

A photograph of a forest scene. In the foreground, a large, dark tree trunk is visible on the left side. The background shows a dense forest of tall, thin trees, likely pines, with some trees having yellow and orange autumn foliage. The sun is shining through the trees, creating a bright glow and lens flare effect. The sky is a clear blue. A large white circular graphic is overlaid on the left side of the image, containing the text.

# **Background on the Committee on Public Information Item A**

For the  
72nd General Service  
Conference

Of public relations Bill says...

“We are trying our best **to reach more of those 25 million alcoholics** who today inhabit the world. **We must reach them directly and indirectly.**

To accomplish this, it will be necessary **that understanding of A.A. and public goodwill towards A.A. go on growing everywhere.**

We need to be on even better terms with medicine, religion, employers, governments, courts, prisons, mental hospitals, and all those conducting enterprises in the alcohol field.

We need the increasing goodwill of editors, writers, television, and radio channels. These publicity outlets—local, national, and international—should be opened wider and wider, always forgoing, however, high-pressure promotion tactics. It is to, and through, all these resources that we must try to carry A.A.’s message to those who suffer alcoholism and its consequences.”



## **What is the Public Information Comprehensive Media Plan (CMP)?**

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**Comprehensive Media Plan is 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.**

It is submitted to the Conference Committee on Public Information annually for review and serves as a strategic communications plan and review for all of Alcoholics Anonymous and its incorporated brands.

It represents current business standards in outlining such plans and serves as a benchmark to build on year over year.

The guiding principles for this plan are firmly rooted in the Twelfth Step of AA and the Twelve Traditions of Alcoholics Anonymous.

## From 2021 Committee Considerations of the Conference Committee on Public Information

The committee noted the new *architecture* is in keeping with today's communications standards and requested that the full plan be brought back to the 2022 Conference Committee on Public Information and that the full plan be available to all Conference members to distribute to their areas.

The committee also suggested that the content of the Comprehensive Media Plan be expanded to include a deeper understanding of targeted audiences within A.A. relating to all genders and reaching potential members.

## **Group Team's Section Work**

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**Website, Public Relations, Social Media, AAWS  
LinkedIn,**

**GV Instagram, Meeting Guide App, Content  
Creation,**

**TV PSAs, Radio PSAs, Podcasts, Literature**

Communication is at the heart of A.A.'s mission

...to extend the hand of recovery from alcoholism to anyone who seeks help. It begins with one alcoholic sharing their experience, strength, and hope with another alcoholic.

From there, it takes on more forms: group meetings, district committees, Area assemblies—an entire Conference structure that is served by three Boards and two corporations. This **“upside-down triangle” is the pathway for A.A.'s internal communication structure.**

This Comprehensive Media Plan should speak to both internal messaging and external communications.

Storytelling is an integral part of A.A.'s history; how the message of sobriety and hope is carried to the members, potential members, and the people they affect is the basis of this plan.

# Technology/Communications Strategy

- Our goal is to get the still suffering alcoholic to local resources that can provide immediate help
  - Our content needs to be accessible to all we serve
    - We need to be present where our audiences are searching for our messages
  - Our message needs to resonate with each of our core audiences in voice and tone
  - We must identify and address any unnecessary internal obstacles to be more responsive and agile
    - Provide consistent/stable anchor points for members and partners to seamlessly connect to, utilize and engage with our content
- Identify opportunities to better coordinate and share content from and across PI, CPC, AAGV, Boards, and office



As we go on learning how to be more effective with this information , we will need to allow our great employees the flexibility to pilot different approaches that fall within our guiding principles and measure their effectiveness in carrying the message.

For each new experiment we will want to ask ourselves how we can determine if this was more effective in carrying the message.

We will need to continue to ask ourselves if we are making the most of the strengths that each of our corporations bring, as our Executive Editor recently shared, AA World Services (AAWS) publishes the collective voice of AA and Grapevine publishes the collected voices of AA members.

Are we allowing each to shine as brightly as it could in carrying the message?

## **We also must consider our Conference approval process for publication.**

Who approves the videos that appear on our channel?

Will we need approval for every single video that is uploaded, or is there a way to gain approval through a blanket motion

(e.g., That we create a video “Daily Reflection” to be posted daily to a playlist?)

Creating a PSA is a lengthy and expensive process.

How can we think outside of the box (e.g., animated “explainer” videos (what AA does and does not do for example) or literature excerpts translated to video) to give us fresh, appealing content?

It will be beneficial to thoroughly consider and plan our content strategy in tandem with video optimization and analytics analysis.

As we move forward in 2022 there will be a focused priority in several areas:

- Website Search Engine Optimization plans for AAWS and Grapevine
- Public Information Calendar and planning key communications
- Developing more shareable versions of our great content and understanding the effectiveness of these
- Exploring and clarifying the role of the Meeting Guide App so we can solidify our strategies and timelines

We further discussed that our success in future communications and sharing of content would require that **we find solutions that can balance our Conference mandated Governance with the current culture's:**

- Affinity for social media
- Desire for smaller, more frequent communications
  - Preference for mobile app-like experiences

# Next Steps for the CMP

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The CMP is a living document meant to be improved and updated each year. The goal of the 2022 CMP was to create the most accurate picture of the current status of all the Public Information projects currently in progress at AAWS and GV while causing the least amount of disruption to office staff.