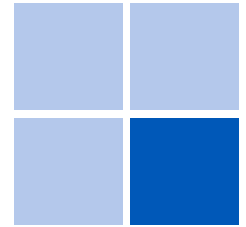


# Quarterly Report from GSO



## Activities of the General Service Board Including A.A. World Services, Inc., AA Grapevine, Inc.

*This is a confidential bulletin for use only within A.A.*

*Third Quarter, 2023*

### General Service Board Meeting

The General Service Board of Alcoholics Anonymous, Inc., held its third quarterly meeting at the New York Marriott at the Brooklyn Bridge on Monday, July 31, 2023. Mike L., Interim Chair of the General Service Board, presided. All primary committees met during the weekend. Below are highlights of committee reports.

### Archives

The committee agreed to discontinue the two sets of 12 archival photos and instead offer these as individual photos upon request. In regard to the current suggested \$2.75 contribution for the individual photos, the committee agreed this amount adequately covers the cost for reproduction and postage.

### Conference

The committee reviewed a progress report on the General Service Board (GSB) Inventory. Questions are being gathered and will be finalized and made available in October. Potential facilitators are being considered. The inventory will take place during the January Board Weekend. A final report and presentation will be given at the 74<sup>th</sup> General Service Conference (GSC). The committee also reviewed a progress report on the GSC Inventory, which will be completed in 2025.

The committee discussed a consideration from the 2023 Conference Committee on Policy and Admissions to change the deadline for submissions of Proposed Agenda Items (PAIs). After thoroughly discussing a broad range of concerns, the committee stayed with the September 15 deadline for this last year of Equitable Distribution of Workload (EDW). The committee noted that a subcommittee on EDW will engage all Conference members in a survey to find out the effect of the EDW process on their area as part of the evaluation of the EDW pilot.

New deadlines were established to enable posting of Conference background in all three languages on the dashboard between February 16-23, 2024. Communications regarding background deadlines will be distributed widely throughout the Fellowship. The print version and anonymity-protected digital version of the Conference Final Report are on schedule, due to arrive in early September. The 2023 Advisory Action calling for posting of the anonymity-protected Conference Final Reports on aa.org will be implemented this year.

### Cooperation with the Professional Community

Work continues on the pamphlet for mental health professionals. The LinkedIn page continues to inform professionals about A.A. and has seen a 50% increase in followers since July 2022. The committee looks forward to the CPC Service Cards being made available to the Fellowship in a digital format later this year, with physical cards to be printed in 2024.

### Corrections

The committee reviewed recently collected shared experience on virtual meetings in correctional facilities and requested that staff develop a service piece for inclusion in the Corrections Kit. The committee requested that a staff member attend the American Correctional Association Conference in January 2024. A subcommittee was appointed to explore additional opportunities to share information about A.A. with corrections professionals.

### Finance

#### *General Service Office Financial Results:*

The committee reviewed the GSO unaudited financial results for June 30, 2023.

**Revenue:** Year to date contributions are \$4,839,110. This represents 102% of the budget of \$4,725,000 and is \$172,538 (3%) less than last year.

Gross literature sales are \$7,877,177. This represents 108% of the budget of \$7,314,000 and is \$2,112,271 (37%) more than last year. The variance to budget is due to greater than expected sales in March in anticipation of the April 3 price increase and strong sales in June. Literature gross margin is \$4,082,317 which is 112% of the YTD budget of \$3,657,000 and \$1,338,217 (49%) more than last year.

Cost of goods sold (COGS) of \$3,850,154, which remains 48.8% of gross sales compared to a budget of 48.0% and 46.4% last year. COGS is becoming more stable as it changed less than 0.1% from May to June.

**Expense:** Year-to-date salary expense is \$3,993,977, which is 93% of the budget of \$4,284,167 and \$293,219 (8%) more than last year. The variance to budget is due to open positions. The variance to last year is due to new positions in Translation, Licensing, and Intellectual Property and Language Services.

