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General Service Board Annual Report

Linda Chezem, Chair

For coming to the General Service Conference and serving as a member of the 72nd General Service Conference, thank you! If you take away nothing else from the speechifying this week, please know that your presence and your work are essential and appreciated. You are creating history by your diligence in attending the first "in-person" General Service Conference since 2019. Covid-19 has caused great damage to the connectedness of our communities as a whole and, specifically, to beloved A.A. groups and meetings. I have read the latest statistics which are confirming the observation that there are troubling increases in the number of people who have a problem with alcohol. More than ever, the hand of A.A. is needed to help anyone, anywhere who wants help with a drinking problem. Let me say it again! Thank you! You are the brave ones who deny the world of woe and doomsayers. You stand tall as you suit up and show up.

It feels a bit strange to write this report weeks before we stand together. This will be my first General Service Conference since I rotated in 2003. I am glad to be back. And I hold in my heart Bill's recollection of Dr. Bob saying as Bill left him, "Remember, Bill, let's not louse this thing up. Let's keep it simple." It is a wonderful reminder to not overthink problems. As the planning was underway for this Conference, I was not sure what was going to happen. "Simple" certainly was not the word that came to mind. And the other words are not printable. But there is comfort in the archives, and I would read letters written by Bill. I was reminded of how much discussion and effort it took to even have that first General Service Conference. I cannot begin to describe the efforts that have allowed for all us to be in person at the 2022 General Service Conference. It has been neither a simple nor a foregone conclusion that we would meet again. The important part is that you pulled out the stops and the message was clear. We need to be working and meeting together.

At Conference this year, I encourage you to take into account the harmful impact of Covid. Please carefully consider your recommendations. I hope that your advisory actions will set priorities that are frugal and achievable. Committee meetings are not necessarily cheap nor effective.

In the years that I was a friend from the sidelines of A.A., I remained grateful for what I have learned from A.A. You know, there are no bosses in A.A. even in very difficult times. Coming back, elected as chair of the GSB on May 1, 2021, has been a very humbling and troubling experience. When I am visiting A.A. events and having a cup of coffee in quiet conversations, I have been struck by the dedication of the members of A.A. who I see at work in the districts and areas. I am sad and troubled when I am told about the meetings that will not happen and groups that have disbanded. I am saddened by some of the disagreeable attitudes and resentments. From 1997 to 2003, I was so very privileged to see A.A. in action where people did disagree without being disagreeable. (Well, most of the time!)

Technology and online are points of risk for disunity. I do not say this lightly because I have been an early lover and adopter of technology. I won't bore you with the battle I fought to get computers in the court. I will share with you about my teaching experience. I taught my first "distance learning class" in 2008. This semester, I am teaching a "virtual class." Some students do well in virtual classes. Other students do better with "in-person" classes. I learned from A.A. that when someone shares their experience, it is a good suggestion to take what you need and leave the rest. I ask my students to talk about what is working for them and what does not work for them. By talking about what works for them, we are more likely to find the right path for each one of them. Maybe, at the general service level, we can recognize that when it comes to the important things in life, like recovery, one size doesn't have to fit all.

Some of you may be wondering what the General Service Board is doing to better serve the Fellowship. Are we providing the right kind of support and the right amount of support so that the message of recovery is being carried? Are we helping the Fellowship find ways to attract newcomers without resorting to evangelism and promotion? My jury is still out. I am not sure what answer to these questions is a good answer. For sure, the General Service Board is not a group of old men hiding in the hills until the battle is over and then riding down to kill the survivors. In fact, the majority of GSB trustees are women. But more importantly, in August 2021, the Board approved an ad hoc committee to address the need for more people participating in service work. That committee, "Increasing Participation in the General Service Structure Through the Lens of the 3rd and 5th Traditions," will report back with ideas on how to attract more people of all descriptions into general service work which will, in turn, make the hand of A.A. more visible and available to anyone, anywhere, who needs help.

To be blunt, maybe we need to rethink how we use the resource so freely offered by those who do general service work. Those servants of A.A. bring their time, talent, and treasure to be used to help carry the message. Do we misuse that most precious resource of all – time – by having meaningless meetings? Is that committee meeting necessary? Is it efficient and time appropriate? Are the meetings more social and recreational than we want to admit? But we make a grave mistake if we are misusing time and discouraging people we need and want from participating in general service.

The board undertook to form two more new ad hoc committees for special issues and concerns. The new committees that were approved are:

1. Process for Development of Criteria, Design, and Initiation of the next GSO Location Study (Location Plus);
2. Trustees' Committee on Participation of Online Groups in the General Service Structure (in response to the Advisory Action of the 71st General Service Conference).

The General Service Board is working on the needs of the future. Yes, we are thinking about policy and practices going forward in the brave new Covid world. You may be asking *why*? In *Our Great Responsibility* in his talk to the 1959 Conference as reported on page 142, Bill W. predicted that "Our problem of the future won't be the problem of re-creating Alcoholics Anonymous, or taking those great long chances and heavy risks. Our

problem will be primarily the presentation – or the preservation, the protection and the slow perfecting – of what we have.”

In the Keynote Address to the 55th General Service Conference in 2005, John K., a trustee, elaborated on the clear and continuing concern:

The challenge of the next decade is to revitalize all parts of our service structure in order to better serve our groups. If each Conference exhausts itself on the minutiae of internal business, the shape and color of the ornaments we hang on each tree, rather than the overall growth and health of the forest, the work of A.A. will suffer, as will the spiritual basis of our Fellowship.

John K.’s remarks, in regard to the 55th Conference are even more applicable to the 72nd General Service Conference and the General Service Board. The Covid Comeback presents many challenges to all of us. I hope that “in-person” meetings of the General Service Board will help the board to avoid hanging ornaments on a tree. The board will be seeking ways to better address some of the more difficult and divisive questions in the coming year. The General Service Board, Alcoholics Anonymous World Services, Alcoholics Anonymous Grapevine, even the General Service Office should not be islands unto themselves. This recognition makes it obvious that more diligent attention and work on our communications will be required.

Speaking of communications, we get letters and emails. The board appreciates hearing from the Fellowship. Secretary Francis G. reports on the communications received at each meeting and distributes them to the board members for review.

Also, the board receives reports from the operating corporations, Alcoholics Anonymous World Services, Inc. (A.A.W.S.) and Alcoholics Anonymous Grapevine, Inc. (AAGV) each meeting. Jimmy D., chair of A.A.W.S. and Josh E., chair of Grapevine, and their boards have served the Fellowship well through some difficult times this year. Their reports contain valuable information and can foster increased cooperation.

Another aspect in thinking about improved communications is how to engage the Fellowship in constructive ways. There are actually three communications for every communication. There is the report I wrote. There is the report I thought I wrote. And there is the report you are reading. The challenge of communication is to create a message that is the same in actuality as it is perceived by the sender and the recipient.

During the Conference week we will be working together to better support the carrying of the message to the still-suffering alcoholic. I will not be giving this report verbatim. You can email a request for the verbal version of this report to me at Linda.Chezem@Gmail.com. As we celebrate the theme of the 72nd General Service Conference, 2022 – “A.A. Comes of Age 2.0: Unified in Love and Service” – we recognize that many do not have internet access. Others have may have illnesses such as mental health issues or other disabilities that prevent them from attending “in-person” meetings.

Our Job One is to support making the hand of A.A. visible and available to anyone, anywhere.

Finally, in my first General Service Conference as board chair, I want to quote from the report given by the chair of the General Service Board at the 55th General Service Conference in 2005. One of my heroines, Elaine McDowell, PhD., was the first female and the first lady of color to serve as chair of the General Service Board. She was gracious and wise in her remarks as she shared her thoughts, set out below:

As I took time to reflect on our last year together, I was struck by the many gifts that trustees of the General Service Board receive from A.A. trusted servants. We are given the privilege of observing dedicated service on the front lines here at home in the United States and Canada, and in the far-flung areas of the world. We are able to observe the miracle of recovery in Alcoholics Anonymous demonstrated in the lives and service of so many A.A. members. On behalf of my fellow trustees, I thank you for your service, for your recoveries in A.A. and for your lives.

What she said! Thank you!

April 2022

Corporate Board Report: Alcoholics Anonymous World Services, Inc.
Jimmy Dean – Chairperson

Alcoholics Anonymous World Services, Inc. (A.A.W.S.) is a New York not-for-profit corporation whose board is comprised of nine directors. The members of A.A.W.S. are the 21 trustees of the General Service Board who exercise their oversight role by electing all directors of the corporation. The mission of service of the A.A.W.S. board is guided by A.A.'s Twelve Concepts for World Service to ensure it fulfills its responsibility for oversight of the General Service Office (G.S.O.). This year's board was comprised of two general service trustees (Beau B. and Deb K.), two regional trustees (Irma V de B. N. and Jimmy D.), three non-trustee directors (Carolyn W., Vera F., and John W.), and the G.S.O. General Manager (Bob W.) and staff coordinator (Jeff W.). All of these trusted servants have worked together in serving the Fellowship as directors of this affiliate corporation, investing tremendous amounts of time and energy toward forming group consciences around matters related to the fiduciary and legal duties of the director role while keeping front of mind the 'spiritual handshake' between Fellowship and trusted servant in areas of delegated authority and responsibility.

In reviewing the past Conference year we are able to note that some major projects have come to the point of successful implementation even as the ongoing pandemic continued to negatively impact deadlines and timelines and the full reopening of our General Service Office. Whether virtual, physical, or hybrid, A.A.W.S. has continued to endeavor to meet or exceed expectations in performing its four main functions:

- Services (to groups and members, professionals and the general public, and international structures and emerging AA efforts)
- Publishing (creating/editing/translating/distributing Conference-approved literature and service material communicating the message of AA and its purpose and mission within our US/Canada service structure and around the globe)
- Archives (maintaining for A.A.'s future the vast and rich repository of the collective experience of our past, responding to hundreds of annual requests for research/documentation/information, keeping all permanent records of all board and committee meetings/GSC records, and constantly responding to internal requests from trustees, directors, and Staff to help inform ongoing work in service to the Fellowship)
- Finance (ensuring that the 7th Tradition contributions from the Fellowship to the General Service Board are prudently employed to support and advance A.A.'s service efforts through detailed budgeting/reporting and fiscal accountability to the membership).

We have continued to support the Fellowship's firm resolve that when anyone, anywhere reaches out for the hand of A.A. we are responsible. It would be unconscionable to expect that A.A.'s 'headquarters', as Bill W. often called G.S.O., would not follow the lead of the

movement in this, our very own flying-blind period. The employees of A.A.W.S., directors of its corporate board, and members of the General Service Board have all found strength and solace in the steady forward pace exemplified by the membership. We are a society that formed from calamity and negative circumstance; we flourish in adverse situations; we participate more emphatically and with more enthusiasm when challenged. We have found without question that Alcoholics Anonymous is not an address or a time on a clock and that our spiritual principles can and will guide us through all manner of physical or material challenges.

Each year the directors serving on the A.A.W.S. board report to the General Service Conference on services provided by G.S.O., A.A.W.S. publishing activities, and other projects and actions undertaken by the board. It is the responsibility of A.A.W.S. and G.S.O. to serve the Fellowship of Alcoholics Anonymous, to respond to and fulfill requests from our Fellowship and Conference, and to support the Twelve Step efforts of members and groups to assist in reaching the still-suffering alcoholic. In keeping with that tradition it is my privilege on behalf of the board to offer to you some of the highlights of A.A.W.S. activities over the past year.

The A.A.W.S. board met seven times since the close of the 2021 General Service Conference, which included one special meeting called in February, 2022. In each of these meetings the board receives reports from various G.S.O. departments, managers, and staff; reviews updates on services and gives input and guidance on how best to respond to the Fellowship's requests; monitors progress and advises on implementation and development of Conference and board recommendations; establishes pricing on new and revised publications in the spirit of providing literature as a life-saving message and not as a profit center; and ensures the integrity of the A.A. message held in trust for the Fellowship by reviewing requests from those seeking permission to reprint A.A. materials and literature. Not a single one of these meetings ended anywhere close to the time scheduled – attributable in part to perhaps less than stellar chairmanship but certainly the vast amount of ongoing work in the office was a contributing factor as well. In addition, the board held strategic planning meetings in September, 2021, December, 2021, and March, 2022 with the March meeting coordinated by our own Class A trustee Sister Judith Ann Karem. The A.A.W.S. board extends its gratitude to Sister Judith for the time and effort she invested in helping us formulate a working plan to help inform future endeavors of the A.A.W.S. board and the General Service Office. A.A.W.S. employs the committee system in order to function effectively in overseeing the many business and service matters that come before the board. The standing committees of A.A.W.S. are:

- Internal Audit, which reviews all internal audit processes and documentation and sets parameters that keep the board and office in alignment with state and federal laws and guidelines governing non-profit corporations while always keeping in mind A.A.'s set of guiding spiritual principles.
- Finance, which oversees budgeting and financial results of G.S.O. and our Publishing activities; utilizing our NetSuite system to produce detailed financial statements and analyses governed by the spirit of the 7th Tradition regarding both

the expressed need of the service and the most prudent way to bring the service to fruition.

- Nominating, which reviews resumes, conducts interviews, and makes recommendations to the A.A.W.S. board and Trustees Nominating Committee to fill vacancies for A.A.W.S. non-trustee director and General Service Trustee
- Publishing, which analyzes proceeds from literature and makes pricing recommendations, reviews progress reports for literature revisions and new literature items received via Conference Advisory Actions and Additional Considerations, ensures A.A. copyrights are respected and Intellectual Property concerns are addressed on behalf of the Fellowship, and is informed about and exercises oversight of international requests for licensing and translation.
- Technology/Communication Services, which addresses the digital content needs of all service assignments, reviews reports and makes suggestions to further G.S.O.'s efforts in carrying the message on digital/virtual platforms including aa.org, Meeting Guide, A.A.W.S. YouTube channel, and Google for Non-Profits Internal technology and communication efforts utilizing the ERP/NetSuite system and other software solutions are also within the oversight role of this committee to continue to improve communication within A.A.W.S./G.S.O. and with the Fellowship we serve.
- Self-Support Subcommittee, which suggests, creates, reviews self-support materials and methods of communication to engage the Fellowship in our 7th Tradition on behalf of the General Service Board which is the recipient of all 7th Tradition contributions with A.A.W.S./G.S.O. as the beneficiary.

As we travel through this 'year in review' it is important to note that all of these benchmarks and accomplishments have been effected while dealing with the ramifications throughout all of A.A. in adjusting to life during the pandemic. The Fellowship has not curtailed nor suspended its collective efforts in carrying the A.A. message thus their A.A.W.S. Board and General Service Office can and will continue to provide whatever is requested to support those efforts. Over 7,600 phone calls were received at the main number 212-870-3400 in the time period from July, 2021 through March, 2022.

Reduced Shipping Charges/Mixed-Title Discounts - One of innumerable positive outcomes of the utilization of A.A.'s committee system in A.A.W.S. this year was the permanent implementation of a reduced shipping charge for orders from the webstore. The A.A.W.S. Delta subcommittee worked for several years, concentrating on evaluating various pricing structures of A.A. literature with the goal of making sure our literature services carried equal costs across various formats and languages and worked to develop shipping charges that would not penalize the small purchaser (single book for example, or smaller orders from A.A. entities or A.A. Intergroup/Central Offices), and one that would respect the spiritual exchange of literature plus experience that the IGCs and local A.A. service bodies offer. Reduced shipping charges have been successfully implemented after a five-month trial period and make our literature more financially accessible to those who seek our help. Delta's initial work was also the source for the mixed-title discount six-month test period which began on March 31 with the support of

Intergroups and Central Offices across the US/Canada structure. This plan enables groups, districts, areas, and local service offices to provide a broad spectrum of A.A. literature at a palatable price point for the member or potential member.

New Website Release – The multi-year efforts toward release of a new look/new feel/improved functionality www.aa.org came to fruition with the website release in mid-December. This project was coordinated through our Communication Services Department and Technology Department but almost every employee at G.S.O. has significant material and spiritual equity in the finished product, which presents our program in a simple and easy to follow virtual environment. Considering there are tens of millions of visits to our website each year from both A.A. members and thousands of non-A.A.s, our Internet presence plays a vitally important role in making the A.A. message available. Work continues on resolution of various initial release issues and enhancements which have been made infinitely easier to perform and maintain on the new platform. Online access to A.A. literature, service material, and information about A.A. via a web interface that allows the user to quickly access materials relevant to their need gives enormous positive momentum to our 12-Step efforts as a Fellowship. *Daily Reflections*, Find A.A. Near You, and the online Big Book remain the highest traffic features of the website. A significant capital investment by the Fellowship in furthering our ability to carry our message, ongoing maintenance and application support of www.aa.org will be handled by a contract webmaster for fiscally prudent administration of this crucial Fellowship asset.

Fellowship Connection – Not unlike our individual journeys that resulted in membership in A.A., the Fellowship Connection project started with low air speed and altitude and less than stellar communication. Implementing a plan involving the engagement of area trusted servants and the formation of both internal and external working groups has resulted in a cooperative effort that has seen multiple releases and enhancements over the past year. While there are ongoing problems being addressed with the member and group data that was converted from our legacy systems to NetSuite, it is readily apparent that providing a platform and training for Area Registrars and trusted servants to maintain their own data has had a tremendously positive impact in both the ability of local trusted servants to maintain their own records and the reduced administrative overhead at our General Service Office. 7,729 group, district, and area record updates were performed via Fellowship Connection in the nine-month period between July, 2021 and March, 2022.

Corrections Correspondence Service – Since Warden Duffy's efforts at San Quentin we as a society have been actively engaged in carrying the A.A. message to our fellows behind the walls. All A.A.s are therefore vested in the successful development and implementation of a brand-new CCS system this past year, maintained by the Corrections assignment at G.S.O. Once again multiple departments and working groups within G.S.O. collaborated in seeing this project through to its successful launch and implementation. The legacy system had flaws in multiple areas including the matching of sober A.A.s on the outside with those on the inside which of course is root and branch of these efforts.

Member Services – As part of the ongoing efforts in A.A.W.S./G.S.O. to achieve maximum service benefits from the ERP/NetSuite environment and to further efforts to identify and implement efficiencies of scale, a new Member Services Department was unveiled on June 28, 2021. This ‘one-stop-shop’ approach consolidates functions that formerly resided in silos across G.S.O. in the areas of records, contributions, and general member inquiry. Currently, a department of six employees, five of whom are bilingual English/Spanish and/or English/French, this small group is assisted by the technology of the Front application which has helped the department handle 22,400 unique email requests from the Fellowship, 4,381 phone calls, 26,800 literature orders, 5,582 Group/District/Area updates in the period from end of June, 2021 through the end of March, 2022. One substantial benefit of this new centralized department is in enabling the office and board to collect and analyze data around the types of inquiries received, which will inform future developments in order to continue to enhance response-time to questions and problems from the Fellowship and also determine new approaches to providing information via technologies such as thread-based forums, informational videos, etc. which have been subjects of Conference committee discussions and Additional Considerations in prior years.

Virtual Regional Forums – The logistics and execution of the General Service Board’s Regional Forums is the responsibility of our General Service Office. Our ability to engage with one another in the virtual environment, which was a learning experience in 2020 during the first few months of the pandemic, ‘came of age’ in 2021 to the point at which all four Regional Forums in 2021 were hosted virtually and implemented full Forum schedules. The success of these events could be gauged by the number of first-time attendees registered at each of the Forums held in the Northeast, West Central, East Central, and Southwest Regions of the US/Canada service structure. Thousands of forum ‘newcomers’ attended these regional events and for the first time experienced the true spirit of our Third Legacy of Service as exemplified by the inverted triangle. An unexpected plus as a byproduct of the virtual platform was the tremendous number of Ask-It-Basket chat questions posed and answered in real-time during the forum weekend so while we may have sacrificed in-person ice cream we experienced a level of real-time communication that all hope to emulate in our return to in-person Regional Forum events in 2022.

Intergroups & Central Offices – Members of the A.A.W.S. Board, the General Manager, Group Services Staff Member, and employees of the Publishing and Member Services Departments joined with their fellows from the AA Grapevine board, Grapevine employees, and Intergroup and Central Office special workers in the 36th Annual intergroup Seminar held virtually in October, 2021. Our common welfare as service offices in Alcoholics Anonymous has come more and more to the forefront of discussions around self-support, literature as a service rather than a profit center, and the resolve to support our common primary purpose to help alcoholics achieve sobriety. The A.A.W.S. chair and treasurer, General Manager, and Group Services staff member have actively participated in the IGCO Communications Committee quarterly meetings, a precedent that began in 2020 and continues unabated. Increased understanding of one another’s

distinct roles and responsibilities to the common constituency of A.A. has been a byproduct of this increased level of communication.

International – While all international travel was suspended in 2021 the International Staff Member continued to coordinate international communications and ongoing service efforts worldwide with active participation in these efforts by our Trustees-At-Large. Our zonal REDELA meeting in 2021 was a hybrid affair which required much coordination involving the US/Canada structure. Remote community international A.A. efforts in our REDELA service zone continue to be ably supported by utilizing virtual technologies to reach those otherwise isolated by distance and geography. The North/South Connection event coming in July, 2022 will link the A.A. experience across tens of thousands of miles. Our participation in the 27th World Service Meeting hosted by Tokyo, Japan will also be in the virtual space in October, 2022. In-person international trips on a very limited scale resumed only recently with the General Manager and Trustee-At-Large U.S. traveling to Cuba in March and our Trustee-At-Large Canada and International Staff Member traveling to Portugal in early April. Prudence has been the guiding principle as we return to in-person gatherings to share our experience, strength, and hope.

Meeting Guide/YouTube Channel/Google for Non-Profits – The Communication Services Department along with the support vendor Foster Made have continued to enhance the Meeting Guide app. We continue to see the application reach a broader audience as a service tool with estimates of over 200,000 subscribers. Meeting Guide also employs the power of cooperation among local A.A. entities and the General Service Office in gathering and publishing accurate A.A. meeting information. Meeting Guide has begun to expand its capabilities as an important communication tool in our Fellowship.

Our YouTube channel continues to evolve as a Public Information tool with guidance from the Trustees' and Conference Public Information committees and the support and direction of the Communication Services Department. There have been various technical challenges during the YouTube evolution which have been resolved as they present themselves by the diligent efforts of Communication Services staff and their tenacious resolve to use YouTube as a vehicle for the A.A. message.

We continue to see the improved presence of our A.A. resources online via participation in the Google for Non-Profits (Google Ads) program. Our two initial campaigns built around 'Need Help' and 'Find A.A.' help to give precedence to resources available via www.aa.org as opposed to non-A.A. sources. The total campaign spend for 2021 was \$13,010.64 which of course is far below the maximum allowable spend of \$10K per month but with the efforts of Communication Services and input from trustee and Conference committees, we continue to evaluate/expand our keywords and 'ticklers' along with suggestions for new campaigns to implement in the near future as this resource continues to improve and grow.

Financial – A complete picture of our 2021 finances will of course be part of our General Service Board Treasurer's report. However, as G.S.O. is funded in large part by the 7th Tradition contributions of the Fellowship to the General Service Board with the remaining

inflows coming from sales of A.A. literature (assets of the Fellowship held in trust by A.A.W.S.). Our Finance Department has implemented a robust budgeting process which actively engages department managers at G.S.O. and also includes budget justifications to assist the A.A.W.S. board and General Service Board in executing their oversight role and fiduciary responsibilities.

- Another record year for 7th Tradition participation in the Fellowship with \$10,782,983 received from groups, members, and A.A. entities in 2021! 77% of these funds were received via postal mail (\$8.288 million) and 23% of contributions were made online (\$2.494 million). Partial implementation of the LockBox feature with Chase Bank starting in late 2020/early 2021 has helped our Finance Department process postal mail contributions with much greater efficiencies of scale and certainly has benefited us during the pandemic. There were 30 'extraordinary' contributions from A.A. entities received during 2021 totaling \$570,413 (5.3% of the total amount contributed). We believe these contributions are a result of restricted local service activities during Covid which caused treasuries to exceed maximum prudent reserves.
- Literature sales in 2021 improved considerably from the dismal numbers in 2020. Gross sales net of discounts were \$11.352 million. Printing/shipping/warehousing expenses reflected a significant uptick from pre-pandemic levels and totaled \$5.054 million with net proceeds from literature in 2021 at \$6.297 million. While we saw a dramatic decrease in sales at the onset of the pandemic, with only marginal upward trends throughout 2020 followed by an encouraging positive trend over most of 2021, the month-to-month numbers have been unpredictable. The A.A.W.S. board and Publishing Department have responded to this unpredictability with more conservative budget estimates for 2021 and 2022 and have also allowed these trends to help inform our discussions around our 7th Tradition and being the best stewards possible of the A.A. dollar that is entrusted to G.S.O. by the Fellowship through the General Service Board.
- Expenses of G.S.O. in 2021 totaling \$15.679 million were kept at or below budgeted figures in almost all categories. Substantive cost containment and non-essential project deferments that began in 2020 has continued unabated in 2021 and has been given priority when developing the 2022 budget. Utilizing NetSuite budgeting capabilities and actively engaging all departments in the budgeting process at G.S.O. has enabled the office to acknowledge the spiritual participation and material sacrifice of the Fellowship via our 7th Tradition by examining all our service efforts using the benchmark of 'Is this service really necessary?'
- Operating surplus for A.A.W.S./G.S.O., which includes G.S.B. 7th Tradition contributions, was \$1.697 million compared to a budgeted net surplus of \$1.197 million. While the Income Statement bottom line reflects the record-setting level of support from the Fellowship and reflects the diligent efforts of board and office to meet the unpredictable financial environment during Covid, the G.S.B. Treasurer's report will go into much greater detail on how this very encouraging result only positively impacts our cash position by \$53,000 in 2021 because of cash outlays for capitalized expenditures which are not reflected on the Income Statement.

- Our 2022 budget has conservatively estimated gross literature sales at \$11 million, 7th Tradition contributions at \$10 million, cost of goods at \$4.35 million, and expenses of \$18 million for a net deficit of \$1.33 million. The budget deficit will be funded by the net surplus from 2021 while understanding that regular and transparent communication within the Fellowship and shared ownership of the expenses related to providing services to groups and members has historically resulted in 7th Tradition responses from groups and members to meet our needs.
- The Finance Department at G.S.O. has an oversight and reporting responsibility for our Reserve Fund on behalf of the Trustee's Finance Committee and the General Service Board. The Reserve Fund balance (net of Grapevine subscription liability) at December 31, 2021 is \$12,822,286.
- Our Defined Benefit and Post-Retirement Health liabilities (including both A.A.W.S. and A.A.G.V. retirees and former employees) are conservatively invested and monitored by the Trustee Retirement committees charged with their oversight. These funds have benefited from prudent investment and positive market trends. It has not been necessary to commit cash to these liabilities in either 2020 or 2021 nor is any cash commitment expected in 2022, keeping in mind that a significant downturn in economic conditions will impact the value of assets in these funds.

Publishing – The department has faced many crises it could not postpone nor evade in the past year related to paper shortages, supply chain disruptions, and other unforeseen circumstances that are now part and parcel of existing in the time of the pandemic. Entire printing operations have been shut down for periods when impacted by Covid-19. The publishing team has employed foresight and fortitude in their commitment to make sure that A.A.'s message of hope is available to anyone, anywhere through the service of producing and providing our A.A. literature. Priorities have been set to ensure that the book *Alcoholics Anonymous* is available in all formats when decisions have had to be made about the use of limited materials in print runs. A 'digital first' approach has been adopted when thinking about delivery dates for Conference-approved literature and literature updates as requested by Advisory Action. Publishing has worked closely with our Finance Department to stockpile paper which is a treasured commodity in the pandemic world. In order to evaluate whether our efforts in the publishing area have been successful the Big Book phrase 'let's look at the record' is apropos.

The Big Book, *Alcoholics Anonymous*, is currently available in 73 languages. There are 28 Big Book translations pending in various stages of development or completion. This includes 20 new translations and 8 revisions/re-translations. *Twelve Steps and Twelve Traditions* is available in 51 translations with 3 new translations pending. *Daily Reflections* is available in 38 translations with 2 translations pending. *Living Sober* is available in 37 languages with 5 translations pending. *Alcoholics Anonymous Comes of Age* is available in 20 languages with 3 translations pending.

