

*70<sup>th</sup>  
General Service Conference (GSC)  
“2020: A Clear Vision for You”*

*Agenda Topic Summaries  
Workgroup 1*

*Area 51 Pre-Conference Events  
March and April 2020*



Abbreviations used to save space:

- "GSB" → General Service Board
- "GSC" → General Service Conference
- "PI" → Conference Committee on PI
- "AAWS" → AA World Services
- "GV" → Grapevine

**Conference Committee: Corrections — Item A**

Agenda Topic	<b>Review contents of Corrections Kit and Workbook</b>
Historical Context; Why is it on the Agenda?	Trustees committee reviews these service pieces - Kit & Workbook contents annually. Ideas & suggestions are sent in throughout the year. Ideas or changes can be implemented or become Additional Considerations at the next conference.
What the Delegate needs to know?	<b>This is ongoing—if time, review and suggest any changes that will improve kit and workbook.</b>

**Conference Committee: Cooperation with the Professional Community — Item A**

Agenda Topic	<b>Consider retiring the pamphlet "A.A. in Your Community"</b>
Historical Context; Why is it on the Agenda?	Submitter: "...it became evident that this pamphlet is poorly constructed for the intended audience and mis-informative of our program."
What the Delegate needs to know?	<b>Do you agree with retiring this pamphlet? Why or Why not?</b>

**Conference Committee: Cooperation with the Professional Community — Item B**

Agenda Topic	<b>Consider a request to create a pamphlet for mental health professionals.</b>
Historical Context; Why is it on the Agenda?	This idea came from the realization that many professionals who work in the mental health field have little knowledge of our program. From submitter: "Our experience in our service as well as personal lives has made clear that while many of these professionals are well versed in what we do, there remains a large amount of misconception and misinformation."
What the Delegate needs to know?	<b>Do you agree with creating this pamphlet? Why or Why not?</b>

**Conference Committee: Cooperation with the Professional Community — Item C**

Agenda Topic	<b>Discuss progress report on LinkedIn page implementation.</b>
Historical Context; Why is it on the Agenda?	The LinkedIn page has been launched – review data on access. CPC Exhibits are posted, and there is potential "to expand the network of our professional friends and perhaps deepen the pool of Class A Trustee candidates." Perhaps post a version of Box 459 vacancy announcements for non-alcoholic (Class A) volunteers. Also: possible links to resources like About AA-newsletter for professionals, Information for Professionals page, AA Grapevine and La Vina, and YouTube channels.
What the Delegate needs to know?	<b>What does your group think about the progress being made with the AA LinkedIn page? Should Class A vacancies be posted? Should links be added to resources? How else might the LinkedIn page be used?</b>

**Conference Committee: Literature— Item J -1**

Agenda Topic	<b>A.A.W.S. Policy (Updating Pamphlets and Other A.A. Materials)</b>
Historical Context; Why is it on the Agenda?	This policy sets forth the standards for determining whether or not a new piece of literature, or changes to an existing piece of literature, needs consideration by the GSC prior to publication by A.A.W.S. This is a modified version of when Publishing may update conference-approved literature w/o the changes going to conference. Last year's version required only approval of the GSO Management to move forward in updating and publishing an existing piece of literature. The new version requires forwarding the draft to the Trustee Committee, then if approved, to the full conference for vote prior to publication.
What the Delegate needs to know?	<b>Do you agree with the revised policy as stated? Why or Why Not?</b>

**Conference Committee: Literature— Item J -2**

Agenda Topic	<b>A.A.W.S. Policy – (Conversion of Written Conference-approved Literature and Service Material into Video Format)</b>
Historical Context; Why is it on the Agenda?	Each year the A.A.W.S. Board will present to the GSC for input, feedback and approval a full prioritized list of items slated for conversion to video in the following year(s). This list may include both Conference-approved and service materials as an opportunity for the membership to provide input regarding: <ul style="list-style-type: none"> <li><input type="checkbox"/> Prioritization of which items to convert to video</li> <li><input type="checkbox"/> Key concerns to keep in mind during the development of any individual item</li> <li><input type="checkbox"/> The membership's desire NOT to convert a specific item to video</li> <li><input type="checkbox"/> The membership's desire to include items not on the list</li> <li><input type="checkbox"/> Estimated cost/time for each item</li> </ul> Initially, recommendations for conversion from AAWS will be limited to 1-4 per year, and a 3 year trial period is proposed.
What the Delegate needs to know?	<b>Do you agree with the policy as stated? Why or Why Not?</b>

**Conference Committee: Public Information — Item C**

Agenda Topic	<b>Review the 2019 trustees' PI Committee progress report on the usefulness and effectiveness of the AAWS YouTube account.</b>
Historical Context; Why is it on the Agenda?	48 AAWS videos currently posted (16 in each language). More videos pending. Over 4,200 subscribers and average monthly video views between 2,000 and 4,000. 88% increase in the number of users who accessed aa.org from the YouTube channel since Oct. 2018. More videos being added. All marked "No, it's not made for kids" to comply with COPPA.
What the Delegate needs to know?	<b>Review the statistics in the background – how effective is the YouTube account? Is there another way to reach some declining viewer populations (25-34 years old, 65+ old)?</b>

**Conference Committee: Public Information — Item D**

Agenda Topic	<b>Review the 2019 trustees' Public Information Committee progress report on the use of Google AdWords/Grants to carry the A.A. message.</b>
Historical Context; Why is it on the Agenda?	The purpose of this project is to give A.A. an additional outlet to provide accurate information to the still suffering alcoholic and the public about Alcoholics Anonymous and how to contact us. 2019 advisory actions directed GSO to apply and implement Google AdWords/Grants in-kind donated ad space (worth \$10,000 of donated media value which is available to all non-profits). There's a question about how in-kind contributions will be reported on the balance sheet (historically, we have accepted in-kind donations for TV PSAs). Note this Advisory Action from 2004 stating GSB policy: "Whenever a discount or subsidy is that which would be offered to any other organization of similar size requiring a purchased service or product of similar character and magnitude, for example, convention rates at hotels, it may be accepted. Whenever a discount or subsidy is partly or in total offered because we are Alcoholics Anonymous, it must be declined." Two main audiences will be the focus of the first Google trials: Ad Group 1: Those that have, or know someone who may have, a drinking problem Ad Group 2: Those looking for meeting information Note application for Google Ad Grant has not yet begun-must have campaign set up first
What the Delegate needs to know?	<b>Review background (there is a lot in there) and note any concerns.</b>

**Conference Committee: Public Information — Item G**

Agenda Topic	<b>Review a draft plan to create video shorts based on A.A. pamphlets</b>
Historical Context; Why is it on the Agenda?	We will be converting selected A.A. pamphlets and creating video shorts from the text. As part of the process a freelance copywriter will be part of the process. They will edit and finesse the text also known as "copy". The copywriter...will also set the timing for the video short. The length of the video can be anywhere between 1 -3:50 mins in length. The length of the video can vary, it all depends on the content of the pamphlet.
What the Delegate needs to know?	<b>Does the process seem reasonable? Any concerns?</b>

**Conference Committee: Public Information — Item I**

Agenda Topic	<b>Discuss a request "to create a new form of communication" to address anonymity on social media.</b>
Historical Context; Why is it on the Agenda?	...to create a new form of communication specifically addressing the use of social media and anonymity. Highlighting anonymity can be a life or death issue. Specific education for current and future members about anonymity using social media is our responsibility.
What the Delegate needs to know?	<b>Do you agree that a new form of communications needs development? Why or Why Not?</b>

**Conference Committee: Public Information — Item J**

Agenda Topic	<b>Consider a request to develop a plan to create an A.A. podcast.</b>
Historical Context; Why is it on the Agenda?	...consider utilizing class A trustees as our communications audit has found that our class A trustees are under-utilized. This would eliminate any concern about breaking of anonymity as class A trustees are not alcoholic. The podcast could address the issue that communication is inconsistent throughout the conference structure" (communications audit) and can help to bridge the information gap created by the varieties of people within the service structure with varying communication skills, which leads to inconsistencies in the information being provided to individual A.A. members.
What the Delegate needs to know?	<b>Do you agree with development of an AA podcast? Why or Why Not?</b>