Employee benefits expense is \$914,215, which is 90% of the budget of \$1,017,784 and \$79,539 (10%) more than last year. Payroll taxes are \$351,101, which is 106% of the budget of \$331,761 and \$40,668 (13%) more than last year due to an increase in the NYS unemployment insurance tax rate. Professional fees expense is \$752,016, which is 88% of the budget of \$853,439 and is \$80,772 (12%) greater than last year.

Travel and meetings expense is \$1,611,658, which is 137% of the budget amount of \$1,178,832 and \$835,911 (108%) more than last year. The variance is in part because hotel expenses were greater than budgeted for both the January GSB weekend and the GSC. Also, we paid 90% of the GSC hotel bill in advance, compared with 50% in the budget.

Total operating expense before depreciation is \$8,979,567 which is 101% of the budget amount of \$8,860,078 and \$1,348,512 (18%) more than last year. This variance is due to the variance in travel and meetings expense.

**Surplus/Deficit:** After depreciation, the operating deficit is \$235,314, which compares favorably to a budgeted deficit of \$769,718 but unfavorably to a deficit of \$114,399 last year.

**Operating Cash:** As of June 30, operating cash was only \$331,963, which represents 0.23 months (less than one week) of 2023 budget GSO operating expenses of \$17,085,479. As of July 17, operating cash on hand is \$528,108, which represents 0.37 months (between one and two weeks) of 2023 budget operating expenses.

Operating cash as of December 31 was \$514,337, so cash as of July 17 is \$13,771 less than at the beginning of the year. Our current cash challenge is due to a residual effect of 2022 activity and delayed collection of accounts receivable owed to us. To manage cashflow, we have deferred and prioritized payments. This has resulted in increased past-due balances owing to our vendors, especially literature printers, our landlord, and our warehouses. Meanwhile, the office has implemented deferrals of expenditures where possible and is developing a plan for improved management of accounts receivable.

The GSO financial report was accepted by the committee.

### **Grapevine Financial Results**

Grapevine's financial information was not available at the quarterly meeting but has been updated and is included below.

Grapevine's total circulation is just shy of budget (Actual 53,057 vs. Budget 53,195). Paid print circulation average is marginally down from budget, however higher-priced Grapevine Complete subscriptions are ahead of plan. La Viña circulation is better than expected in all categories. On Grapevine, our net loss was budgeted at \$310,209, but we experienced a loss of \$343,179. On La Viña, our net loss was budgeted at \$334,079, with actual losses slightly higher at \$353,881. Some of both magazines' losses can be attributed to timing on projects, which we will address in our reforecast. Total assets as of June 30, 2023 are \$2.7 million, which includes \$2.2 million in current assets and \$220,000 in net fixed assets and prepaid expenses.

### **Reserve Fund**

As of June 30, the assets in the reserve fund total \$13,098,822. After subtracting the \$573,012 Grapevine subscription liability, the reserve fund balance is \$12,525,810. This represents 7.11 months of 2023 budgeted GSO, Grapevine, and La Viña operating expenses of \$21,152,365.

### **General Sharing Session**

General Service trustee Deb K. warmly welcomed everyone to the General Sharing Session. Deb chose the topic "Working Together Harmoniously" in recognition of the vital need for the vision to work harmoniously during this time in A.A., at every level, and to clearly delineate who does what and when, with the intention of moving forward in coordinated effectiveness.

GSO Director of Staff Services, Sandra W., presented

on the topic from a grounded, yet aspirational point of view as a special worker. “Oxford defines a harmonious relationship as one that is ‘free from disagreement or dissent.’” The slight pause was enough to arouse a collective laugh from the audience, as Sandra added “well, that does not apply to us – nor should it. We are stronger when we disagree.”

Sandra talked about how in 2022 the 72nd General Service Conference approved the recommendation that the compilation of all Conference committee background be made available simultaneously in English, French, and Spanish. “For those of us who know too well the impact of inequality – whether deliberate or inadvertent – it was an especially poignant moment in time. What was equally impactful was the degree of concerted effort and skill with which the office, through the direction of the general manager, rose to the challenge. A newly formed Language Services Department under the management of Stéphanie Bozino-Routier (nonalcoholic) then worked arduously with the Conference coordinator, Diana L. to an impressive accomplishment that resulted in the 73rd General Service Conference members receiving background in all three languages simultaneously. In hindsight, many lessons were learned in how to meet our responsibilities in a manner that is conscious of how one part affects the whole.”

