a href="#">Comprendiendo el Anonimato</a> (Revisada en 2022)                                                           |
| <u>5</u> | <a href="#">A Brief Guide to A.A. (P-42)</a> (revised in 2018)                                                        | <a href="#">Petit guide pratique sur les AA</a> (Révisé 2018)                                                          | <a href="#">Breve Guía a A.A.</a> (Revisada en 2018)                                                                    |
| <u>6</u> | <a href="#">Wallet Card "What Does Anonymity Mean to A.A.?" (M-22)</a><br>(Conference-approved -1971 Advisory Action) | Available in English only                                                                                              | Available in English only                                                                                               |

#### P.I. Service Material

|          | English                                                                                   | French                                      | Spanish                                    |
|----------|-------------------------------------------------------------------------------------------|---------------------------------------------|--------------------------------------------|
| <u>1</u> | <a href="#">PI Service Cards (Created in 2023, currently available for download only)</a> | <a href="#">« Cartes de Services d'IP »</a> | <a href="#">Tarjetas de servicio de IP</a> |

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## CONFIDENTIAL: 75th General Service Conference Background

|          |                                                                                                                              |                                                                       |                                                              |
|----------|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------|
| <u>2</u> | <a href="#">A.A. Guidelines on Public Information (MG-07)</a>                                                                | <a href="#">Ligne de conduite des AA sur les Information publique</a> | <a href="#">Guías de A.A. acerca de Información Pública</a>  |
| <u>3</u> | <a href="#">Anonymity and Digital Media (SMF-197) (GSO Staff revising)</a>                                                   | <a href="#">L'anonymat en Ligne et les Médias Numériques</a>          | <a href="#">El Anonimato en Línea y Los Medios Digitales</a> |
| <u>4</u> | <a href="#">A.A. Guidelines on Internet (MG-18) (GSO Staff revising)</a>                                                     | <a href="#">Ligne de conduite des AA sur L'Internet</a>               | <a href="#">Guías de A.A. acerca de Internet</a>             |
| <u>5</u> | <a href="#">Anonymity Statement Card (Announcement for reading at meetings open to the public) (F-20) (service material)</a> | <a href="#">Carte De L'Anonymat chez les AA (FF-20)</a>               | <a href="#">Tarjetas de Anonimato en A.A. (SF-20)</a>        |

### Non - P.I. Anonymity Service Pieces

| English                                                                                                                               | French                                                                     | Spanish                                                                              |
|---------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| <a href="#">“Anonymity in the Digital Age” placard (two sizes M-77 and M-78) (service material falls under AAWS – needs revision)</a> | <a href="#">L'anonymat à l'ère du numérique   Alcoholics Anonymous</a>     | <a href="#">El anonimato en la era digital   Alcoholics Anonymous</a>                |
| <a href="#">“Anonymity Statement” Tent fold Display Card for Groups” (M-61) (Conference-approved). (Last reviewed 1993)</a>           | <a href="#">Affichette Sur L'anonymat (FM-61) (tent fold display card)</a> | <a href="#">Tarjeta de Declaración de Anonimato (SM-61) (tent fold display card)</a> |

### PI Video (Service Material)

|                                           |                                                                   |                                                                |
|-------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------|
| <a href="#">Why Anonymous?</a> (PI Video) | <a href="#">Pourquoi l'anonymat ?</a> (In English with subtitles) | <a href="#">¿Por qué Anónimos?</a> (In English with subtitles) |
|-------------------------------------------|-------------------------------------------------------------------|----------------------------------------------------------------|

### Young People videos

#### 2024 videos:

- [Young and Sober in A.A.: It Could Save Your Life](#)
- [Young and Sober in A.A.: I Thought Drinking Made Me an Artist](#)

#### Previously produced young people videos

- [Young and Sober in A.A.: From Drinking to Recovery](#)
- [A Group of People Just Like Me](#)
- [Getting Sober Young in AA: Alcoholics Anonymous](#)
- [Young People's Animation Video](#)
- [25 and Under](#)
- [On the Beach](#)

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**Other PI-related Resources on aa.org:**

- [What is A.A.?](#)
- [Press and Media Page](#)
- [FAQs](#)
- [2022 Membership Survey page with infographics](#)
- [Public Information Committee page](#)

**Note:**

Another Anonymity resource is the [“Anonymity in Alcoholics Anonymous” song](#) (AAGV/LV - from ICYPAA – In English only, but you can set the closed captions to Spanish)

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**2025 Conference Committee on Public Information**

**ITEM N:** Review report of the 2024 Membership Survey Working Group.

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**Background Notes:**

*From a December 2, 2024 interim meeting of the trustees' Public Information Committee:*

The committee heard a verbal report from the chair of the Membership Survey Working Group. The committee reviewed the three documents that had been circulated: the final report of the 2024 Membership Survey Working Group, the final report from Dr. Alexandra Cooper on the findings from the 2023 Membership Survey Convenience Sample Pilot and a document from the Working Group that compared Membership Survey results from 2011-2022.

The committee discussed the final report of the Working Group, which included the following suggestions:

- That future membership surveys retain the data collection methodology based on a random sampling of groups.
- That the Membership Survey be conducted at five-year intervals, rather than three.
- That future membership survey planners consider the Fellowship as the primary audience for the survey results.
- That it should be a priority to communicate with Area Delegates about the Membership Survey data collection process.

The committee agreed to forward to the 2025 Conference Committee on Public Information the Final Report of the Membership Survey Working Group, the Final Report on the 2023 Membership Survey Convenience Sample Pilot from Dr Cooper and the report "Comparison of Membership Survey Data from 2011-2022."

*Excerpt from 2024 Additional Committee Considerations of the Conference Committee on Public Information:*

The committee reviewed the progress report on the A.A. Membership Survey Convenience Sample Pilot and looks forward to a report being brought back to the 2025 Conference Committee on Public Information. The committee requested that staff provide more clear and timely communications about Membership Survey processes that impact delegates and their areas.

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*Advisory Actions of the 73<sup>rd</sup> General Service Conference:*

It was recommended that the Membership Survey pamphlet be updated to reflect the findings from the 2022 Alcoholics Anonymous Membership Survey with minor editorial changes.

*Excerpt from 2023 Additional Committee Considerations of the Conference Committee on Public Information:*

The committee reviewed the report on the 2022 A.A. Membership Survey process and offered the following suggestions for improvement for future surveys.

- Provide the survey method process, including the timeframes and actions that delegates will need to perform, to the Conference Committee on Public Information each year that a triennial membership survey is requested to be considered.
- Encourage all the delegates who participated in this 2022 A.A. Membership Survey to complete the process evaluation to inform process improvements as needed.
- Design a pilot study to complete two surveys using convenience sampling, which focuses on gaining information from participants (the sample) who are “convenient” to access. These samples could be collected using the A.A. website, and the A.A. Meeting Guide app, and the same questions as the 2022 A.A. Membership Survey.

The goal is to examine any potential differences in data patterns across the three different collection methodologies, the traditional A.A. survey process and the two channels listed above. Ideally, collection of this type of data would follow the collection of the traditional A.A. Membership Survey data within 1-2 years from 2022, so that no portion becomes dated. The committee requested that the trustees’ Public Information Committee design a pilot study and that it be brought back to the 2024 Conference Committee on Public Information.

The committee reviewed the report titled “2022 A.A. Membership Survey Results Reporting” and agreed with the development of a dynamic A.A. web page to disseminate the complete results of the 2022 A.A. Membership Survey. The committee appreciates that each infographic developed to reflect the survey results is designed to be a part of a library of results and will be made available for use by A.A. members, the professional community, and the media. The committee liked the concept that local A.A. members

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and service committees will be able to share direct experience with GSO regarding how they are using these tools, via the web page “how are you using this information?” on aa.org.

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**Background:**

1. 2024 Report of the 2024 Membership Survey Working Group
2. Final Report of the 2023 Membership Survey Convenience Sample Pilot
3. Comparison of Membership Survey Data 2011-2014-2022

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### Report of the 2024 Membership Survey Working Group

In July 2024, the chair of the trustees' PI Committee, Robert L. invited Reilly K.(chair); Deb K.; Sister Judith Karam and Joyce S. to form a Membership Survey Working Group, to be supported by GSO staff member Misha Q.

The Working Group met twice virtually and subsequently shared suggestions and drafts via email.

At the first meeting, the Working Group reviewed the Comp, Scope and Procedure: *the scope of the Working Group is to review research related to the Membership Survey Pilot and develop a plan for the next Membership Survey*

The Working Group also reviewed the history and actions related to the Membership Survey (including the 2024 additional committee considerations from the Conference Committee on Public Information)

The Working Group reviewed the *Final report on the 2023 Membership Survey* provided by survey methodologist Dr. Alexandra Cooper (attached as background).