Per the Advisory Actions of the 71st General Service Conference the newly designed A.A. Service Manual was completed and made available to the Fellowship. The "Hispanic Women in A.A." and "Faith Leaders Ask About Alcoholics Anonymous" pamphlets were

finalized and produced. Other pamphlet revisions were made in our three Conference languages as supplies exhausted and items came up for reprint, notably “Frequently Asked Questions About A.A.”, “Questions & Answers on Sponsorship”, “Self-Support: Where Money and Spirituality Mix”, and “The A.A. Group Treasurer”. A list has been compiled of all titles affected by the terminology changes in our Corrections-focused literature along with inventories of available stock in order to develop timelines for edits. Publishing has worked closely with Trustee’s Literature and the TABB subcommittee in the ongoing work related to the publication of the plain and simple language translation of the book *Alcoholics Anonymous*.

A language translation working group has formed in order to address the deluge of internal translation requests and assure parity in the availability of materials in all three Conference languages, working toward improving timelines and cultivating resources to address systemic issues.

Publishing is currently undergoing an audit of our international licensing and translation procedures to identify areas for improvement and to evaluate technological solutions which should address and resolve some weak points in the many processes involved in executing and maintaining our copyrights and licensing agreements with A.A. structures and entities worldwide. A.A.W.S. holds in trust for the Fellowship over 1,600 copyrights/trademarks which are monitored and maintained by the Publishing Department and our Intellectual Property staff member. There were 50 translation reviews across 21 languages performed by our contracted translation-evaluation services in 2021 (2020 saw 27 reviews across 14 languages). 2021 saw 222 licenses across 14 countries executed to reproduce and distribute A.A.W.S. copyrighted items (2020 totals were 73 licenses across 6 countries). Various titles across the broad spectrum of A.A. literature exist in 111 languages worldwide. These licenses ensure that the life-giving message of Alcoholics Anonymous is made available around the globe and their spiritual value is incalculable. The A.A.W.S. board will receive reports from the audit, and management is planning to take immediate action to employ whatever tools are necessary in order to establish checkpoints to ensure the streamlined execution of agreements and accurate maintenance of the records pertaining to these Fellowship assets.

The department continues its efforts to fulfill the Fellowship’s request to make A.A. literature available in digital formats. As of November, 2021 our enhanced digital distribution efforts resulted in 36,422 units distributed of which 13,113 were for our *Big Book*, 8,633 for *Twelve Steps and Twelve Traditions*, 4,210 for *As Bill Sees It*, and 3,529 for *Daily Reflections*. The three largest digital retailers are Amazon Digital, Apple, and Google. The audiobook unit count totaled 15,301 units with Audible the primary retailer of these products and the *Big Book*, *Twelve Steps and Twelve Traditions*, and *Living Sober* the predominate titles. Contracts continue to be reviewed and executed with the myriad of vendors engaged by correctional facilities in the US/Canada structure in order to provide A.A. literature to our fellows behind the walls while ensuring that local CFC committees are informed about digital literature efforts and delivery.

Archives – While most members think of this department as a repository of all things germane to the history of our Fellowship, literally millions of pages of printed and handwritten material, photos, audio files, Conference and board records (and Bill's couch), the Archives Department also performs an integral role in the A.A.W.S. and G.S.B. work performed at the direction of the Conference and Fellowship. Whereas we report 'official' counts of responses to requests for various materials and research items from within the Fellowship and outside researchers/inquiring minds (which number in the hundreds approaching thousands per year) it is important to note that whenever any committee or subcommittee of the boards works toward forming a conscience around a particular issue or area of concern, the Archives department is almost always engaged. The department oversees and maintains a voluminous amount of material on behalf of the membership. Archives continues to record and preserve the history of the Fellowship in real-time. A records management audit is currently in progress in the Archives Department to ensure that our entire organization follows generally-accepted guidelines related to the preservation of board and office records.

Communication Services –This department of the General Service Board plays a vital role in fulfilling Conference Advisory Actions and Additional Considerations as they relate to our internal communications and Public Information efforts. The absence of a director after long-time employee Clement Cann's retirement last fall did not diminish the department's ability to deliver the new www.aa.org, support ongoing enhancements to Meeting Guide, discuss ways to implement suggestions from the Conference, Trustee Public Information, and A.A.W.S. TCS Committee related to Linked In and other public information efforts, publish new PSAs, adapt legacy-formatted materials for use on current platforms such as YouTube and the new website, and facilitate innumerable office and board requests for communication dissemination and distribution. New platforms are being implemented to collect analytics for the Conference, boards and management review of website visits, Google Ad saturation, and keyword implementation toward fulfilling the goal of making the A.A. message easily accessible in virtual environments. Communication Services has played a significant role in the development of the beta podcast produced by G.S.O. for Conference evaluation this year. The department has also taken an active role in the ongoing discussions related to development of an A.A. service app and discussion around thread-based forums as board/office/Fellowship communication tools. A thorough search for a new director of the department resulted in Clorinda V.'s arrival at G.S.O. in late February, 2022. While not a requirement for the position, Clorinda's acceptance of the position ensures that a member of the Fellowship is guiding the ongoing efforts of this department and we look forward to her leadership and impact on our Communications Department.

Technology Services – Vast strides have been made in the areas of technology at G.S.O. in the past few years and 2021 has been no exception. It is certainly proof of concept and a compliment to this department's capabilities that when our office closed in March, 2020 and has not yet fully reopened, our ability to provide services to groups and members, albeit with some hiccups, continued unabated. Tech Services is actively engaged in the development of our business and continuity plan, utilizing real-time experiences during the pandemic to help inform this work. The department is leading the

Board Communications Discovery Project to identify and evaluate a platform or platforms to replace or enhance internal tools such as our Dashboard to achieve more efficient and less repetitive communication efforts among employees/Staff, directors, and trustees. Oversight and implementation of the ERP/NetSuite application and other task-specific application software across G.S.O. are coordinated via Technology Services thus the department plays a significant role in implementing efficiencies of scale and improving our employee's work experience through technological advances. The ERP Roadmap effort is a typical example of careful planning and broad engagement of all those involved in software application and execution. By applying the methodical approach of using native application capabilities with minimal adaptation/modification has enabled this department to assist A.A.W.S./G.S.O. in reducing or eliminating the level of customizations and absence of end-user engagement that created a 'do over' approach to software implementation. Over the past few weeks Technology Services and the General Manager have collaborated with our consultants to develop the web portal that will receive submissions of members' stories for possible inclusion in the 5th Edition of the book *Alcoholics Anonymous*. This web portal has been designed with the vision that it can be readily expanded to accommodate future submissions for new or revised A.A. literature such as the 4th Edition of the Spanish Big Book, *Alcohólicos Anónimos*, and revisions to the "A.A. for the Black and African-American Alcoholic" and "A.A. for the Native North American".

General Manager/Staff – G.S.O. welcomed former Trustee-At-Large US Bob Wilcox as our sole executive on June 1, 2021. Since that time Bob has assumed the new role with the overarching theme of practicing A.A.'s spiritual principles in all our office affairs. Amplifying these efforts includes the implementation of a G.S.O. 1728 meeting to better inform our non-alcoholic employees about Alcoholics Anonymous and encourage their alignment with our mission to serve the Fellowship.

There have been some rotations among Staff over the past year with various assignments needing additional coverage or assistance while the hiring processes for new Staff members is executed. Some of our past G.S.O. staff have returned as contract employees to assist newer Staff with executing their roles and responsibilities on service desks that are unfamiliar to them, rebuilding the long legacy of experience after the retirements of 2020. It is a tribute to the spiritual construct of our General Service Office that these former employees continue their willingness to assist when asked or when needed. It is with gratitude that the A.A.W.S. board recognizes the extraordinary commitment exhibited by our Tradition 8 special workers. Circumstances related to the pandemic have created complexities out of the most mundane of tasks – writing a letter or making a telephone call has sometimes been almost impossible if any source material was required that could not be accessed electronically. All of the assignments have endeavored to continue to support our efforts in carrying the A.A. message in both old and new ways, which has required a level of adaptability and intuition that would not have been imagined two years ago.

METS/Office Services/Mail Room - 'METS' is A.A.'s events team – Meeting Events and Travel Services – a powerhouse of two employees both non-alcoholic who coordinate all

virtual and in-person board meetings, Regional Forums, and our General Service Conference. Their first in-person event for A.A. occurred with the October/November GSB weekend last fall and they have certainly proved their mettle in executing these events, which involve significant cost to the Fellowship, with prudence and efficiency. Office services has played a part in the important role of identifying possible cost containment within the office, an example of which is the renegotiation of our copier lease contracts which saved the Fellowship approximately \$25,000 this past year. The mail and shipping team is an integral part of A.A. and our office, ensuring that all requests, contributions, and submissions to G.S.O. and A.A.W.S. find their proper destination. We are all aware that the adoption of the new P.O. Box to use for 7th Tradition contributions to the General Service Board is not an overnight matter. The mailroom sorted and distributed almost 8,800 pieces of incoming mail and handled 4,700 pieces of outgoing mail in just the first two months of 2022.

Human Resources – Sareen Pearl left G.S.O. earlier this year and we have engaged an outside consultant to locate her replacement. Members of the A.A.W.S. and A.A.G.V. corporate boards who bring professional experience have been invited by management to participate in the interview process – an excellent example of those with different roles and responsibilities working together toward a common solution. This same process was followed by engaging the corporate board treasurers in the fall of 2020 when our now-not-new CFO was hired. The HR department has continued to serve our employees well in this interim leadership period. As of March 31 there are 81 full-time and 3 part-time employees at G.S.O., 45 of whom are exempt and 39 hourly. Ensuring that G.S.O. and our office environment mirror the enthusiastic and energetic feelings within A.A. have always been of primary importance, even when it was only Ruth Hock being paid in Works Publishing stock on Vesey Street in the tenuous beginnings of our movement. Parts of the G.S.O. work experience over the past two years have mimicked that earliest of times in our history with all the attendant trials and tribulations. As in prior decades, we have worked to resolve challenges while supported by the boards and the Fellowship. The initial hybrid reopening of our office was impeded by yet another variant of the virus at the beginning of this year. These obstacles have been successfully addressed in large measure by the Return to Work task force and members of Human Resources. As of this writing, our all employee ‘huddles’ and continuing open and frank discussions are helping support our movement toward a full reopening of the General Service Office.

A.A.W.S. Board – It is fitting to conclude this report to you by addressing various topics that have come through our board agendas in the last Conference year as all these efforts have been supported by the various employees and departments within A.A.W.S. and G.S.O. described above.

- Safety and Service Material (SMF-209). The publication of the service pieces last year related to safety in A.A., specifically the SMF-209 material, resulted in a significant amount of discussion and expressed concern within the Fellowship. The board engaged in lengthy discussions around this topic and determined at its December, 2021 meeting that a review and revision of the material was in order, taking into account sharing from the Fellowship and members of the board. A

working group of Staff members was formed to execute the revision which was delivered in early January and sent to Pryor Cashman for legal review. After receipt from the attorneys, the final copy was reviewed and approved by both the A.A.W.S. board and the internal working group in a special A.A.W.S. board meeting called in February, 2022. The culmination of these efforts by board and office resulted in distribution of the revised SMF-209 and ancillary materials to all Conference members in early April, 2022. Due to the lack of clarity among those parties engaged in the creation of service material, a subcommittee of A.A.W.S. was constituted and charged with review of the history of service material and how that has informed current processes, identifying how the collective experience of A.A. is gathered to warrant production of service material and asked to suggest possible improvements to that process, and determining what defines service material and what determines whether a broader conscience is sought prior to publication. This subcommittee will report to the A.A.W.S. board the results of its work in a future meeting.

- Alcoholicsanonymous.com. Discussions within the A.A.W.S. board related to this non-A.A. website have occurred periodically during the last year in an effort to determine the best approach forward to distinguish www.aa.org and the Fellowship of Alcoholics Anonymous from this for-profit entity. All discussions have included A.A. Traditions and Concepts as governing principles and these conversations continue as more is revealed with the A.A.W.S. board making sure to regularly report the nature and substance of these discussions to the General Service Board.
- Discussion and support of a letter to Defined Benefit Plan participants. A recommendation from the Retirement Committee of the General Service Board was drafted to all Defined Benefit Plan participants stating that the current position of all three boards (G.S.B., A.A.W.S., A.A.G.V.) would be to cease further consideration of selling/annuitizing the old retirement plan, and commit to engaging our retiree population if circumstances warranted having these types of discussion in the future. A.A.W.S. held multiple discussions around this topic to ensure the board's position reconciled with our fiduciary duties and our commitment to our retirees and endorsed the letter by vote in the February, 2022 special meeting.
- With the support and direction of the General Service Board and the A.A.W.S. board, A.A.W.S./G.S.O. has developed a viable path forward for the employment of Canadian citizens that does not involve establishing a business presence in Canada.
- The A.A.W.S. board and the A.A.W.S. Self-Support subcommittee requested sharing from the Fellowship around 'virtual' baskets from the lens of our Traditions, in response to a Conference proposed agenda item forward to the board for consideration. This sharing was communicated to the Trustees Finance Committee for consideration in updating related pieces of A.A. literature and service material reflecting this shared experience.
- The A.A.W.S. board, as a result of the work of the Internal Audit Committee, modified our internal budget policy for those items not considered part of the ordinary course of business to set a cap of \$50,000 on expenditures not requiring board approval in support of the board's fiscal responsibility to the Fellowship.

- The board engaged in a thorough discussion around the Conference proposed agenda item regarding the pricing arrangement between A.A.W.S. and local Intergroups and Central Offices. Our ongoing communication with the IGCO Communications Committee and the active engagement of the Group Services Assignment helped to inform the discussion. While no action was taken on the suggested item at the December, 2021 A.A.W.S. meeting, a future IGCO Communications Committee meeting solidified our common purpose approach as service offices of A.A., and retired any ongoing discussion about unique pricing models. Our efforts in the areas of making reduced shipping fees permanent and implementing the mixed title discount experiment supported our commitment to continued cooperation and support among local A.A. structures and A.A.W.S.
- A.A.W.S. Nominating reviewed and discussed 36 resumes submitted for the 2022 non-trustee director position and conducted nine virtual interviews to select a nominee to put forward to the A.A.W.S. board and Trustees Nominating Committee.

On behalf of your A.A.W.S. board, I want to thank each and every one of you for your support of our efforts in service to the Fellowship. Leadership, Bill said, is ever a vital need.

■ Literature Distributed — 2021

ENGLISH

Books

Alcoholics Anonymous (hard cover)	396,883
Alcoholics Anonymous (soft cover)	250,904
Alcoholics Anonymous (large print)	49,247
Alcoholics Anonymous (pocket abridged)	45,535
Alcoholics Anonymous (large print/abridged)	22,072
Daily Reflections	95,427
Daily Reflections (large print)	13,504
Twelve Steps and Twelve Traditions (hard cover)	137,027
Twelve Steps and Twelve Traditions (gift ed.)	2,258
Twelve Steps and Twelve Traditions (soft cover)	122,426
Twelve Steps and Twelve Traditions (large print)	33,614
Twelve Steps and Twelve Traditions (pocket ed.)	11,684
A.A. Comes of Age	7,436
As Bill Sees It	11,030
As Bill Sees It (soft cover)	18,225
As Bill Sees It (large print)	3,380
Dr. Bob and the Good Oldtimers	3,368
'Pass It On'	3,990
Our Great Responsibility	4,016
Experience, Strength & Hope	5,610
A Visual History of Alcoholics Anonymous: An Archival Journey	18,694
Total	1,256,330

Booklets

The A.A. Service Manual/Twelve Concepts	17,492
Twelve Concepts for World Service	447
Living Sober	75,186
Living Sober (large print)	8,266
Came to Believe	19,473
Came to Believe (large print)	3,068
A.A. in Prison: Inmate to Inmate (now A.A. in Prison: A Message of Hope)	4,301
Total	110,741

Pamphlets

A.A. and the Armed Services	4,255
LGBTQ Alcoholics in A.A.	12,899
A.A. as a Resource for the Health Care Professional	10,851
A.A. for the Native North American	4,813
Women in A.A.	25,866
The A.A. Group	36,363
A.A. in Your Community	12,086
A.A. in Correctional Facilities	6,277
A.A. in Treatment Facilities	7,489
The A.A. Membership Survey	5,189
The A.A. Member — Medications and Other Drugs	23,014
A.A. Tradition — How It Developed	7,611
A.A.'s Legacy of Service	3,148
A Brief Guide to Alcoholics Anonymous	40,132
Circles of Love and Service	14,288
Bridging the Gap	9,960

Faith Leaders Ask About A.A.	8,970
The Co-Founders of Alcoholics Anonymous	6,093
Do You Think You're Different?	33,886
Frequently Asked Questions	69,825
Frequently Asked Questions (large print)	2,185
G.S.R.	14,195
A.A. Grapevine and La Viña — Our Meetings in Print	8,584
How A.A. Members Cooperate	5,218
How It Works	23,858
If You Are a Professional	9,097
Inside A.A.	15,565
A.A. for the Black and African-American Alcoholic	7,355
Is A.A. for You?	143,965
Is A.A. for Me?	37,451
Is There a Problem Drinker in the Workplace?	5,867
Is There an Alcoholic in Your Life?	13,993
It Happened to Alice	7,365
It Sure Beats Sitting in a Cell	10,913
The Jack Alexander Article	4,191
Let's Be Friendly with Our Friends	2,327
A Member's-Eye View of A.A.	12,682
Memo to an Inmate Who May Be an Alcoholic (now Behind the Walls: A Message of Hope)	9,932
A Message to Correctional Facilities Administrators	4,630
A Newcomer Asks	130,318
Problems Other Than Alcohol	25,826
Questions and Answers on Sponsorship	100,568
Speaking at Non-A.A. Meetings	4,438
The Twelve Concepts for World Service Illustrated	13,914
The Twelve Steps Illustrated	18,892
Twelve Tradition Flyer	2,062
The Twelve Traditions Illustrated	22,976
This Is A.A.	109,561
This Is A.A. (large print)	2,384
A.A. for the Older Alcoholic (large print)	12,084
Too Young?	13,118
Understanding Anonymity	16,080
What Happened to Joe	5,969
The "God" Word — Agnostic and Atheist Members in A.A.	17,010
A.A. for Alcoholics with Mental Health Issues — and their sponsors	13,974
Young People and A.A.	25,894
Access to A.A. — Members share on overcoming barriers	6,243
Many Paths to Spirituality	19,613
Hispanic Women in A.A.	4,522
Experience Has Taught Us: An Introduction to Our Twelve Traditions	6,338
Total	1,254,172

Miscellaneous

Wallet cards — two-fold	85,513
Wallet cards — I Am Responsible	12,184

Wallet cards — Anonymity	7,778
Anonymity Display Card	943
Parchment-scrolls	1,164
Placards	693
C.P.C. Workbook	658
Archives Workbook	277
Corrections Workbook	421
P.I. Workbook	641
Treatment Facilities Workbook	645
Treatment Facility Kit	149
Accessibilities Workbook	290
A.A. Guidelines	23,704
Group Handbook	56
Wire Racks	803
Archival recordings on cassette, various	7
Three Legacies by Bill CD	55
Voices of our Co-Founders CD	59
Bill Discusses the Twelve Traditions	66
A Brief Guide to A.A. CD	89
A.A. for the Alcoholic with Special Needs CD	8
Markings on the Journey	53
A.A. in Correctional Facilities DVD	134
Bill's Own Story DVD	82
Bill Discusses the Twelve Traditions DVD	87
Carrying the Message Behind These Walls	124
Your A.A. G.S.O., the Grapevine, and the General Service Structure	43
Hope: A.A. DVD	99
Young's People's Videos	189
Alcoholics Anonymous ASL DVD	219
Twelve Steps and Twelve Traditions ASL DVD	481
A.A. Cooperation with the Professional Community DVD	196
Young People's Animation Videos (Set of 4) DVD	9
ASL A.A. for the Alcoholic with Special Needs	198
A New Freedom DVD	128
Alcoholics Anonymous (cassette album)	19
Alcoholics Anonymous (4th Ed cassette album)	10
Alcoholics Anonymous (4th Ed CD album) unabridged	594
Alcoholics Anonymous (4th Ed CD album) abridged	416
A.A. Comes of Age (CD album)	79
Twelve Steps and Twelve Traditions (cassette album)	4
Twelve Steps and Twelve Traditions (CD album)	400
TV Public Service Announcement	0
Radio Public Service Announcements	9
Twelve Steps shade displays	1,175
Twelve Traditions shade displays	1,109
Fact File	446
Table Top Display 12 & 12	157
Pioneers of AA (cassette album)	1
Pioneers of AA (CD album)	14
Living Sober (CD album)	62
Total	142,740
Grand Total	2,763,983

SPANISH

Libros

Alcohólicos Anónimos (Alcoholics Anonymous), tapa blanda	5,851
Alcohólicos Anónimos (Alcoholics Anonymous), tapa dura	9,411
Alcohólicos Anónimos (Alcoholics Anonymous), versión abreviada de bolsillo	3,050
Alcohólicos Anónimos (Alcoholics Anonymous), letra grande	4,101
Alcohólicos Anónimos (Alcoholics Anonymous), versión abreviada, letra grande	2,090
Como Lo Ve Bill (As Bill Sees It)	2,798
AA Llega a su mayoría de edad (A.A. Comes of Age)	2,523
El Dr. Bob y los buenos veteranos (Dr. Bob and the Good Oldtimers)	1,766
'Transmítelo' (Pass it On)	2,046
Reflexiones diarias (Daily Reflections)	6,366
Viviendo sobrio (Living Sober)	8,493
El Manual de Servicio de AA / Doce Conceptos para el Servicio Mundial (A.A. Service Manual/Twelve Concepts)	3,989
Doce Pasos y Doce Tradiciones (Twelve Steps and Twelve Traditions)	10,612
Llegamos a creer (Came to Believe)	2,594
AA en prisiones (A.A. in Prison)	2,236
Doce Pasos y Doce Tradiciones (bolsillo)	2,055
Doce Pasos y Doce Tradiciones (letra grande)	5,293
De las tinieblas hacia la luz	2,330
Nuestra gran responsabilidad (Our Great Responsibility)	2,754
Una historia visual de Alcohólicos Anónimos: un viaje archivístico (A Visual History of Alcoholics Anonymous: An Archival Journey)	1,889
Total	82,247

Folletos

AA en su comunidad (A.A. in Your Community)	1,284
Preguntas frecuentes acerca de AA (Frequently Asked Questions)	7,293
Esto es AA (This is A.A.)	7,495
¿Es AA para usted? (Is A.A. for You?)	24,128
¿Hay un alcohólico en su vida? (Is There an Alcoholic in Your Life?)	1,952
Carta a un preso que puede ser un alcohólico (Memo to an Inmate)	694
El punto de vista de un miembro de AA (A Member's-Eye View)	526
Alcohólicos Anónimos por Jack Alexander (Jack Alexander Article)	900
Seamos amistosos con nuestros amigos (Let's be Friendly with our Friends)	392
Un principiante pregunta (A Newcomer Asks)	4,991
Cómo funciona (How It Works)	1,209
Lo que le sucedió a José (What Happened to Joe)	2,913
Comprendiendo el Anonimato (Understanding Anonymity)	1,445
El Grupo de AA (The A.A. Group)	4,677
Preguntas y respuestas sobre el apadrinamiento (Questions and Answers on Sponsorship)	4,610
El miembro de AA — Los medicamentos y otras drogas (The A.A. Member — Medications and Other Drugs)	1,395

Las Doce Tradiciones Ilustradas (The Twelve Traditions Illustrated)	1,813	Preguntas frecuentes acerca de AA (Frequently Asked Questions about A.A.), letra grande	30 0
AA en los entornos de tratamiento (A.A. in Treatment Settings)	655	A.A. para el nativo norteamericano (A.A. for the Native North American)	235
Los jóvenes y AA (Young People and A.A.)	3,476	Mujeres hispanas en AA (Women in A.A.)	4,282
La Tradición de AA — ¿Cómo se desarrolló? (A.A. Tradition — How It Developed)	1,568	La experiencia nos ha enseñado: una introducción a nuestras Doce Tradiciones (Experience Has Taught Us: An Introduction to Our Twelve Traditions)	1,635
Una breve guía a AA (A Brief Guide to A.A.)	3,414	Total	124,903
AA en las instituciones correccionales (A.A. in Correctional Facilities)	1,051	Otros artículos	
Problemas diferentes del alcohol (Problems Other Than Alcohol)	2,757	Guías (Guidelines)	4,742
Es mejor que estar sentado en una celda (It Sure Beats Sitting In a Cell)	1,428	Pergaminos (parchments)	307
¿Cómo cooperan los miembros de AA? (How A.A. Members Cooperate)	1,325	Tarjetas tamaño billetera (wallet cards)	3,161
Dentro de AA (Inside A.A.)	986	Alcohólicos Anónimos (juego de cassettes) (Big Book on cassette)	0
AA como recurso para los profesionales de la salud (A.A. as a Resource for the Health Care Professional)	942	Alcohólicos Anónimos (juego de CD) Texto íntegro (Big Book on CD)	11
Los líderes religiosos preguntan acerca de AA (Faith Leaders Ask About A.A.)	1,554	Alcohólicos Anónimos (juego de CD) Versión abreviada (Big Book on CD)	367
RSG (G.S.R.)	1,283	Doce Pasos y Doce Tradiciones (juego de CD)	302
¿Se cree usted diferente? (Do You Think You're Different?)	1,668	Total	8,890
Le sucedió a Alicia (It Happened to Alice)	2,209	Gran total	216,040
Hablando en reuniones no-A.A. Speaking at non-A.A. Meetings	575	FRENCH	
Las mujeres en A.A. (Women in A.A.)	4,293	Livres	
Encuesta sobre los miembros de A.A. (A.A. Membership Survey)	329	Les Alcooliques Anonymes (Alcoholics Anonymous — format relié)	2,460
¿Hay un bebedor problema en el lugar de trabajo? (Is there a problem drinker in the workplace?)	1,565	Les Alcooliques Anonymes (Alcoholics Anonymous — format souple)	331
¿Es AA para mí? (Is A.A. for Me?)	3,975	Les Alcooliques Anonymes (Alcoholics Anonymous — format poche)	52
AA para el alcohólico de edad avanzada (A.A. for the older alcoholic)	1,615	Les Alcooliques Anonymes (Alcoholics Anonymous — gros caractères)	339
Los Doce Pasos Ilustrados (The Twelve Steps Illustrated)	1,066	Les Alcooliques Anonymes (Alcoholics Anonymous — gros caractères/abrége)	50
Círculos de amor y servicio (Circles of Love & Service)	1,299	Les Douze Étapes et les Douze Traditions (Twelve & Twelve — format relié)	910
Uniendo las orillas (Bridging the Gap)	769	Les Douze Étapes et les Douze Traditions (Twelve & Twelve — format souple)	428
Los Doce Conceptos Ilustrados (Twelve Concepts Illustrated)	1,181	Les Douze Étapes et les Douze Traditions (Twelve & Twelve — gros caractères)	213
Los alcohólicos LGBTQ en AA (LGBTQ Alcoholics in A.A.)	1,186	Les Douze Étapes et les Douze Traditions (Twelve & Twelve — format poche)	129
El legado de servicio de AA (A.A. Legacy of Service)	615	Le Mouvement des A.A. devient adulte (A.A. Comes of Age)	88
Si usted es un profesional (If you are a Professional...)	395	Réflexions de Bill (As Bill Sees It)	964
El Grapevine y La Viña de AA (Grapevine and La Viña — Our Meetings in Print)	599	Réflexions Quotidiennes (Daily Reflections)	1,781
¿Demasiado joven? (Too Young?)	2,079	Dr Bob et les pionniers (Dr. Bob and the Good Oldtimers)	79
Acceso a AA: los miembros hablan sobre superar las barreras	692	Expérience, Force & Espoir (Experience, Strength and Hope)	85
(Access to A.A. — Members share on overcoming barriers)		'Transmets-Le' (Pass It On)	72
Muchas sendas hacia espiritualidad (Many Paths to Spirituality)	1,521	Les A.A. en Prison (A.A. in Prison)	60
AA y las fuerzas armadas (A.A. and the Armed Services)	256	Une histoire visuelle des Alcooliques anonymes : voyage au coeur des archives (A Visual History of Alcoholics Anonymous: an archival journey)	37
La palabra "Dios" — Los miembros de de AA agnósticos y ateos (The "God" Word — Agnostic and Atheist Members in A.A.)	1,466	Total	8,967
AA para los alcohólicos con problemas de salud mental — y sus padrinos (A.A. for Alcoholics with Mental Health Issues — and their sponsors)		Livrets	
A.A. para el alcohólico negro y afroamericano (A.A. for the Black and African-American Alcoholic)	145	Nous en sommes venus à croire (Came to Believe)	384
Esto es AA (This is A.A.), letra grande	312	Vivre... sans alcool! (Living Sober)	1,753
		Le Manuel du Service et les Douze Concepts	843
		Total	2,980