In the next presentation, Class A nonalcoholic trustee Molly Oliver asked the body to consider the contrast between harmony versus disharmony. In essence, the notion of harmony in action is in the quality of seeing areas of agreement, over conflict. This applies as a leadership strength that an individual can utilize. “When problems arise, discuss the issue directly with the person involved. Focus on the issue and not the person, include people of differing perspectives when forming committees and boards. You may be saying to yourself ‘won’t that increase conflict?’ Actually no. By increasing the number of voices in the conversation, we are more likely to find areas where all parties can agree.”

Molly also shared her opinion on “an underlying issue we must address. We must find ways to reduce our volume of work and the way we work. It is impacting our effectiveness and ability to perform. The professional world is reinventing its organizational principles. We know that traditional organizational methods can be unhealthy.” Molly closed with a quote from the Big Book: “We have a way out on which we can absolutely agree, and upon which we can join in brotherly and harmonious action.”

Deb thanked both presenters and encouraged sharing from the floor. A trustee shared his love for classical music and how, musically, unity is a single melodic line, but harmony is an enormous choir or a symphony orchestra; rich, exciting, and lush. A general service trustee and a GSO employee added to the motif relating how consonance and dissonance are both called for, and that in our pursuit of a common ground, seemingly disparate views need be considered. Different voices, languages, cultures, and backgrounds, speak A.A. in a different but still equal way, the employee added.

One trustee shared his experience with communication in different types of work through his time and how important it is to understand the full picture. “I would hate to solve these issues without the input of the full Conference.” He shared how the experience of having the reading room at the recent Conference to review portions of the plain language draft of the Big Book was transformational, and that we can learn so much from the power of the collective to invert what may seem like set opinions or beliefs.

A trustee emerita shared the perception that the Conference agenda process is an absolute mess; that the timing is wrong, and that the trustees’ ability to say no to agenda items going forward has been greatly diminished. She offered that a fiscal and operational analysis of the Proposed Agenda Items would greatly benefit the process. Adding to this sentiment, a trustee expressed how she felt that the body needed to address the number of agenda items. What if we agreed to not review more than 40? What could we do with our time at the Conference if we didn’t have a restrictive number of agenda items? Perhaps explore different kinds of financial reporting. Asking questions such as: how do we attract people who are not in the rooms?

A trustee posed the question that, as we get calls for more audio and multi-media, “When do we decide to move away from traditional publishing and change our focus to the ways in which the Conference is asking for information? Where does that happen? At AAWS? How does it get to the General Service Board and the office and the trustees and the Conference committees? Can the ship ever change course?” A GSO employee echoed that sentiment, when reflecting how more is not necessarily better; 650 pages of background increasing to 1,200. A GSO employee pointed out how the fear of saying no has crept into our Conference process, and that has a direct effect on the increasing volume of agenda items, background, and workload. The employee added

that we have fallen into constituent silos. By determining what is policy, in a holistic manner, we can evaluate and filter proposals for agenda items, so that the Conference can get back to vision; lift our eyes off the floor and look further down the road toward what is important to the Fellowship.

A trustee referenced Bill's talk "A.A.'s Legacy of Service." "Concerning any given service, we therefore pose but one question: 'Is this service really needed?' If it is, then maintain it we must, or fail in our mission to those who need and seek A.A." The trustee then shared, "I think workload matters. I am glad we are having this discussion. I just feel like we should be discussing common priorities, shared vision, how we define need, rather than reducing and quantifying. I feel like there is a bigger discussion to have that needs to be beyond this room. I'm not interested in reductions and restrictions. I am interested in vision, clarity, and prioritization and basing everything to how it ties to fulfilling our primary purpose."