The Working Group also reviewed previous reporting related to the Membership Survey, including:

- Delegate evaluations of the 2022 Membership Survey process
- 2022 Analysis Report on the membership Survey
- 2022 Membership Survey Process Report
- Final report and recommendations from the 2020 Membership Survey Working Group
- 2020 Membership Survey Methodology Report (provided by survey methodologist Dr. Alexandra Cooper)
- 2020 TPIC Report on meeting with Dr Cooper
- 

The Working Group agreed to consider some preliminary questions:

1. How frequently should the Membership Survey be conducted? (historically, it has been every three years, with some gaps/ exceptions).

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2. What are the goals of the Membership Survey? What do we want to learn? Note: historically, the main goal of the Membership Survey was to provide information about A.A. to professionals. However, a recent (1/10/22) report from Dr. Cooper confirmed that professionals do not find the Membership Survey useful.
3. What survey methods make the most sense to meet the goals of the survey?
4. Do the survey questions need to be revised to help meet these goals? They noted: If survey questions are substantially changed, future efforts to track changes (trends) over time may prove difficult. Can we consider designing a new direction and pull the old data along in such a way that it retains a general idea of where we've been?
5. What information about the Fellowship would be useful for trusted servants and other members? What is the story we want to tell in the next pamphlet/webpage?

As a result of all of the above, the Membership Survey Working Group suggests that the Membership Survey be reconsidered and revised. More specifically, the Working Group suggests the adoption of a plan that includes the following:

### **1) Survey Methodology**

- A) Most importantly, the Working Group suggests that future Membership Surveys continue to utilize random sampling methodology. This has repeatedly been confirmed as the most scientifically sound method of collecting accurate data about the membership. This methodology, also known as “probability sampling”, is highly effective, efficient, and is best practice to sample a population to characterize it. Groups are selected randomly, without bias, with each group having an equal probability of being selected. Multiple reviews have confirmed that the percentage of groups selected yields an adequate sample size. Finally, our surveys correctly use stratification, where we sample a percent of groups from each area. This stratification ensures that areas with fewer groups are not left out and those with many do not dominate.

The random sample is based on a percentage of all groups listed with GSO from each Area.

It has been suggested that future Membership Survey planners could consider a revised methodology based on random samples of both groups

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and meetings but note that this would entail developing a significantly different methodology and process.

- B) The 2023 Convenience Sample Membership Survey Pilot analysis revealed that a convenience sampling method, using the Meeting Guide App and aa.org website, (in which individual members self-select and decide whether or not to participate) does not result in a representative snapshot of the Fellowship, and thus, should not be used for future Membership Surveys. However, there may be other uses for this method when a representative sample is not needed.
- C) Future Membership Survey planners should be aware that there is a need to consider subgroups of responders in the dataset (ie, members attending AA meetings in-person versus virtually), and are encouraged to work with a professional methodologist to ensure design and analysis methods to capture this. This is particularly important because our analysis has revealed that the members sampled in virtual online groups and those sampled from in-person groups are distinctly different: most notably, we found that more women, as well as more older members are attending virtual groups.

## **2) Survey Process with Area Delegates**

- A) Taking into consideration the results of the survey of Area Delegates about the 2022 Membership Survey process, as well as discussions of the trustees' Public Information Committee and the related Advisory Actions of 72<sup>nd</sup> General Service Conference, future Membership Survey planners may want to consider how to best communicate about the survey process. A sound communications plan might include:
  - (a) communications which emphasizes the importance of the random selection process to avoid bias and other errors. Better communication might help explain why it is important to have a consistent process across all 93 Areas.
  - (b) communication should also indicate any other significant recommendations made by the survey methodologist (for instance if over-sampling of some groups will be required, and why).
  - (c) a workshop or similar event for Area Delegates might be convened to provide space for-two way communication about the group selection

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process. This might also include an opportunity to discuss how Areas might work with GSO to update the list of groups registered in their Areas.

- (d) in 2022 some delegates indicated that the six-month time frame was too short; it might be useful to ask delegates how much time they think would ideal for conducting the survey.
- (e) A training video or webinar about administering the survey might also include suggestions for ways that the membership survey data collection process might be delegated (for instance by working with DCMs, which may be especially useful for geographically large Areas)
- (f) communication to Area Delegates, DCMs and groups should, whenever possible, indicate the timeline for administering surveys (in particular, the requirement that they be taken at the time of the meeting)

### **3) Survey Purpose – who is the survey for?**

- A) If a key audience for the survey is the Fellowship, what information does the Fellowship want/ need? This warrants further discussion early, so that survey content and design changes could be carefully considered well in advance of the next survey.

Note: some Area Delegates have indicated that they wished that the Membership Survey would detail the number of groups and/or the number of A.A. members there are in the U.S. and Canada. Others hoped they could gather this information about their own areas.

- B) We have been told that the Membership Survey, as currently designed and reported, is not a useful tool for Professionals. Future investigation may want to confirm this finding with CPC Professionals with close proximity to AA, and at the same time identify whether other membership survey data might be more useful to such professionals, journalists or other external audiences.
- C) Survey Questions – The Working Group suggests that future Membership Survey planners carefully consider the questions that will be asked, noting that some questions from past surveys may no longer provide useful or accurate information, while other may need some additional “set up” to gain A.A. member respondents’ trust or buy-in.

- D) Questions for the Conference Committee on Public Information:

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- (a) What additional questions/ topics, if any, should be considered for future surveys?
- (b) If there is a shift to make the Membership Survey more explicitly for A.A. members, what information would be most useful for the Fellowship?

#### **4) Survey Frequency**

- A) After a review of Membership Survey responses from 1968, 1971, 2004, 2007, 2011, 2014, and 2022 (with a particular focus on data from 2011, 2014 and 2022) it was clear that A.A.'s demographic characteristics are relatively stable over time (with the obvious exception of the changes wrought by the Covid-19 pandemic and the proliferation of virtual meetings). As a result, the Working Group suggests that a five-year survey interval be considered. If accepted, the next Membership Survey would be conducted in 2027. See "Membership Survey Comparison 2011-2014-2022" (attached).

#### **5) Lessons learned from the Convenience Sample Pilot**

- A) **About the survey** -The Membership Survey Convenience Sample Pilot was run for three weeks in November- December 2023. It included all the questions from the 2024 survey as well as a couple of additional questions about the respondent's home group. The purpose of a pilot study is to explore a new method or procedure.
- B) **What did we learn from the pilot?**
  - (a) There is a huge appetite for participating in these kinds of surveys. In this case, more than 32,000 individuals took part in the 2023 Membership Survey Convenience Sample pilot.
  - (b) Convenience sampling cannot replace random sampling for the Membership Survey. What we learned is that while similar groups of individuals responded to the two surveys, they are not precisely the same. We found for example, that those who are earlier in sobriety were less likely to participate in the Convenience Sample. As a result, a survey that relied on this methodology would undercount the numbers of newly sober members.
  - (c) There was robust engagement from the fellowship in responding to the surveys when they were posted. This reflects the true response to the 'convenience' methodology, where people are invited to the survey as a

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function of finding it in a setting where they naturally come (to Meeting Guide app or website), without external direction. A second step, where delegates were encouraged to notify their areas of the website link to the survey, resulted in an increase in participation. Together, these results show strong results in true convenience sampling without intervention, as well as enhanced engagement with communication from the area delegates.

**C) Other key takeaways:**

- (a) As the Working Group compared the data from the 2022 Membership Survey and the Convenience Sample, we found that there are two important differences between members who took the survey online and those who took it in person:
  - (i) Women and men responded to the convenience sample survey at close to equal rates. This reflects who responded, but not who attends what type of meeting.
  - (ii) Both men and women responding to the online convenience sample indicated a preference for in-person meetings.
  - (iii) Women are significantly more likely to be in online meetings. This was seen in reviewing the gender of people sampled in the triennial probability sample, (see table 16, Dr. Cooper Final report). Members surveyed in virtual meetings were more frequently female (59% female to 41% male), whereas members surveyed from in-person meetings were majority male (64% male to 35% female). This data shows who is actually in these settings, in contrast to who took the surveys or what preferences they endorsed.

Table 13: Gender of Members

| Gender of Members                                       | Online sample | Probability sample |
|---------------------------------------------------------|---------------|--------------------|
| Male                                                    | 47%           | 64%                |
| Female                                                  | 52%           | 35%                |
| Non-binary, neither, both, gender fluid, non-conforming | 1%            | 1%                 |

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Table 16: Triennial Survey Respondent Gender by Sub-Sample

| Triennial Survey Respondent Gender by Subsample         | In-person | Virtual |
|---------------------------------------------------------|-----------|---------|
| Male                                                    | 64%       | 41%     |
| Female                                                  | 35%       | 59%     |
| Non-binary, neither, both, gender fluid, non-conforming | 0%        | 1%      |

- (iv) Online meetings also attract more members who are older, more likely to be retired and those with long-term sobriety.

