



74th General Service Conference

Public Information

Nick K.,

Panel 74 Delegate | Area 41 Nebraska
Chair, 75th Conference Committee on
Public Information

Composition & Scope



Composition

- 9 Delegates - 5 - Panel 73, 4 - Panel 74; all 8 Regions
- Non-voting Staff Secretary

Scope

- Create greater understanding of — and prevent misunderstandings of — the A.A. program through public media, electronic media, P.I. meetings
- Review public information plans and materials (pamphlets, PSAs)
- Review membership survey data and process
- Evaluate digital strategies and social media efforts

Advisory Actions

(8)



Advisory Actions

Public Information

- The :30 English language version of the Public Service Announcement (PSA) “Since Getting Sober I Have Hope” be discontinued
- The :60 English language version of the Public Service Announcement (PSA) “Since Getting Sober I Have Hope” be discontinued
- The :15 English language version of the radio Public Service Announcement (PSA) “We Know How You Feel” be discontinued.

Advisory Actions

Public Information

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

Advisory Actions

Public Information

- The 18 interviews recorded to date as part of the Young People in AA video project be approved, giving the General Service Office (GSO) the latitude to edit and distribute the videos in the style of “I Thought Drinking Made Me an Artist (working title)” and “The World Has Color Now (working title)” The videos can be produced in various formats and made available on our communication channel platforms.

Advisory Actions

Public Information

- The revised draft of the flyer “A.A. at a Glance” (F-1) be approved with minor edits.
- The revised pamphlet “Speaking at Meetings Outside of A.A.” (P-40) be approved.
- The flyer “A Message to Teenagers” be retired.



Recommendations Not Resulting in Conference Action

(2)

Recommendations Not Approved

- The committee recommended that a social media policy be developed for all current and future social media channels and requested that a draft be brought back to the 2025 Conference Committee on Public Information.

Recommendations Not Approved



- The committee recommended that to better provide equality in availability and messaging, starting with the July 2024 General Service Board Meeting, that unedited but anonymity-protected minutes, including trustees' committee reports in English, Spanish, and French, be provided to all Conference members within three weeks following quarterly Board Weekends. Minutes should retain the current format and scope.

Committee Considerations (30+)



Committee Considerations

- Tracking Public Service Announcements - request this \$48,000 moves to the trustees' Finance and Budgetary Committee budget and suggest more cost-effective means
- General Service Office podcast progress report - update on the first season at the 2025 Conference
- Meeting Guide App report - offered suggestions:
 - Add A.A. literature; listing online meetings without locations; clarity around locations and affiliation Seventh Tradition contributions

Committee Considerations

- A.A. Grapevine and La Viña website, podcast, and app report - requested more analytics, review the Five Year plan, suggestions for the app and podcast
- Analytics Working Group Report - framework and future report
- A.A.W.S. Instagram - took no action
- Suspend user-generated Young People's video project
- Add QR codes (x2) - A.A. at a Glance, Speaking at Meetings Outside of A.A.

Committee Considerations

- Delegates gather feedback on communicating with young people
- Anonymity on Social Media - didn't review responses - suggested fewer questions, include reports on anonymity issues, surveys be shared more broadly
- A.A. Membership Survey Convenience Sample Pilot - plan to review in 2025
- Add social media policy to the Comprehensive Media Plan

Committee Considerations

- Reviewed and accepted the 2024 Comprehensive Media Plan (CMP)
 - Major re-write - summary of changes
 - Appreciate focus on strategic goals
 - How to use in other parts of the Structure
 - List of PSAs
 - More robust analytics section
 - Trustees' and Conference committees collaborate
 - Accept user generated content from young people

Committee Considerations

- Report on Relevance and Usefulness of Video PSAs - general criticism about tone and style of current
- Annual report on PSAs - have process for changes or retirement of any PSAs
- Suggestions to retire a PSA come as an agenda item
- Reimagine the overall strategy for PSAs - shorter, work with Australia, less expensive methods
- Encourage distribution of PSAs
- Feasibility of Paid Placement of PSAs - is content effective, need to measure, bring back a plan

Committee Considerations

- Mesmerize Point PSA distribution - is there a Canadian opportunity, more data on reach
- Support for adding QR codes to PSAs as soon as possible if under \$5,000
- A.A.W.S. YouTube Report - include all PSAs, rethink organization, additional search engine optimization work (SEO)
- Google Ads Report - maximize use of grant
- Online Business Profiles - attraction vs promotion when responding, standardize reporting

Committee Considerations

- Public Information Kit and Workbook - revision already underway from 73rd Conference

Q & A

Thank You!

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