In closing, Deb thanked everyone for the discussion. While there seem to be more questions than solutions, there are opportunities to adjust or do better. Everyone wants to move in the same direction. We all know we have a mission and want to work toward it in harmony.

## International

The committee discussed the status of the International Literature Fund (ILF) and the World Service Meeting (WSM) Fund. The committee noted the responsibility and importance that these funds be maintained by AAWS, and that they are clearly and accurately reported to the WSM and at zonal meetings. The committee recommended sending an invitation to WSM delegates inviting them to observe the GSB weekend to be held November 1-4, 2024.

## International Convention/Regional Forums

The committee recommended that a digital option be added to the 2025 International Convention, providing anonymity-protected, encrypted, digital access to the Friday night meeting (including the flag ceremony), and the Saturday and Sunday Big meetings, at a fee to be determined. The flag ceremony itself will continue to be offered at no charge. The committee also recommended that Trish L. serve as chair of the Volunteer Welcome Committee for the 2025 International Convention. The committee encourages those from outside of Canada who may have issues from the past that could prevent

them from crossing the border begin the process for taking care of those issues as soon as possible.

## Literature

The committee reviewed a progress report that included a draft of the updated pamphlet, with a new title, "Black in A.A. Experience, Strength and Hope." The committee received a verbal update regarding the development of a Fourth Edition of the book *Alcohólicos Anónimos*. The committee looks forward to the addition of an appointed committee member (ACM) on this project. The committee reviewed a progress report regarding development of a Fifth Edition of the book *Alcoholics Anonymous*. The committee discussed concerns related to the management of the substantial number of stories submitted by the Fellowship and the involvement of additional readers to streamline the reading process. The committee agreed to establish a reading working group composed of members from the Fellowship selected by the committee and that working group members be required to sign a non-disclosure agreement to protect the integrity of the publishing process. The committee reviewed a report from the "Subcommittee for the Development of the Plain Language Big Book of *Alcoholics Anonymous*" and looks forward to reviewing a progress report in October.

The committee discussed the 2023 Conference Committee on Trustees consideration to seek Fellowship input regarding changes to Bill's writings. The committee considered a suggestion to forward questions related to changes to Bill's writings to Conference delegates and regional trustees to allow local sharing sessions and engagement from the Fellowship. The committee noted that the questions suggested by the 2023 Committee Consideration should reflect a diversity of perspectives. The committee discussed and agreed that invitations to share with the fellowship on current committee projects should be forwarded to corresponding subcommittee chair and trustees Literature chair. The committee discussed and agreed to include budget considerations, timeline perspectives, GSO resources, and production schedules when discussing implementation of General Service Conference Advisory Actions.

## Nominating

The search by the trustees' Nominating Committee for the next General Service Board chair is well under way. The board approved the committee's request for funding, not to exceed \$15,000, to engage a consultant if needed. The committee recommended the appointment



of a new ACM to the literature committee, Cesar F. from Area 05, to continue work on the 4th Edition version of the Big Book in Spanish.

## Public Information

The committee received a verbal progress report on the Mesmerize Point PSA distribution channel. On July 26, 2023, the vendor began playing our PSA media in 2,193 pharmacy locations nationwide. Six 30-second A.A. video PSAs in English and Spanish are in rotation. Across the pharmacy network, these videos, in aggregate, will accrue approximately 11 million monthly impressions. Mesmerize will be airing the A.A. content to 2,500 doctors' offices the first week of August 2023.

The committee discussed performing a pilot study of collecting convenience samples using the same questions used in the 2022 A.A. Membership Survey using: 1) A.A. website and 2) A.A. Meeting Guide App, and agreed to move forward with the project. A benefit of performing convenience sampling is to objectively determine the comparability of these different survey methodologies. The committee approved the Young People's Video Project proposal to develop anonymity-protected content during the 2023 ICYPAA using the current untapped 2023 approved budget that is not to exceed \$10,000. The committee understands that two staff members are planning to be in attendance to facilitate the filmed content creation.

## Treatment and Accessibilities

The committee discussed the Military Outreach project and was pleased to see that there is an Advisory Action from the 73rd GSC to make the 22 interviews conducted to date available to the public. There was thoughtful discussion of how the project should proceed.