Brochures

Voici les AA (This is A.A.)	3,527
Foire aux questions sur les AA (Frequently Asked Questions About A.A.)	672
Les AA : sont-ils pour vous? (Is A.A. for You?)	2,879
Les femmes des AA (Women in AA)	176
Collaboration des membres des AA (How A.A. Members Cooperate)	91
Y a-t-il un buveur à problème dans votre milieu de travail? (Is there a problem drinker in the workplace?)	301
Le membre des AA face aux médicaments et à la drogue (The A.A. Member — Medications & Other Drugs)	238
Les AA — Article du Saturday Evening Post (The Jack Alexander Article)	133
Collaborons avec nos amis (Let's Be Friendly With Our Friends)	64
Questions et réponses sur le parrainage (Questions and Answers on Sponsorship)	734
Les AA : Une ressource pour les médecins (A.A. as a Resource for the Health Care Professional)	931
Les AA dans les centres de traitement (A.A. in Treatment Facilities)	190
La Tradition des AA et son développement (A.A. Tradition/How It Developed)	32
Vous vous occupez professionnellement d'alcoolisme? (If You Are a Professional)	264
L'Histoire de Nicole (It Happened to Alice)	323
Jean face à son problème d'alcool (What Happened to Joe)	54
Les AA dans votre milieu (A.A. in Your Community)	186
Problèmes autres que l'alcoolisme (Problems Other Than Alcohol)	429
Point de vue d'un membre sur les AA (A Member's-Eye View of A.A.)	36
Les Douze Traditions illustrées (The Twelve Traditions Illustrated)	658
Les AA dans les établissements correctionnels (A.A. in Correctional Facilities)	298
Ça vaut mieux que de languir en prison (It Sure Beats Sitting in a Cell)	106
Petit guide pratique sur les AA (A Brief Guide to A.A.)	471
Les leaders religieux s'informent sur les AA (Faith Leaders Ask About A.A.)	21
Les deux fondateurs d'AA (The Co-founders of A.A.)	366
Message à l'intention d'un détenu (Memo to an Inmate)	54
Message aux directeurs d'établissements correctionnels (Message to Correctional Facilities Administrators)	21
Le groupe des AA (The A.A. Group)	568
Les Douze Concepts illustrés (Twelve Concepts Illustrated)	356
Le sens de l'anonymat (Understanding Anonymity)	839
Y-a-t-il un alcoolique dans votre vie? (Is There an Alcoholic in Your Life?)	436
Le RSG (The G.S.R.)	351
Causeries à l'extérieur des AA (Speaking at Non-A.A. Meetings)	92
Trop jeune? (Too Young?)	207
La structure de l'association des AA (Inside A.A.)	355
L'héritage des services des AA (A.A.'s Legacy of Service)	3
Cercles d'amour et de service (Circles of Love & Service)	341

Vous croyez-vous différent? (Do You Think You're Different?)	487
Sondage sur les membres des AA (The A.A. Membership Survey)	424
Les jeunes et les AA (Young People & A.A.)	407
Votre BSG (Your G.S.O.)	396
AA pour l'alcoolique plus âgé (A.A. for the older alcoholic)	35
Un nouveau veut savoir (A Newcomer Asks)	1,658
Les AA sont-ils pour moi? (Is A.A. for Me?)	307
Favoriser de rapprochement (Bridging the Gap)	11
Les Douze Étapes Illustrées (Twelve Steps Illustrated)	212
Les AA et les autochtones d'Amérique du Nord (A.A. and the Native North American)	83
L'accès aux AA — des membres racontent comment ils ont surmonté des obstacles (Access to A.A. — Members share on overcoming barriers)	330
Différentes avenues vers la spiritualité (Many Paths to Spirituality)	3,552
Les AA et les forces armées (A.A. and the Armed Services)	102
Le mot « Dieu » — Membres agnostiques et athées chez les AA (The "God" Word — Agnostic and Atheist Members in A.A.)	338
Les alcooliques LGBTQ des AA (LGBTQ Alcoholics in A.A.)	335
Les AA pour les alcooliques atteints de maladie mentale (A.A. for Alcoholics with Mental Health Issues — and their sponsors)	306
Voici les AA (This is A.A. — gros caractères)	
Foire aux questions sur les AA (Frequently Asked Questions about A.A. — gros caractères))	25
Lignes de conduite des AA (Guidelines)	1,034
Les femmes hispaniques chez les AA (Hispanic Women in A.A.)	0
L'expérience nous a appris : une introduction à nos Douze Traditions (Experience Has Taught Us: An Introduction to Our Twelve Traditions)	740
Total	27,920

Divers

12 & 12 (jeu de cassettes)	0
12 & 12 (jeu de CD)	65
Les Alcooliques Anonymes/Intégrale (jeu de CD)	0
Les Alcooliques Anonymes/Abrégée (jeu de CD)	128
Carte 12 Étapes/12 Traditions (Wallet card 12 Steps & 12 Traditions)	383
Carte sur l'anonymat (Français/anglais) (Anonymity wallet card)	0
Carte Je Suis Responsable (I am responsible wallet card)	11
La transmission du message (DVD)	8
Votre Bureau des Services généraux (DVD)	1
Notre méthode (How It Works)	4822
Manuel de groupe	23
Pochette de l'Information Publique	5
Pochette des Centres de Detention	8
Pochette de la CMP	8
Prière de la Sérénité (12x16) (parchemin)	23
Pochette des Centres de Traitement	3
Dossier d'Information sur les A.A. (Fact File)	28
Total	5,516
Somme final	45,383

April 2022

Corporate Board Report: AA Grapevine, Inc.

Josh Eggleston, Chairperson

In 1946 Bill W wrote;

...The Trustees are the Conscience of A.A., the Central Office is the Heart of A.A., and the Grapevine is the Voice of A.A. When these functions are bound together into a working unit, we shall be able to relegate the founders of A.A. to the sidelines, where probably they long since should have been sitting...

At that point in the mid-forties Bill W. was in the process of the bringing the Grapevine newsletter into the formal structure of Alcoholics Anonymous while simultaneously planning the service structure we all now serve. That service structure and this Conference have taken their appropriate places together with your trustees as the Conscience of A.A. Our service office and its dedicated staff are wonderful examples of the heart of A.A. And Grapevine continues to grow in its mission to be your voice.

That was a time of great growth and prosperity for our Fellowship. The older members of A.A., and Bill in particular, were seeking the best possible organizational structure to protect the movement they had created, nurtured and grown. It would be years later, when the actual proposal to form the very Conference we all participate in this year was sent to the groups of Alcoholics Anonymous all around the country and the world in the pages of its magazine, Grapevine, in the December 1950 Issue. The article began with this statement;

WE, who are the older members of A.A., bequeath to you who are younger, these three legacies--the "12 Steps of Recovery," the "12 Traditions" and now the "General Services of Alcoholics Anonymous." Two of these legacies have long been in your keeping. By the 12 Steps we have recovered from alcoholism; by the 12 Traditions we are achieving a fine unity.

Being someday perishable, Dr. Bob and I now wish to deliver to the members of A.A. their third legacy. Since 1938 we and our friends have been holding it in trust. This legacy is the General Headquarters Services of Alcoholics Anonymous--the Alcoholic Foundation, the A.A. Book, The A.A. Grapevine and the A.A. General Office. These are the principal Services which have enabled our Society to function and to grow.

In March of 1946 Bill was still trying to work out the healthiest relationship between these principle services and servants and he wrote a letter to a lawyer named Royal Shepard, who was drafting the articles of incorporation for Grapevine in an attempt to lay out that vision. It included 12 points summarizing the vision of the founders, the trustees and the Grapevine editors at the time for what our magazine should be.

In trying to think the Grapevine matter through, I have asked myself what would be the ideal relationship of the paper to the A.A. groups as a whole, to the Board of Trustees of the Alcoholic Foundation, and to the general public. After consulting the Grapeviners and most of the Board of Trustees, our collective thinking about an ideal for the Grapevine has taken on a fairly definite shape.

This document introduced goals like:

“The Grapevine should become the Voice of A.A. as a whole.”

“The Grapevine staff should be primarily responsive to A.A. Group opinion and tradition.”

“The Grapevine Editor should be the ultimate judge of what is to be printed.”

“...the Trustees should not have, under normal conditions, any power to dictate to the Grapevine staff so long as the paper conforms to the spirit of the 12 steps of Alcoholics Anonymous and keeps its financial house in order. Under ordinary conditions the Trustees should be able to suggest and advise - but not to command.”

“The Grapevine should have freedom to print news articles relative to the whole field of alcoholism, excepting, however, those which might provoke needless dissension.”

Many of the points from this letter are often quoted as a foundational source for Grapevine’s editorial autonomy and its publishing mission, or the expression of why we publish articles from non-A.A. sources about the field of alcoholism. But the document as a whole contains so very much more about our founders’, early servants’, and trustees’ vision and hope for the relationship between all of the principal services and servants of Alcoholics Anonymous. I think it is such an important piece of our history that, with permission from our friends at Stepping Stones, I am attaching it in its entirety as an appendix to this report for your information, inspiration and hopefully your pleasure.

Back in 1946 six overworked volunteer members collected, wrote and published the experience of foundling groups from around the country. Bud T., Lois K., Pricilla P., Chase H., Marty M., and Felicia Z. created and published each issue. They printed letters from groups and servicemen with whom they actively corresponded. They got the word out about the latest news from the office in NY and articles about alcoholism in the public sector. They printed proposals explaining the origins of our traditions and their subsequent need. They printed shared experience from groups and members far and wide so that all could see what sobriety looked like. It took six people to craft all eight pages.

In 2022 nine overworked paid employees and a few part time assistants publish two sixty-four page magazines, one monthly in English, the other bi-monthly in Spanish, with two

unique websites, one for each magazine and each entirely in their respective languages. They record and publish the audio of every issue on the website. Repackage and redistribute that audio as content on YouTube while collecting any videos submitted by the membership to publish. They create content for, and manage, two social media pages on Instagram, one in English the other in Spanish, and one weekly English-language podcast. At the same time they also publish a library of over 40 books across three languages and average one or two new collections annually.

In many ways we have come such a long way. In many others we continue to grow and fine tune that balance that Bill speaks about in his letter to Royal. While the mission continues, and expands into a variety of new territories we continue to face the challenge of transition from a print-first magazine company to a digital-first media company. We continue to try to chart our place in the broad communications network of Alcoholics Anonymous and live into Bill's vision to serve as the voice of A.A. as a whole.

In 2017 Grapevine presented to the Conference a vision of what we might look like in the future. We asked the seated delegates to imagine if Grapevine:

1. Had a podcast;
2. Had a blog;
3. Had accounts at Instagram or Twitter;
4. Revamped aagrapevine.org;
5. Had more audio and video content;
6. Increased our share-ability.

Our goal was to make it easier to find and connect with the message of Alcoholics Anonymous through its magazine and primary media outlet; to try to meet those potential alcoholics out in the world of devices and connectivity, publish our message in ways that they wanted to consume information and entertainment based on your experience, strength and hope. As a magazine we saw that we had to move toward digital platforms and mediums, expanding our publishing wider in multiple formats to be relevant. Based on a steady loss of print subscriptions averaging roughly 4% a year over the last 20 years it was, and is, clear that while we continue to need a print magazine for those who want it, and particularly for service, we need to focus attention on our website, our story archive and making digital media available for daily reading and regular consumption.

Our secondary goal was to make these improvements and bring them to life in time for the 2020 International Convention in Detroit, Michigan. There would be no better time to list the support of such a large collection of enthusiastic members. Having identified some critical issues with our offering we set out to make an improved digital experience. By 2019 we had completely redesigned and launched the English website with audio and video capabilities, we had built a unique Spanish website for La Viña, had revised a failing app to a digital subscription, tagged two archives, one in each language, and built out a YouTube page that was growing every day. We were given an opening slot at the main meeting on Saturday and were prepared to introduce an audience of 80,000 loving members of our Fellowship to the all-new Grapevine. Then the world locked down.

Rather than focus on the lost opportunity of the International Convention, our publisher focused on how we could put the new site to good use immediately and offered free access to all of aagrapevine.org for the hundreds of thousands of alcoholics who were just cut off from in-person meetings. What had been dwindling participation below 40,000 visitors a month shot up to over 200K at its peak and our YouTube page posted videos on how to set up Zoom meetings.

Our updated website has continued to see steady activity. We continue to average about 100,000 sessions a month. We added Instagram accounts for both Grapevine and La Viña, July 7 of 2021, just a month and a half after the Conference gave us the green light. We are at over 6,900 followers and growing, and received over 125,000 impressions in their first months. The podcast debuted in October. In this brief time we've seen over 80,000 downloads, and each month is more than the last. We see a regular cadence of download spikes on Monday indicating a regular following. All of these new channels have added up to more activity and participation with Grapevine. We more than doubled the active participants at the website. We have added hundreds of thousands of impressions across Instagram, YouTube and the podcast. Each of those impressions is a current or potential member who is seeing the message of A.A.

Web traffic metrics continue to be up year over year. Over half of all users come to the site directly (55%), and another 32% from organic search. These two channels account for almost 90% of all traffic to the site. Surprisingly we see little to no traffic to our site from aa.org.

Active use of aagrapevine.org is up across the board. Users are up +30% year over year, sessions are up +35% and page views +18%. The Grapevine store is also seeing year over year increases across the board. 16k users, +21%, 23k sessions +27%, and 266k pageviews +34.

E-Commerce Performance has continued to rise as we add channels and content \$135k in revenue +68% and an astounding 12.3% Ecommerce Conversion Rate +23%

While we are seeing record numbers of participants using the sites, and active and encouraging engagement with our free digital content and above average sales in books, we continue to see a disconnect between the Fellowship's interest in using Grapevine, and it's willingness in supporting Grapevine financially through regular monthly subscriptions. We are slowly walking up to the point where this Conference and our Fellowship are going to have to make a decision. Do we want to have a Grapevine? If the answer is yes we do, are we willing to support it financially, and how? I put my contribution in the basket, and I contribute \$4.99 a month to Grapevine through my recurring monthly subscription. How many monthly subscriptions do you maintain for apps, and games, and media players? The number one question I get at events, forums and talks is "How can I contribute to Grapevine?", or "Why don't you accept voluntary contributions?" The answer is you *can* contribute. Each and every one of us can set up a recurring yearly or monthly subscription to ensure that Grapevine can continue to grow and once again thrive.

I would like to end with another example of imagination like we did back in 2017. I would like to see if we all might manifest something powerful together in the years to come. If you read through the history of advisory actions for Grapevine, you will find numerous actions that read like an instruction manual for door to door salesmen.

1954 - That each delegate contact those groups in his area which do not have the Grapevine available at meetings and draw their attention to the importance and advantages of obtaining copies for the group either through monthly or yearly bulk orders;

1960 - The "share" or "quota" plan requested by the N.E. Ohio Grapevine Representative Committee for increasing Grapevine circulation for the coming year, by a minimum of 5,000 new subscribers, be adopted.

1961 - The quota of 5,000 new subscriptions as a continuing goal for 1961 be re-adopted.

1962 - Retiring delegates will become Grapevine Representatives and recruit other G.V.R.s in their areas, with the objective that each A.A. group have a G.V.R.

1963 - All retiring delegates will act as Grapevine representatives be reaffirmed and notice of this be placed in the Grapevine and the General Service Office Bulletin.

1969 - All delegates consider it a part of their responsibility to make the Fellowship aware of the Grapevine as a tool of sobriety, either through their own efforts or by recruiting others.

1970 - Plans to act as Grapevine representatives in their areas, to request past Grapevines for use in institutions and to carry the Grapevine message as a vital tool when making reports to areas be reaffirmed.

These advisory actions making it the responsibility of the delegates to "sell" Grapevine continue into the late '80s. The addition of Grapevine Reps created a service role that can often feel like a traveling salesperson announcing subscriptions are available for sale, etc.

Perhaps we're doing it wrong. What if instead of selling Grapevine materials our area Grapevine chairs were tasked with collecting content from the local districts and groups. What if chairing my area's Grapevine committee meant I was supposed to build a committee of local reporters, videographers, photographers and content creators. What if I was expected to coordinate and cooperate with the publishing staff in NY to submit new material from my area or region weekly and monthly. What if we built out our editorial staff and aagrapevine.org to publish new material weekly. What if we published new material every single day? Can you imagine the potential good that could come of hosting a Grapevine writing workshop at an event for alcoholics who are Deaf, or an assembly of native peoples, and Grapevine was able to publish every story that was written within a week or two of the event? What if we could publish almost everything we received. All the diversity of experience and opinion, custom and recovery. The reality is we could. With a larger staff and some investment in technology we absolutely could. Imagine how attractive the voice of A.A. could become. Imagine how many more people that might

reach. Imagine how many more of us might want to subscribe to and engage with something that felt that new every time we connected with it.

I want to thank you for this gift that is sobriety. I want to thank you for allowing me to serve this Fellowship that I love. I want to thank you for taking a minute to imagine with me today. And I want to thank you in advance for the massive amount of effort and love you will all take out into our Fellowship on behalf of Grapevine when you leave this Conference and return home to where the real work begins.

I am at your service in love and gratitude.

Bedford Hills, N.Y.
March 12, 1946

Mr. Royal Shepard
Naylon, Foster and Shepard
61 Broadway
New York 6, N.Y.

Dear Royal:

Thanks so much for your prompt and carefully considered response to my request that you draw the rough draft of a Certificate of Incorporation for the AA Grapevine. Though I haven't given it the intensive study it deserves, the first reading tells me that you have done a pretty fine job. While I agree heartily that we shall have to depend mainly on the quality of future Trustees and Grapeviners themselves, I still feel that the corporate structure within which they cooperate may prove vitally important should difficulties arise at some time in the future.

In trying to think the Grapevine matter through, I have asked myself what would be the ideal relationship of the paper to the AA groups as a whole, to the Board of Trustees of the Alcoholic Foundation, and to the general public. After consulting the Grapeviners and most of the Board of Trustees, our collective thinking about an ideal for the Grapevine has taken on a fairly definite shape:

1. The Grapevine should become the Voice of AA as a whole.
2. The Grapevine staff should be primarily responsive to AA Group opinion and tradition.
3. The Grapevine Editor should be the ultimate judge of what is to be printed. In this respect he ought to enjoy greater freedom than the editor of a commercial newspaper whose owners commonly hire a man favorable to their own opinions and hold over him the power of the purse.
4. The Trustees of the Alcoholic Foundation are the final judges of national AA policy. As such, they should have power to intervene in the affair of the Grapevine should the paper go wrong from a fiscal or National policy standpoint. But the Trustees should not have, under normal conditions, any power to dictate to the Grapevine staff so long and the paper conforms to the spirit of the 12 Steps of Alcoholics Anonymous and keeps its financial house in order. Under ordinary conditions the Trustees should be able to suggest and advise - but not to command. Such a relationship between the Trustees and the Grapevine would soon create a powerful AA tradition so that no individual or single group of individuals may ever dominate our National organ. The ultimate inspiration of the paper ought to arise from the AA Groups as a whole, the Grapevine staff

with its country-wide correspondents being the mirror in which all Groups are reflected.

5. The Grapevine should feel free to print articles expressing the widest differences of opinion on all topics of a strictly AA nature. But it should be traditionally, perhaps legally, prohibited from printing anything of a controversial nature on topics having nothing to do with the primary aim of AA. Such, for example, as pieces touching reform, politics, social ideology, or sectarian religion.

6. Propaganda in aid of any person or cause, save AA itself, ought to be avoided. But the Grapevine ought never attempt to influence National or State legislation, even though the legislation might help Alcoholics Anonymous.

7. To further guarantee its integrity, the Grapevine should accept no paid advertising, nor seriously lend itself to any commercial venture however worthy.

8. The Grapevine should have freedom to print news articles relative to the whole field of alcoholism, excepting, however, those which might provoke needless dissension.

9. Though never to be operated for the profit of any individual, the Grapevine ought to be financially self-supporting. To insure its own continuity the Grapevine will need to maintain an office staff and eventually a paid editor. The Grapevine ought to be so priced that these expenses can normally be met without subsidies. In order that the Foundation may keep in close touch with Grapevine finances it is desirable that the Grapevine employ the same auditor as the Foundation.

10. The original Grapevine was wholly a volunteer effort. It is most strongly felt that an able volunteer staff should serve as editorial assistants. Volunteers serving in rotation would always insert new life blood into the Grapevine stream - they would tend to prevent over professionalization.

11. The managing directors of the Grapevine Corporation should be composed of two Trustees (or ex-Trustees) of the Alcoholic Foundation, two members of the volunteer Grapevine staff (or ex-volunteers), and the editor of the Grapevine - thus making a Board of five. The corporate stock of the Grapevine might consist of two classes, A and B. Class A would elect three managing directors. The Class B stock, electing two directors, would be donated to the Alcoholic Foundation. It should be stipulated that profit, if any, on the A shares should also go to the Foundation. Each Grapevine member of the Board would, upon his resignation, transfer his Class A share to his successor. His successor would be appointed by himself and his Grapevine associates on the Board. This arrangement should, under normal conditions, give the Grapevine staff managerial control of the paper. If there were ever any financial profit, the Alcoholic Foundation would receive it all, In case of difficulty it could be expected that at least one of the Grapevine staff on the Board

would cast his vote with the Alcoholic Foundation Trustees, thus permitting the Trustees temporary management of the Grapevine if necessary.

12. To sum up: The Grapevine will be the Voice of the Alcoholics Anonymous movement. Its editors and staff will be primarily accountable to the AA movement as a whole. The Grapevine will be carried on by a paid editor and a volunteer editorial staff, three of whom would be managing directors of the AA Grapevine, Inc. Under ordinary conditions the Grapevine should be financially self-supporting. The Grapevine Headquarters organization will be assisted by volunteer outlying editors and correspondents representative of all sections of the country, later on of the world. The Alcoholic Foundation, owning 97% of the stock, will guarantee the integrity of the Grapevine but will exercise no managerial control except in time of difficulty. Within the bounds of friendliness and good taste, the Grapevine will enjoy perfect freedom of speech on all matters directly pertaining to Alcoholics Anonymous. But it will be traditionally, perhaps legally, prohibited from taking sides, directly or indirectly, on controversial issues which do not concern AA as a whole. It will take no advertising, it will engage in no propaganda for any cause, however good. While the Grapevine will never become a general newspaper its news columns may cover the whole field of alcoholism on a strictly noncontroversial basis. The Grapevine will be a newspaper written by AAs and friends of AA. Like the Alcoholics Anonymous movement it is to mirror, there will be but one central purpose, viz.: "The Grapevine will try to carry the AA message to alcoholics and practice AA principles in all its affairs."

While these observations could be better stated, I think they fairly well represent our feeling about the future of the Grapevine. And I'm sure the Certificate of Incorporation you submitted covers practically all the ground that such a Certificate should. Nobody is a prophet, so we surely shouldn't hamstring our Grapevine charter with too many "do's" and "don'ts." Many of the principles set down above would be better confirmed in our general AA literature and in a statement of editorial policy printed in each issue of the Grapevine.

In your letter of transmittal, you raised an important question about the General Policy Committee of the Alcoholic Foundation. You asked whether it was advisable to have our National Secretary and the Grapevine Editor sit with that committee. You felt the National Secretaryship should be a simple administrative job having nothing to do with national or group policy. You thought that both our Central Office and the Grapevine ought to be directly administered by the Foundation. Your feeling is a very natural one. I know it stems from your own sound thinking in the spheres of law and business. Not long ago I would have agreed with you at once. I would have given the Foundation complete authority over the Central Office and the Grapevine. Such a set up would seem to make for good sense and good administration. It would center unqualified authority in one spot.

But I now question that conclusion seriously. In the case of the Grapevine it is already clear that its editor, staff and outlying correspondents should have the privilege of disagreeing with the Trustees if they choose.

Suppose, for example, someone gave the Alcoholic Foundation of the future a million dollars. Suppose the alcoholics then on the Board were of the "salesman promoter" type. Suppose they absolutely convinced the nonalcoholic Trustees that the Alcoholic Foundation should, for example, immediately subsidize research, alcohol education, or commence construction of a large AA hospital in New York City. As the Trustees of the Alcoholic Foundation nominate their own successors (because elections among thousands of AAs are impractical) you can easily see how we might someday have a Board which, if it had enough money, would start thinking just like that - and with the best intentions in the world. If some future Board of Trustees started to spend money in such a fashion there would surely be a great uproar throughout the country. An enormous amount of controversy would develop. Group after group could split wide open on this wholly unnecessary issue. Though the Trustees spent money very wisely with respect to the particular project involved, the loss of group confidence in the Board might nevertheless be so great that the groups would stop sending their contributions to the Foundation. The damage could be immense.

Suppose, under such conditions, that the Trustees were able to control the Grapevine Editor. Suppose they had the authority to make him print what they thought he ought to print. We would no longer be hearing the Voice of AA. We would only be hearing a Board of Trustees trying to promote a project, a project which might encounter little effective resistance because group opposition to it would have no place to focus.

As a lawyer, you know better than anybody that situations like these do arise. The history of religion is full of controversy about authority, prestige and money. The present Board of Trustees are men of such high purpose and intelligence that nothing of the sort could happen now. Our present nonalcoholic Trustees are often a bulwark against doubtful schemes. They have frequently slowed us alcoholics down. But someday the AAs on a future Board might persuade their associates to undertake a well-meaning, yet ruinous venture. Especially if the Foundation gets very rich - which God forbid. If that ever happened the Grapevine should be free to speak its mind. Who else could?

Viewed in this light, the structure of our Headquarters setup becomes terribly important. Of course, a legal instrument cannot, of itself, avert future trouble. But publication, in AA literature, of the nature of our Headquarters structure would create such a powerful tradition as to ultimately bind the Board of Trustees, the National secretary, and the Grapevine Editor into a working unity, each with certain prerogatives. Beyond which, however, none of them would think of stepping.

With some embarrassment, I have drawn these possibilities to the attention of our present Board of Trustees. At first I feared they might feel as though their personal abilities were doubted. Happily that is not the case. All of us realize that we are not talking so much about the present. We are pondering a design for the future which will withstand the utmost strain if the need comes.

The position of the National Secretary is, I think, somewhat different than that of the Grapevine Editor. As the Foundation received the money from the groups by which the Central Office is maintained, the Trustees are entirely responsible for its conduct. Theoretically, the National Secretary should be a paid agent of the Foundation, pure and simple. But there are some practical reasons, arising out of the nature of the situation itself, why this can never be quite the case.

To begin with, the National Secretary lives very close to the leadership of our 700 groups. Many hundreds of these she has helped to form herself - sometimes by contact with new leaders as they come to New York, but more often through her huge personal correspondence transmitting scores of thousands of words of suggestion and encouragement. The National secretary has, therefore, a personal relationship to our national situation which no one else has. In the minds of the groups - though she is linked to the Foundation and represents it - she does have a personal status very much her own. The National Secretary has a dual function. She not only represents the Foundation, she represents the groups also - she is their secretary, too.

Moreover, the National Secretary corresponds with the groups on policy matters all day long - AA policy, public relations policy. Half of her personal mail and conversation involves these subjects. In the nature of the case the National Secretary will always know more (and do more) about our policy than anyone else. In less matters she sometimes has to make policy on the spot because the Board of Trustees meets infrequently and its members cannot be reached quickly. Besides, the secretary has to interpret policy - has to make many decisions in the matter of particular applications. It's in the nature of the situation. There is no other practical way, that I can see, of handling policy at the Central Office. I used to look after many of these policy matters myself. Of course that should not be continued because our national Headquarters ought presently to stand on its own feet.

The actual relations between the National Secretary and the Trustees is, or probably ought to be, about the same as that which exists between the president of a large active business and his Board of directors. While no president can run hog wild, and while the directors are the court of final decision on matters of policy, the president has, nevertheless, to be given some real scope of his own. Within fair limits his judgment has to be trusted. And his voice has to be heard in directors meetings. Otherwise his Board of directors would be operating too much in the dark, too remote from the business. The president of a corporation is much more than an employee. Then too, while decision on large policy matters always rests with the directors of the company, it is most often the president who suggests what new policies are needed. He not only administers old policy; he very often initiates new policy in the Board of directors. The directors of a business concern can never actually manage the business. If they try to do so, over the head of the president, they are bound to demoralize the undertaking.

Of course this parallel is not a perfect one. A real business organization works more on the principle of authority than does our national Headquarters set-up. The Trustees, the National Secretary and the Grapevine Editor serve the AA groups. In fact they could not,

the alcoholic being what he is, do anything but serve. In the end they must respond to group sentiment and wishes. They could never dictate for long.