Table 4: Age of Membership

| Age of Membership | Online sample | Probability sample |
|-------------------|---------------|--------------------|
| under 21          | 0.3%          | 0.2%               |
| 21-30             | 3%            | 9%                 |
| 31-40             | 11%           | 16%                |
| 41-50             | 15%           | 20%                |
| 51-60             | 24%           | 25%                |
| 61-70             | 32%           | 19%                |
| 71+               | 15%           | 11%                |

- (v) As a result of these findings, future analysis and reporting (including future Membership Survey Pamphlets) should consider virtual meetings and in-person meetings separately.

#### D) Next Steps/ Other outstanding questions

As noted above, we recommend commencing planning for the next membership survey inclusive of the following considerations:

- Discussion of purpose/audience for the survey
- In light of this discussion, review of survey content, with caution that question revisions should be minimized in order to optimize the ability to consider results longitudinally (over-time).
- Careful consideration to supporting the area delegates in the data collection process through workshops and discussion.
- Consideration of questions that have been raised, such as surveying groups versus meetings, and counting members, to consider value and possible design impacts.

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- E) Website- infographics – for the 2022 Membership Survey, a decision was made to create a webpage with downloadable infographics that could be used by local A.A. members to create local resources they could use to communicate about A.A. in their areas.

Before repeating this effort for the next Membership Survey, it may be useful to ask trusted servants (especially in Public Information and Cooperation with the Professional Community roles) whether these infographics have been useful.

- F) Future Membership Survey planning should include a formal debrief about the survey results from the trustees' Public Information Committee to the Conference Committee.
- G) Future Membership Survey planning may want to consider how the survey might be used to address outstanding questions including:
- (a) How do we make sense of ongoing gendered differences in meeting attendance?
  - (b) Why has A.A. failed to make meaningful progress on attracting and retaining a more racially/ ethnically diverse Fellowship?
  - (c) The most recent survey indicated that the Fellowship is aging, and not attracting as many young members. How should we understand and respond to this shift?

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Review of the 2023 online A. A. Membership Survey Questionnaire and Results Reporting A Report to  
the Trustees Public Information Committee  
prepared by Alexandra Cooper, Ph.D. submitted October 25<sup>th</sup>, 2024

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## Executive Summary

This report responds to a request by the General Services Board (GSB) of Alcoholics Anonymous (A.A.), Inc. for an assessment of the online Convenience Sample Survey Pilot it introduced in 2023. With this new online survey, the organization sought to ascertain how similar or different data collected from an online sample (comprised of members who accessed the survey via a link on the A.A. Meeting Guide App, on the aa.org website, or through an email) are to those the organization has for many years collected using the scientific probability sample it employs to conduct its triennial survey, and to examine what it can learn from the data collected using this online survey. This report is based on its author's review of those data, informed by an understanding of the questionnaire employed for both surveys, as well as of the protocols used to compile and clean the data once they had been collected online.

The report notes that differences between the online and triennial survey data are generally small. However, there are key patterns in those differences that suggest that the online convenience sample may underrepresent a key subgroup of those A.A. serves. Specifically, newer and/or less invested members are fewer in number in the convenience sample than in the triennial sample. This omission seems problematic for A.A. because one way in which A.A. uses the survey data it collects is to identify, in A.A. parlance, 'who is and who is not in the rooms.' This may enable A.A. members to show prospective members that other people with experiences and attributes like their own are likely to be at meetings they might attend. Undercounting those most likely to need such a message – prospective members – would make the survey a less effective tool.

This report details the various measures and discrepancies between the two surveys results that reflect this undercount of new and/or less invested members. It then examines other data collected noting that on several measures there really are no differences or only negligible differences between the online survey sample and the triennial survey sample.

However, the report also notes that there is another big difference between the online survey results and the triennial survey results, the gender of respondents. Although the data from the 2022 triennial survey and past triennial surveys have consistently found the A.A. membership to be disproportionately male – typically with about two male respondents for every female respondent – the 2023 online survey sample reflects a very different gender balance, one very close to the same proportion as that of the adult population of the US and Canada.

Having identified this difference in gender ratios, the report explores whether differences in preferences between virtual and in-person environments might account for it. In the online survey data it finds relatively small differences by gender in terms of respondents' expressed preferences for virtual versus in-person meetings.

However, the report conducts a further exploration of possible gender differences by comparing the gender ratio of respondents to the in-person meeting 2022 triennial survey sample to that of respondents to the virtual meeting 2022 triennial survey sample. Here it uncovers a startling difference, namely that women comprise 59% of virtual meeting respondents but only 35% of in-person meeting respondents.

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Based on these comparisons between the online and triennial survey results, the report concludes with a discussion of the pros and cons of each of these two approaches to sampling and issues recommendations regarding their use, basically noting that there are important reasons to use the scientific sampling approach that

A.A. employs with its triennial survey, but that there may also be reasons to collect survey data using a convenience sample and an online questionnaire. A convenience sample lacks important features that are central to what A.A. seeks to achieve with its membership survey, but does have some features that may make it a useful supplement in the organization's data collection strategies.

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### 1. Overview

The General Services Board (GSB) of Alcoholics Anonymous, Inc. is exploring the use of an online survey tool using convenience sampling, piloted in 2023, as a straightforward and efficient means of collecting information from and about its members in order to be able to ensure that it has as much knowledge as practical to inform its structure and approach to communicating with and about and serving its membership. Online surveys, which can be distributed very readily and inexpensively, have become a common tool for collecting data but – to the extent that (as in this case) they do not employ probability sampling, it can be difficult to know what the data they are used to collect mean, beyond providing a snapshot of the individuals who responded to the survey. This is true because without a scientific probability sample, it is impossible to create accurate estimates reflecting the attributes and experiences of a larger population from the data provided by survey respondents.<sup>1</sup>

To explore the findings of this online survey pilot, I compared its results to those of the most recent iteration of the traditional triennial survey, conducted in 2023. Interestingly, despite the very different nature of these two samples, the results of the two surveys were quite similar across most dimensions. However, while the differences between the online and triennial survey findings are not large across most measures, some of the patterns in the data suggest that more established and longer-term members of A.A. may be overrepresented in the online survey data, while newer and less engaged members may be underrepresented. This discrepancy between the attributes of the online survey respondents and those who responded to the 2022 triennial survey suggests that relying exclusively on convenience sampling would likely undercount a key subset of A.A. members – those who are new to the organization and/or less connected to it. In addition, there is one key and substantively important exception to the general pattern of only modest differences, which appears for gender – women comprise a much larger proportion of the online survey respondents than they do for the triennial survey (52% versus 35%).

Below, I first discuss the measures through which the online survey data suggest that a subset of the A.A. membership may be less likely to respond to this sampling strategy. Next, I explore other differences and similarities between the 2022 Membership Survey and the 2023 Convenience Sample Pilot. The final difference I focus on is the difference in the gender distribution of respondents between the 2022 and 2023 survey data. This difference is so striking that I drill down into possible explanations, examining gender ratio differences between the 2022 in-person and virtual meeting subsamples for the triennial survey, and looking at other differences by gender in preference for and use of virtual meetings. Having explored these, I conclude with a call for further research, and recommendations regarding the use of both probability and convenience sampling.

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<sup>1</sup> As described in Section 5 of the report I provided to the Trustees Public Information Committee on January 9th, 2020, contemporary scientific sampling is probability-based. Such sampling is conceptually straightforward and guided by mathematical principles that make it possible to generate

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estimates for a large population from a fairly small sample. Importantly, the precision (or more accurately, imprecision) of the estimates developed from surveys administered to probability samples can itself be precisely quantified, so that based on the sample size and the population size, we can know approximately what the data show us, and can know exactly how close “approximately” is – or is not – likely to be to the true population values. This precision is true only for probability samples, other – often easier to employ – sampling techniques such as quota samples (which seek to craft a sample that “looks like” the population of interest on key variables, such as gender, age, race, and ethnicity) and convenience samples (which typically cast a wide net and invite a diverse range of individuals to reply to a survey) do not provide this accuracy. Non-probability samples offer useful information about the individuals who provided the data they contain, but do not make it possible to generalize reliably from that sample to a larger population.

### 2. Differences between Online and Probability Survey Respondents and Their Relationship to A.A.

Although the differences in responses to the two surveys are generally small, key differences in five measures – the duration of respondents’ membership, the length of their sobriety, the frequency with which they attend meetings, their age, and their employment status – all reveal ways in which the online survey sample respondents differ consistently from the probability sample employed for the triennial survey. These differences consistently suggest that online respondents have stronger and longer connections to A.A. – they have been members longer, stayed sober longer, attend meetings more frequently, and are older. They are also more likely to be retired, a difference that doesn’t reflect the difference in their relationship with A.A. but that presumably facilitates greater participation and a stronger relationship. Tables 1 through 5, below, show the details of each of these measures in turn, with key differences highlighted in yellow.