## A.A. World Services

Since its January 2023 meeting, the A.A. World Services (AAWS) Board has met seven times: March 9 (Board meeting), April 27 (Conference Dinner meeting), April 29 (Conference Board meeting), June 15 (Orientation & Strategic Planning), June 16, (Board meeting), July 19 (Budget meeting), July 27 (Board meeting.)

### Overview

Since the last report in January, the employees and staff at GSO worked hard preparing for the General Service Conference and are now hard at work implementing the advisory actions from the Conference. A highlight

for the office continues to be welcoming visitors individually and in groups from small to large. Whether local or worldwide, our guests have expressed gratitude and joy for the opportunity to tour the office, converse with employees, spend time in the Archives, and attend the open A.A. meeting held every Friday at 11 a.m.

## Department updates

### Archives

A monthly newsletter featuring A.A. history-related events was launched in March 2023 and continues to be distributed internally to GSO and GV employees. The May issue was about the first meeting of A.A.'s co-founders on May 12, 1935, and the June issue celebrated A.A.'s 88<sup>th</sup> birthday, observed on June 10. All 2023 Conference committee background was collected, reviewed, and digitally preserved. Conference-related materials (manuals, presentations, etc.) were also collected and preserved.

### Communications

The format of the *Box 459* newsletter is being continually refreshed and distribution has expanded to include the General Service Representative (GSR) list. Currently, more than 60,000 members are receiving the newsletter. Frequently asked questions (FAQs) are scheduled to go live on aa.org this summer with all 102 FAQs in three languages.

### Finance

Adhering to the board approved policy that new audit firms are looked at every five years, requests for proposals have been sent to 21 audit firms. A new accounts receivable associate has joined the Finance team and already made an impact.

### Human Resources

Director Dina F. is working closely with the GM, Senior Management, and the AAWS Board to develop new staffing levels and career pathing. Proactive in-house recruiting has saved approximately \$25,500 compared to budget. The Employee Handbook has been completed. In the future the handbook will be updated each year.

### Language Services

The department welcomed French translator Clément Beshers. Language Services is currently defining guidelines and policies for all translations with a specific process and timeline for all Conference background and other related materials.

## Operations

The GM, working closely with the Director of Operations Malini Singh, developed a system using QR codes to provide digital versions of out-of-stock service kit. This has allowed for the fulfillment of more than 7,100 back-ordered service kits since March 1. The Member Services Department is collaborating with the Data Integrity Project Working Group on data cleanup. Member Services officially launched “Service Standards” with guidance from their supervisors Malini and Margaret Matos and HR Director Dina F.

## Publishing

Charlie D. joined AAWS as Editorial Project Manager in March and quickly helped return nearly 100 items that were stalled back into distribution. New reprint/revision processes continue to move more back-ordered items into distribution. The Quebec Sign Language (LSQ) pamphlet project has been completed and is posted on aa.org. Audio has been completed for *Daily Reflections* in English, French, and Spanish and will be announced to the Fellowship via email blast.

## Staff Services

Kelley C. from the Bay Area will join the GSO staff in mid-September. Recruiting continues for two additional staff members. We are now actively seeking candidates from Canada and are prepared to assist them with obtaining their work visa. The three board chairs met with staff for discussion on the topic of how we can best work together, with further discussions anticipated in the future. The 2025 IC team visited Vancouver in June and are now conducting site visits to cities bidding for the 2035 International Convention.

## Tech Services

A board stakeholder committee has been formed for the new Board Software (Dashboard) project. The vendor selection process is underway and a new tool for board members, delegates, and staff is expected to be rolled out by year end.

The Asset Repository Project was launched. It will centralize a wide array of content across GSO into one place for easy access.