Yet I am sure that in considering a future structure we ought to take a good look at sound business practice when we try to determine the relationship that had better exist between the Foundation, the Grapevine, and the National Secretary. Where business principles fit the situation they ought to be adopted. And where business practices do not fit, they ought to be flatly rejected in favor of what will work best. Alcoholics Anonymous is unlike most forms of society. In some respects it operates on the soundest of business and religious tradition; in other respects it has thrown tradition and precedent out the window wholesale. Trial, error, experience - they tell us the final story. One can, however, sympathize with our baffled friends as they observe our paradoxical behavior!

We are still in a process of testing what our eventual Headquarters setup shall be. Take, for example, the proposed General Policy Committee of the Alcoholic Foundation. It is to be composed of three Trustees, the National Secretary and the Grapevine Editor. On the face of it, I confess it looks like nonsense. Yet there are quite practical reasons for its existence. Our Board of Trustees meets quarterly. These dates are too far apart to secure quick decisions on matters which the National Secretary feels too important for her to handle alone. At Policy Committee meetings three of the Trustees will be regularly brought face to face with the Grapevine Editor and the National Secretary. These two know the national situation, they will actually administer most of the policy, and of all people in AA they will be most familiar with our needs for new policy.

At these meetings at least three of the Trustees are bound to get intimately acquainted with those two people who represent the Heart and Voice of our national organization. I feel this personal acquaintanceship to be most important, in fact absolutely indispensable. The personal contact between the Trustees, the National Secretary, and the Grapevine Editor has been, in the past, far too remote. This is because I have been acting as a go-between; meeting now with the Trustees, then with the National Secretary, and occasionally with the Grapevine Editor. An arrangement like this can be no part of our permanent structure.

Someday, perhaps rather soon, I may have to step out of the national picture entirely. In fact the doctors have just taken me out of it for the next six months. Yet it's still a fact that half our Board of Trustees have never met the Grapevine Editor, nor has the Grapevine Editor ever discussed national policy with the National Secretary or the Trustees. It seems most evident that we badly need a common meeting ground for these key people where they will be bound together by mutual activity, acquaintance, and confidence. These important elements of our Headquarters organization cannot live too far apart. Else they will someday be at cross purposes. To my mind the General Policy Committee is the answer.

The General Policy Committee has another important function. All major issues of policy, too large for them to handle alone, will be carefully considered and submitted to the quarterly Trustees' meeting for decision. This should have the effect of presenting

the full Board of Trustees with a clear picture of the really important matters at issue. It will eliminate from our Trustees' meetings a certain amount of less important matter which usually proves time consuming and diverts attention from the things of large importance which the full Board should carefully ponder and decide.

To my way of thinking, the full Board of Trustees is something like the Supreme Court of the United States. Theirs should be the final decision on the few but terribly vital problems which now and then come into our foreground. The Trustees are the Conscience of AA, the Central Office is the Heart of AA, and the Grapevine is the Voice of AA. When these functions are bound together into a working unit, we shall be able to relegate the founders of AA to the sidelines, where probably they long since should have been sitting - interesting antiques, a little ripped at the seams - reminders of a time when AA was very young. That is the place for Dr. Bob Smith and myself. I am utterly convinced.

But I do hope we shall be able to leave behind us a National Headquarters so dedicated to service, so soundly conceived in its checks and balances, so well compounded of good sense and pure spirituality, that the AA movement may dispense with highly personalized national "leaders" forever.

Alcoholics Anonymous faces a coming trial, the trial of great prosperity and success. It will be the greatest test of all. Can we weather that, the ravages of time may never affect us. Our destiny will be secure!

As ever,

William G. Wilson

P.S. Copy to all Trustees, Grapeviners, and ex-Grapeviners.

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Historic Home of Bill & Lois Wilson, Katonah, NY, www.SteppingStones.org.**

April 2022

Trustees' Report: Archives Committee

Al Mooney, Chair

The trustees' Archives Committee was established by the General Service Board and held its first meeting in October 1973. This committee is responsible for developing and implementing the policies that govern the Archives services. The committee makes recommendations to the General Service Board on Archives procedures and budget. Through its group conscience and guided by A.A.'s principles and professional standards, the committee undertakes and upholds its responsibility and authority for the maintenance and use of our Archives.

The committee supports the GSO Archives' commitment to permit access to members of Alcoholics Anonymous and others for research purposes. The committee, since the 71st General Service Conference, granted permission to nine researchers for use of archival material. The permission also included access to archival audio recordings, for limited use. Each request is carefully considered through recommendations from the Archivist and established Archives policies. The permission to conduct research is granted conditionally on a signed agreement to strictly maintain the anonymity of all members, alive and deceased, including A.A.'s co-founders.

The committee engaged in extensive discussions regarding a request to consult archival correspondence held in the Classified Collection specified in the signed Research Agreement. After lengthy and informed discussions, the committee denied the researcher's request to access these materials. In considering the request, the committee thoroughly examined current guiding policies, including the Archives "Classified Records Policy," a standing 1966 General Service Board policy regarding related inquiries and precedents from similar requests considered in the past. The committee also noted that the request did not align with the Archives Mission and Purpose Statement and lastly, the subjects of interest are outside of the primary spiritual aim of Alcoholics Anonymous.

The report of the 2021 Conference Committee on Archives was reviewed at the committee's meeting in August. The committee noted the Conference Committee on Archives committee consideration regarding the suggestions to add new text in the section "Guidelines for Collecting Oral Histories" in the Archives Workbook on ways to conduct ASL sample interviews with members who are Deaf to offer a greater diversity of sharing; and add sample interview questions relating to "vision for the future" in the subsection "Sample Interview Questions." In discussing the "Guidelines for Collecting Oral Histories" in the Archives Workbook, the committee also suggested the GSO Archives Oral Histories Kit be reviewed and updated, where necessary. Given that the "Guidelines for Collecting Oral Histories" section of the Archives Workbook is summarized in the "Oral Histories Kit," the committee suggested that a review and update to the Oral Histories Kit be accomplished first. The revised text in the "Oral Histories Kit" can then be incorporated into the Archives Workbook. In January 2022, the committee reviewed a

draft of the Archives “Oral Histories Kit,” which included the proposed new title, “Guidelines for Conducting Oral Histories,” a new section titled, “Conducting interviews of A.A. members in American Sign Language (ASL),” and a number of other updates and revised text. Following discussion, the committee accepted the draft work with the new title, “Guidelines for Conducting Oral Histories,” contingent upon editorial review by GSO’s Publishing department, a review of the new section on conducting interviews in ASL by a professional ASL interpreter, incorporation of new questions regarding interviewing Friends of A.A. in the section “Sample Interview Questions,” and other noted minor amendments.

The committee was kept apprised of the status of the updates to the Archives Workbook throughout the year. The senior archivist reviewed the Workbook for gender-specific language, updated resources, and made minor edits. In addition, the sharing submitted from local archivists, approved by the committee in January 2021, is currently being reviewed by GSO’s Publishing department. The new sharing will replace the current sharing in the Archives Workbook section titled “Archives Committee Activities: Shared Experiences” in a future printing.

The committee discussed a proposed agenda item to “Develop a book on A.A. history from 1955 through 1965, with similar books covering 10-year spans to be published in the future.” In considering the request, the committee noted that the Archives, in keeping with its Mission and Purpose, does not engage in writing history, but holds and preserves historical materials and provides these materials to those who may have an interest in writing such volumes. It was also shared that a similar agenda item was thoroughly discussed at the 71st General Service Conference, where the Conference Committee on Archives “took no action.” The committee also examined sharing obtained from a meeting between the chair of the committee and members of the 2021 Conference Committee on Archives to obtain feedback on the proposed agenda item, where it was reported that no new background information to support the proposal was provided.

Finally, at each of the quarterly meetings, the committee was kept apprised of projects completed by the Archives staff, projected goals for the upcoming year, as well as tabulated research inquiries handled by the staff.

The committee wishes to acknowledge the contributions of the archives staff. The mission and duties of the Archives require high levels of commitment, professionalism, and skill under normal circumstances, but during these pandemic times, restrictions of visitation, onsite review of archival requests, and implementation of novel initiatives to overcome barriers have presented extraordinary challenges. The chair of the committee joins other members in extending highest appreciation to archive’s leadership and staff for continuing to function at such a high level of excellence throughout these hard times.

April 2022

Trustees' Report: Audit Committee

Kevin Prior, Audit Committee Chair

The trustees' Audit Committee, formed by the General Service Board in 2003, is composed of a minimum of three and a maximum of five trustees who are appointed by the chair of the General Service Board.

The committee was created to assist the General Service Board in fulfilling its fiduciary obligation of prudent corporate governance. Under New York State Nonprofit Law, the committee has specific responsibilities that are set forth under the law, some of which are stated in this report.

The committee meets at least twice a year with the outside independent auditors and GSO and Grapevine management; separately with the auditor; and in executive session without the auditor. Typically, the committee meets in January to plan the financial statement audit and in April to review the audit report. In 2022, the committee met on January 19 to plan the audit and on April 18 to review the audit report.

The Audit Committee reports to the General Service Board and reviews such items as audit process, audit results, internal controls, best accounting practices, and management integrity. The Audit Committee also recommends appointment of the auditors to the General Service Board.

April 2022

Trustees' Report: Compensation Committee

Francis Gilroy, Chair

The trustees' Compensation Committee, formed in 2006 by the General Service Board (GSB), consists of at least four trustees. As originally envisioned, the newly formed committee reflected an initiative-taking measure to assist our GSB in fulfilling its fiduciary obligation of prudent corporate governance (i.e., the processes, structures and practices to effectively manage our affiliate corporations).

The Compensation Committee reports to the GSB, reviews and advises A.A. World Services, Inc. (A.A.W.S.) and AA Grapevine, Inc. (AAGV) on such items as overall compensation philosophies and policies, compensation best practices, etc. The Compensation Committee serves in an advisory capacity with no decision-making authority regarding any individual's total compensation. Rather, by monitoring a set of compensation policies and reporting its observations to the operating corporations' boards and the GSB an informed group conscience can be reached - consistent with good corporate practices, compliance with federal and state laws, and application of our spiritual principles.

To this end, our consultant, SmithPilot Compensation Solutions for Nonprofits, conducted analyses of salary structures and overall compensation for our full-time positions at A.A.W.S and determined them to be reasonable (i.e., compared to the market data evaluated, A.A.W.S.' compensation averages at 100% of the median). In addition, it is SmithPilot's formal opinion that the remuneration currently being provided to our general manager, and other top executives at A.A.W.S., is necessary to carry out our exempt organization's purpose (i.e., within reasonable levels and does not represent excessive compensation). At this writing, AAGV has requested that SmithPilot similarly evaluate the salary structures and overall compensation for our full-time AAGV employees and publisher in 2022.

April 2022

**Trustees' Report: Cooperation with the Professional Community/
Treatment and Accessibilities Committee**

Nancy McCarthy, Chair

The trustees' committees on Cooperation with the Professional Community and Treatment Facilities were combined by action of the General Service Board in April 1998. In August of 2009, the trustees' committee expanded its scope to include service to Special Needs-Accessibilities Committee and oversight of Special Needs literature. The title of the committee was changed to Cooperation with the Professional Community/Treatment/Special Needs-Accessibilities in 2009. In November 2015 "Special Needs" was removed from the committee's name and throughout the committee's Composition, Scope and Procedure.

The trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities met three times since the 2021 General Service Conference, in addition to numerous teleconferences involving subcommittees throughout that period. The committee undertook the following tasks this past year:

COOPERATION WITH PROFESSIONAL COMMUNITY:

The committee reviewed the list of 2021 Conference Committee on Cooperation with the Professional Community advisory actions and committee considerations pertaining to the committee.

Pamphlet for mental health professionals: The committee discussed the 2021 CPC advisory action "That the trustees' Cooperation with the Professional Community/Treatment and Accessibilities Committee develop a pamphlet directed to mental health professionals..." The committee discussed the request to develop a new outward facing pamphlet geared toward the mental health professional and suggested that the first action would be to explore assembling a focus group of past/present Class A trustees' and other mental health professionals who may be members of the Fellowship for the purpose of asking what their needs are when addressing the suffering alcoholic.

The committee reviewed a report of the focus group and requested that the staff secretary work with Publishing on the development of language and potential formats, with a progress report on the development of the pamphlet to be forwarded to the 2022 Conference Committee on Cooperation with the Professional Community.

"Members of the Clergy Ask About Alcoholics Anonymous": The committee discussed the 2021 CPC advisory action "that the updated draft pamphlet 'Members of the Clergy Ask About Alcoholics Anonymous' be approved with minor editorial changes and retitled 'Faith Leaders Ask About Alcoholic Anonymous.'" The committee discussed the pamphlet "Faith Leaders Ask About Alcoholics Anonymous" and found the pamphlet to be relevant and useful.

CPC Workbook: The committee reviewed the 2021 CPC consideration to review the CPC workbook and requested that the staff secretary survey the local CPC committees for shared experience on creative ways to carry the A.A. message to professionals, including but not limited to, during the Covid-19 pandemic.

The committee reviewed the shared experience from local CPC committees and other trusted servants for updated content to be included in the CPC Kit and Workbook. The committee agreed to forward draft language and format to the 2022 Conference Committee on Cooperation with the Professional Community for their annual review of the CPC Kit and Workbook.

LinkedIn progress report: The committee discussed the 2021 CPC advisory action “the goals expressed in the 2018 advisory action establishing a dynamic A.A.W.S. LinkedIn page be implemented by GSO, to provide current and relevant content about A.A. to professionals in accordance with A.A. principles and Traditions...” The committee reviewed and discussed the LinkedIn progress report and requested the staff secretary to research and report findings to the committee on the following items:

- How Class A trustees could cultivate awareness with professionals about the LinkedIn profile.
- Guideline and tutorial for Class As on how to create a LinkedIn profile.
- The use of “hashtags” in LinkedIn and requested samples of how they can be used on our LinkedIn page.
- That currently when Class A vacancies are closed the postings are removed. The committee requested development of language for ways to keep information about Class A service positions on LinkedIn.

The committee reviewed the A.A.W.S. LinkedIn page progress report. The committee noted that the current images are not correspondent to the links and requested that the senior digital communications analyst remove and repost with images with corrected content. The committee discussed potential options for the multiple features of the LinkedIn platform. The committee agreed to forward a progress report on the A.A.W.S. LinkedIn page to the 2022 Conference Committee on Cooperation with the Professional Community. The committee requested that the PI Comprehensive Media Plan also be included in the background to the Conference committee.

Memo to ad hoc working group on “Does Alcoholics Anonymous Work?”: The committee reviewed the memo and requested that the staff secretary send the link to the video “Does Alcoholics Anonymous Work?” to committee members, and that committee members be prepared for a discussion at the October 2021 meeting on how it can be shared (in keeping with the A.A. Traditions).

The committee viewed the video and suggested that the CPC staff coordinator work with Publishing to develop an article for the “About A.A.” newsletter.

“A.A. in Your Community”: The committee reviewed a progress report on “A.A. in Your Community” submitted by GSO’s executive editor that provided clarification about the target audience for the pamphlet. Subsequently, the committee reviewed the draft pamphlet and asked staff to send a memo to GSO Publishing with edits from the committee. The committee agreed to forward the suggested revisions to the 2022 Conference Committee on Cooperation with the Professional Community.

Discuss using Health Care Media distribution: The committee discussed using Health Care Media distribution and reviewed the information from the Mesmerize information packet. The committee requested that information be shared with the PI staff coordinator to facilitate work in collaboration with PI.

The committee discussed a demonstration video on how to distribute PSAs on digital TV screens in offices, pharmacies and community-based organizations with relevant messaging to viewers. The committee requested that the staff secretary continue efforts to develop a draft plan on PSA utilization in cooperation with the Public Information desk. The committee looks forward to reviewing the draft plan at the July 2022 meeting.

CPC exhibits: The committee recognized that due to Covid-19, most face-to-face exhibits were canceled for the year 2020 and most of 2021. The staff secretary reported facilitating Alcoholics Anonymous attendance along with participation by the local CPC committee at the American Probation and Parole Association Conference, August 23-25, 2021. The staff secretary reviewed scheduling of exhibits for September through December 2021 for participation and developed a progress report detailing CPC exhibit opportunities in 2022. For the July meeting, the committee also requested a review of the evaluation form in order to help determine which events to attend.

TREATMENT:

The committee reviewed advisory actions and committee considerations pertinent to the committee from the Conference Committee on Treatment and Accessibilities.

Treatment Committee Kit and Workbook: The committee reviewed suggestions for the contents of the Treatment Committee Kit and forwarded selected changes to the secretary. The committee requested that suggestions made by the 2021 Conference Committee on Treatment and Accessibilities be forwarded to Publishing for implementation. The committee will continue to review the Kit/Workbook and make additional suggestions at the July 2022 meeting.

“Bridging the Gap” pamphlet: The committee reviewed a progress report from the executive editor on the pamphlet “Bridging the Gap” and reviewed the draft pamphlet “For Professionals: How A.A. ‘Bridges the Gap’ to Help Alcoholics.” The committee requested that the staff secretary provide edit suggestions to Publishing for the next iteration of a draft pamphlet at the July 2022 meeting.

Bridging the Gap Service Materials: The committee reviewed a progress report from the executive editor on the Bridging the Gap service materials and reviewed drafts of the service materials titled, “Bridging the Gap Workbook” and “Bridging the Gap/Temporary Contact Guidelines.” The committee discussed and approved the service materials and requested the staff secretary to forward the drafts to Publishing for development. The committee looks forward to a progress report at the July 2022 meeting.

ACCESSIBILITIES AND REMOTE COMMUNITIES

Review progress report on pamphlet “A.A. for the Older Alcoholic”: The committee chair assigned committee members to review the compiled stories and identify the top four submissions for the pamphlet “A.A. for the Older Alcoholic.” The committee requested that the staff secretary make a compilation of stories to include: the seven stories selected from the most recent submissions, the stories submitted for the update in 2019, stories from the September 2014/August 2021 issue of the AA Grapevine magazine, and the stories that are in the existing version of the pamphlet “A.A. for the Older Alcoholic -- Never Too Late.”

The committee performed the first-round review of 84 stories and selected 23 stories to be part of a second-round review. The goal of the second round is to select the top 12 stories. The committee agreed to forward to the 2022 Conference Committee on Treatment and Accessibilities the 12 stories to review and identify any gaps in the targeted categories of the older alcoholic experience. The committee looks forward to the Conference committee’s feedback.

Military audio interviews: The chair appointed a subcommittee on creating audio interviews of A.A. members who are in the Armed Forces. The committee agreed to the following scope for the subcommittee:

- Identify a consultant to serve on the committee with a target date.
- Develop a questionnaire for audio-military interviews.
- Request to a broad cross-section of A.A. members.

In order to support this effort, the committee agreed to identify consultants from Canada and the U.S. with relevant military experience, who can continue the work on the project. The committee consulted with the chair of the trustees' Nominating Committee, regarding procedure (#13 Procedures for selecting consultants for General Service Board Committees) and two candidates were selected by the committee, one from Canada and one from U.S. The selections were submitted to the Nominating Committee for their review and were forwarded to the General Service Board for approval.

The committee affirmed that the two consultants (U.S. and Canada) brought on to participate in the Military audio interviews project are members of the CPC-Treatment/Accessibilities committee with a voice and no vote. The committee also noted

that the consultants' term is for one year from January 2022-January 2023 with the option to renew for one additional year.

The subcommittee chair welcomed both consultants and shared about the subcommittee's plans for the project:

- Standard roadmap between U.S. and Canada having a unified plan;
- Not only seeking interviews but, also seeking contacts from various military branches;
- The subcommittee chair is developing a project plan that will include reporting to the entire committee.

The committee discussed the three audio interviews currently on aa.org. In two of the audio clips, the interviewees identified their service rank. A request has been made by to add their rank to the third audio clip. Publishing provided an estimated cost of \$600 to edit the clip. The staff secretary will work with the committee chair to facilitate this request. Additionally, the trustees' Cooperation with the Professional Committee-Treatment and Accessibilities Subcommittee on the Military Audio Interviews met in February 2022 to review CPC Workbook guide letters and the concept of a call for A.A. members to volunteer as interviewees.

Remote Communities Guidelines: The committee reviewed a progress report from the executive editor on A.A. Guidelines on Remote Communities and requested that the staff secretary continue to work with Publishing to develop a draft for Remote Committee Guidelines. The committee suggested several edits and requested that the edits be captured in a memorandum to Publishing. The committee agreed to forward the memorandum and the draft "A.A. Guidelines for the Remote Community" to the 2022 Conference Committee on Treatment/Accessibilities for review because it is new service material.

Subcommittee on A.A. Guidelines on Accessibilities: The chair appointed a subcommittee to update the A.A. Guidelines on Accessibility. The committee noted the need to update the Accessibilities Checklist, in particular to include shared experience about reducing barriers to participation in A.A. by members who have intellectual and learning difficulties. The subcommittee made suggestions for revisions to the Guidelines and Checklist. The committee noted that revisions are a work-in-progress. and requested that the staff secretary provide a final version to the subcommittee members for review to ensure that all changes have been captured. The committee looks forward to a progress report at the July 2022 meeting.

April 2022

Trustees' Report: Corrections Committee

Mike Lewis, Chair

The trustees' Corrections Committee recommends to the General Service Board actions that support carrying the A.A. message to alcoholics confined in a variety of correctional settings. Since the 2020 General Service Conference, the trustees' committee has met five times (including two special meetings in September 2021 to review and discuss suggested revisions to the Corrections Workbook and Kit contents).

The committee reviewed and discussed the advisory action and committee considerations from the 2021 Conference Committee on Corrections and took the following actions:

Advisory Action

- Revision to A.A.W.S. literature directed to members behind the walls to replace the terms "inmate" and "offender" with "person in custody."

In collaboration with GSO Publishing, it was determined to approach the project of replacing the terms "inmate" and "offender" with "person in custody" utilizing a hard/soft deadline, with the goal of all relevant material being updated by year-end 2023. (Individual stories, i.e., recovery stories submitted by members, will not be changed.)

Implementation is moving along apace. In terms of tracking the corrections-related materials to be revised, and to provide the most relevant and up-to-date numbers, Publishing wanted to wait until January 2022 to gather more current and relevant inventory/reprint/cost data. The executive editor reported at the January 29, 2022, trustees' Corrections Committee meeting that because data is collected from multiple sources, each with their own set of departmental priorities, pulling it all together was taking a bit longer than expected. The committee looks forward to receiving an update at their July 2022 meeting,

Committee Considerations

- Review corrections materials for corrections professionals and explore the need for developing different language to refer to "persons in custody."

The committee requested that the staff secretary gather information as to the exact items of literature/service material intended or used by corrections professionals to inform discussions and next steps, if deemed necessary.

Subsequently, the committee reviewed a list of relevant literature items (noted below) and requested that Publishing provide cost estimates for each item to help

inform the discussion. Accordingly, the committee agreed to continue discussions at their July 2022 meeting.

- P-9 Memo to an Inmate Who May Be an Alcoholic (EN/FR/SP)
- P-20 A Message to Corrections Professionals (EN/FR)
- P-26 A.A. in Correctional Facilities (EN/FR/SP)
- P-29 How A.A. Members Cooperate with Professionals (EN/FR/SP)
- P-33 It Sure Beats Sitting in a Cell (EN/FR/SP)
- P-12 The Jack Alexander Article About A.A. (EN/FR/SP)
- DV-02 A.A. in Correctional Facilities

- Development of service material that will explain digital distribution to local corrections committees.

The committee discussed and agreed that because we are in the early stages of digital distribution and that the shared experience would vary widely, it was premature at this time to develop service material that would comprehensively address and provide step-by-step guidance on using digital materials in local correction settings; the committee agreed to table this matter until more information is available.

On the other hand, major inroads have been made by A.A.W.S. and AA Grapevine in making A.A. literature available to those members in correctional facilities in the U.S. and Canada. A.A.W.S. in collaboration with AA Grapevine, who led the way to pilot the endeavors, the project moved along apace with contracts in place with several major vendors that provide tablets into correctional facilities. Quarterly updates were provided to the committee reflecting remarkable success not only with the increasing numbers of facilities utilizing A.A. materials but also the ability to track such usage. with one such vendor who has been highly active in utilizing Grapevine and La Viña materials in facilities with the ability to also track usage. In fact, at the January 29, 2022, board meeting, the publishing director distributed a preliminary report to the committee reflecting that in one day over five hundred items were made available to those behind the walls. It is anticipated that future reports will provide information broken down by area/province and literature item.

The AA Grapevine publisher reported that through Grapevine's Carry the Message project, we have started distribution of free Grapevine/La Viña subscriptions to those on the inside.

- Exploration of thread-based forums and new communication models that would allow members and committees carrying the message behind the walls to access and provide shared experience.

The committee discussed and agreed that while timely and effective, thread-based communication models (i.e., message boards) are best initiated and managed by the Fellowship at the local level.

The committee did note, however, the sample digital newsletter provided in the background and indicated that this format may be valuable for newsletters like *Sharing From Behind the Walls*.

- Corrections Kit and Workbook.

The committee expressed great appreciation for the extensive work by the National Corrections Committee in reviewing the Corrections Kit and Workbook. The trustees' Corrections Committee scheduled two separate meetings in September and dedicated these meetings to fully review and discuss the suggested changes. With little exception, the majority of the suggestions are being implemented and will be reflected in future Kit and Workbook publications. Due to supply chain and paper shortages, it is anticipated that the digital versions will be completed prior to the printed versions.

In addition to the foregoing, after the 2021 General Service Conference, the trustees' Corrections Committee completed the following:

- Retitled the pamphlet "Memo to an Inmate Who May Be an Alcoholic" (P-9) to "Behind the Walls: A Message of Hope."
- Retitled the book *A.A. In Prison: Inmate to Inmate* to *A.A. in Prison: A Message of Hope*.
- Submitted the following quote to be added to the current pre-release service material for A.A. members on the inside:

"I've been incarcerated almost 17 years now. I may never see the outside world again. I have good days and bad ones. But don't we all? I know I must continue to change. For me, sobriety is a gift that's earned every single day, just like most people earn a living on the outside world. Each and every hour, day, month and year that I don't pick up that first drink, I earn that gift."

From "The Sweet Smell of Coffee," Grapevine, April 2020

- After discovering that the pamphlet "A Message to Corrections Professionals" (P-20) was only available in English and French, the committee requested that a Spanish translation be implemented after completion of edits changing the word "inmate" to "person in custody."

The trustees' committee also considered the following requests:

- Request to add shared experience regarding “inside” sponsorship to current corrections service material.

The committee agreed this type of shared experience would be useful; however, because there is limited shared experience regarding sponsorship for members in custody, the committee requested that the staff secretary prepare and put a call out for shared experience from the Fellowship with a wide distribution (i.e., including regional trustees) and update the committee accordingly. The notice for shared experience was distributed to the Fellowship in February 2022. The staff secretary will update the committee accordingly as shared experience is amassed.

- Request to reconsider using the language of “person in custody” to describe an inside A.A. member in A.A. literature

The committee agreed to forward this item to the 2022 General Service Conference.

- Request to change the phrase “person in custody” back to the original writing of “inmate” and “offender” in all A.A. literature and pamphlets.

The committee discussed the request and took no action. The committee agreed that the 2021 advisory action requesting the change from “inmate” to “person in custody” was the result of lengthy Conference discussions and passed with substantial unanimity.

- Request to consider developing a pamphlet on the Corrections Service to include current and additional Fellowship sharing on the value of Corrections Correspondence Service (CCS) participation.

The committee discussed the request and took no action. The committee determined that with the new CCS database in its infancy, development of a pamphlet at this time may not be the best avenue to raise awareness. However, in keeping with the spirit of the suggestion, the committee will monitor the impact of the new CCS database and assess the need accordingly. In the meantime, the committee suggests utilization of currently available communication tools like AA Grapevine, *Box 4-5-9* and What's New on aa.org to raise awareness of the Corrections Correspondence Service.

Corrections Correspondence Service

A couple of exciting developments transpired related to the Corrections Correspondence Service (CCS):

- In September 2021, the new CCS database was launched. The new, state of the art digital application enables matching of persons in custody to members on the outside with speed and efficacy. Some of the new features include matching based on miles rather than region – exponentially increasing matching possibilities; and expansion of the program to effortlessly match members in Canada. The database also provides an expedient process for obtaining statistics and reports and generating personalized letters.
- Substantial inroads have been realized regarding the Corrections Correspondence Service in Canada. A small team including two current Class A trustees, the Eastern Canada regional trustee (and member of the trustees' Corrections Committee), and a past delegate from Canada held several meetings with corrections professionals in Canada who expressed interest in CCS and the Bridging the Gap program. As a result, utilizing A.A.W.S. and AA Grapevine materials, the professionals developed informational materials for their colleagues as well as separate materials dedicated to those on the inside, informing all about the services provided through CCS and Bridging the Gap. We look forward to continued collaborations and will report out accordingly.
- Finally, in an effort to increase awareness and participation in CCS in Canada, future articles will be featured in *Box 4-5-9* and AA Grapevine.