Table 1: Length of Membership

| When did you first come to A.A.? | Online sample | Probability sample |
|----------------------------------|---------------|--------------------|
| less than a year                 | 8%            | 13%                |
| 1-5 years                        | 16%           | 15%                |
| 11-20 years                      | 12%           | 12%                |
| 6-10 years                       | 19%           | 19%                |
| 20 or more years                 | 45%           | 41%                |

Table 2: Duration of Sobriety

| When did you have your last drink? | Online sample | Probability sample |
|------------------------------------|---------------|--------------------|
| less than a year                   | 14%           | 23%                |
| 1-5 years                          | 21%           | 20%                |
| 6-10 years                         | 13%           | 13%                |
| 11-20 years                        | 17%           | 16%                |
| 20 or more years                   | 35%           | 28%                |

Table 3: Frequency of meeting attendance

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| Average weekly meeting attendance | Online sample | Probability sample |
|-----------------------------------|---------------|--------------------|
| average attendance                | 4             | 2                  |

Table 4: Age of Membership

| Age of Membership | Online sample | Probability sample |
|-------------------|---------------|--------------------|
| under 21          | 0.3%          | 0.2%               |
| 21-30             | 3%            | 9%                 |
| 31-40             | 11%           | 16%                |
| 41-50             | 15%           | 20%                |
| 51-60             | 24%           | 25%                |
| 61-70             | 32%           | 19%                |
| 71+               | 15%           | 11%                |

Table 5: Employment Status

| Employment                                 | Online sample | Probability sample |
|--------------------------------------------|---------------|--------------------|
| Employed full time                         | 48%           | 51%                |
| Employed part time                         | 9%            | 10%                |
| Unemployed and looking for work            | 3%            | 4%                 |
| Unemployed, not currently looking for work | 1%            | 2%                 |
| Not working due to disability              | 4%            | 4%                 |
| Student                                    | 1%            | 1%                 |
| Retired                                    | 32%           | 27%                |
| Homemaker or stay-at-home parent           | 2%            | 1%                 |

None of these differences is huge, but taken together they show that newer and younger members of A.A. and those possibly less invested in their identity as members of A.A. or in participating in A.A. are less likely to have responded to the online survey than is true for members of the same groups in the triennial survey. These newer, less connected members may be less likely to access information about A.A. online through the Meeting Guide App or the aa.org website, and thus not as likely to have seen the invitation to take the survey, or they may use A.A.'s online tools just as much but be less inclined than are longer-term or more invested members to click through to a survey they see on those sites. It is impossible to know for sure, but their underrepresentation suggests that relying on a convenience sample may result in undercounting a key group of members.

Undercounting them may make the organization seem less welcoming or less relevant to prospective members, an outcome that is surely inconsistent with A.A.'s objectives.

### 3. Further Differences that May Relate to Respondents' Relationship to A.A.

In addition to the differences highlighted above, online survey respondents' answers to several other

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questions also hint at differences between them and the probability survey respondents. These include first their links to sponsorship and home groups, and also the way in which their use of health care, treatment, and/or counseling do or do not relate to their membership in A.A. Looking first at sponsorship and home groups, although the differences are very small – no more than a 3% difference between the 2 samples – online respondents are consistently more likely to report that they have these types of connections – more likely to have a sponsor, to have connected with a sponsor promptly, and more likely to belong to a home group. In contrast, turning to health care and treatment, online respondents are less likely to report that their doctors referred them to A.A., perhaps implying that it is something they sought out more independently (and perhaps more eagerly), and similarly less likely to report that they used or are using additional help – treatment or counseling – or have found it helpful in finding A.A. or achieving sobriety (it may be that older members would be less likely to have been referred by a treatment professional, because widespread access to treatment may be more available today). However, online respondents are more likely to report that their doctors know about their A.A. membership, consistent with it being something they are committed to and willing to speak about. Tables 6 through 8, below, show the details of respondents' answers to these items across both samples.

Table 6: Sponsorship and Home Groups

| Sponsorship and Home Groups | Online sample | Probability sample |
|-----------------------------|---------------|--------------------|
| got sponsor within 90 days  | 76%           | 73%                |
| have sponsor now            | 83%           | 81%                |
| belong to home group        | 91%           | 89%                |

Table 7: Relationship with Health Care Professionals

| Relationship with Health Care Professionals                   | Online sample | Probability sample |
|---------------------------------------------------------------|---------------|--------------------|
| referred to A.A. by counselor, mental or medical professional | 47%           | 53%                |
| members' doctors know they are in A.A.                        | 81%           | 77%                |

Table 8: Use of Additional Help

| Additional Help                                                                    | Online sample | Probability sample |
|------------------------------------------------------------------------------------|---------------|--------------------|
| received treatment or counseling before coming to A.A.                             | 55%           | 60%                |
| % of those receiving treatment who said it played role in directing them to A.A.   | 73%           | 79%                |
| received treatment or counseling after coming to A.A.                              | 54%           | 56%                |
| % of those receiving treatment who said it played role in recovery from alcoholism | 82%           | 86%                |

### 4. Additional Differences between the Online and Triennial Samples

In addition to the differences discussed above, there are a few other measures where differences between the two samples arise, although the implications of these differences are less clear. They include the factors shaping respondents' decision to attend their first meeting, members' preferences for in-person versus virtual meetings, their relationship status, and their racial and ethnic identities.

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Below, I look at each of these in turn.

Looking at the factors that influenced respondents' decision to attend their first meeting, although the question wording in both surveys invited respondents to provide up to two answers, online respondents were more likely to select just one option (60%, versus just 37% of respondents sampled in the 2022 triennial survey), and thus, are slightly less likely to name many of the influences listed – indeed, there is no influence they are *more* likely to name than triennial respondents. And of the influences respondents do name, a few differences stand out – in particular, members who responded online are noticeably less likely to name family or the judicial system. Table 9 shows these responses.

Table 9: What Brings Members to A.A.?

| What brings members to A.A.?            | Online sample | Probability sample |
|-----------------------------------------|---------------|--------------------|
| A.A. member                             | 36%           | 38%                |
| On my own                               | 28%           | 30%                |
| Treatment facility                      | 26%           | 29%                |
| Family                                  | 19%           | 25%                |
| Counselor or mental health professional | 11%           | 12%                |
| Judicial system                         | 6%            | 11%                |
| Medical professional                    | 3%            | 4%                 |
| Employer or fellow worker               | 3%            | 3%                 |
| non-A.A. friend or neighbor             | 2%            | 3%                 |
| Alanon or Alateen                       | 2%            | 1%                 |
| A.A. literature                         | 2%            | 2%                 |
| Newspaper, magazine, radio, or TV       | 1%            | 1%                 |
| Internet or social media                | 1%            | 1%                 |
| Member of clergy                        | 1%            | 1%                 |
| Other                                   | 1%            | 2%                 |

Online and triennial survey respondents also differ in their attendance at and preference for virtual meetings, a difference that is not surprising. Respondents to the online survey are noticeably more likely to have attended virtual meetings, and also more likely to express a preference for virtual meetings – and less likely to express a preference for in-person meetings. Individuals responding to an online survey clearly have access to and comfort with using online tools, so this difference may explain the greater preference of online respondents for virtual meetings. It is also possible that individuals with a longer relationship with A.A., which as we have seen the online survey respondents have may be more likely to know of virtual meetings. Still, it merits noting that large majorities of both samples – 71% of online and 79% of probability – report that they prefer in-person meetings. Table 10 shows these differences.

Table 10: In-person and Virtual Meetings

| Types of Meetings                           | Online sample | Probability sample |
|---------------------------------------------|---------------|--------------------|
| have attended virtually                     | 88%           | 75%                |
| like in-person and virtual meetings equally | 24%           | 19%                |
| prefer in-person                            | 71%           | 79%                |
| prefer virtual                              | 6%            | 2%                 |

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Another metric where some differences arise is in relationship status, where online survey respondents are more likely to report being married or having a life partner, while triennial survey respondents are more likely to report being partnered, in a relationship, or engaged. The reasons for and the implications of these differences are unclear, although they may reflect in part the different ages of the two groups with respondents more likely to have gotten married or formed a life partnership as they get older. Table 11 provides the details of the data on relationship status.

Table 11: Relationship Status

| Relationship Status of Members        | Online sample | Probability sample |
|---------------------------------------|---------------|--------------------|
| Divorced                              | 21%           | 23%                |
| Married or Life partner               | 53%           | 43%                |
| Prefer to describe                    | 2%            | 1%                 |
| Separated                             | 2%            | 4%                 |
| Partnered, in a Relationship, Engaged | 16%           | 24%                |
| Widowed                               | 5%            | 5%                 |

A final metric with differences between the two samples that are only very few and very small is racial and ethnic identity of the membership. Here, the two samples look almost identical, with the only noticeable differences being slightly fewer members among the online sample identifying as Hispanic, Latino, or Spanish origin and slightly more identifying as White or as Multi-racial. Table 12 provides details.

Table 12: Racial and Ethnic Identification of Members

| Composition of Membership                                                        | Online sample | Probability sample |
|----------------------------------------------------------------------------------|---------------|--------------------|
| Asian                                                                            | 1%            | 1%                 |
| Black, African American, or African Canadian                                     | 3%            | 4%                 |
| Hispanic, Latino, or Spanish origin                                              | 4%            | 7%                 |
| Native American, Alaska Native, First Nations, Indigenous, Metis or Inuk (Inuit) | 1%            | 3%                 |
| Pacific Islander or Hawaiian Native                                              | 0.1%          | 0.3%               |
| White, Caucasian, or European American                                           | 90%           | 88%                |
| Multi-racial                                                                     | 4%            | 0.3%               |
| Other                                                                            | 1%            | 1%                 |

Though the differences in this section of the report are small and seem largely unimportant, there is one measure where the difference between the two samples is strikingly large, that of gender; I turn to that next.

## 5. Differences in the Gender Ratio of the Online and Triennial Samples

Up until this point the size of the differences between the two samples have largely been small, even though collectively a subset of them suggest key substantive differences between the two samples in their connectedness to A.A. Yet of all the data collected across these two groups, one variable jumps out as very different. On gender, slightly more than half of respondents to the online survey are female. This is surprising because it is so different from the pattern typically found in the triennial survey where roughly two-thirds of respondents are male, yet this ratio's proximity to the general population is consistent with the general understanding that alcoholism does not discriminate on the basis of gender. Table 13 shows the gender differences across the two samples.

**Table 13: Gender of Members**

| <b>Gender of Members</b>                                       | <b>Online sample</b> | <b>Probability sample</b> |
|----------------------------------------------------------------|----------------------|---------------------------|
| <b>Male</b>                                                    | 47%                  | 64%                       |
| <b>Female</b>                                                  | 52%                  | 35%                       |
| <b>Non-binary, neither, both, gender fluid, non-conforming</b> | 1%                   | 1%                        |

The implications of the very different gender ratio in the online survey sample is difficult to interpret because unfortunately, the non-scientific nature of the sample makes it impossible to know – beyond the fact that the data represent those who responded to the survey – how these data might reflect the target population more generally. We do know that women are generally more likely to respond to surveys, particularly online and mail surveys than are men (see e.g. Green, 1996: 176; Becker & Glauser, 2018), so this may contribute to the difference. It is also possible to imagine that when the triennial survey is administered to members at in-person meetings, more women than men feel they must leave the meeting immediately upon its conclusion – without completing the survey – because of factors such as childcare. Still, neither of these possible explanations seems adequate to fully explain the large difference between these two samples.

Perhaps women in A.A. prefer to participate via online modes (perhaps because of scheduling difficulties related to childcare, or to avoid harassment at or around in-person meetings). To explore this possibility, I ran two cross-tabulations, one looking at gender differences in whether respondents to the online survey had ever attended a virtual meeting and the other looking at meeting type preferences by gender. Tables 14 and 15 contain the results, and show that there are no differences whatsoever between males and females on these dimensions. There are differences for members whose gender identity is Non-binary, Neither, Both, Gender Fluid, or Non-conforming, perhaps reflecting a greater comfort (or reduced fear of harassment) among members with these identities in virtual settings, but this group comprises only 1% of A.A., as measured both by the online and the triennial survey.

**Table 14: Member Gender and Preferred Meeting Type among Online Survey Respondents**

| <b>Gender of Members by Meeting Type Preference</b> | <b>In-person</b> | <b>Virtual</b> | <b>Both equally</b> |
|-----------------------------------------------------|------------------|----------------|---------------------|
| <b>Male</b>                                         | 72%              | 6%             | 23%                 |

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|                                                         |     |    |     |
|---------------------------------------------------------|-----|----|-----|
| Female                                                  | 70% | 6% | 25% |
| Non-binary, neither, both, gender fluid, non-conforming | 69% | 8% | 22% |

Table 15: Member Gender and Meeting Type Attendance among Online Survey Respondents

| Gender of Members by Have Attended Virtual Meeting      | No  | Yes |
|---------------------------------------------------------|-----|-----|
| Male                                                    | 12% | 88% |
| Female                                                  | 12% | 88% |
| Non-binary, neither, both, gender fluid, non-conforming | 3%  | 97% |

Having uncovered no differences in virtual meeting attendance or preference between male and female online survey respondents, I also examined differences within the triennial survey sample, which was in 2022 comprised for the first time of two subsamples, the traditional in-person meeting sample and an additional sample of members sampled in attendance at virtual meetings registered with the General Service Office. The report generated from the 2022 triennial survey data did not distinguish between these two subsamples but instead aggregated them, so exploring differences between them seemed a worthwhile task. Here, the differences are striking and even more pronounced than for the online sample. Fully 59% of respondents in virtual meetings were female, as compared to only 35% of in-person meeting respondents. This finding is particularly striking given that online survey respondents do not express a difference in meeting type preference by gender. Table 16 contains the detailed data for this comparison.

Table 16: Triennial Survey Respondent Gender by Sub-Sample

| Triennial Survey Respondent Gender by Subsample         | In-person | Virtual |
|---------------------------------------------------------|-----------|---------|
| Male                                                    | 64%       | 41%     |
| Female                                                  | 35%       | 59%     |
| Non-binary, neither, both, gender fluid, non-conforming | 0%        | 1%      |

To further examine differences in in-person and virtual meeting respondents to the triennial survey, I examined their meeting preferences broken down by gender across these two subsamples. Clear differences emerged – though women responding in person are not more likely to indicate a preference for virtual meetings, they are somewhat *less* likely than men to prefer in-person, instead reporting a moderate preference for “both equally” relative to male respondents (19% of women versus 10% of men). In contrast, the virtual meeting subsample members show noticeable more marked gender differences, with fully 22% of women preferring virtual meetings (compared to 9% of men) and only 40% of women preferring in-person (compared to 58% of men). As before, members who identify as Non-binary, Neither, Both, Gender Fluid, or Non-conforming are more likely than men to prefer virtual meetings, but here are actually slightly less likely among the virtual meeting subsample to prefer virtual meetings, as compared to women. Table 17 provides the detailed proportions for each subgroup. Note that the differences reflected in Tables 16 and 17

reflect data collected with the maximum scientific rigor; probability sampling increases the likelihood that the observed differences reflect the actual preferences and behavior of the membership.

**Table 17: Triennial Survey Respondent Gender and Meeting Preference by Sub-Sample**

| <b>Triennial Survey Respondent Gender and Meeting Preference by Subsample</b> | <b>In-person subsample</b> |                  |                | <b>Virtual subsample</b> |                  |                |
|-------------------------------------------------------------------------------|----------------------------|------------------|----------------|--------------------------|------------------|----------------|
|                                                                               | <b>Both equally</b>        | <b>In-person</b> | <b>Virtual</b> | <b>Both equally</b>      | <b>In-person</b> | <b>Virtual</b> |
| <b>Male</b>                                                                   | 10%                        | 89%              | 1%             | 33%                      | 58%              | 9%             |
| <b>Female</b>                                                                 | 19%                        | 80%              | 1%             | 38%                      | 40%              | 22%            |
| <b>Non-binary, neither, both, gender fluid, non-conforming</b>                | 27%                        | 71%              | 2%             | 50%                      | 30%              | 20%            |

Further exploring differences between the two subsamples that comprise the triennial survey data is beyond the scope of this report. However, this newly uncovered gender difference – and the differences in meeting preferences that link to gender differences among the triennial survey respondents – suggests that doing so would be worthwhile.

## 6. Concluding Reflections

A.A. warrants praise for its efforts to understand its membership and to share aggregated information about that membership in ways that increase awareness and understanding of the organization, and that contribute to its goal of “carrying the A.A. message.” Its triennial survey is a long-standing project that employs a number of best practices in its methodology and has long been used to communicate information about the organization with members, prospective members, professionals and others who may interact with still-suffering alcoholics who might benefit from joining A.A. It is also an important source of information for current members to know about the stable or changing elements of its members. The organization's recent pilot of an online survey relying on a convenience sample reflects an appropriate and timely exploration of a newer and now widely used strategy commonly used to collect information.

Unfortunately, their time- and cost-efficient nature notwithstanding, convenience samples are often problematic. Because it is not possible to generate accurate estimates of a larger population from a convenience sample in the way that it is for a probability sample, the uses of data collected through convenience sampling are limited. As the above report details, comparing the recent convenience sample survey data with those collected through the 2022 triennial survey suggests that relying on the convenience sample could result in undercounting newer members and those less connected to A.A., a shortcoming that misses or undercounts an essential portion of the A.A. membership.

On the other hand, this pilot convenience sample did uncover one striking difference between the gender difference in its data and that in the triennial survey. While the causes and meanings of this difference are unclear and relying on the convenience sample to illustrate the attributes of A.A.'s membership is ill-advised, this surprising finding did prompt further exploration of the data, including the differences between the subsamples that comprise the triennial survey data, thereby uncovering important information, most notably illustrated in findings related to gender.

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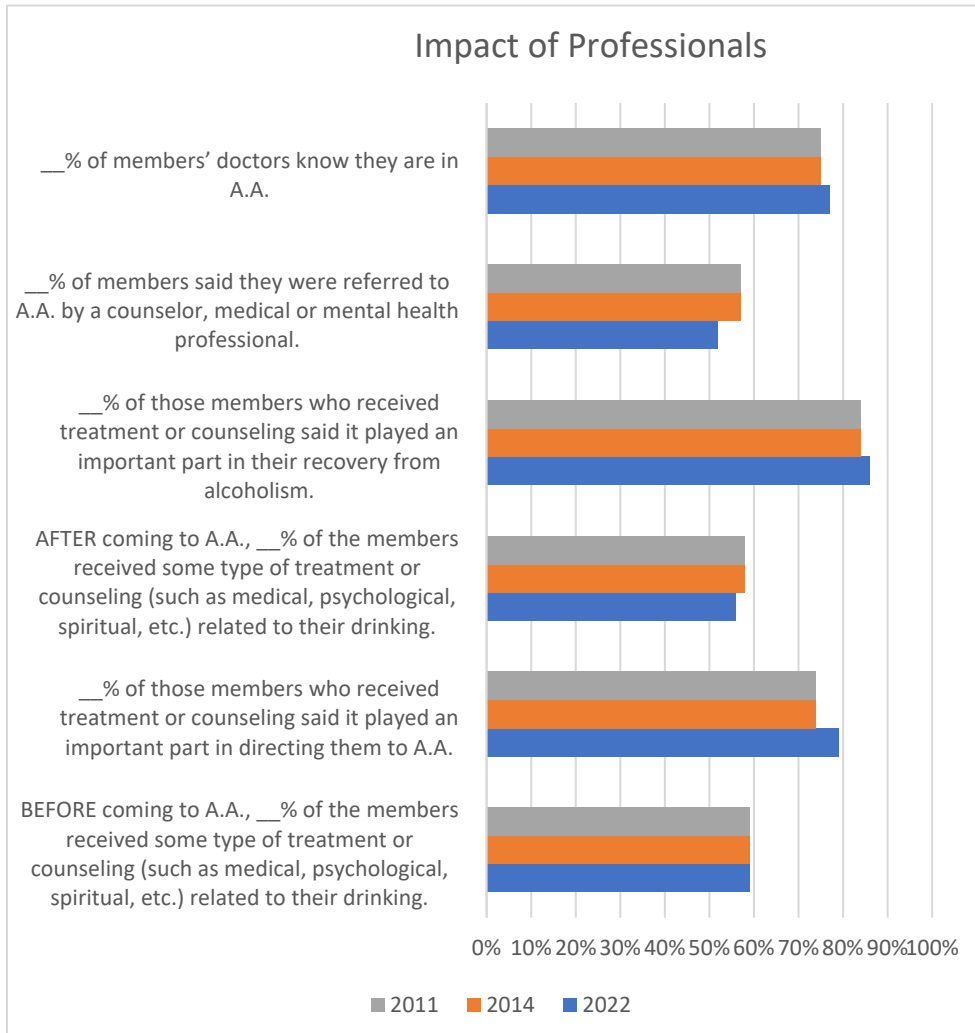
It also merits acknowledging that while filling out a questionnaire can be inconvenient and annoying, many people justifiably like having a sense that they are known and their attributes and experiences counted. Ironically, although scientific probability samples are the best strategy for achieving this because of the ways in which they make accurate generalization to a large population from a remarkably small sample possible, people often feel that such surveys cannot be accurate because they themselves were not included in the sample (and likely do not personally know anyone who was). For this reason, convenience samples can be useful by allowing those who want to participate to do so. Such surveys can also provide valuable opportunities to pilot new questions or to tweak wording on existing questions using so called A/B tests that use random assignment *within* the convenience sample to examine, scientifically, the impacts of such changes. Given these positives and the low costs associated with convenience samples and online surveys, employing them may increase members' sense of connection to, and confidence in, A.A. and may therefore well be worth doing provided that the purposes of such surveys is stated explicitly to avoid confusion.

Recognizing the value that understanding and being able to describe its membership accurately provides to A.A. and those interested in the organization's work, I hope that this report proves useful. As it considers the findings and recommendations the report contains, the GSB will need to consider their implications and may want to consider further analyses, for example between the two subsamples collected for the 2022 triennial survey. If I can provide useful insights into next steps, or into the report itself, I would be pleased to have the opportunity to meet with you to do so.

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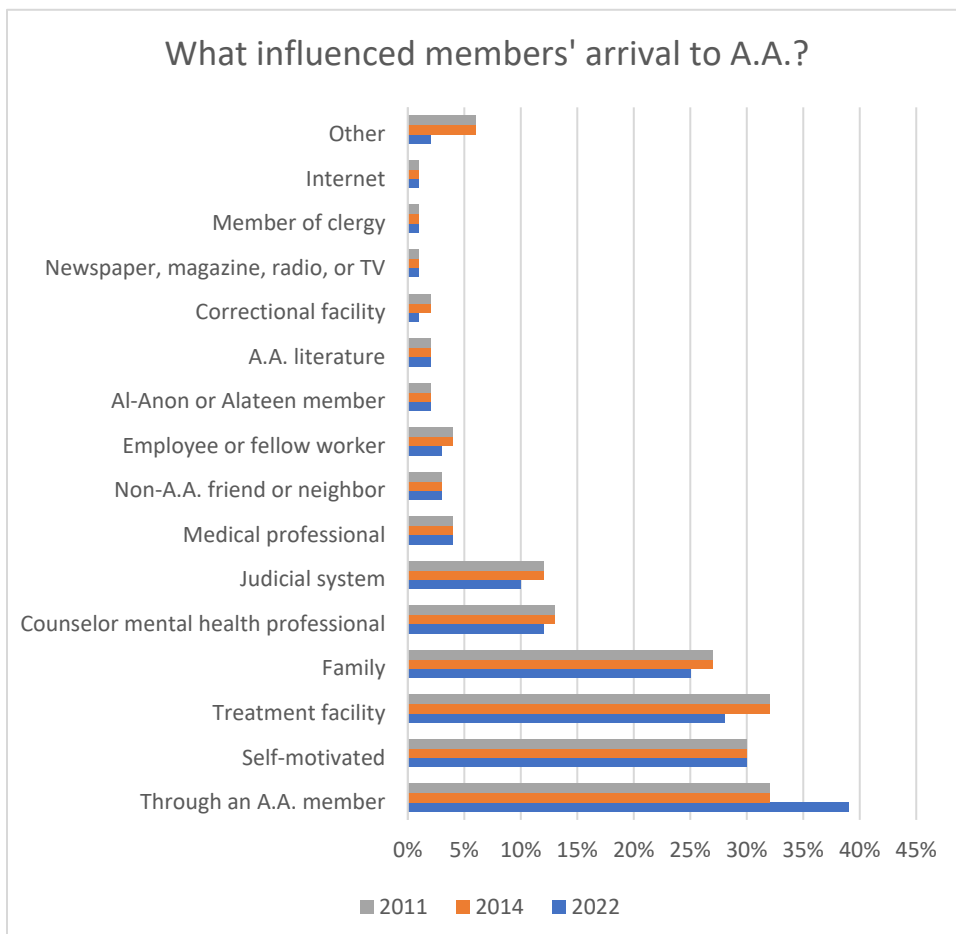
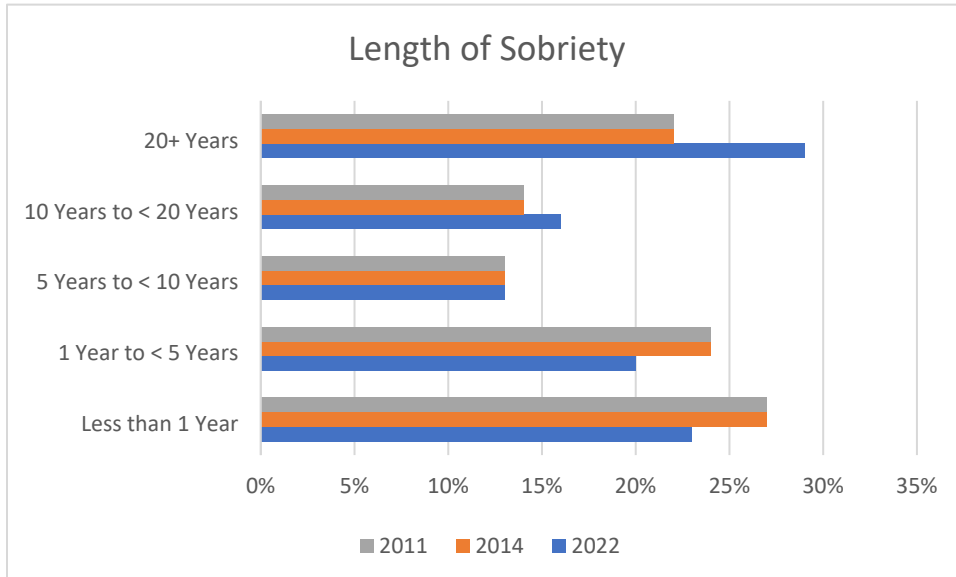
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## Comparison of Membership Survey Data 2011-2014-2022