## Translation, Licensing, and Intellectual Property

The Translations Licensing Connection (TLC) was launched in April and is in use by 50 structures as the primary source of all correspondence and processing. All backlogged requests sent to TL.aa.org have all been suc-

cessfully transferred into TLC with the inbox decreasing from 3,000 emails to just 3. The department has processed 736 of the 965 licensing inquiries from the start of the project (76%) and is looking to be current by summer’s end. They are developing written policies and processes to ensure continued efficient execution of license inquiries. Development of IP and Copyright policies and processes are also in progress.

## Board Committees

### Finance

The AAWS Finance committee recommended accepting the proposed budget reforecast 3.0 and forwarded it to the Trustees Finance & Budgetary Committee.

### Nominating

In June, the AAWS Nominating Committee recommended to the AAWS Board that Pamela P. be appointed to the position of secretary of AAWS, Inc., and the AAWS Board approved that recommendation.

### Publishing

The committee recommended to the AAWS Board that the Publishing department proceed with the production and distribution of the book *Daily Reflections in audiobook format*, English, French, and Spanish language, to be sold at a list price of \$11.99, effective June 23, 2023. The Board approved the recommendation.

The committee reviewed options for printing the new Conference-approved version of “A.A. for the Older Alcoholic” and recommended to the AAWS Board to move forward with a booklet format in English, French, and Spanish at a list price of \$2. The Board approved the recommendation, and the booklet is now available.

### Technology/Communications/Services (TCS)

The Data Integrity Project has continued to make progress. Of the initial 7,872 individual duplicate email accounts, Member Services cleaned up 4,876.

Multiple reports were forwarded to Trustees PI, Trustees CPC, and Trustees International committees, including 2023 Second Quarter reports for LinkedIn, website, Meeting Guide app, YouTube, Online Business Profiles, and GSO Podcast.

### Additional Board Actions

The AAWS Board managed the annual review of GM Bob W.. Background material for the review included the following.

- AAWS Board and General Service Board GM Performance surveys
- “360 reviews” of the GM by peers, direct reports, and employees
- GM’s goals for July 2022-June 2023

The seated chair, immediate past AAWS Chair, and Interim GSB Chair conducted the annual review with Bob on June 16, 2023, noting areas of accomplishment and areas requiring attention. The chairs expressed deep appreciation for Bob’s stewardship of the General Service Office over the last year.

### Orientation

The AAWS New Director orientation was held on June 15<sup>th</sup>, 2023, at the General Service Office. Presentations were given by:

- Sandra W.: GSO Overview and How We Work Together
- Cathi C.: AAWS Board Meeting Format and Structure
- Bob W.: AAWS Bylaws and Governance Documents

Each of the AAWS committee chairs gave an overview of their committee’s composition, scope, and procedures.

### AA Grapevine

The AA Grapevine Board of Directors met for a new director’s orientation meeting and executive session on June 24, 2023, and a quarterly meeting and executive session on July 27, 2023. The Nominating and Governance committee met virtually on June 5. The Finance and Budget committee met on July 3.

### Overview

The Grapevine app’s beta testing to evaluate its performance has concluded and the web developer is working to fine tune minor details. The official launch announcement will be September 1, 2023, in San Francisco at the International Conference of Young People in A.A. (ICYPAA) and in Seattle at the U.S. and Canada Hispanic Convention. Grapevine’s podcast now has more than 530,000 downloads.

### Orientation for New Directors

The Grapevine Board met on June 24, 2023, and welcomed Morgan B. as a non-trustee director, Teddy W., as a non-trustee director, and Joyce S. as a trustee director. Orientation presentations focused on the following: An overview of the AA Grapevine, Inc., including staffing, editorial, and various AAGV, Inc., books and products, vendor partnerships, and roles and responsibilities of trustees and non-trustee directors.