April 2022

Trustees' Report: Finance and Budgetary Committee
Kevin Prior, Treasurer

2021 Cash Basis Report

General Service Office:

The GSO prepares its financial statements on an accrual basis. This means that revenue and expense are recorded when an event happens rather than when the cash is received or spent. For example, in March 2022, we paid a hotel deposit for the 2023 Northeast Regional Forum. On the accrual basis, this expense is counted in 2023 because this is the year during which the forum happens. An alternative to the accrual basis is the cash basis. This means that revenue and expense are recorded when the cash was received or spent. For example, the deposit paid in 2022 for the 2023 Northeast Regional Forum is recorded in 2022 on a cash basis.

On the accrual basis, the bottom line is the operating surplus or deficit. On the cash basis, the bottom line is the change in cash. A financial statement prepared on the accrual basis is called an Income Statement or a Statement of Activities. A financial statement prepared on the cash basis is called a Cash Flow Statement.

We use the accrual method for our financial statements because it is required by the nonprofit laws of both the United States and New York state for our audited financial statements. However, the accrual method can sometimes present a misleading picture of our financial activities. This happened in 2021. An increase in the stock market caused the payments we expect to make in the future to fund the defined benefit pension plan and post-retirement medical fund to decrease by \$7.23 million. Under the accrual method, this \$7.23 million decrease in the future obligation is recorded as non-operating revenue in 2021 even though we received no cash. As a result, the GSO may appear to be \$7.23 million better off than it actually is.

Any transaction in which the accrual and cash basis differ on the year in which the transaction is recorded can cause a difference in the bottom line calculated for the year by each method. As shown on the Cash Flow Statement in Appendix 1, our operating cash increased by \$53,177 in 2021. However, our audited financial statements show an operating surplus of \$1,697,141. This is a \$1,643,964 difference in the bottom line between the two methods. Looking at just the operating surplus, one might think that 2021 increased the financial capacity of the GSO. Adding the context of the change in cash, one can see that the financial capacity of the GSO changed little in 2021. Here are the biggest reasons for the difference between the operating surplus and the increase in cash:

Inventory – To combat supply chain disruptions, we are printing larger quantities when reordering titles. This is up front cash in 2021 which will not become an expense until the items are sold in 2022.	321,805
Literature Accounts Receivable – These are 2021 literature sales to Intergroups, Central Offices, and international GSOs that are paid for in 2022. Under the accrual method, these sales count in 2021, but the cash was not received until 2022.	108,959
Due From Grapevine – This the Grapevine portion of shared services such as employee benefits and office rent paid for by A.A.W.S. on behalf of Grapevine. A.A.W.S. pays for the services in 2021 and Grapevine reimburses A.A.W.S. in 2022.	222,205
Deferred Employer Social Security Tax – This is Social Security tax on 2020 wages that the IRS allowed us to wait until 2021 to pay. Under the accrual method, this expense counted in 2020, but under the tax was not paid until 2021.	278,227
Added to Reserve Fund – The General Service Board authorized a transfer of \$250,000 from the Operating Fund to the Reserve Fund. This is not recorded as an expense under the accrual method, but it does decrease operating cash.	250,000
Contributions – Under the accrual method, contributions received in January but dated or postmarked December 31 or earlier are recorded as revenue in 2021, but the cash is not received until 2022.	321,653
Prepaid Expenses – International Convention – Activities such as site inspections and deposits decrease cash in 2021 but are not recorded as an expense under the accrual method until the Convention occurs in 2025.	57,314
Other Prepaid Expenses – Other services which are paid for in advance result in cash being spent in 2021 but are recorded under the accrual method as an expense in 2022. This includes employee medical insurance, hotel deposits, and software subscriptions.	53,174
Other Transactions	30,627
TOTAL	1,643,964

The Cash Flow Statement reports sources and uses of cash. The largest sources of cash in 2021 were:

Gross literature sales	11,346,125
Contributions	10,402,293

The largest uses of cash in 2021 were:

Salaries	7,605,107
Printing, shipping, and storing literature	4,733,884
Professional fees	2,174,231

A complete list of sources and uses of cash is in Appendix 1.

2021 Actual Results Accrual Basis vs. 2021 Budget

General Service Office:

Preliminary 2021 financials, prepared on an accrual basis, were submitted to the auditors on February 7. As of this late March writing, the audit is mostly complete. The auditors are expected to report the audited financial statements to the GSB Audit Committee on April 18. As long as the Audit Committee accepts the financial statements at this meeting, the audited financial statements will be reported at Conference. All 2021 actual results cited below include auditor adjustments but are still subject to change until the Audit Committee accepts them.

For the year 2021, the GSO had an operating surplus of \$1,697,141 compared to a budgeted operating surplus of \$1,197,218. Non-operating revenue of \$8,972,682 and non-operating expense of \$852,353 resulted in a total surplus of \$9,817,470. The largest non-operating transactions were non-cash transactions such as the increase in market value of the assets in the defined benefit pension plan and post-retirement medical fund. Appendix 2 lists the different categories of non-operating revenue and expense. During 2021, cash increased by only \$53,177 (as detailed in Appendix 1), a far cry from the \$9.8 million surplus.

Operating expenses were \$15,679,880 compared to a budget of \$15,887,254. Expenses were kept lean to set aside money to use in 2022 to return to an in-person Conference, in-person Regional Forums, in-person board meetings, and pre-pandemic staff and board travel. The GSO's largest expense, salaries and benefits, was \$9,295,443 compared to a budget of \$9,518,557. Professional fees were \$2,242,400 compared to a budget of \$2,587,440. Please see Appendix 4 for a detailed listing of professional fees.

The Covid-19 pandemic did not impact revenue as dramatically in 2021 as it did in 2020. Gross literature sales in 2021 improved to \$11,712,193 compared to a budget of \$11,400,000 and sales of \$9,088,279 in 2020. However, sales remain significantly below the \$14,405,491 recorded in 2019. Additionally, due to increased prices caused by supply chain disruptions, the cost of printing, shipping, and storing literature was \$5,061,311 compared to a budget of \$4,218,000.

Contributions set a record for the second consecutive year as the Fellowship continued to respond to the financial burden on the GSO created by the pandemic. Contributions in 2021 were \$10,775,871 compared to a budget of \$10,000,000 and contributions of \$10,256,687 in 2020. Operating revenue (after subtracting cost of literature sold) was \$17,377,021 compared to a budget of \$17,084,572.

GSO ACTUAL VS. BUDGET	2021 ACTUAL	2021 BUDGET	DIFFERENCE
Operating Surplus	1,697,141	1,197,218	499,923
Operating Expenses	15,679,880	15,887,254	(207,374)
Salaries and Benefits	9,295,443	9,518,557	(223,114)
Professional Fees	2,242,400	2,587,440	(345,040)
Gross Literature Sales	11,712,193	11,400,000	312,193
Cost of Literature Sold	5,061,311	4,218,000	843,311
Contributions	10,775,871	10,000,000	775,871
Operating Revenue	17,377,021	17,084,572	292,449

AA Grapevine:

Although the 2021 Grapevine budget anticipated a net deficit of \$354,225 (based on decreasing subscriptions attributed to a preponderance of virtual A.A. meetings and a decrease in large-scale in-person events during the Covid pandemic), the actual results fared much better than anticipated, with a net deficit of just \$46,699. This favorable performance is primarily attributed to lower-than-average travel and office expenses, increased book sales as well as the proceeds of \$180,000 from the 2020 International Convention cancellation insurance policy.

GV ACTUAL VS. BUDGET	2021 ACTUAL	2021 BUDGET	DIFFERENCE
Net Deficit	(46,699)	(354,225)	307,526

2021 Actual Results Accrual Basis vs. 2020 Actual Results Accrual Basis

General Service Office:

The operating surplus of \$1,697,141 in 2021 compares to an operating surplus of \$109,488 in 2020. The total surplus of \$9,817,470 in 2021 compares to a total deficit of \$2,353,799 in 2020. Increases in literature sales and contributions, a reduction in salaries and benefits, and the change in direction of the financial markets contributed to the better year in 2021 than in 2020.

Operating revenue of \$17,377,021 compares to \$17,378,975 in 2020. Total revenue of \$26,349,703 in 2021 compares to total revenue of \$20,807,403 in 2020. As noted earlier, gross literature sales increased from \$9,161,407 in 2020 to \$11,712,193 in 2021. Contributions also increased, from \$10,256,687 in 2020 to \$10,775,871 in 2021.

Operating expenses were \$15,679,880 in 2021 compared to \$17,269,487 in 2020. Salaries and benefits were \$9,295,443 in 2021 compared to \$10,981,702 in 2020. Total expenses were \$16,532,233 compared to \$23,161,202 in 2020.

GSO ACTUAL VS. LAST YEAR	2021 ACTUAL	2020 ACTUAL	DIFFERENCE
Operating Surplus	1,697,141	109,488	1,587,653
Total Surplus/(Deficit)	9,817,470	(2,353,799)	12,171,269
Operating Revenue	17,377,021	17,378,975	(1,954)
Total Revenue	26,349,703	20,807,403	5,542,300
Gross Literature Sales	11,712,193	9,161,407	2,550,786
Contributions	10,775,871	10,256,687	519,184
Operating Expenses	15,679,880	17,269,487	(1,589,607)
Salaries and Benefits	9,295,443	10,981,702	(1,686,259)
Total Expenses	16,532,233	23,161,202	(6,628,969)

AA Grapevine:

The AA Grapevine Magazine Operations and Content-Related Items:

Net income from subscriptions, for 2021, was \$1,059,720. Income from subscriptions includes that from the print magazine, single copies, back issues, GV Complete and e-Pub (the digital version of the print magazine). The average paid circulation for print magazines, in 2021, was 56,081 (down from 63,397 in 2020). However, the 2021 subscriptions for GV Complete combined with the e-Pub magazine averaged 8,972, which compared favorably with 5,175 in 2020. Considering this trend towards a digital magazine, during 2022 Grapevine will be allotting resources to digital products – while maintaining the quality of the print magazine.

The 2021 gross income on the magazine and content-related items (books, audio, etc.) of \$1,820,445 was \$43,573 less than 2020, and \$41,692 below budget. Included in 2021 gross income was net profit from other published items of \$442,580 which was \$142,662 above budget and \$89,109 more than 2020. Total income in 2021, including interest earned and miscellaneous income was \$1,712,310, which is \$96,551 over 2020 and \$248,676 over budget.

Costs and expenses for editorial, circulation, and business, and general and administration in 2021 were \$1,759,009. Cost and expenses were \$155,450 less than in 2020, and \$58,850 under budget. Overall, Grapevine reported a deficit of \$46,699 (which included 2021 accrued expenses, depreciation write-offs, and allowance for bad-debt accounts).

Notwithstanding, the Grapevine reported loss of \$46,699 was significantly lower than the 2021 budgeted loss of \$354,225.

GV ACTUAL VS. LAST YEAR	2021 ACTUAL	2020 ACTUAL	DIFFERENCE
Print Circulation	56,081	63,397	(7,316)
Digital Circulation	8,972	5,175	3,797
Gross Income	1,820,445	1,864,018	(43,573)
Net Profit from other Published Items	442,580	353,471	89,109
Total Income	1,712,310	1,615,759	96,551
Total Expenses	1,759,009	1,914,459	(155,450)

La Viña Magazine Operations:

In 2021, La Viña, the Spanish-language magazine (approved by the 1995 General Service Conference) celebrated its 25th anniversary. The magazine experienced a 2021 average circulation of 6,312 – as compared with the 2020 average circulation of 7,205. After several years of La Viña circulation growth, reaching the 10,000 range, both 2021 and 2020 circulation incurred a significant drop-off, which is attributable to the Covid-induced lack of live events in the Spanish-speaking community, where many subscriptions and renewals originate.

During 2021, subscription income was \$83,773 against \$59,614 of direct publishing costs. La Viña also realized approximately \$26,039 from the sale of other content-related items (books, audio, etc.) against direct costs of \$9,034. Total operating expenses (i.e., editorial, circulation and administrative costs) associated with these publication activities were \$429,810. The shortfall between revenues earned from publishing activities versus the cost to produce and distribute was \$388,646.

This shortfall of \$388,646 was covered by the General Fund of the General Service Board as a service activity to the Spanish-speaking members of our Fellowship. The 2021 shortfall approximated the 2020 shortfall of \$385,772.

LV ACTUAL VS. LAST YEAR	2021 ACTUAL	2020 ACTUAL	DIFFERENCE
Average Circulation	6,312	7,205	(893)
Net Operating Service Cost	388,646	385,772	2,874

2022 Budget

General Service Office:

The 2022 budget has an operating deficit of \$1,350,569 compared to an operating surplus of \$1,697,141 in 2021. The 2021 surplus will be used to pay for the 2022 deficit. Operating expenses in 2022 are budgeted at \$18,111,969 compared to \$15,679,880 in 2021. The increased expense is due to the additional cost of in-person events compared to virtual events and the resumption of board and staff travel. Events returning to in-person include the General Service Conference, Regional Forums, and board meetings.

We have endeavored to be conservative with our revenue budget to protect against another Covid spike. Operating revenue in 2022 is budgeted at \$16,761,400 compared to \$17,377,021 in 2021. This revenue budget anticipates that literature sales will decrease slightly due to backorders caused by pandemic production delays. Contributions are also expected to decrease slightly due to declines in contributions from areas and districts. Gross literature sales are budgeted at \$11,000,000 in 2022 compared to \$11,712,193 in 2021. Contributions are budgeted at \$10,000,000 for 2022 compared to \$10,775,871 in 2021.

GSO 22 BUDGET VS. 21 ACTUAL	2022 BUDGET	2021 ACTUAL	DIFFERENCE
Operating Surplus/(Deficit)	(1,350,569)	1,697,141	(3,047,710)
Operating Expenses	18,111,969	15,679,880	2,432,089
Operating Revenue	16,761,400	17,377,021	(615,621)
Gross Literature Sales	11,000,000	11,712,193	(712,193)
Contributions	10,000,000	10,775,871	(775,871)

AA Grapevine:

The Grapevine:

Ideally, in 2022, with the return to in-person events, the growth of the podcast, the increase in Grapevine awareness brought about by the Instagram account, and attraction efforts by mail and digital means, subscriptions will return to pre-Covid levels. By carefully monitoring expenses combined with raising the awareness of the magazine and content-related items as recovery tools, we anticipate that AA Grapevine will break even, or do slightly better, in 2022. To be conservative, budgeted overall circulation (print and digital) is projected to rise to 70,842 (up from 2021's 65,053 paid average). Gross profits on subscriptions in 2022 are budgeted at \$1,236,434 up from \$1,059,720 in 2021. Content-related income (books, audio, etc.) will hold fast at \$690,333 which is slightly below 2021's \$703,610. If all goes according to plan, in 2022 Grapevine will achieve a net surplus of \$19,234.

GV 22 BUDGET VS. 21 ACTUAL	2022 BUDGET	2021 ACTUAL	DIFFERENCE
Print and Digital Circulation	70,842	65,053	5,789
Gross Profit on Subscriptions	1,236,434	1,059,720	176,714
Content Related Income	690,333	703,610	(13,277)
Net Surplus/(Deficit)	19,234	(46,699)	65,933

La Viña:

Ideally, in 2022, with the return to large-scale in-person events, La Viña subscriptions will return to previous levels. Print magazine circulation is projected to increase from 6,312 in 2021 to 7,500 in 2022. Total subscription income is expected to increase along with circulation, from \$83,773 in 2021 to \$91,520 in 2022. La Viña's net operating service cost covered by the General Service Board in 2022 is expected to be \$402,067.

LV 22 BUDGET VS. 21 ACTUAL	2022 BUDGET	2021 ACTUAL	DIFFERENCE
Print Circulation	7,500	6,312	1,188
Subscription Income	91,520	83,773	7,477
Net Operating Service Cost	402,067	388,646	13,421

Lockbox

In 2021, the GSO began using a bank service called a lockbox to process contributions. This service includes:

- Opening the mail

- Scanning the mail
- Verifying with the GSO that the contributor is a member of the Fellowship
- Depositing the check

The bank is able to do this more cost effectively than the GSO because the bank uses specialized equipment that the GSO could not afford. If you would like to learn more about how a lockbox operates, you may take a virtual tour of the processing facility by scanning the QR code in Appendix 3.

APPENDIX 1

CASH FLOW STATEMENT FOR THE YEAR 2021

Sources of Cash

Contributions	10,402,293
Gross literature sales	11,346,125
GSC delegate fees	157,331
GSC contributions	67,456
Payments from Grapevine	218,170
International Literature Fund	46,693
US CAN	8,662
WSM contributions	4,928
TOTAL CASH RECEIVED	22,251,658

Uses of Cash

Salaries	7,605,107
Printing, shipping, and storing literature	4,733,883
Professional fees	2,174,231
Employee Benefits	1,566,076
Rent	986,102
Payroll taxes	872,103
La Viña support	393,713
Sales tax remittance	361,057
Software support	338,879
Bank and E-Commerce charges	297,035
Postage	280,172
Transfer to Reserve Fund	250,000
Advances to Grapevine	215,375
Subscriptions (including software) & memberships	213,758
Data, bandwidth, and hosting	210,977
Telephone	184,073
Software development	179,759
Development of new website	157,168
Fellowship Connection	149,069
Board meetings	142,383
Equipment Rental	116,360
Meeting Guide App	104,269
Insurance premiums	96,133
Office supplies	94,206
Corrections Correspondence System	78,395
International Convention production costs	53,675

Equipment Purchases	53,609
11th floor G.S.O. improvements	52,758
Meals and lodging	45,577
Retiree medical coverage	37,963
Repairs and maintenance	30,442
Travel and Transportation	27,886
Contribution to zonal meetings	26,150
Payroll processing service	23,560
Printing (other than literature)	13,334
8th floor G.S.O. construction	12,514
Staff development and training	10,382
Foreign exchange gain/loss	8,845
International Convention registration refunds	1,503
TOTAL CASH USED	22,198,481
 INCREASE IN CASH DURING 2021	 53,177

APPENDIX 2

NON-OPERATING REVENUE

Dividends and Interest on Reserve Fund and Post-Retirement Medical Fund	288,594
Increase in the market value of Post-Retirement Medical Fund investments	1,026,812
Decrease in expected future contributions to Defined Benefit retirement plan primarily due to increase in market value of assets	6,690,895
Decrease in expected future contributions to Post-Retirement Medical Plan due to increase in market value of assets and smaller increase in premiums	966,381
TOTAL NON-OPERATING REVENUE	8,972,682

NON-OPERATING EXPENSE

Bad Debt Expense (2018-2020 literature orders on credit that were never paid for)	32,346
Credit card and bank fees	161,489
Support of La Viña	388,647
Transfer of a portion of International Convention insurance proceeds to Grapevine	182,050
Penalties and interest	39,696
Loss on currency exchange between US dollar and Canadian dollar	12,081
Fees paid to investment advisor for Defined benefit retirement plan and post-retirement medical plan	36,044
TOTAL	852,353

APPENDIX 3

Scan the QR code with your smartphone to view details about the J.P. Morgan lockbox site in Brooklyn:



APPENDIX 4

PROFESSIONAL FEES

Accounting and Audit	427,316
Legal	255,894
Human Resources	222,598
Editorial	130,841
Information Technology	95,147
Temporary Help	368,027
Payroll Processing	23,560
Document Translation	215,343
Simultaneous Interpretation	92,958
Virtual Meeting Support	148,929
Project Management	55,000
Operational/Structure Consulting	80,184
Other	126,603
TOTAL	2,242,400

April 2022

Trustees' Report: General Service Conference Committee
Kathi Fowler, Chair

Summary of 2021-22 trustees' General Service Conference Committee recommendations to the General Service Board:

A)

The trustees' General Service Conference Committee recommended and the General Service Board agreed to the following:

The two new Scope items, 9 and 10, be added to the trustees' General Service Conference Committee's Composition, Scope and Procedure that read as follows:

9. The 71st GSC advisory action that the Equitable Distribution of Workload process be implemented for the 72nd GSC on a three-year trial basis. The committee will provide a progress report to the Conference Committee on Policy/Admissions each year during the three-year trial period.
10. Annually appointing a subcommittee on the GSC Committee Workload, on a three-year trial basis beginning July 2021. The subcommittee is tasked with performing analysis of the proposed agenda item scoring tools and creating an equitable distribution of workload plan for the full trustees' committee to review and approve at the winter Board weekend.

B)

The requests for two persons from A.A. in Brazil, Maria Z. and Ana L., Board of Trustees "Class B," as well as for one person from A.A. in Argentina, a trustee, were approved to attend the 2022 U.S./Canada General Service Conference as observers.

The committee discussed the recommitted recommendation to invite Panel 70 delegates to attend a future in-person GSC. The committee noted the unusual circumstances resulting from the pandemic so that delegates participated in virtual versus in-person Conferences. It was discussed that the role and experience of participating as a non-voting attendee may not accomplish the delegate's desired outcome. This action could cause inequity, if delegates pay their own way, as some delegates might not be able to pay these suggested out-of-pocket travel expenses.

The committee recommended a further review of the proposal: To extend an open invitation to all Panel 70 delegates to attend a future face-to-face General Service Conference as a non-voting observer with each delegate to cover their own expense for

the trip. The General Service Board voted not to extend an open invitation to Panel 70 delegates to attend a future face-to-face GSC at their own expense.

C)

The committee discussed the 71st GSC advisory action regarding implementing the Equitable Distribution of Workload (EDW) process. The committee reviewed the general process outlined for this effort and noted the importance of ongoing evaluation of the process during the first-year implementation.

The chair appointed a subcommittee on the General Service Conference Committee Workload to include Beau B., chair; Cathi C., Jimmy D., and Carolyn W.

The committee noted that the staff secretary will provide the subcommittee chair with regular updates as the implementation of the process unfolds and that the subcommittee will meet as needed to address any issues.

Per the committee's request the staff secretary worked with the chair to create and distribute a communication on behalf of the committee which supports Fellowship-wide notification of the new submission deadline of September 15 for 2022 GSC proposed agenda items.

D)

The committee reviewed the progress report of the 2021-22 Subcommittee on EDW and recommended to the General Service Board that the 2021-22 Equitable Distribution of Workload plan be implemented for the 2021-22 General Service Conference.

The committee requested that the staff secretary forward the EDW progress report as background for the Conference Committee on Policy and Admissions' review of the EDW plan.

The committee discussed challenges related to the timing of proposed agenda items and the January Conference Call and noted that ongoing consideration is needed to sort out this topic in light of the EDW process. The committee noted that the timed estimations or recordings of agenda items in committee did not present value for the EDW approach as they developed the plan. The committee also discussed the possible arrangements for Joint Committee meetings during Conference in light of the complexities presented by the EDW and having agenda items from more than one trustee committee.

The committee looks forward to receiving sharing from meetings of the 72nd General Service Conference and agreed to continue discussions at the July 2022 meeting.

The committee recommended and the General Service Board agreed that the 2021-22 Equitable Distribution of Workload plan be implemented for the 72nd General Service Conference.

Activity related to 71st GSC advisory actions:

Process for polling the GSC between annual meetings that makes use of virtual meeting technologies: The committee discussed the 71st GSC advisory action for the trustees' General Service Conference Committee to develop a process for polling the GSC between annual meetings that makes use of virtual meeting technologies, in order to enable real-time discussion and debate, broad participation, and greater efficiency than the current process.

The committee noted that the "Process for Polling Conference Between Meetings" and any revisions to date have been Conference-approved. However, the current request to consider changes to the procedures are requested to be implemented during the current Conference cycle. The committee discussed the importance of the polling to support the complexities of the group conscience decision-making process as much as possible.

The committee agreed to move forward to explore developing and implementing a procedure that makes use of virtual meeting technologies, to improve the polling approach in a way that is compatible with the group conscience process. The committee agreed that background from a GSB ad hoc committee on bylaws would help inform this discussion.

The committee requested that the staff secretary develop a draft plan to include background on the bylaws for committee review. The committee noted that efforts for this undertaking are paused as a result of prioritization of workload, plus this year's single topic for polling could best be handled with the standard process.

The committee requested that the staff secretary provide an update on the designs for a process at the July 2022 meeting.

Trustee activity related to 71st GSC Simple Majority Items:

- The committee discussed the 71st GSC item, which did not become an advisory action but gained simple majority, for the General Service Conference to invite appointed committee members from trustees' committees to attend the 71st General Service Conference, except sessions designated for delegates or trustees only, on a one-year trial basis, as non-Conference members to share points of information and took no action.

The committee agreed that if the attendance of appointed committee members at the Conference on a trial-basis is valued then the item may be proposed for a future Conference agenda.

- The committee discussed the 71st GSC item, which did not become an advisory action but gained simple majority, to revise the floor action process and took no action. The committee expressed appreciation for the Conference process and noted that the item received simple majority but not substantial unanimity.

Additional committee activity:

Timing of the January Conference Call: The committee reviewed and discussed a delegate's suggestion to adjust the timing of the January Conference Call that provides Conference committee members a voice in evaluating the trustee and corporate board disposition decisions on proposed agenda items, including the idea to move the call to the fall board weekend instead of winter.

The committee noted that the current Equitable Distribution of Workload process is in a trial period and that, by board policy, the January Conference Call will take place. The committee noted that the Conference committee chair and trustee committee chair have ongoing communications between Board meetings which can support this suggestion.

Additionally, the committee discussed the possibility of background on proposed agenda items being provided members of each corresponding Conference committee for the January Conference Call. The committee noted that availability of the background provides for informed perspectives related to the possible disposition of proposed agenda items.

The committee also noted that the Equitable Distribution of Workload efforts shift the timing of review of proposed agenda items. The committee agreed that background on proposed agenda items be made available for an October conference call. The committee requested that the staff secretary work with the committee chair to send a memo to trustee committee chairs and staff secretaries with the request to schedule October calls with corresponding Conference committees and for background on proposed agenda items to be available to those on the call.

The committee agreed to forward this suggestion to the subcommittee on Equitable Distribution of Workload for their review. The committee requested an update from the subcommittee on the approach as part of their report at the October committee meeting.

The committee noted that the purpose and timing of the January Conference Call has been impacted by the September 15 deadline for proposed agenda items as part of the EDW process.

The committee noted that October conference calls were conducted this year to fulfill the purpose of receiving delegate perspectives on proposed agenda items for the 2022 General Service Conference. The committee noted that the January Conference Call will still take place especially with Panel 72 delegates being available through rotation.

The committee agreed to continue discussions on the conference calls for proposed agenda items at the January 2022 meeting.

The committee discussed that the EDW process changed the submission deadline and review timing for proposed agenda items. So the annual January Conference Call was held in October 2021 to provide area delegate members of Conference an opportunity to weigh in on whether to forward proposed agenda items to Conference. This adjustment was made with the awareness that 2021 Conference committee members would weigh in on some newly proposed agenda items that were in response to outcomes of the 2021 Conference.

The January Conference Call was also conducted in 2022 with Conference committee members of the 72nd General Service Conference even though the decisions about the proposed agenda items were already made.

The committee noted the importance of participation in the first year of the three-year EDW trial period and acknowledged the need for the timing of the January Conference Call to be reviewed as part of the overall review of the EDW process.

The committee looks forward to receiving sharing from meetings of the 72nd General Service Conference and agreed to continue discussions at the July 2022 meeting.

Conference Evaluation: The committee requested that the appointed subcommittee on Conference Improvements review the 71st GSC Evaluations, the Post-Conference Sharing Session notes, and the draft 2022 Conference Week Schedule as part of their scope. The committee understands there is a significant amount of evaluation information to review and lessons to be learned that can enrich the General Service Conference experience and its schedule for next year. The subcommittee can use this information as they complete their work.

The committee reviewed the draft version of the 72nd General Service Conference evaluation form in light of the review of the form from the 71st GSC by the Subcommittee on Conference Improvements (SCI).

The committee discussed the suggestion to include a question on the evaluation form related to the Equitable Distribution of Workload. The committee agreed to revise the form as follows:

(add in prior to final summary page of Conference week questionnaire)

Equitable Distribution Workload

In what ways, pro and con, did the EDW pilot affect your experience of the Conference?"

1 – Not valuable 2 – Somewhat valuable 3 – Very
valuable Value:

Comments:

The committee requested that the revised evaluation form be implemented for the 72nd General Service Conference.

Adding an open comment section to the General Service Conference evaluation form: The committee reviewed and discussed the Conference Committee on Agenda's 2021 suggestion to consider adding an open comment section to the General Service Conference evaluation form.

Per the committee request, the staff secretary modified the 72nd GSC Evaluation Form template to include an open comment section for every question or request for information.

Draft 2022 Conference Week Schedule: The committee reviewed the draft 2022 Conference Week schedule. The committee expressed appreciation for the SCI's ongoing work related to this topic.

The committee discussed the proposal to include an additional workshop-like session. The committee agreed to include a workshop "Your Third Legacy" on Sunday during the Conference.

The committee discussed the format of the standing workshop schedule and expressed appreciation for a diverse set of roles in the setting. The committee also considered a variety of settings and agreed to a fishbowl setting for the workshop session.

The committee also noted that the schedule's joint meetings would need to be adjusted to accommodate changes to support Conference committees receiving EDW items from the trustees' Literature Committee.

Per the committee request, the staff secretary, Irma V. and Kathi F. updated the Conference week schedule to include these changes for the 72nd General Service Conference.

Year-over-year statistical and comparative analysis of each evaluation category: The committee reviewed and discussed the Conference Agenda Committee's 2021 suggestion to consider a year-over-year statistical and comparative analysis of each evaluation category. The committee agreed to forward this suggestion to the subcommittee on Conference Improvement for their review.

The committee reviewed the request to consider a year-over-year statistical and comparative analysis of each evaluation category in light of the SCI progress report. The committee agreed that current evaluation approaches are effective.

Yearlong Conference Process Calendar: The committee discussed a yearlong

Conference process calendar as new business related to discussions about improvements and the Conference week calendar.

The chair comprised a subcommittee on the Yearlong Conference Process Calendar and appointed Carolyn W., chair, and Beau B. and Jimmy D. as members. The subcommittee will review the yearlong calendar process for the Conference implementation to understand the cadence of activity in order to inform discussions on matters related to the General Service Conference.

The committee received a verbal report that the efforts continue related to the yearlong Conference process calendar. The committee agreed to continue discussions at the July 2022 meeting.

Consider including background material on all proposed agenda items for the January Conference Call: The committee reviewed and discussed the Conference Agenda Committee's 2021 suggestion to include more background material on all proposed agenda items discussed at this meeting.

The committee discussed the possibility of background on proposed agenda items being provided to members of each corresponding Conference committee for the January Conference Call. The committee noted that availability of the background provides for informed perspectives related to the possible disposition of proposed agenda items.

The committee also noted that the Equitable Distribution of Workload efforts shift the timing of review of proposed agenda items. The committee agreed that background on proposed agenda items be made available for an October conference call. The committee requested that the staff secretary work with the committee chair to send a memo to trustee committee chairs and staff secretaries with the request to schedule October calls with corresponding Conference committees and for background on proposed agenda items to be available to those on the call.

The committee noted that the January Conference Call, per board policy will still take place.

The committee noted that the purpose and timing of the January Conference Call has been impacted by the September 15 deadline for proposed agenda items as part of the EDW process. It will be decided during the 2021 fourth quarter Board weekend which proposed agenda items are being forwarded to Conference. This change impacts the purpose of the January Conference Call. In the EDW's first year, an October conference call was held to receive delegate perspectives on proposed agenda items.

While the committee agreed to provide background for the October conference call, the chair noted that the decision was made in their August meeting which was not reviewed by the Board, so the background was not provided from those calls.

Considering the impacts of the EDW process, the committee agreed that the January Conference Call overall needs ongoing review.

The committee recognized its scope does not provide the authority to make the decision on this topic for all trustees' committees and the AA Grapevine Board. The committee agreed that ongoing discussions of this idea are needed especially in light of the changes and challenges presented by workload, as well as the trial period of the EDW.

The committee looks forward to receiving sharing from meetings of the 72nd General Service Conference. The committee requested that the staff secretary prepare information about the work required to meet this request for possible implementation in October 2022. The committee agreed to continue discussions at the July 2022 meeting.

Consider forwarding the sharing from January Conference Call: The committee reviewed and discussed the Conference Agenda committee's 2021 suggestion for survey results on the sharing from the January Conference Call to be gathered annually and forwarded to the Conference Committee on Agenda.

The committee noted that the January Conference Call provides committee members a voice in evaluating the trustee and corporate board disposition decisions on proposed agenda items.

The committee also noted that a 2021 survey like the one completed in 2019 is scheduled to be provided as background to the Conference Committee on Agenda. The committee noted that during the more structured implementation phase a more frequent surveying was warranted. For ongoing purposes, the committee agreed that surveys about the January Conference Call will be conducted as needed rather than annually.

Creating a Conference committee chair workbook or guideline: The committee reviewed and discussed the Conference Committee on Agenda's 2021 suggestion to consider creating a workbook or guideline about the role of a Conference committee chair, including a forwarded list of suggestions.

Per the committee's request the staff secretary consolidated material that supports the Conference committee chair efforts and utilizes the Conference dashboard with a folder for committee chairs.

Producing videos of board chair reports on a quarterly basis: The committee reviewed and discussed the Conference Committee on Agenda's 2021 suggestion to explore the feasibility of the three chairs of the corporate boards creating snapshot anonymity-protected videos after each quarterly board weekend and took no action.

The committee considered that the videos could be like the prerecorded board videos completed for the recent virtual General Service Conferences and that these videos could include current project updates and provide details that are synchronized with and enhance the quarterly reporting that is distributed and reported out by regional trustees to delegates. The committee also noted that regional trustees and delegates could share

such videos locally providing enhanced communication up and down the service structure.

The committee agreed that improved communication between board meetings could be helpful and that perhaps existing report items could be leveraged while various formats for presentation are considered, including video and podcasts. Per the committee's request the staff secretary worked with the committee chair to forward a memo to the three board chairs expressing this consideration. The committee expressed appreciation for the follow up on this communication.

Consider new ways to present "How the Conference Operates": The committee reviewed and discussed the Conference Agenda committee's 2021 suggestion to consider new ways, such as creating short videos, demonstrations, or visual workflows, to communicate the information in the opening session that describes how the Conference operates and the process for floor actions so that all Conference members may understand them and effectively participate in the annual meeting and took no action.

The committee noted that the Conference presentation of "How the Conference Operates" needs to be voted on, will be delivered live at an in-person Conference and will continue to be supported by print material pre-Conference.

Explore feasibility of providing translated Conference background sooner: The committee reviewed and discussed the Conference Agenda committee's 2021 suggestion to explore the feasibility of the translated Conference background being completed sooner than the current advisory action deadline of the first week of March (French and Spanish).

The committee noted that process improvements have been taken, and continue to be considered, for the Conference "background" material to be made available in all three Conference languages as expediently as possible. The committee also noted that a GSO survey is scheduled to be undertaken to gather sharing from the Fellowship on this topic which will inform later discussions starting with the subcommittee on Conference Improvements.

Explore a process for a Conference committee to review, discuss and act on a proposed agenda item: The committee reviewed the Conference Committee on Policy and Admission's 2021 suggestion to explore a process for a Conference committee to review, discuss, and act on a proposed agenda item. The committee noted the concern that the Equitable Distribution of Workload process may result in the lost opportunity during the January Conference Call for Conference committee members to review, discuss and act on proposed agenda items.

The committee noted that the current Equitable Distribution of Workload process is in a trial period and that, by board policy, the January Conference Call will take place. The

committee noted that the Conference committee chair and trustee committee chair have ongoing communications between Board meetings which can support this suggestion.

Additionally, the committee discussed the possibility of background on proposed agenda items being provided to members of each corresponding Conference committee for the January Conference Call. The committee noted that availability of the background provides for informed perspectives related to the possible disposition of proposed agenda items.

The committee also noted that the Equitable Distribution of Workload efforts shift the timing of review of proposed agenda items. The committee agreed that background on proposed agenda items be made available for an October conference call. The committee requested that the staff secretary work with the committee chair to send a memo to trustee committee chairs and staff secretaries with the request to schedule October calls with corresponding Conference committees and for background on proposed agenda items to be available to those on the call.

The committee agreed to forward this consideration to the subcommittee on Equitable Distribution of Workload for their review. The committee noted that chairs of trustee committees and the Grapevine Board met with their corresponding Conference committees' members in October. Area delegate members on these calls weighed in on whether or not proposed agenda items might be forwarded to the 2022 General Service Conference.

Consider revising the "Process for Approving Observers to the Conference": The committee reviewed and discussed the Conference Policy and Admission Committee's 2021 suggestion to revise the "Process for Approving Observers to the Conference" and took no action.

The committee noted that the revision aims to enable the Conference Committee on Policy and Admissions to approve routine requests for admission from general service structures outside the U.S. and Canada without requiring a Conference advisory action.

The committee agreed that this item is under the purview of the General Service Conference.

Discuss the report on the Conference Committee Assignment Application: The committee reviewed the Conference Committee on Policy and Admission's 2021 suggestion and noted agreement that the app provided absolute randomization while saving time and reducing human error and also looks forward to the app's continued evolution.

The committee noted that the staff secretary is planning the work on a Phase II application project with the main goals of determining the best place to host the application and development of key improvements. Ongoing updates are included in

the staff secretary reports to the committee. The app was successfully updated and utilized for the 2022 General Service Conference committee selection.

Consider gathering sharing from the Fellowship related to the “Report on Translation and Interpretation of the General Service Conference Material”: The committee reviewed and discussed the Conference Committee on Policy and Admission's 2021 suggestion to gathering sharing from the Fellowship related to the “Report on Translation and Interpretation of the General Service Conference Material.” The committee noted agreement with progress being made and the idea to make full use of the budget if it affords translated background being made available earlier.

The committee noted that process improvements have been taken, and continue to be considered, for the Conference “background” material to be made available in all three Conference languages as expediently as possible.

The committee requested that the staff secretary conduct a survey including the five questions provided in the Conference Committee on Policy and Admission's 2021 suggestion and forward the results to the subcommittee on Conference Improvements for their review.

The committee noted that the SCI is discussing this topic and looks forward to a progress report at the January 2022 meeting.

The committee noted the importance and the ongoing efforts to get Conference background posted in all three languages as soon as possible and as close to simultaneously as possible.

The committee noted that the effort to gather sharing on this undertaking is paused as a result of prioritization of workload and anticipation of impact on translation efforts from the EDW process. The undertaking is slated for consideration again for some time between January and July.

The committee looks forward to receiving sharing from meetings of the 72nd General Service Conference and agreed to continue discussions at the July 2022 meeting.

Consider an annual survey on Conference improvements: The committee reviewed and discussed the Conference Committee on Agenda's 2021 suggestion to consider an annual survey on Conference improvements and noted the goal of obtaining delegate input to the Conference week schedule and the sessions planned.

The committee requested that the staff secretary forward a copy of the September 2020 Conference Improvements survey as background for the 2021 subcommittee on Conference Improvements for their review and consideration of an annual improvements survey.

The committee noted that progress was not made on a 2021 survey. Prioritization of workload which extends beyond resources and results in not every undertaking being

completed as well as the consideration of impacts by the first year of the Equitable Distribution of Workload were cited as factors in the circumstances.

Consider wider use of the digital, anonymity-protected version of the Conference *Final Report*. The committee reviewed the Conference Committee on Report and Charter's 2021 suggestion encouraging the use of the digital anonymity-protected version of the Conference *Final Report*. The committee reviewed the noted decline in the distribution of print copies, the need to make the print version accessible and the suggestion that the Conference coordinator note these points in pre-Conference documents.

The committee noted that the staff secretary annually reviews Conference *Final Report* ordering documentation to determine if improved language can support Conference delegates' efforts to accurately assess their area's print version needs at the time of submitting an order for Conference *Final Reports*.

Discuss the availability of "Central Offices, Intergroups and Answering Services for the United States and Canada": The committee reviewed the Conference Report and Charter Committee's 2021 suggestion that noted the value of "A.A. Near You" on GSO's website, aa.org.

The committee discussed the importance of continuing to make available the print and digital versions of "Central Offices, Intergroups and Answering Services for the United States and Canada" along with the request that this item be added to the GSR and DCM kits, and the A.A. Group Handbook while noting the value of "A.A. Near You." The committee noted that this request will be considered by GSO's Group Services assignment.

Delegate voter selection for the 2022 regional trustee elections: The committee conducted delegate voter selection for the 2022 regional trustee elections. A random process resulted in the selection of Pam K., Delegate Area 39 Western Missouri, Southwest Region.

Per the committee's request the staff secretary provided a memo with the selected voter to the Nominating coordinator.

Consider request to notify Conference members of 75th General Service Conference when dates are finalized: The committee reviewed and discussed the Conference Committee on Policy and Admission's 2021 suggestion for all Conference members to be notified of the final dates for the 75th General Service Conference as soon as the dates are finalized by GSO management.

The committee noted with appreciation the additional flexibility provided to the General Service Office management in contracting the most cost effective and appropriate venues for the General Service Conference, with the following selected dates in order of preference: May 4 – May 10, 2025; April 27 – May 3, 2025; May 11 – May 17, 2025.

The committee noted that these proposed Conference dates are the best choices and do not conflict with any significant holidays.

The committee also noted that the secretary of the Conference Committee on Policy and Admissions sent a memorandum to the general manager, Conference coordinator, and the Meetings, Events and Travel Services department to share the selection of date choices for the 2025 (75th) General Service Conference. The staff secretary will notify Conference members of the final dates for the 75th (2025) once contracted by GSO management.

Consider including more details on possible General Service Conference sites: The committee reviewed and discussed the Conference Committee on Policy and Admission's 2021 suggestion that future General Service Conference site selection reports include more details on the specific sites being considered. The committee noted agreement with the overall goal of reduction or containment of total Conference costs, the suitability of sleeping and meeting rooms, and an improvement in the convenience and cost of transportation to and from airports.

The committee noted that the secretary of the Conference Committee on Policy and Admissions sent a memorandum to the general manager and Conference coordinator that the committee requested that future site selection reports include more details on specific sites considered.

Discuss 2024 General Service Conference (GSC) Site Selection report: The committee received a verbal report from the general manager regarding the 2024 GSC site selection report. The committee expressed appreciation for the efforts to date. The committee requested that the general manager continue development of the site selection report and forward it as background for the Conference Committee on Policy and Admissions.

Proposed Agenda Items for the 72nd General Service Conference considered by the trustees General Service Conference committee:

Discuss approval process for visitors to the Conference from other General Service Structures: The committee reviewed the proposed agenda item and agreed to forward it to the 2022 General Service Conference.

The committee forwarded the proposed agenda item, including the Scoring Tool, to the trustees' General Service Conference Committee for review by its Subcommittee on Equitable Distribution of Workload. The process resulted in this item being on the Conference Committee on Policy and Admissions.

Consider providing "background" material in our three official languages at the same time: The committee discussed a proposed agenda item to "consider providing all its Conference members, the General Service Conference 'background' material in our

three official languages at the same time, allowing for all its Conference members equal opportunity and time to be prepared, and therefore well informed.”

The committee noted that process improvements have been taken, and continue to be considered, for the Conference “background” material to be made available in all three Conference languages as expediently as possible. The committee also noted that a GSO survey is scheduled to be undertaken to gather sharing from the Fellowship on this topic which will inform later discussions.

The committee continued the discussion at the October 2021 meeting and took no action.

The committee noted that a forthcoming survey on the translation of Conference material may provide better perspective on the topic going forward, especially considering that timing versus the exact replicating of material might be worth a careful review of the process as a whole. The committee also noted that discussions need to continue on this topic along with various related committee considerations while noting that more time is needed to gather information and see the impact of the EDW plan on the translation of background process.

Consider request for all Conference member communications and information to be provided in all three language year round: The committee discussed a proposed agenda item to “consider that when communicating with all its Conference members, before and after, as well as throughout the year, all information, shared documents, presentations and other forms of written communications (emails, for example) be sent to Conference members in our three official languages, eliminating the need for Conference members to request a French or Spanish translation for any of the above material” and took no action.

The committee noted that there used to be a lag time between the availability of assignment material in English compared to in Spanish and French. However, starting in 2021, the translations of these Conference “assignment” materials are being distributed simultaneously with a focus on equity for all Conference members. GSO management implemented the new procedure with a focus on equity for all Conference members.

Consider alternating GSC between a virtual and face-to-face format: The committee discussed a proposed agenda item to “consider the request to alternate the GSC between virtual and face-to-face formats.” The chair appointed a subcommittee on Conference Improvements to include Irma V., chair; Christine C. and Carolyn W.

The committee requested that the staff secretary forward this proposed agenda item for consideration by the subcommittee as part of its scope. The committee discussed the subcommittee progress report at the October 2021 meeting and took no action.

The committee noted the importance of cost-saving approaches and supports ongoing ways to do so by using virtual technology wherever effective in the context of in-person

Conferences which are topics being considered by the subcommittee on Conference Improvement.

Discuss online meetings and whether they are upholding or violating our Traditions: The committee discussed the proposed agenda item and took no action.

The committee noted that there is no central authority, whether groups meet in-person or online, to review their practices to see whether or not they are violating any Traditions.

Discuss request to explore using virtual technology to improve the Conference process: The committee discussed the proposed agenda item and took no action.

The committee noted that the SCI is exploring this topic and requested that the staff secretary forward the submitter's background to the subcommittee to inform their ongoing discussions. The committee looks forward to the SCI progress report at the January 2022 meeting.

Consider accommodating for an increased number of service entities participating in the Conference process: The committee discussed the proposed agenda item and took no action.

The committee noted that this topic is within the scope of areas to decide whether or not it's best if they split into additional areas.

Discuss request for worldwide participation for considerations related to Bill W.'s writings: The committee discussed the proposed agenda item and took no action.

The committee acknowledged that the U.S./Canada General Service Conference advisory actions may have impact on worldwide efforts to carry the message through A.A. literature. The committee also noted there is not delegated authority for the U.S./Canada General Service Board to make decisions affecting groups on an international level.

The committee also noted that numerous requested changes to Bill W.'s writings in A.A. literature would undo a number of past advisory actions and contradict the recent acknowledgement and acceptance on the A.A.W.S. print policy.

Discuss suggestion for a General Service Conference Long Range Planning Committee: The committee discussed the proposed agenda item and took no action.

The committee noted that there are numerous mechanisms in place addressing the need expressed, including the trustees' General Service Conference Committee and the three corporate Boards which conduct strategic planning.

Consider discontinuing including the A.A. Preamble in A.A.W.S., Inc. literature: The committee discussed the proposed agenda item and took no action.

The committee noted that this action would be contrary to numerous advisory actions approving A.A.W.S. literature items that include the A.A. Preamble. The committee also noted that the Preamble serves as a great introduction to A.A. and is helpful to have included in the pamphlets.

Discuss request for changes to the "A.A. Service Manual and Twelve Concepts for World Service" be Conference-approved and tracked: The committee discussed the proposed agenda item and took no action.

The committee noted that the current process of Conference approval for these items and the approach to tracking changes are effective and are the result of previous advisory actions of the General Service Conference.

Consider request for group level review and vote on the final draft of the plain language version of the book *Alcoholics Anonymous*: The committee discussed the proposed agenda item and took no action.

The committee noted that such an undertaking would not be prudent to implement. The committee also noted that the current Conference process includes the opportunity for groups and members to participate with a voice and a vote on agenda items through their groups, districts, areas and various service gatherings.

Consider request for changes to all literature be reviewed through the Twelve Concepts and Twelve Traditions: The committee discussed the proposed agenda item and took no action.

The committee noted that the current Conference process includes applying the principles reflected in the Traditions and Concepts to considerations for literature changes.

Consider Third Legacy procedure for Conference Committee Chair elections: The committee discussed the proposed agenda item and took no action.

The committee noted that the delegates already have the option to elect chairs by Third Legacy procedure.

Discuss request to send proposed literature changes to individual groups: The committee discussed the proposed agenda item and took no action.

The committee noted that the current Conference process includes the opportunity for groups and members to participate with a voice and a vote on agenda items through their groups, districts, areas and various service gatherings.

Discuss request to rescind the Equitable Distribution of Workload Process: The committee discussed the proposed agenda item and took no action.

The committee noted that the EDW is in its initial phases of a three-year trial period as a result of a 2021 advisory action of the General Service Conference.

Discuss request to rescind the discontinuation of A.A. Directories: The committee discussed the proposed agenda item and took no action.

The committee noted that full debate occurred and the A.A. Directories were discontinued as a result of a 2021 advisory action of the General Service Conference.

Consider a change in the Floor Action procedures at Conference: The committee discussed the proposed agenda item and took no action.

The committee noted that the request is similar to the current practice of Floor Actions.

Consider providing Conference area delegate consciences as background to Conference committee: The committee discussed the proposed agenda item and took no action.

The committee noted that mechanisms are already in place for collective sharing.

Consider change to 80% for a passing vote: The committee discussed the proposed agenda item to consider changing to an 80% majority for a passing vote, especially with respect to Floor Actions, and took no action.

The committee noted that the policy for voting which is in place is effective and includes the opportunity for minority voice. Additionally, 80% for a passing vote would unduly limit the rights of the majority.

Consider creating a virtual area for virtual groups in the United States/Canada service structure: The committee discussed the proposed agenda item and took no action.

The committee agreed to forward the background to the General Service Board to inform discussions of its ad hoc committee exploring additional ways for virtual groups to participate in the U.S./Canada general service structure. This Board's ad hoc committee was formed as a result of an advisory action of the 2021 General Service Conference.

Discuss establishing and testing virtual area(s) for the United States/Canada online groups utilizing time zones rather than geographical locations: The committee discussed the proposed agenda item and took no action.

The committee agreed to forward the background to the General Service Board to inform discussions of its ad hoc committee exploring additional ways for virtual groups to participate in the U.S./Canada general service structure. This Board's ad hoc committee was formed as a result of an advisory action of the 2021 General Service Conference.

Consider adding a new area to the service structure as a virtual-only area: The committee discussed the proposed agenda item and took no action.

The committee agreed to forward the background to the General Service Board to inform discussions of its ad hoc committee exploring additional ways for virtual groups to participate in the U.S./Canada general service structure. This Board's ad hoc committee was formed as a result of an advisory action of the 2021 General Service Conference.

Consider proposal for including online international groups (OIGs) into the United States/Canada general service structure: The committee discussed the proposed agenda item and took no action.

The committee noted that there is not a process to accept proposed agenda items from outside of the U.S./Canada service structure. The committee also noted there is not delegated authority for the U.S./Canada General Service Board to make decisions affecting groups on an international level.

The committee agreed to forward the background to the General Service Board to inform discussions of its ad hoc committee exploring additional ways for virtual groups to participate in the U.S./Canada general service structure. This Board's ad hoc committee was formed as a result of an Advisory Action of the 2021 General Service Conference.

Consider request to rescind advisory action to explore participation of online groups in the service structure: The committee discussed the proposed agenda item and took no action.

The committee agreed to forward the background to the General Service Board to inform discussions of its ad hoc committee exploring additional ways for virtual groups to participate in the U.S./Canada general service structure. This Board's ad hoc committee was formed as a result of an Advisory Action of the 2021 General Service Conference.

Discuss request to create two non-geographic areas -- one in the United States and one in Canada -- for virtual meetings or groups to elect delegates: The committee discussed the proposed agenda item and took no action.

The committee agreed to forward the background to the General Service Board to inform discussions of its ad hoc committee exploring additional ways for virtual groups to participate in the U.S./Canada general service structure. This Board's ad hoc committee was formed as a result of an Advisory Action of the 2021 General Service Conference.

April 2022

Trustees' Report: General Sharing Session

Francis Gilroy, Chair

Since the 71st General Service Conference, the General Service Board has held three General Sharing Sessions. In July 2021, the topic was “The Minority Voice.” Two prepared talks were given on subtopics. Staff member Irene D. addressed the subtopic “The Voice of Minorities: Accessibilities, Remote Communities, Elder Populations.” The subtopic addressed by Jimmy D., Southwest Regional Trustee and chair of the A.A.W.S. Board was “Our Flag for the Future: The Minority Voice.”

During planning meetings for the July Board Weekend, the idea was raised about returning to the “town meeting” format for General Sharing Sessions as was the practice several decades ago. The format change was brought up and discussed during the second half of the July General Sharing Session. Based on the positive feedback, the decision was made to try a town meeting format for a trial period.

In advance of the October Board Weekend, communications went out regarding the change of format to the General Sharing Session. Instead of having two prepared talks on topics determined in advance, all in attendance would be encouraged to share whatever was on their mind: topics they felt strongly about, things they had been hearing in their regions, and any “elephants in the room.”

The third quarter Board weekend was held in-person and Zoom was used to enable a hybrid option. With Board Weekend attendees seated in front of him and virtual attendees on a screen behind him, Francis G. shared the history of the General Sharing Session, including how it used to be held in a town meeting format. He then opened the floor for sharing on any topic, including elephants in the room, having placed an elephant figurine on the podium. For the next ninety minutes the language of the heart was heard on a variety of topics. The sharing was compiled in a report of the General Sharing Session, distributed to board members, and made available upon request.

Since the evaluations after the October Board Weekend favored the town meeting format, we continued with that format for the January Board Weekend. The majority of participants were in-person in January. Due to technical limitations those engaging remotely could listen but not share, which was less than ideal.

Again, Francis G. explained the town hall format, then warmly invited trustees, directors, appointed committee members, Class A candidates, GSO employees, and especially the delegate chairs in attendance to share what was on their mind and in their hearts. The sharing continued for 90 minutes and was again compiled in a General Sharing Session report, distributed to board members and made available upon request. Please contact the staff coordinator, staffcoord@aa.org, if you wish copies of General Sharing Session presentations and summaries.

Addendum

Following our General Sharing Sessions, we adjourned for dinner and reflected on the sharing. Next, we reconvened for our 1728 meeting, led by Sister Judith Ann Karam, Class A (nonalcoholic) trustee. Again, rather than feature prepared talks, we utilized the same "open" format of our General Sharing Session. In keeping with the 1728 focus on our 36 principles, we considered how our principles applied to the topics raised during our earlier General Sharing Session. In this way, we learned as much about our Concepts, Traditions and Steps by actively applying them to current situations as we would have by merely studying them.

April 2022

Trustees' Report: International Committee

Trish LaNauze, Chair

The trustees' International Committee is responsible for suggesting policies and actions to assure that the A.A. message is available around the world, especially in areas where there is no established service structure. The committee provides shared experience, supports translations of A.A. literature in other languages, and encourages the expansion of regional or zonal meetings. The committee is the primary link between the international A.A. community and the U.S./Canada General Service Board of Trustees.

The 2021 Literature Assistance budget of over \$56,000 will allow A.A. World Services to translate and publish a variety of foreign-language books, pamphlets and reprints. A portion of this expense will be drawn from the International Literature Fund, representing contributions from A.A. groups and structures around the world. A.A.W.S. holds the copyrights on all foreign-language versions of our Conference-approved material and issues licensing agreements for publication and distribution, as requested, to those countries that have an established general service board. When necessary, we translate and publish the material, subject to scheduling by the Publishing department and approval of the A.A.W.S. Board. The Big Book is currently available in 73 languages, and other literature is available in approximately 110 languages and counting.

North/South Connections – The committee reviewed reports and evaluation questionnaire summaries for Phase I of the North/South Connections virtual pan-continental two-way shared experience which took place on May 15, 2021. The committee noted that Phase II of North/South Connections is being led by the Regional Forums assignment. Just as Argentina invited us into their planning process, we are looking forward to having Argentina (and Chile) join GSO as planning partners for a North/South Special Forum.

Listing of online groups – The committee discussed advisory actions 32 and 33 of the 71st General Service Conference regarding the recognition, participation, and listing of online groups in the U.S./Canada Service Structure.

The committee recommended that advisory actions 32 and 33 of the 71st General Service Conference (listed below) be forwarded to the General Service Board and that a committee(s) be formed to discuss these actions and that both domestic (U.S./Canada) and International impact be considered in all discussions and implementation.

32. The U.S./Canada General Service Structure recognize online groups and encourage their participation, listing those groups who ask to be listed within the group's preferred district and area, with the default option being the location of the group's primary contact. This supersedes the 1997 Advisory Action that designated online groups as "International Correspondence Meetings."

33. The General Service Board form a committee to explore future possibilities for the participation of online groups in the U.S./Canada General Service structure

World Service Meeting – The committee recommended that the General Service Board withdraw from coordinating the 27th World Service Meeting (WSM) Theme: “Carrying the Message of A.A. in the Digital Age” currently scheduled to be held October 1-6, 2022, in Tokyo Japan. The committee noted that based on the continued unpredictability of the pandemic and financial concerns the General Service Board would be unable to support a physical destination/hybrid meeting.

Note: This recommendation passed by the GSB. The GSB resolution was sent to the WSM Policy/Admissions/Finance Committee. With a final vote of the WSM body, the 2022 WSM will be held virtually.

The committee approved the preliminary 2022 World Service Meeting budget.

The committee also requested that the trustees' Finance and Budgetary Committee amend the proposed budget to include a \$20,000 contribution to the World Service Meeting Fund. The committee noted that although the virtual WSM will be financed by delegate fees and the WSM Fund, a General Service Board U.S./Canada contribution to the WSM Fund is needed to join with other countries to more equitably ensure that all countries that wish to participate may have that opportunity,

Note: Developed in 2018, the WSM Fund is maintained and administered by A.A. World Services under the purview of the WSM Policy/Admissions/Finance Committee.

International Trips – Our General Service Board and General Service Office respond to many invitations from other countries to attend events including conventions, anniversary celebrations, conferences, board meetings, office visits and service assemblies. International travel halted completely with the onset of the pandemic and many planned trips were cancelled, but as in so many other areas in A.A. the pandemic has opened new doors for connecting with A.A.s around the world, enabling us to attend events that we might not have been able to because of time or cost limitations and to attend events that arose because of the pandemic and the need to connect. Since last year's General Service Conference, trustees and staff members have attended virtual events throughout 2021 including observing zonal meetings (Asia-Oceania Service Meeting, European Service Meeting, Sub-Saharan Africa Service Meeting). Other virtual trips have included the XXXII Peruvian GSC, the 52nd Anniversary of GSO Mexico, the 2nd Transnational Convention of Iran, the 1st Anniversary Chile A.A. Archives Committee Event, and the 56th Anniversary of the GSO Perú.

Tentative international travel for 2022 includes the Cuba General Service Conference in Havana, the National Service Meeting in Fatima, Portugal, and the Annual Convention in Rimini, Italy.

REDELA - The REDELA (Meeting of the Americas), our zonal meeting which meets in years when there is no WSM, was held in Guatemala in a hybrid event. Due to travel advisories, trustees-at-large participated virtually and GSO staff and Publishing were also

able to observe. REDELA has also been holding monthly virtual sharing sessions providing more thoroughly discussed topics that are relevant to our greater connectivity and extending the hand of A.A. in the Americas.

Prior to attending REDELA, to join with other countries in more equitably ensuring that all countries that wish to participate may have that opportunity, the committee recommended that the General Service Board U.S./Canada contribute \$5,000 (US) to the REDELA Fund.

Note: This recommendation was passed by the GSB.

A.A. Directories – The committee discussed the confidential “2018-2019 International A.A. Directory Outside USA/Canada” including, but not limited to, distribution numbers. The committee noted that further discussion is needed regarding whether a printed format is the most effective way to provide international English-speaking contacts and other relevant international resources. The committee asked that a new directory not be produced until wider consultation takes place at the 2022 World Service Meeting.

The committee noted that due to the confidential nature of providing personal contact information, preservation of members’ anonymity is of the utmost importance. Keeping in mind anonymity principles, there may be a preferred format that could provide more accurate resources for A.A. travelers seeking English-speaking contacts.

International A.A. Data Map – The committee reviewed and accepted the December 11, 2021 “Subcommittee update on the International Data Map.” The committee discussed the findings that the map has the potential to be a helpful resource on aa.org to share a snapshot of A.A. around the world. The committee is encouraged that preliminary planning for the development for the data map will begin in 2022 with collaboration of the International desk and Technology Services department.

Linking GSB Class A trustee professionals – The committee discussed a Class A (nonalcoholic) Facebook group that has been established by Class A trustees for Class A trustees from service structures around the world to welcome questions and share experience. The committee encourages continued discussion regarding the scope and management of this private Facebook group.

The committee reviewed its Composition, Scope and Procedure and made the following editorial updates: Under the committee’s Composition paragraph #1 the word “overseas” will be changed to “international”; in Scope #1 and #9 the word “overseas” will be changed to “outside the U.S. and Canada.”

The committee recommended that Procedure #5 of the Composition, Scope and Procedure which currently reads:

5. The committee reviews suggestions regarding international travel made by the Trip Consultation Team, which includes as its members: the chair of the General Service Board, both trustees-at-large, U.S. and Canada, general manager of GSO and the staff member on the International assignment.

be revised to reflect the change made by the committee in February 2015 as follows:

5. The committee reviews suggestions regarding international travel made by the Trip Consultation Team, which includes as its members: the chair of the General Service Board, both trustees-at-large, U.S. and Canada, another trustee appointed by the General Service Board chair, general manager of GSO and the staff member on the International assignment.

Note: This recommendation was passed by the GSB.

The committee reviewed and accepted their preliminary 2022 budget and forwarded it to the trustees' Finance and Budgetary Committee.

We continue to be encouraged and inspired by the international A.A. community and general service boards and offices in other countries, which carry the A.A. message to countless thousands in new regions and across difficult linguistic, cultural and economic barriers.

April 2022

Trustees' Report: Committee on International Conventions/Regional Forums
Francis Gilroy, Chair

INTERNATIONAL CONVENTIONS

Since the 2021 General Service Conference the committee has met four times (including a special meeting held on February 16, 2022).

The purpose of the trustees' committee as it relates to International Conventions is to work on plans for each forthcoming International Convention. The objectives of the International Convention are:

- To provide opportunities for a rededication of attendees to the primary purpose of A.A.
- To enable attendees to witness the success and growth of the A.A. program around the world.
- To let the world know that A.A. is alive, flourishing, and available as a community resource, locally and internationally.

The committee acts and makes recommendations to fulfill the broad purposes of the General Service Board, as those purposes relate to the strengthening of the Fellowship and the advancement of its message, through well-planned International Conventions. The detailed work inherent in putting on the Convention is executed by the Convention coordinator and a professional Convention consultant.

At their July 2021 meeting, the committee reviewed the 2021 Conference Committee on International Conventions/Regional Forums report; and discussed the Conference committee consideration regarding use of the Lord's Prayer. The committee agreed that a survey distributed to the Fellowship may be the best method to gather wider sharing from the Fellowship regarding the use of the Lord's Prayer at International Conventions; however, the committee also agreed it best to table implementation until 2022/2023.

At their October 2021 meeting, Gregg Talley, Derrick Johnson and Wendy Stevens of Talley Management (the 2025 International Convention consultants) provided the committee with an update of the planning process, including current trends and data regarding event planning, applicable to the 2025 International Convention. Salient points included:

- Currently, there is very little consistency in the data regarding event planning because the industry is still very much in the middle of rebounding from the

pandemic. And the least amount of data available is from groups like Alcoholics Anonymous (e.g., not-for-profits, and social groups).

- Regarding virtual events, what we are seeing is a move toward customizable events tailored to the goals and benefits of the group.
- The key issue in planning is how to create a space that allows full participation and engagement. Providing a digital component is like a safety umbrella designed to reach all participants.

Because of limited hotel space (hotel closings because of the pandemic), accommodations will be the most challenging aspect (especially if we approach 50,000-55,000 attendance). We are currently in talks with Airbnb to supplement current inventory; and so far, they are very receptive. Use of campgrounds is also being explored. More will be reported out as the planning progresses.

In addition to the foregoing, the committee also discussed the following related to the 2025 International Convention:

International Convention Survey: The committee reviewed and discussed the draft survey designed to gather information from the Fellowship and utilize the responses to help direct the planning process. The committee provided suggested revisions and requested that the staff secretary implement the changes and provide a redraft to the committee prior to finalizing the survey. The following points were also discussed:

- It is preliminarily planned that the survey will be dispatched in four separate time periods leading up to the International Convention: December 2021-March 2022; December 2022-March 2023; December 2023-March 2024; December 2024-March 2025.
- The survey will be dispatched to the U.S./Canada structure and international General Service Offices.
- It was suggested that we utilize Qualtrics for administration of the survey because the format allows for aggregation of data.
- It was also discussed that we want to be careful not to overinterpret the data and to make sure that we perform the same outreach at each junction (i.e., same distribution list).
- The committee discussed possible platforms and modalities for distribution of the survey, as well as announcing the survey. Suggestions included use of Regional Forums, Grapevine/La Viña, Box 4-5-9, aa.org and aagrapevine.org websites, regional trustees, and World Service Meeting delegates as viable options for announcing the survey. The committee also discussed use of the Meeting Guide App, YouTube, and the possibility of an early International Convention website that

can also be used to provide information (i.e., border crossing) in addition to the survey.

2025 IC theme selection: The committee discussed the selection process and agreed that each committee member will select up to five choices and submit same to the staff secretary by or before November 24. The goal is that the committee will recommend a theme to the General Service Board for approval at the January 2022 GSB meeting, which will then be announced/reported out at the 72nd General Service Conference.

The committee also discussed the following:

Al-Anon's 2023 International Convention: The committee reviewed an invitation from the board of Al-Anon Family Groups and recommended to the General Service Board that A.A. accept the invitation to participate in Al-Anon's International Convention to be held June 29-July 2, 2023, in Albuquerque, New Mexico in a similar fashion to A.A.'s participation in Al-Anon's 2018 International Convention in Baltimore, Maryland, with a possible hybrid component.

Proposed Agenda Item: The committee considered a request to send a worldwide request to the international A.A. Fellowship for an original work of not more than 40 words, to be used as a closing for the Big Meetings at the 2025 International Convention and took no action. The committee noted that there is already a consideration forwarded by the 2021 Conference Committee requesting a survey of the Fellowship regarding the use of the Lord's Prayer at the International Convention. The committee also noted that there are several known A.A. prayers available, such as the Third Step Prayer and the Seventh Step Prayer, and A.A.'s Declaration of Unity.

At their January 2022 meeting, the committee discussed the following as summarized below:

Convention consultant report: Gregg Talley and Michael Thompson provided the committee with an update of the planning process. Key vendor recommendations to be brought back to the A.A.W.S. Board in March/April 2022 with plans to develop a straw budget for the July 2022 GSB Board meeting. Currently in discussion with Airbnb to supplement current housing inventory; will report accordingly as the discussions continue.

Options for a virtual component to the 2025 International Convention: The committee was presented with three options ranging from a minimal digital presence (i.e., delayed showing of the Flag Ceremony) to a full-on virtual component with a wide option of access to sessions and main meetings. The primary question is: would a digital component help us better reach the goals and purpose of the International Convention, and provide an opportunity to tell our "story" differently? The committee scheduled a special meeting in February 2022 to fully discuss and determine direction as it relates to a digital component to the International Convention. It was discussed that a decision

will be made before or by the end of the General Service Conference because it impacts the budgeting process.

The committee requested the following background to prepare for and better inform the February discussion:

- Past attendance data – segregating U.S./Canada from International attendees;
- Cost estimates for each option; and
- Host committee perspective as it relates to possible attendance.

Draft survey: The committee reviewed and discussed the draft survey designed to gather information from the Fellowship to help inform the planning process for the 2025 International Convention. The committee requested revisions that the staff secretary will implement and provide a redraft for the committee's review and approval at the special meeting in February 2022.

2025 IC theme selection: The committee recommended to the General Service Board the following theme for the 2025 International Convention: 90 Years – Language of the Heart. The theme will be announced/reported out at the 72nd General Service Conference in April.

New business: The committee briefly discussed the 2035 International Convention – A.A.'s celebration of 100 years – as it relates to creating a vision for this centennial event. The committee agreed to keep this item on their radar.

REGIONAL FORUMS

The committee met four times following the 2021 General Service Conference (including a special meeting held on February 16, 2022).

At their July 2021 meeting, the committee reviewed the 2021-2023 schedule for Regional Forums and discussed the process for determining dates and locations. The committee also reviewed and approved the 2022 Regional Forums Board/Staff schedule.

Virtual pan-continental Special Forum: The committee inquired about the planning committee composition for the pan-continental Special Forum targeting certain international and U.S./Canada remote communities to be held in December. The Regional Forums assignment worked with the international assignment, Meetings, Events and Travel Services (METS) department, and the trustees-at-large in the event planning. The staff secretary will continue to update the committee as the planning progresses.

The committee recommended to the General Service Board that the virtual pan-continental Special Forum targeting certain international and U.S./Canada remote

communities be held on December 11, 2021 (rescheduled to July 16, 2022 as noted later in this report).

At their October 2021 meeting, the committee reviewed and accepted the 2022 preliminary budget for Regional Forums and agreed to forward it to the trustees' Finance and Budgetary Committee.

Special Forum - North/South Connections: The committee considered the North/South Connections joint planning committee request to reschedule the December 11, 2021, event to until mid-year 2022; and recommended to the General Service Board that the North/South Connections Special Forum be rescheduled to 2022.

At their January 2022 meeting, the committee agreed the 2022 Regional Forums would return to in-person only venues.

The committee also reviewed and accepted the evaluation questionnaire summaries for the 2021 Northeast, West Central, Southwest and East Central Regional Forums.

Special Forum - North/South Connections: The committee recommended to the General Service Board that the North/South Connections Special Forum be held on July 16, 2022. This Special Forum will feature simultaneous translation among English, French, Spanish and American Sign Language (ASL); and closed captions will be utilized for attendees who may be hard-of-hearing.

The following Regional Forums are scheduled for 2022:

Eastern Canada	May 13-15	Charlottetown, P.E.I.
Western Canada	June 3-5	Winnipeg, MB
Pacific	Sept 16-18	Salt Lake City, UT
Southeast	Dec. 2-4	New Orleans, LA

April 2022

Trustees' Report: Literature Committee
Deborah Koltai, Chair

This report offers a summary of the literature projects of the trustees' Literature Committee since the 2021 General Service Conference, including items resulting from the 2021 advisory actions and additional committee considerations.

Literature items from 2021 GSC that were finalized and made available:

- Twelve Steps and Twelve Traditions, revised: multiple versions
- "Experience Has Taught Us: Our Twelve Traditions Illustrated"
- "Hispanic Women in A.A."
- "Frequently Asked Questions About A.A." (will print in June)
- "Questions and Answers on Sponsorship" (will print in June)

Draft updates regarding the following projects were submitted to the 2022 Conference Literature Committee:

- "Recovery, Unity and Service: Our Three Legacies" (working title)
- "Twelve Steps Illustrated" (revision)
- "Young People in A.A." (revision)

The following proposed revisions were carried over from the 70th G.S.C.:

"Is A.A. for You?"

"Is There an Alcoholic in Your Life?"

"Frequently Asked Questions About A.A."

"This is A.A."

Progress reports regarding the following projects were submitted to the 2022 Conference Literature Committee:

- New format and proposed revisions regarding the pamphlet "Twelve Concepts Illustrated"
- New format and proposed revisions regarding the pamphlet "Too Young?"
- Proposed process and revisions regarding the pamphlet "A.A. for the Black and African-American Alcoholic"
- Proposed process and revisions regarding the pamphlet "A.A. for the Native North American"

- Proposed process and revisions regarding a draft Fourth Edition of the book, *Alcohólicos Anónimos*
- Proposed process and revisions regarding a draft version of the book, *Alcoholics Anonymous (Fourth Edition)*, translated into plain and simple language which is accessible and relatable to as wide of an audience as possible
- Proposed process and revisions regarding a draft Fifth Edition of the book, *Alcoholics Anonymous*
- Proposed process regarding requests to develop study guide workbooks for A.A.
- Literature matrix -- The committee reviewed the 2021 Conference Committee on Literature consideration which requested consideration of a more defined process for review and approval of the pamphlet updates, as well as the suggestion to include the GSO Publishing department workflow and literature matrix in the background for pamphlet updates per the print policy.
- Literature Committee workbook
- Strategy to make current literature accessible in all possible formats: The committee noted the Publishing department's multiple strategic plans in process for making A.A. literature more accessible: publishing audiobooks and eBooks and digital distribution of literature, including into prisons, and the new unabridged version of *Alcoholics Anonymous* in audio format on CD in English, French and Spanish.

Committee Discussion Points

"A.A. for the Black and African-American Alcoholic": The committee discussed the 2021 advisory action regarding the pamphlet "A.A. for the Black and African-American Alcoholic" stating that the pamphlet be updated to include fresh stories and a new title that is respectful and inclusive.

The committee noted considerations of inclusivity such as French and Spanish language black communities, as well as the limited scope of population defined as "African-American," such as the black community in Canada and the Caribbean.

The committee noted the importance of participation from members of A.A. from the primary target audiences in the process of updating this pamphlet. The chair requested that committee member, Vera F., establish a working group and lead the implementation of a process for the pamphlet update, with the scope of the working group to be as follows:

- 1) Include a diverse group of A.A. members from the target audiences who can bring perspectives from a variety of ethnic, geographic, linguistic and age perspectives.
- 2) Solicit broad input on the current pamphlet and needed improvements, to inform the development of priorities for new stories from these diverse cultural perspectives.
- 3) Develop a method of outreach to foster significant amounts of submitted material.
- 4) Develop a process for selecting received stories.

- 5) Work toward development of a respectful and inclusive title.

“A.A. for the Native North American”: The committee discussed the 2021 advisory action regarding the pamphlet “A.A. for the Native North American Alcoholic,” noting the importance of participation from members of A.A. from the primary target audience in the process for updating this pamphlet.

To support a potential committee consultant and working group, the committee requested that the Publishing department gather background material including distribution rates of the pamphlet as well as written reviews for suggested improvements to the existing pamphlet from members of the primary target audience. The committee requested that Carolyn W., Irma V. and Marita R. be asked to share connections with A.A. members from indigenous communities and nations throughout the U.S./Canada service structure.

The committee also requested that the topic be placed as a standing item on future committee agendas. The committee acknowledged that the Hawaiian indigenous community is part of the Native North American population, and that the pamphlet revision could include stories focusing on a broad representation of indigenous people. The committee requested that an appointed committee member (ACM) be named to move forward the pamphlet revision process including the call for stories.

Draft Fourth Edition of the book, *Alcohólicos Anónimos*: The committee discussed the 2021 advisory action regarding the development of a draft Fourth Edition of the book, *Alcohólicos Anónimos* and acknowledged the challenges of creating a book in a language that encompasses the diversity of the Spanish-speaking population. The committee noted the importance of the Publishing department and GSO’s Spanish editor as important resources to support the development effort.

The committee noted the importance of participation from members of A.A. from the primary target audience and requested that appointed committee member (ACM) Amalia C. establish a working group to lead the implementation for the creation of the Fourth Edition of the Spanish language Big Book. The committee agreed to the scope of the working group to be as follows:

- 1) Include a diverse group of A.A. members from the target audiences who can bring perspectives from a variety of ethnic, geographic, dialect and age perspectives.
- 2) Solicit input on the needed improvements for stories to be relevant to the target audiences.
- 3) Discuss and solicit input if needed to define themes for sections of stories.
- 4) Develop a method of outreach to foster significant amounts of submitted material.
- 5) Develop a process for selection of personal stories.
- 6) Ascertain which editorial elements of the revision are maintained by the GSO Publishing department.
- 7) Work with publishing to ensure a review of the basic text translation that encompasses the diversity of the Spanish speaking population

- 8) Utilize other related work as needed to optimize the development of a draft version of the book.

The committee agreed on a motion initiated by the working group lead to accept stories from the broad diversity of Hispanic A.A. members in the US/Canada structure only, noting that countries outside the US/Canada structure can obtain licenses from AAWS that would allow original stories from their respective countries to be included in Big Book editions they publish themselves.

Draft version of the book, *Alcoholics Anonymous (Fourth Edition)*, translated into plain and simple language which is accessible and relatable to as wide of an audience as possible: The committee discussed the 2021 advisory action to develop a draft version of the book, *Alcoholics Anonymous (Fourth Edition)*, translated into plain and simple language which is accessible and relatable to as wide of an audience as possible. The committee reviewed background provided by the Publishing department and recognized that a timeline spanning several years is expected to consider for the possible completion date of this project.

The chair appointed a subcommittee to include Carolyn W., chair; John W. and Mike L. and asked the Publishing department to work closely with the subcommittee in the development of draft content using three chapters of interest such as Chapter Five of the Big Book.

Consider requests to develop study guide workbooks for A.A.: The committee discussed the following 2021 Conference Committee on Literature consideration:

That the development of workbooks to help study the program of Alcoholics Anonymous, as reflected in the most current edition of the book, *Alcoholics Anonymous*, be considered and that a feasibility report be brought back to the 2022 Conference Committee on Literature.

Additionally, the committee considered the following proposed agenda items:

- Consider creating an individualized workbook to accompany the Big Book
- Consider the development of a contemporary and comprehensive new workbook to study the Twelve Steps, Traditions and Concepts

The committee agreed on requesting feedback from the Fellowship on the following options:

Option 1 – Take no action, as suggested by the 1985 advisory action which reaffirmed previous Conference actions that there was no need for a Step study guide.

Option 2 – Turn to the Grapevine and leverage its ample archive of articles on practicing the Steps to show variation in approach and style. Future Grapevine podcasts could serve a supplemental role and help enrich this effort.

Option 3 – Create a General Service Conference approved study guide workbook to aid in studying the Twelve Steps. Possibly with inclusion of the Twelve Traditions and Twelve Concepts.

Note: Options 2 and 3 to primarily be a print-based product, with the potential of supporting and/or companion material via digital, video, and/or podcast.

Draft Fifth Edition of the book, *Alcoholics Anonymous*: The committee discussed the 2021 advisory action to develop a draft Fifth Edition of the book, *Alcoholics Anonymous* and formed a subcommittee on development of a draft Fifth Edition Big Book, *Alcoholics Anonymous* to include Beau B., chair; Katie H., Cindy F., and Marita R. with the following scope:

1. Assure adherence to previous advisory actions limiting changes to specific content
2. Foster widespread discussion and solicit input as needed to define themes for sections of stories to create balanced and relatable set of stories.
3. Review editorial elements of the draft version of the Fifth Edition are under the purview of the Publishing department, including a new foreword and an updated preface.
4. Develop a plan to understand and execute updates to expand on existing ideas in Appendices III and V as requested by the 71st CCL.
5. Develop a plan to oversee a broad process of solicitation of stories.
6. Other work as needed related to optimizing the development of the draft version of the Fifth Edition Big Book.

The committee agreed to the following:

- The report entitled “The Big Book and the General Service Conference” be included as background material with all future work on the Fifth Edition of the Big Book.
- The Subcommittee for the Fifth Edition Big Book *Historical Background Notes* be included as background material with all future work on the Fifth Edition of the Big Book.
- The talk "On A.A. Principles by David E." be included as background material with all future work on the fifth Edition of the Big Book.

Additional items that were reviewed, discussed and forwarded to the 2022 Conference Literature Committee:

- Review draft language regarding safety and A.A. to be included in *Living Sober* and “Questions and Answers on Sponsorship”

- Review summary background for 2022 Conference agenda item related to changes to the book *Twelve Steps and Twelve Traditions*: The committee reviewed the Summary as background for 2022 Conference agenda item related to changes to the book *Twelve Steps and Twelve Traditions*.
- Recommendation that stories from the Fourth Edition book *Alcoholics Anonymous* which are not included in the Fifth Edition book *Alcoholics Anonymous* be added to the book *Experience, Strength and Hope* at its next printing following the publication of the Fifth Edition book *Alcoholics Anonymous*.
- The committee agreed to forward the following agenda item to the 2022 Conference Committee on Literature: "The trustees' Literature Committee requests that the 2022 Conference Committee on Literature discuss changes to the text of the book, *Twelve Steps and Twelve Traditions* directed by the 71st General Service Conference."

Items that were discussed and no action taken included:

- Consider revising placement of paragraph on page 86 of the book *Alcoholics Anonymous*: The committee noted previous Conference advisory actions limiting changes to the first 164 pages of the book.
- Consider a request that the proposed plain language Big Book should be written by a member or members of A.A.: The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- Discuss development of a pamphlet entitled "Experience, Strength and Hope: A.A. for the Transgender Alcoholic: The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conferences, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration.
- Discuss development of a pamphlet entitled "Experience, Strength and Hope: A.A. for the Spanish-speaking LGBTQ Alcoholic": The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conference, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration.
- Consider request to present the A.A. program of recovery in digital formats: The committee noted that digital material production is incorporated in the Publishing department's ongoing plan to provide literature in accessible formats. The committee also noted related efforts such as the Comprehensive Media Plan and podcasts.

- Consider request to create a Big Book Workbook to assist in understanding and accessing the content: The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- Consider request that work on the plain language book, *Alcoholics Anonymous* (Fourth Edition), be discontinued: The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- Consider request to produce a pamphlet to replace "Circles of Love & Service": The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conference, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration.
- Consider request that the plain language Big Book approved for development at the 71st GSC be produced as a "side-by-side": The committee noted that oversight of the development of the plain language of the book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- *Twelve Steps and Twelve Traditions*: The committee discussed several proposed agenda items, listed below and took no action.
 - Consider request to take no action on all requests to revise portions of the Big Book and Twelve Steps and Twelve Traditions.
 - Consider request to suspend all amendments to the Big Book and Twelve Steps and Twelve Traditions passed at the 71st General Service Conference.
 - Consider requests to change portions of text in the book, Twelve Steps and Twelve Traditions, back to previous wording.
 - Consider requests to change back to previous versions of all text and format for the book, Twelve Steps and Twelve Traditions.
 - Consider motion to preserve portions of the Big Book and the whole of the book Twelve Steps and Twelve Traditions.
 - Consider request to visit the legitimacy of the revisions to the language used in Step Six of the "Twelve and Twelve."

Rather, the committee agreed to forward the following agenda item to the 2022 Conference Committee on Literature: "The trustees' Literature Committee requests that the 2022 Conference Committee on Literature discuss changes to the text of the book, *Twelve Steps and Twelve Traditions* directed by the 71st General Service Conference."

- Consider request to cancel the publication of an English-to-English Plain Language translation of our basic text *Alcoholics Anonymous*: The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.

- Consider request for a new pamphlet directed toward, and written by, Asian and Asian-American alcoholics in recovery: The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conference, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration.
- Consider request to return the Long Form of each Tradition to its original place in the back of the book *Twelve Steps and Twelve Traditions*: The committee noted that the current version of *Twelve Steps and Twelve Traditions*, available from G.S.O., still includes the Long Form of each Tradition at the back of the book.
- Consider request to add an Introduction to the front matter of the book *Alcoholics Anonymous*: The committee agreed to send the request to the subcommittee on developing a draft of the 5th Edition of the book *Alcoholics Anonymous* for consideration in its oversight of this project.
- Consider request to create a service wheel pamphlet: The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conference, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration.
- Consider request to repurpose stories from pamphlet on "A.A. for the Black and African-Americans Alcoholic": The committee agreed on the need to share the request with the A.A. Grapevine Board and with the subcommittee on developing a draft of the 5th Edition of the book *Alcoholics Anonymous* to ensure inclusiveness. The committee also agreed to consider forwarding old and new stories to the Grapevine editors for their review and possible consideration.
- Consider request to cancel the plain language translation of the book *Alcoholics Anonymous* (Fourth Edition): The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- Consider request to provide clarification on the plans to create a plain language version of the book *Alcoholics Anonymous* (Fourth Edition): The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- Consider request to develop an easy-to-read pamphlet for members with learning disabilities: The committee agreed that due to the overwhelming number of pamphlets currently in development or in revision, as well as the projects carried over from the 70th and 71st General Service Conference, new pamphlet requests cannot be addressed at this time. The trustees' Literature Committee invites the submitter to consider resubmitting in the future for consideration.

- Consider request to add a disclaimer to the front of the Big Book: The committee agreed to forward the request to the subcommittee on developing a draft of the 5th Edition of the book *Alcoholics Anonymous* for their consideration.
- Consider request to develop a plain language Spanish Big Book: The committee agreed that more clarity on the request was needed.
- Consider request to add a chapter in the Big Book for "the manic-depressive type": The committee noted that currently available A.A. pamphlets and literature may address the concern.
- Consider requests to stop the development of a draft version of the book, *Alcoholics Anonymous* (Fourth Edition), being translated into plain and simple language: The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.
- Discuss the request that any plain language book, workbook or study guide of the book *Alcoholics Anonymous* or *Twelve Steps and Twelve Traditions* do not contain in the title or book cover the words Alcoholics Anonymous or Big Book: The committee noted that oversight of the development of the plain language book is within the scope of the Tools for Access the Big Book (TABB) subcommittee.

Items that were reviewed and forwarded to the August 2022 meeting of the trustees' Literature Committee for continued discussion include:

Discuss the existing version of the pamphlet "Twelve Traditions Illustrated": The committee discussed the existing version of the pamphlet "Twelve Traditions Illustrated" and requested that the Publishing department seek professional input on approaches to revise language and offensive visuals, and that samples be brought back to the trustees' Literature Committee. (Note from the secretary: Because this item stems from a 2016 Advisory Action, it is forwarded to the 2022 General Service Conference.)

Equitable Distribution of Workload

The committee agreed to forward the following requests to the 2022 General Service Conference through the Equitable Distribution of Workload process.

- Review request to present the A.A. program of recovery in digital formats.
- Consider revising the pamphlet, "The A.A. Group" to reflect the importance of the group as a "spiritual entity" as stated in the Long Form of Tradition Five.
- Consider revising text highlighting service roles at the group level in the pamphlet, "The A.A. Group."
- Consider the request to include a GSR preamble in the pamphlet "G.S.R.: Your Group's Link to A.A. as a Whole."
- Consider revising the pamphlet "Questions and Answers on Sponsorship" to reflect shared experience on service sponsorship.

- Consider request that upon the creation of a Fifth Edition of the book, *Alcoholics Anonymous*, the chapter titled: "The Doctor's Opinion" be returned to page one, as it was in the First Edition, published in 1939.
- Consider request to restore the original page numbering of the book, *Alcoholics Anonymous*, by making "The Doctor's Opinion" page one, not "Bill's Story."
- Consider request to remove language in *Living Sober*.
- Consider request to add a disclaimer to the front of the book *Twelve Steps and Twelve Traditions*.
- Consider request to restore paragraph on the story "Freedom from Bondage" in the Fifth Edition of the Big Book and future printings of the Fourth Edition.
- Consider request that all proposed changes to the book *Twelve Steps and Twelve Traditions* be handled in footnotes.
- Consider request to revise the pamphlet "Do you think you are different?"
- Consider request to follow the 1995 advisory action regarding the first 164 pages of the book *Alcoholics Anonymous* and to update Appendices III and V after the existing text.
- Consider a request to keep the first 164 pages of the Big Book as well as all the Appendices, the Medical Opinion, Doctor's Opinion, and the Religious Opinion the same, except for updating stories.
- Discuss thoughts and concerns regarding A.A. literature changes.

Other items discussed

The committee reviewed the General Service Board Strategic Plan, updated July 2019. The committee noted that the trustees' Literature committee-related goals are within the purview of the A.A.W.S. Publishing committee with efforts underway to meet the goals in the Publishing department. These goals include "inventory of materials and services with an eye for inclusion and acceptance," and "review of A.A. literature for targeted audiences."

The committee reviewed the 71st General Service Conference advisory action that acknowledges and accepts the "A.A.W.S. Policy on Conversion of Written Conference-approved Literature and Service Material into Video Format," which was approved in January 2020 by A.A.W.S.

Discuss A.A.W.S.' print policy: The committee reviewed the 2021 Conference Committee on Literature consideration which expressed support for a more defined process for review and approval of the pamphlet updates as well as the suggestion to include the GSO Publishing department workflow and literature matrix in the background for pamphlet updates per the print policy.

The committee reviewed the verbal progress report provided by the Publishing department regarding making current literature accessible in all possible formats under the purview of A.A.W.S.

The committee reviewed the preliminary 2022 trustees' Literature Committee budget and agreed to forward it to the trustees' Finance and Budgetary Committee with a recommendation to increase the budget to \$3,600 to allow committee members or their designees to attend relevant events to assist development of current projects.

April 2022

Trustees' Report: Nominating Committee

Jan Lembke, Chairperson

The trustees' Nominating Committee (TNC) was first appointed by the chair of the General Service Board on January 18, 1944. At that time, primary responsibilities were to "establish criteria for and to review resumes of trustee candidates and directors and to make recommendations regarding electoral procedures and matters which may affect the composition of the Board and election to it." (History and Actions of the TNC).

Since that time, the TNC generally meets three times each year and, with the formation of the General Service Conference in 1951, began to meet annually with the Conference Committee on Trustees. The responsibilities of the committee grew over time to encompass criteria for all vacancies, whether in the ranks of trustees or among key service directors and staff members.

The committee met nine (9) times since the 71st General Service Conference and conducted 12 interviews of Class A Trustee candidates.

Activities of this committee in the past year:

Regional Trustee elections: The committee reviewed all candidates submitted for Eastern Canada and Pacific regional trustees and found them all eligible for the elections in April 2022. An option to use an online version of the resume sheet was offered to candidates.

New Class A Trustees: From 19 applicants, the committee selected eight (8) candidates to move forward for interviews, four (4) Class A (nonalcoholic) candidates were invited to the January 2022 General Service Board (GSB) weekend. One candidate withdrew their name due to prior commitments. The committee put forward Kerry Meyer and Andie Moss, as Class A trustees.

GSB slates: The committee reviewed and recommended proposed slates of GSB members, officers of the board, and A.A. World Services (A.A.W.S.) and AA Grapevine (AAGV) directors to the annual meeting of the members of the GSB in April 2022, following presentation at the 2022 General Service Conference for disapproval, if any.

General Service Trustee: The committee recommended to the GSB that Carolyn Walsh serve as a general service trustee and trustee director on the A.A.W.S. Board to fill the vacancy left by Beau Bush.

A.A.W.S. Directors: The committee made the following recommendations to the GSB following the April 2022 General Service Conference:

- That Cathi Clark, East Central Regional Trustee, serve as trustee director for a two-year term on the A.A.W.S. Board to succeed Jimmy Dean, Southwest

Regional Trustee.

- That Clinton Mackenzie serve as a nontrustee director on the A.A.W.S. Board.

AAGV Directors: The committee made the following recommendations to the GSB following the April 2022 General Service Conference:

- That Tom Hoban, Southeast Regional Trustee, serve as trustee director for a two-year term on the AAGV Board to succeed Francis Gilroy, Northeast Regional Trustee.
- That Molly Anderson, Class A Trustee, serve on the AAGV Board, to fill the vacancy that will be left by Nancy McCarthy.
- That David Steward serve as a nontrustee director on the AAGV Board.

Appointed Committee Members (ACMs): The committee reviewed the following updates on the status of ACMs serving on trustees' committees of the GSB for the year 2022-2023:

- That Morgan Biggs of New Orleans, LA and Kirk Holmes of Las Vegas, NV be appointed for additional one-year terms to serve as ACMs on the trustees' Public Information Committee commencing with the July 2022 GSB Weekend.
- That Amalia Castillo of Newington, CT be appointed for an additional one-year term to serve as an ACM on the trustees' Literature Committee commencing with the July 2022 GSB Weekend.
- That Katie Heilmann of Fair Oaks, CA will be rotating as an ACM on the trustees' Literature Committee after this 72nd General Service Conference.
- That the trustees' Literature Committee will initiate a search for an ACM to move the revision process forward for the "A.A. for the Native North American" pamphlet.

Consultants on Trustee Committees: The committee reviewed the following updates on the status of trustee committee consultants serving on the trustees' committees of the GSB for one year 2022-2023, commencing with January 2022 GSB Weekend:

- That Gerry Conrad of Peachland, BC, and Tom Petrilak of Tucson, AZ, be appointed for a one-year term to serve as consultants to the trustees' Cooperation with the Professional Community-Treatment and Accessibilities (CPC/TA) Committee.

AAGV Publisher candidate: The committee reviewed the preferred candidate of the AAGV Board for the AAGV Publisher position and was in support of their selection.

Calendar of Events and Rotation schedule: The committee reviewed the Calendar of Events and made minor updates to help keep on track with the committees' responsibilities and duties. The committee also reviewed the current rotation schedule of Board servants, noting that five trustees will rotate in 2022, and there will be eight (8)

vacancies in 2025, including the chairperson of the GSB.

2022	5 Trustees rotating	2 Class A Trustees 2 Regional Trustees 1 General Service Trustee
2023	3 Trustees rotating	2 Regional Trustees 1 Trustee-at-Large
2024	3 Trustees rotating	2 Regional Trustees 1 General Service Trustee
2025	8 Trustees rotating	3 Class A Trustees (includes chair of the Board) 2 Regional Trustees 1 Trustee-at-Large 2 General Service Trustees

Note: The process for filling Class A Trustee vacancies in 2025 will begin in the preceding year.

Preliminary 2022 budget: The committee reviewed their 2022 preliminary budget to forward it to the trustees' Finance and Budgetary Committee.

Committee's Composition, Scope, and Procedures (CSP): The committee appreciated the input from the general manager and the GSB chairperson and the work the subcommittees that were appointed by the chair to work on reviewing procedures. The committee reviewed the committee's CSP and the following procedures:

- No. 9 (Procedures for Hiring the General Manager, G.S.O.)
- No. 10 (Procedures for Hiring Grapevine Publisher) Reviewed and submitted to TNC by AA Grapevine Board.
- No. 11 (Procedures for Electing Regional Trustee Candidates in the U.S. and Canada)
- No. 12 (Procedures for Electing a Candidate for Trustee-at-Large/U.S. or Canada)
- No. 13 (Procedures for selection of consultants for General Service Board Committees)

The committee recommended editorial changes and minor changes to the language in these procedures for clarity and consistency with the following:

- Who is responsible, consulted or informed during the selection process
- That the "Procedures and Areas of Authority" chart found in the committee's CSP be revised for clarity and accuracy

- To reflect current and gender-neutral language
- That announcements be distributed widely within the A.A. Fellowship, using all available channels of distribution
- That professional sources such as employment search agencies may also be considered and used
- That the terms of unexpected vacancies, and terms noted in the GSB Bylaws, be discussed during the next GSB Bylaws review
- That the discussion continues filling unexpected vacancies for Trustee-at-Large and caucus meetings that usually occur during the General Service Conference to identify one candidate from each region.

Development of Appointment of Trustee Emeriti Procedure: The committee considered the option to create a trustee emeritus procedure following a committee vote to nominate a newly rotating chair that did not pass and agreed to continue this discussion at their July 2022 meeting. Note: a motion by the GSB to appoint the newly rotated chair to Trustee Emeriti did pass.

2021 Conference Committee on Trustees: The committee reviewed and discussed the following additional committee considerations from the 2021 Conference Committee on Trustees.

Regarding a status report from the GSB chairperson on amending the Bylaws of A.A.W.S., the committee took no action. The committee noted that the committee consideration did not request any follow-up in the consideration.

Regarding a consideration on thread-based forums and new communication models to improve communication between the GSB and the Fellowship, the committee took no action, noting additional time demands, and current time commitments of GSB trustees. The committee reviewed a memo from A.A.W.S. that summarized their exploration and discussions held of thread-based forums and felt that more discussion is needed and agreed to discuss the memo further at their July 2022 meeting.

Regarding a consideration and memo on the revised procedures for a partial or complete reorganization of the GSB, the A.A.W.S. or AAGV Boards, the committee made suggested editorial changes to mirror the updated Conference Charter. Additionally, the committee took no action on the request to further review and discussion was held on how areas could select regional trustee candidates, noting that ample communication and planning would be available for areas to develop a selection procedure for regional trustees. With editorial changes complete, at the request of the 71st Conference Committee on Trustees, these procedures are now finalized.

The committee reviewed a memo from the Conference coordinator communicating that a committee recommendation that passed by a simple majority would be forwarded to the corresponding trustees' committee as a suggestion. The committee considered a simple majority suggestion that the GSB set up quarterly virtual meetings of Conference

members, discussed the feasibility of quarterly videoconference gatherings, noted how U.S./Canada service structure communicates and participates in a year-round process, and took no action.

The committee expressed concern about competing with opportunities to communicate between a region and area, during General Service Conference committee meetings, Regional Forums, and special events held by service areas or regions.

The TNC chairperson also forwarded notes from the 2021 Conference Committee on Trustees that provided feedback about the committee taking no action on their additional considerations. Regarding the request for action related to selecting regional trustees, the committee took no action, noting the current language in the GSB bylaws on filling unexpected trustee vacancies, and felt that a discussion by regional trustees and area delegates is consistent with the GSB bylaws.

The committee considered the request for action related to “Virtual meetings to improve communication with Conference members,” and took no action, noting that GSB members are invited to address specific questions at meetings between regional trustees and delegates.

General Service Board Position Appraisal Report: The committee discussed the status of the following subjects that were routed to the committee from a 2019 TNC subcommittee report entitled, “Appraisal of Board Service Roles”:

- Subject III “Terms of Class A Trustees”: The committee also noted the sharing from a subcommittee member that there had been great interest to standardize Class A rotation and that standardizing Class A rotation could possibly preserve the GSB’s historical knowledge. However, the committee noted that most of the participants (n=40) mentioned in the “Appraisal of Board Service Roles” report did not think that the role or term length of Class As needed to change.
- Subject VI “Adding regional trustees and/or redrawing regional lines”: The committee agreed to discuss this at their July 2022 meeting.
- Subject VII “Tenure of same person/multiple roles (Appointed Committee Member (ACM) – Nontrustee Director (NTD) – General Service Trustee (GST))”: Noting the value of rotating leadership, the committee discussed the transition practices related to filling vacancies on the GSB, A.A.W.S, and AAGV Boards. The chair appointed a subcommittee to consider the discussion and recommend a universal transition practice(s) of service positions, or none, with close attention to the Bylaws of the GSB and its affiliate corporate boards.

Recruitment of Class A Trustees: The committee took the following actions to support the recruitment of Class A Trustees:

- Posted a vacancy announcement for Class A Trustees on the A.A..WS. LinkedIn page, Meeting Guide App, and on the aa.org website, including the professional resource page.
- The committee also requested that vacancy announcements be shared to the Fellowship simultaneously in the three official languages.
- Developed a new information packet for Class A Trustee candidates with excerpts from the new Service Manual. This also includes a letter with more extensive information on the time commitment required.
- Developed new interview questions and created conversation topics that explored the extent of the candidates' engagement with A.A., board experience, and professional or volunteering experiences during the pandemic.

The committee started a discussion about proactive recruitment approaches that could help identify Class A Trustees. The committee noted the usefulness of a consultant's expertise and guidance to the General Manager Search Committee which could prove useful to help identify Class A candidates.

The committee also noted the usefulness of posting the AA Grapevine Publisher position in a professional journal and that the AA Grapevine board received many interview candidates. The committee also suggested that vacancy announcements use all available platforms where appropriate unless the vacancy requires a specific posting. The committee also raised questions such as whether a Class A's membership in another Twelve Step Fellowship would make them an appropriate candidate, or if inviting potential candidates to observe a General Service Board Weekend sooner in the year, might be helpful.

Additionally, the committee discussed the following ways that the local A.A. committees could identify potential Class A Trustee candidates:

- CPC committees that cooperate with professionals within their area
- Regular meetings between area delegates and their regional trustee could be an opportunity to share information about the Class A trustee role on the GSB and help identify candidates

The committee also felt that an announcement made by the TNC chairperson at the 2022 General Service Conference, before the election proceedings, could raise awareness about the Class A Trustee vacancies and encourage Conference members to start thinking about potential Class A Trustee candidates.

Time Commitment of Class A Trustees: The committee plans to continue their discussion of the Time Commitment of Class A trustees. This year, the committee noted the increase of Board committee meetings that occur in practice and their durations. The committee discussed changes in the virtual and in-person meetings that are "must-do" from "can-do" meetings that might be different from in-person practices. The committee agreed to continue their discussions about possible circumstances that produce time problems and

increase the demands needed to meet the responsibilities to serve on the General Service Board.

Discuss consultant policy: The committee discussed the policy around the use of consultants (Procedure 13) and noted that this service position is for a voluntary, non-compensatory consultant to a trustee committee. The committee also discussed the term of service, "...up to a one-year term with the option to renew for one additional term if needed," and noted that the previous terms of service, "...for as long as needed," was used to appoint some consultants who are currently serving (Class A trustee emeriti) on GSB committees. The committee agreed to continue their discussion at their July 2022 meeting.

April 2022

Trustees' Report: Public Information

Beau Bush, Chair

The trustees' Committee on Public Information (PI) is charged with the responsibility of helping the membership carry the A.A. message of recovery through the general public to the alcoholic who still suffers. The committee does this by recommending and coordinating activities which include creating a greater public understanding of the Fellowship of Alcoholics Anonymous. The methods include carrying the message through the process of disseminating and exchanging information via mass media, in addition to public information meetings and speaking to community groups. Examples of Mass Media include:

- a. Television,
- b. Radio,
- c. Newspapers,
- d. Magazines,
- e. Social media,
- f. Digital media,
- g. The internet, etc.

The committee is responsible for producing video and audio public service announcements (PSAs); reviewing the development and performance of the A.A.W.S. and AA Grapevine YouTube Channels; the Google Ad Grants program; the A.A.W.S. Meeting Guide and the GSO and AA Grapevine/La Viña Websites, in addition to the AA Grapevine podcast performance.

The committee is responsible for overseeing the coordination of media and podcast interview requests; PI booths at health fairs and other community and school exhibits with local PI committees; conducting the A.A. Membership Survey; and carrying A.A.'s message through media such as developing and distributing press releases.

Activities over the past year have included:

Composition, Scope and Procedure – The General Service Board approved a recommended revision to the trustees' Public Information Committee's Composition, Scope and Procedure to update the scope to expand the list of mass media used to carry the A.A. message. In addition, to update the procedures for quarterly board reporting and the annual budget process to match current practice.

2022 PI Budget – The committee reviewed, accepted, and forwarded the preliminary 2022 Public Information budget with reductions totaling \$80,000, to the trustees' Finance and Budgetary Committee. The committee noted that mid-year adjustments may be needed pending future Public Information projects. The budget was approved by the General Service Board.

Public Information media platforms – The committee discussed public information media platforms, including reports provided to the committee on the following: the development of podcasts, the A.A.W.S. and AA Grapevine YouTube channels, Google Ads, the A.A.W.S. Meeting Guide app, and the GSO and AA Grapevine/La Viña websites and podcast. The committee agreed to forward to the 2022 Conference Committee on Public Information all these performance and progress reports.

The committee noted the ongoing need for enhanced cooperation between our corporations, related to the GSO and AA Grapevine/La Viña websites, A.A. World Services and AA Grapevine YouTube, and other digital assets. In addition, the committee discussed the need to review and potentially adjust the scope of content and reporting mechanisms of website reports.

The committee noted that two Spanish language YouTube videos, *Alcohólicos Anónimos* and *Esperanza: Alcohólicos Anónimos* were viewed a combined total of 10,752 times. The committee requested that the Communication Services department provide analytics about the countries that are viewing them. The committee requested that a quarterly analytics report is also provided about the AA Grapevine YouTube channel.

Google Ads – The committee reviewed and approved a new Google Ads campaign developed with multiple ad sets for the professional community. Eight ads were created for the following professional categories: corrections, education, faith, HR, legal, medical, military and treatment. The committee requested the staff secretary partner with the Communication Services department and CPC coordinator to develop a schedule for implementing and tracking these ads. The committee requested that the staff secretary include a progress report for ongoing discussions on Google Ads at the July 2022 meeting.

Public Information Comprehensive Media Plan (CMP) – The trustees' PI Committee discussed the status of the 2022 CMP and reviewed and updated the content and architecture of the CMP. The committee utilized a working group approach, involving all committee members focusing on content, review of messaging, communications, digital assets, services, roles, and responsibilities involving the three corporations. The committee acknowledged the collaborative efforts involved to produce the 2022 CMP. The CMP is an inventory of ongoing work and plans, a guideline for the GSO and Grapevine offices in their work, budgeting processes, and HR planning.

Overall, this document can be considered a plan for supporting A.A. members in carrying the message to all who suffer from alcoholism. It is being presented to the Fellowship through the Conference process to better communicate all the ongoing work of the offices and to capture feedback from the Fellowship on these efforts. The committee recognized that the 2021 committee consideration “that the content of the CMP be expanded to include a deeper understanding of targeted audiences within A.A. relating to all genders and reaching potential members,” needs more development.

The committee noted that two recommendations embedded within the CMP regarding Google Ads and the A.A.W.S. YouTube channel, will be clearly presented in background as it is forwarded to the 2022 Conference Committee on Public Information.

Public Service Announcements (PSAs) – The committee reviewed the current video PSAs and found them to be relevant and useful and agreed to forward their findings to the 2022 Conference Committee on Public Information. The committee noted that while the content and messaging of the existing three PSAs* listed below remain relevant, the contact tag lines may need editorial updates to include reference to the Meeting Guide. The committee looks forward to the revised PSAs being made available on aa.org.

- Sobriety in A.A.: We made changes to stop drinking (PSA)
- Sobriety in A.A.: Opening doors to a life without drinking (PSA)
- La sobriedad en A.A.: Desde que logré mi sobriedad, tengo esperanza (ASP)

**Titles reflect SEO retitling*

Radio/Audio PSAs – The committee received an update that the contact A.A. tag lines are revised for the English (20), French (2) and Spanish (4) Radio/Audio PSAs. The newly edited files are available for downloading on aa.org.

TV PSAs – The committee received an update from the staff secretary on the HD Broadcast-quality PSA download files, related to the following:

- Sobriety in A.A.: Since getting sober, I have hope
- La sobriedad en A.A.: Desde que logré mi sobriedad, tengo esperanza
- L'abstinence chez les AA : « Depuis que je ne bois plus, j'ai de l'espoir. »

The committee acknowledged that the PSA files require an edit to the contact A.A. tag line which currently state as follows: “Look for us in the phone book or on the web at aa.org.” The Publishing department plans to complete the project and the committee looks forward to a progress report at the July 2022 meeting.

Review progress report on two new TV PSAs – The committee reviewed current reports for “Sobriety in A.A.: My Drinking Built a Wall” and “Sobriety in A.A.: When Drinking Is No Longer a Party.” There have been approximately 13,000 English TV and Spanish TV airings (Note: as of this reporting). The committee agreed to forward to the 2022 Conference Committee on Public Information the PSA tracking and distribution reports.

Feasibility study on paid placement of PSA videos on streaming platforms – The trustees' Public Information Committee discussed a proposed agenda item requesting to rescind “A feasibility study on paid placement of PSA videos on streaming platforms including, but not limited to, Netflix, Hulu and YouTube be conducted and that a report on the research be brought back to the 2022 Conference Committee on Public Information” and took no action. The committee believes that the purpose of performing a feasibility study is to gather the information needed that will allow for an informed decision to be made on moving forward or not on such a project. The committee asked that the staff secretary add research on the price, the reach and the active versus passive viewing of paid placement PSAs.

The committee agreed to forward to the 2022 Conference Committee on Public Information the research conducted by GSO regarding paid placement of PSA videos on streaming

platforms, including added detail on the variety of streaming and video platforms that are available.

Podcasts – The committee discussed the 2022 progress report and GSO Podcast Plan, including the collaborative work that went into the production of a GSO podcast pilot episode. A working group, that included AA Grapevine staff, helped to guide the creation of this episode. The committee discussed the podcast pilot episode and affirmed GSO can effectively produce a professional sounding podcast and the episode outlined the beginnings of a framework for future theme-based episodes. The corporate boards and office staff listened to the pilot and provided feedback via a podcast survey.

The committee asked the staff to produce another edit to the pilot episode, using the survey feedback, to include in the 2022 Conference background. The committee also asked that documentation be produced that details the specific edits incorporated into the new iteration of the pilot.

The committee also discussed three proposals in the Podcast Plan of a path forward for the GSO Podcast. The committee is asking the Conference committee to discuss the proposals. The committee agreed to forward the following to the 2022 Conference Committee on Public Information:

- 1) The Progress Report and GSO Podcast Plan.
- 2) The corporate board and office staff feedback survey results.
- 3) The new iteration of the pilot episode which incorporates specific committee suggestions, as well as any additional pertinent information for the discussion.

The committee looks forward to the Conference committee's feedback.

A.A. Membership Survey – The trustees' Public Information Committee discussed the proposed agenda item “request for A.A. to develop an online membership survey” and took no action. The committee reports that there is a project underway for a professional survey methodologist to conduct a focused review and analysis of the A.A. Membership Survey questionnaire content as well as the method to perform the triennial membership survey.

The committee recommended, and the General Service Board approved at the August 1, 2021, meeting, that the staff secretary move forward and engage the professional survey methodologist to conduct a focused review and analysis of the A.A. Membership Survey Questionnaire at a cost not to exceed \$8,000.

The committee discussed the 2022 final report requested from a survey methodology consultant regarding an assessment of the questionnaire used for the triennial Alcoholics Anonymous (A.A.) Membership Survey and the approach the organization currently uses to report the results of that survey. The committee agreed to forward to the 2022 Conference Committee on Public Information the 2021 membership survey working group report and the 2022 final report from the survey methodology professional on the Triennial A.A. Membership Survey for full consideration of next steps.

Discuss a Review Grid of Public Information pamphlets/materials – The committee discussed the PI 2021 committee consideration encouraging a continued review of the PI pamphlets/service materials and requesting that a comprehensive report be brought back to the 2022 Conference Committee on Public Information including suggestions and input related to which PI pamphlets/materials may need revision, editorial updates, new formats or possible retirement to make room for improved public information messaging tools. The committee determined that the review will be included as part of the ongoing development of the Comprehensive Media Plan. The committee discussed the following pamphlets/materials presented for review.

“A Brief Guide to A.A.” – The committee discussed a staff suggestion to retire “A Brief Guide to A.A.” Additional information was requested regarding our current stock and pamphlet sales to allow for an informed committee analysis. The committee tabled discussion to retire “A Brief Guide to A.A.” to the July 2022 meeting.

“A.A. At a Glance” – The committee discussed and agreed to forward to the 2022 Conference Committee on Public Information a suggestion to revise the Conference-approved flyer, “A.A. At a Glance.” The committee is asking the Conference committee to consider if editorial updates and a more modern look would improve the ability to carry the message captured in this flyer.

Revision to “Speaking at Non-A.A. Meetings” pamphlet – The committee discussed and agreed to forward substantial revisions to the pamphlet, “Speaking at Non-A.A. Meetings” to the 2022 Conference Committee on Public Information. It was suggested by the committee that the list of available publications in the pamphlet also be reviewed for possible updates.

The staff secretary reported to the committee that a suggestion to update to a template PowerPoint presentation for the purpose of providing shared experience on “how to” present about A.A. at non-A.A. events will need to be considered after a decision is made on the revision to the pamphlet, “Speaking at Non-A.A. Meetings.” The committee looks forward to a progress report on this effort at the July 2022 meeting.

Discuss a revision to “Message to Teenagers” – The committee discussed the 2021 advisory action, “That the trustees’ Public Information Committee revise the flyer ‘A Message to Teenagers’ to better reflect carrying the A.A. message to young people.” The chair led a discussion to reach consensus from the trustees’ Public Information Committee on suggestions on how this flyer messaging can be more effectively delivered.

In addition to revisions to language in the twelve questions and updated graphics, the committee agreed that a flyer format is outdated and discussed a variety of options as part of this item’s revision including: infographics, a visual representation of information using images and text to convey messages, creating Gifs or memes to cross-post messages on our different media channels. The committee looks forward to continued discussion at the July 2022 meeting.

Discuss revisions to "Understanding Anonymity" – The committee discussed and agreed to forward to the 2022 Conference Committee on Public Information suggested revisions to the pamphlet "Understanding Anonymity." The staff secretary reminded the committee that the Publishing department has received a memorandum detailing editorial updates to the pamphlet that reflect current technology terminologies and service resources to be included at its next printing.

Review PI Press Media Kit – The committee agreed to forward to the 2022 Conference Committee on Public Information a request to retire "The A.A. Fact File" (M-24) and replace it with a service material version of a new digital PI Press Media Kit.

Create a new form of communication to address anonymity on social media – The committee continued to discuss and review the proposed agenda item requesting "to create a new form of communication to address anonymity on social media." The committee agreed to forward to the 2022 Conference Committee on Public Information the request "to create a new form of communication to address anonymity on social media" and a draft survey developed to gather shared experience from the Fellowship.

Review Young People's Video Project communication (flyer) – The committee reviewed and approved a new digital and print version of the Young People's Video Project communication (flyer). The staff secretary will work with Publishing to create a plan that includes an annual timeline of how this project requesting Fellowship video submissions can be completed each year. The committee looks forward to a progress report at the July 2022 meeting.

Review Public Information Service Cards (formerly called "post" cards) – The committee reviewed and discussed five Public Information Service Cards. While the committee agreed with the suggested use of the new service cards, in digital and print form, by local PI and CPC committees in their service work and as part of our National Exhibits materials, there were several edits requested.

The committee agreed that the service card with a primary audience of young people needs revisions to the graphics. The card directed at professionals which includes emphasizing text "We Get It" needs revisions so wording related to A.A. is similar to the other cards, such as, "Can't stop drinking." Also, adherence to accessibility standards regarding font colors used is needed. Finally, the Meeting Guide App card needs updated images related to professionals and improved messaging on what the app can do. The committee requested that the staff secretary work on revisions and provide a progress report at the July 2022 meeting.

Public Information Kit and Workbook – The committee plans to discuss kits and workbooks and any Conference Committee on Public Information suggestions at the July 2022 meeting.