

**Report on “Your Voice Matters”
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General Service State Assembly
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As you are aware, our Area Delegate, Rick Mc is not here as he is at the 69th General Service Conference. Rick wanted me to express to you that he is honored and privileged to represent Area 16 and A.A. at Conference. He had a few items he wanted me to share with you:

- Rick will provide the Conference Delegate Report online by mid-June. If you would like him to come to your District/Zone or combined District/Zone meeting, please email him to let him know and he will be happy to get that scheduled.
- AAWS has published Our Great Responsibility, a collection of Bill W’s talks at Conference from 1951-1970. It is available through the online store at aa.org for \$10 + S & H. Tamera, our Office Manager, ordered 40 copies but those have now sold out.
- Area 16 will be making a bid to host the 2021 National Corrections Conference! We are very excited and will be sending a group of representatives to the 2019 National Corrections Conference in Houston in November. If you would like to be a part of the bid committee, please email Rick at delegate@aageorgia.org.

Summary of Area 16 feedback on the Communications Audit Report

- Over 300 members participated
- Compiled over 500 unique comments
- 16 groups of 10-20 members
- 16 Notetakers
- 16 Facilitators

Our purpose was to gather feedback on four out of five of the recommendations made by the Communications Audit Report. The first recommendation addresses internal communication among the General Service Board, Alcoholics Anonymous World Services, and the Grapevine.

- 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.

Our process included entering all comments on a spreadsheet, categorized by the guiding question they address. Duplicate responses were entered with a running number to keep track of the total number of members who responded in the same manner. Thank you to Micah G., PI-CPC Co-Chair and Paul ., CO-Webmaster for their invaluable assistance. This process would have been much more difficult without their help! For the purpose of reporting to the Assembly, we identified the top three responses. However, the entire spread sheet containing all responses will be sent to Rick Mc, Area 16 Delegate to share at the General Service Conference in New York.

RECOMMENDATION 1: Be more effective in attracting and retaining those in need of recovery, the Professional Community, AA Members and improve public perception.

- **Guiding Question** - Do you agree with the report's conclusion that the public perceives AA as a religious organization? If so, how can our service committees work to change that perception in Area 16, Georgia?
 1. Yes, but it is "softened" by the Fellowship, once you come in and work the steps.
 2. No, the public does not perceive AA as religious.
 3. I am not concerned with public perception.

RECOMMENDATION 2 -Develop structures, processes, and procedures that strengthen and unify messaging, and more effectively manage identity, content, and communication as a whole.

- **Guiding Question**— How can we utilize our Grapevine Committee to encourage our members to share their stories with the Grapevine?
 1. GV is great!
 2. Announce at meetings that stories are needed
 3. Have workshops or develop pamphlets/guidelines on how to submit stories
- **Guiding Question** - Do we need more open speaker meetings? How can our story-telling help public perception?
 1. We need more speaker meetings.
 2. Help get non-religious message out.
 3. Get meeting tapes made.

RECOMMENDATION 3- Leverage A.A.'s rich history of storytelling in becoming more impactful communicators.

- **Guiding Question** – Do you relate more to someone telling you about something or sharing their personal experience? What is an effective way to share our stories?
 1. Overwhelming majority-Personal Experience
 2. Include all parts-what we were like, what happened, and what we're like now
 3. Big Book includes stories and BB studies are great!

- **Guiding Question-** How can our Archives Committee provide additional platforms to share our A.A. history?
 1. No additional platforms are needed.
 2. We need more digitized materials available.
 3. Tie: Archives need to be saved before they deteriorate; and, better communication from archives.

RECOMMENDATION 4 - Guide A.A. in utilizing social media, cross-platform content strategies, and other interactive tools to more deeply engage the Fellowship.

- **Guiding Question-** What are the benefits and pitfalls of A.A. and social media? How can we communicate in the modern age of technology and social media and follow our traditions?
 1. It's a tie: We don't need social media. And, we need to safeguard our anonymity and our traditions regarding social media.
 2. Social media is essential to the newcomer.
 3. Personal responsibility/sponsorship should guide our actions regarding social media.

Guiding Question- What happens if we "opt-out" of social media? We will lose a generation of people who need the message of A.A.

1. No social media
2. We can't "opt-out"; we're already there.
3. We need more specific guidelines on using social media.

Guiding Question - Should Grapevine stories be posted on YouTube?

1. Yes, with permission from the author.
2. Yes, GV stories should be posted on YouTube.
3. Yes, as long as faces are not present.

Where do we go from here?

The Area 16 Office Committee and Committee Chairs and Co-Chairs will review your comments (both the spreadsheet and your notes) to determine next steps. If you would like to comment further, please email me at alt_delegate@aageorgia.org

I want to thank you again for your engaged participation. As I walked around the room, I heard so many great comments and ideas. Area 16 is a strong area because of your dedication and commitment. I hope

and pray we will all continue to work together to carry the message of Alcoholics Anonymous across our state and make Area 16 even stronger.