## Reports

### Publisher’s report:

- ICYPAA blasted an email app announcement to their list with an app survey invitation prominently displayed; the survey vendor is for future use.
- Grapevine, web developer, and fulfillment house shoring up subscription and product-ordering automation; coordinating efforts between app vendor, web vendor and fulfillment house, for smooth transitions of current digital customers to app.
- App subscription’s plan is for three types:

| <b>GRAPEVINE</b>   | <b>Monthly subscription</b>   | <b>Annual subscription</b> |
|--|-------------------------------|----------------------------|
| GV DIGITAL Subscription. Includes the app and full access to the GV website                    | \$2.99                        | \$28.97                    |
| GV PRINT Subscription. Paper magazine only   |                               | \$28.97                    |
| GV COMPLETE Subscription. Includes the app, full access to the GV website and paper magazine   |                               | \$54.00                    |
| <b>LA VIÑA</b>   | <b>Bimonthly subscription</b> | <b>Annual subscription</b> |
| La Viña DIGITAL. Subscription. Includes the app and full access to the LV website              | \$2.99                        | \$14.45                    |
| LV PRINT Subscription. Paper magazine only   |                               | \$14.45                    |
| LV COMPLETE. Subscription. Includes the app, full access to the GV website, and paper magazine |                               | \$27.00                    |

- GV Office will meet with Area Chairs for a follow up on the app in mid-September.
- GV Publisher and Ingram have performed an inventory review and we will hold 12 months of inventory across most titles, which will result in a roughly \$100k non-cash charge for inventory write down.
- Spring book was an updated version of *The Home Group: Heartbeat of AA*, with new stories, including stories about going online during pandemic.
- The Fall book is a Spanish translation of *Prayer and Meditation*.
- Podcast: Over 530,000 downloads.
- Developing ideas for new story-based podcasts for Grapevine and La Viña.
- Instagram: Grapevine 10,600 followers, 835 non-followers reached in last 30 days. La Viña 1,351 followers, 277 non-followers reached in last 30 days.
- YouTube: 11,000 subscribers, 107 videos with 157,222 views.

- » Grapevine and La Viña News appearing monthly on the Meeting Guide App.
- » App stories to be in Grapevine and La Viña magazines and on the Grapevine’s podcast;
- » Publisher active on the GSO Senior Management team, the Intergroup Central Office team, advisor to Trustees Ad Hoc on Intellectual Property, Retirement Committee, and Location Plus ad hoc committee; Director of Operations working with GSO translation and licensing to stay updated on AAGV requests.
- » GV Customer Relations and new fulfillment house Customer Service relationship is productive.
- » Fulfillment house and warehouse importing of store orders set-up complete; online store updates ongoing.
- » Carry the Message certificates processed to date: 1,137.

### ***Grapevine Editorial Report***

- September issue — Young & Sober and New GV/LV Apps!
- October issue — Mid-Sobriety Challenges
- November issue — Gratitude
- December issue — Remote Communities & Holiday Stories
- January issue — Emotional Sobriety
- *Our Twelve Steps* —New Spring Book— a brand-new collection of stories from A.A. members about the joys and challenges of working the program’s Twelve Steps of recovery.
- Podcast — working with hosts to connect with interview subjects from current stories in magazine and important GV & LV information.
- Audio Project: New push to get members involved and get more audio stories.
- Publishing more A.A. News and interviews with Class A and Class B trustees and important A.A. announcements (working closely with GSO staff desks).

- GV Workbook: New colorful, updated version completed, easier for GV reps to use, easier to keep updated, drives members to our website — now up on the GV website. Spanish-Language version on LV website.
- 2024 Editorial Calendar available.
- Constant update on all product descriptions to improve metadata; early work is being done on 2025 International Convention product.

### ***La Viña Editorial Report***

The editor of La Viña has been hosting a monthly online informational workshop in Spanish the last Friday of each month at noon EST. It has been well-attended.

La Viña magazines currently in production and on schedule:

- September/October: Tocando Fondo (Hitting bottom), includes the publisher’s App interview in Spanish and the ad.
- Reviewing products, books, website, and updates.
- La Viña Workbook: Translated and uploaded to the website.
- Fall Book 2023: “Prayer and Meditation” is at the printer.

### ***Grapevine Web Report***

The Digital Publishing manager reported monthly web traffic in the 2nd quarter averaged 104,356 new visitors, 8,151 returning visitors, and 283,343 page views. The digital team has built 11 UTM codes to help track website traffic. Reviewing 30+ interactions/comments/feedback from app testing. