

Public Information

72nd General Service Conference Preparations

(Our Area Delegate Geene has provided the full Public Information background document for the 72nd GSC and questions she wants answered)

WHEN:

Monday April 4 7:15-8:45 pm

Join Zoom Meeting: <https://area72aa-org.zoom.us/j/89554929995?pwd=M0xwMGlnTTMzSXNPWkdVbWZSeWxTZz09>

Meeting ID: 895 5492 9995

Passcode: PublicInfo

Phone: 253-215-8782

Wednesday April 6, 6:00-7:30 pm

Join Zoom Meeting: <https://area72aa-org.zoom.us/j/87233054071?pwd=bjZHUTJSSHJGWmpoOE1HRm4vYlZsZz09>

Meeting ID: 872 3305 4071

Passcode: 455804

Phone: 253-215-8782

WHY: Let's help Geene prepare for the Public Information Agenda items for the 72nd General Service Conference (GSC).

WHO: District Public Information Chairs, PI/CPC Chairs, Web Chairs, DCMs and GSRs are invited to review and participate in these discussions. Suggest starting with the highlighted items:

WHAT: The Public Information Agenda at the GSC has many important topics that we need your district's groups input on:

Review Plans:

- 2022 Public Information Comprehensive Media Plan
- G.S.O. Podcast Plan
- Content and format of P.I. Kit and Workbook

Discuss:

- Feasibility research on paid placement of PSA videos on streaming platforms
- Public Information material "A.A. At a Glance"
- Public Information pamphlet "Speaking at Non-A.A. Meetings"
- Public Information pamphlet "Understanding Anonymity"
- Public Information material "A.A. Fact File"
- Request to create a new form of communication to address anonymity on social media

Review Reports:

- Public Service Announcement (PSA) Video "Sobriety in A.A.: My Drinking Built a Wall"
- Public Service Announcement (PSA) Video "Sobriety in A.A.: When Drinking is no longer a Party"
- 2021 "Relevance and Usefulness of Video PSAs"
- "YouTube Performance"
- "Google Ads Performance"
- "Meeting Guide Performance"
- 2021 4Q A.A.W.S. Board Oversight of G.S.O.'s A.A. website
- "AAGV/La Viña Website, Marketing and Podcast"
- A.A. Triennial Membership Survey"

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