

AREA 16

GEORGIA STATE SERVICE ASSEMBLY



A few items from Rick...



- Delegate's report from Conference-Report posted on website by mid-June 2019
 - Rick will also come to your Zone/District or Combined Zone to share info on Conference
- *Our Great Responsibility* –Book from AAWS- A Collection of Bill W's talks at Conference 1951-1970-Order from AAWS
- Bid for 2021 National Corrections Conference to host here in Area 16-Let Rick know if you'd like to be part of the Bid Committee.

Report on 'Your Voice Matters'



- Over 300 members participated
- Compiled over 500 unique comments
- 16 groups
- 16 Notetakers
- 16 Facilitators



Our Purpose



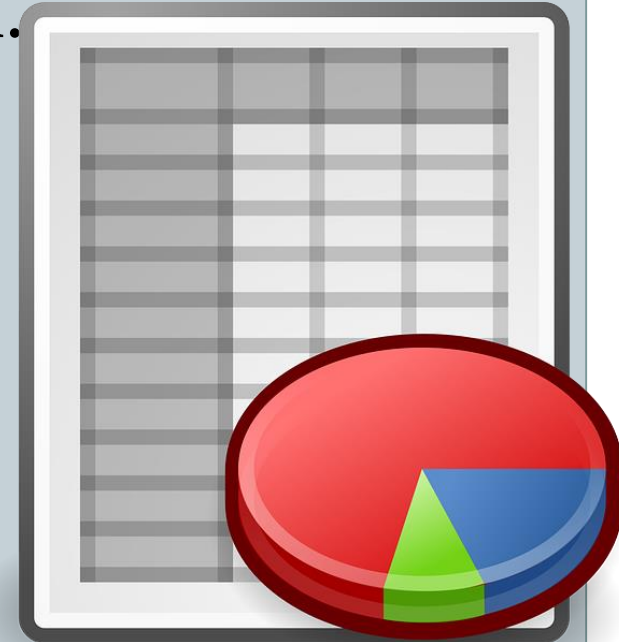
Gather feedback on the recommendations made by the Communications Audit Report:

- Be more effective in attracting and retaining those in need of recovery, the Professional Community, AA Members and improve public perception.
- Strengthen and unify our messaging.
- Leverage our history to become more impactful communicators..
- Provide guidance in the use of social media and other interactive tools to more deeply engage the fellowship

The Process



- Thanks to Micah and Paul for ALL their assistance!!
- Developed a spreadsheet- entered responses with a running count-if the same response was made more than once, we added to the count.
- Identified highest 3 responses for each guiding question.



Be more effective in attracting and retaining those in need of recovery, the Professional Community, AA Members and improve public perception.

AA perceived as religious?

- Yes, but it is softened by the fellowship once you come in and work the steps.
- Public does not perceive AA as religious.
- Not concerned with public perception.

Strengthen Communications Committee?

- Our message of recovery is consistent in Area 16.
- Update our website.
- Work with courts to explain our Primary Purpose.

Strengthen and unify our messaging



How can we utilize GV Committee to encourage members to share stories?

- GV is great!
- Announce at meetings that stories are needed for the GV.
- Have workshops or develop pamphlets/guidelines on how to submit stories to the GV.

Do we need more speaker meetings?

- Overwhelming majority said, “Yes”.
- Help get non-religious message out.
- Get meeting tapes made.

Leverage our history to become more impactful communicators

Relate more to someone telling about something or sharing personal experience?

- Overwhelming majority-Personal Experience
- Include all parts-what we were like, what happened, and what we're like now.
- Big Book includes stories and BB studies are great!

How can our Archives Committee provide additional platforms to share our AA History?

- No additional platforms needed.
- More digital materials need to be made available.
- Tie: Archives need to be saved before they deteriorate; and, better communication from archives.

Provide guidance in the use of social media and other interactive tools to more deeply engage the fellowship

Benefits and pitfalls of social media?

- It's a tie!
 - Against social media.
 - Need to safeguard our anonymity.
- It's essential to the newcomer.

What if we “opt out” of social media?

- We will lose a generation of people who need the message.
- We can't “opt-out”; we're already there.
- Need more specific guidelines for using social media.

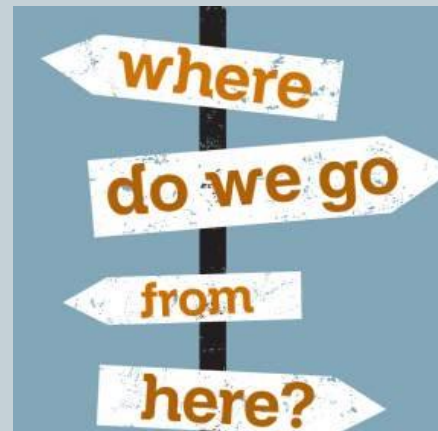
Grapevine posted on YouTube?

- Yes, with permission from the author.
- Yes.
- Yes, as long as faces are not present.

Where do we go from here?



- I will send Rick the Summary and the spreadsheet to share during Conference.
- Discuss summary, Excel document and your notes as an Office Committee and with Committee Chairs and Co-Chairs.
- Additional input from the fellowship-email any suggestions you may have for Area 16.
- Post this Summary online to share with your groups.
- Report will be posted in the next *Georgia Message of Alcoholics Anonymous*





**YOUR
VOICE
MATTERS.**