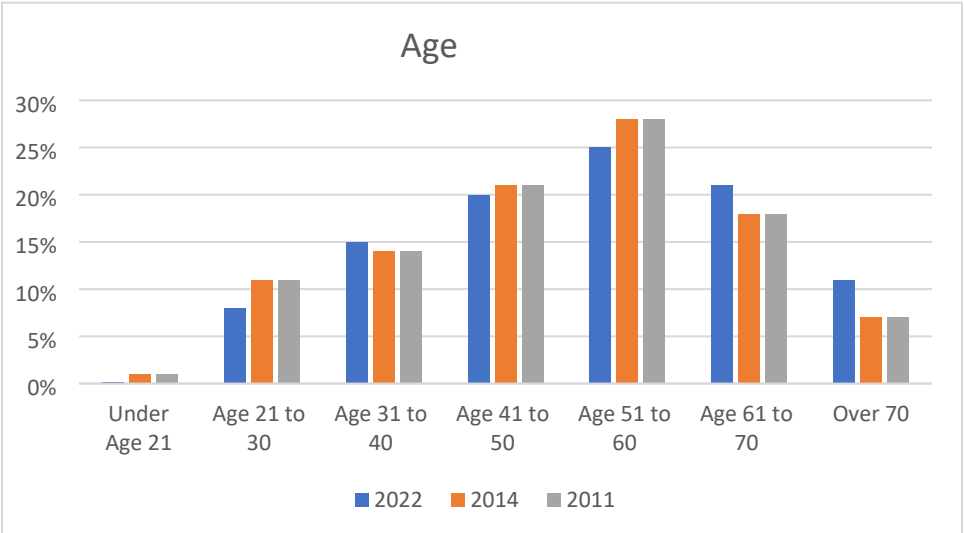
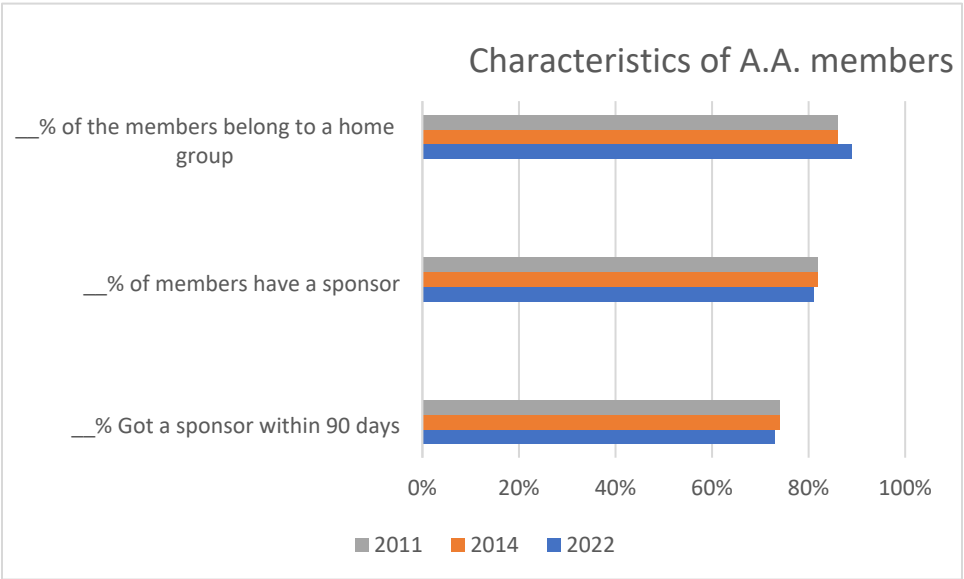


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## CONFIDENTIAL: 75th General Service Conference Background

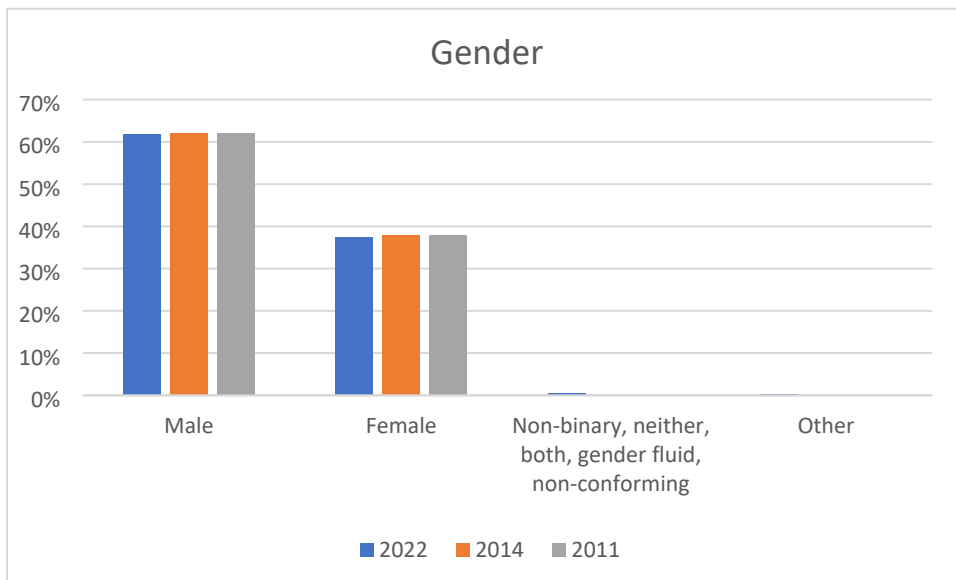
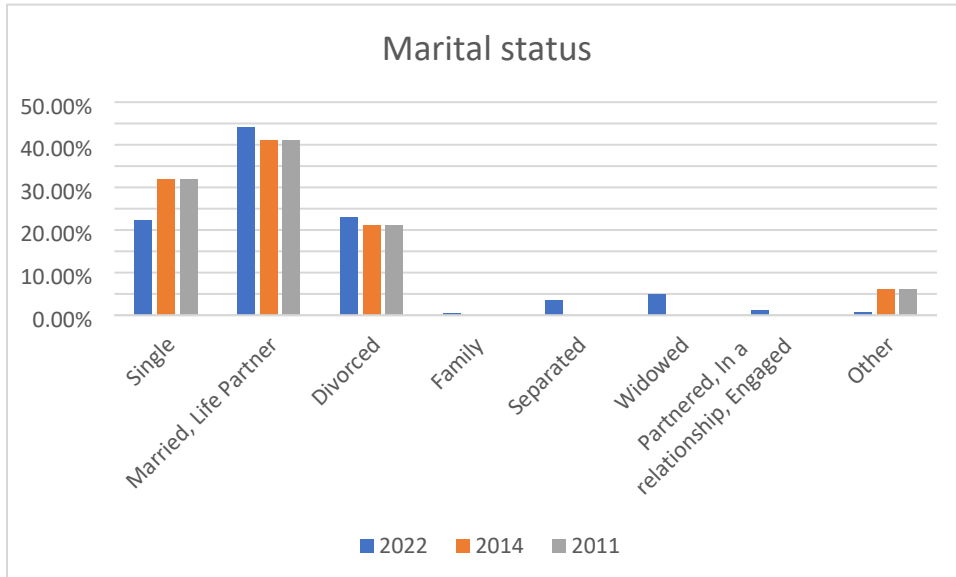


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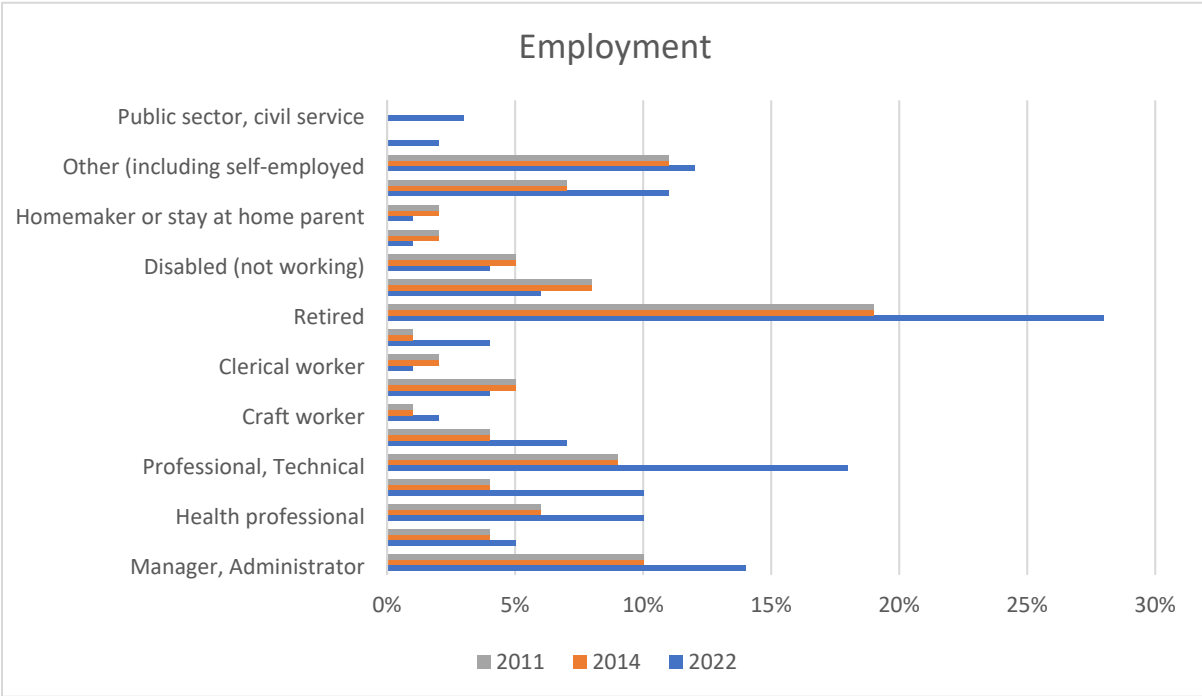
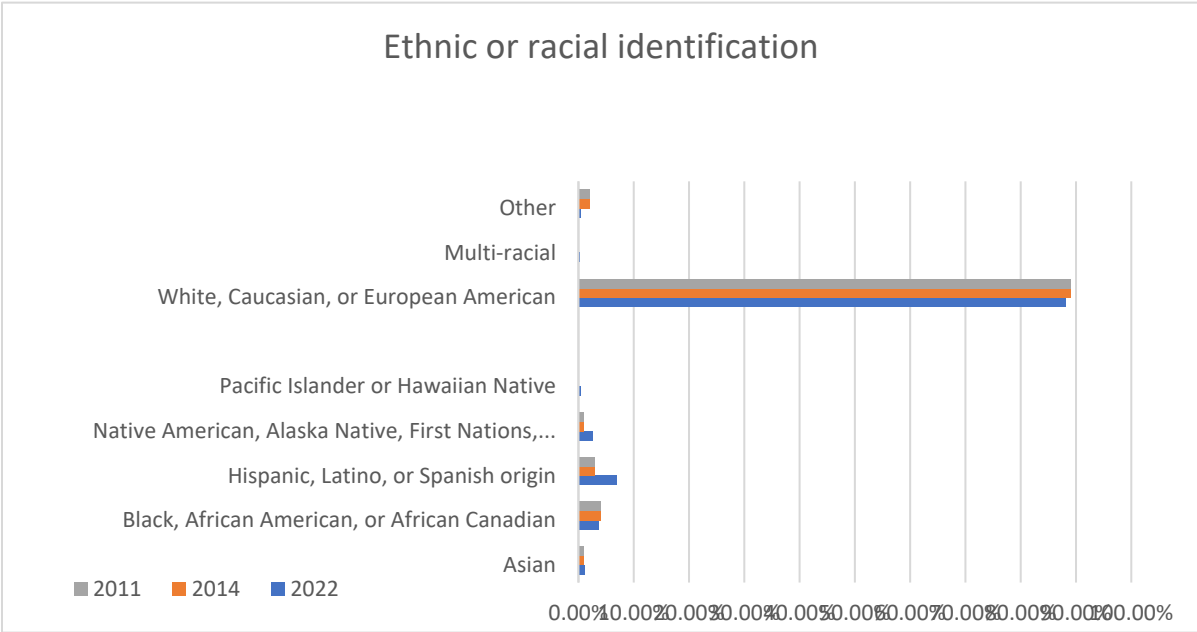
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## 2025 Conference Committee on Public Information

### ITEM O: Review progress report on the Young People's Video project

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#### Background notes:

*From the February 1, 2025 meeting of the trustees' Public Information Committee:*

The committee accepted the report on the Young People's Video project and expressed appreciation for the ongoing work, especially efforts to create videos in French and Spanish. The committee reviewed previous discussions by the trustees' Public Information Committee about the 2024 Additional Committee Considerations related to Young People videos from the Conference Committee on Public Information. The committee looks forward to a progress report at the August 2025 meeting.

*From the November 2, 2024 meeting of the trustees' Public Information Committee:*

The staff secretary reported that work on five new young people videos is ongoing. The staff secretary also reported that fifteen new "user-generated" young people videos have been submitted by members of the Fellowship and that it might be useful to develop a new process for evaluating them. The committee asked the staff secretary to draft suggestions for such a process. The committee accepted the report on the Young People video project and looks forward to a progress report at the February 2025 meeting.

*Advisory Action of the 74<sup>th</sup> General Service Conference:*

It was recommended that:

The 18 interviews recorded to date as part of the project<sup>1</sup> be approved, giving the General Service Office (GSO) the latitude to edit and distribute the videos in the style of "I Thought Drinking Made Me an Artist (working title)" and "The World Has Color Now (working title)." The videos can be produced in various formats and made available on our communication channel platforms. The committee requested that an update report be provided to the 2025 Conference Committee on Public Information.

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

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<sup>1</sup> Young Peoples Video Project.

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The committee suggested that efforts to collect user-generated young people videos be permanently suspended and that the web page and portal for these submissions be taken down.

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**Background:**

1. Progress Report on Young People's Video Project

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### Report on Young People's Video Project

In response to the 2024 Advisory Action, five additional videos were selected for post-production with our external vendor.

Among these, one video is in French and one is in Spanish. Four of the five have been completed, and the fifth is in progress.

Because most of the video interviews were conducted in English, the staff secretary has asked the Communication Services Department to consider various methods for providing French and Spanish translations of the video transcripts on aa.org.

In July 2024, the Public Information Coordinator received 30 additional young people videos from the Fellowship. At the November 2024, the trustees' PI Committee asked the staff secretary to develop a process for reviewing these.

To facilitate communications with young people and to better share these videos, the Communication Services Department has agreed to create a dedicated page for young people on aa.org. Planning is underway and we anticipate that the page will be live later in 2025.

Plans are also underway for recording additional young people videos at the International Convention in Vancouver, with a focus on gathering additional stories from Francophone and Hispanophone young members.

1. "New" young people videos
  - a. Rock Bottom Was Made of Sand (English)
  - b. The More I Drank, the Worse Everything Got (English)
  - c. Tenía Mucho Miedo Pedir Ayuda – I was very afraid to ask for help (Spanish)
  - d. Est-ce que tu es tanné de souffrir? – Are you tired of suffering? (French)
  - e. [I Thought Drinking Made Me an Artist](#)
  - f. [It Could Save Your Life](#)
2. "Older" young people videos
  - a. [A Group of People Just Like Me](#)
  - b. [Alcoholics Anonymous: Getting Sober Young in A.A.](#)
  - c. [On the Beach](#)
  - d. [Young People's Animation Video](#)
  - e. [25 and Under](#)

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**2025 Conference Committee on Public Information**

**ITEM P:** Review content and format of PI Kit and Workbook.

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**Background notes:**

Kits and workbooks for CPC, Corrections, Public Information, Treatment and Accessibilities are reviewed by the corresponding trustee and Conference Committees.

Workbooks and kits are service pieces.

Between Conferences, suggestions for changes to the kit and workbook can be moved forward by the staff secretary.

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

The committee discussed the content and format of the Public Information Kit and Workbook and noted contents of the kit are useful to local Public Information Committees.

Noting that a Public Information Workbook revision is underway, the committee agreed to provide emailed suggestions for the workbook to the staff secretary

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**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](#)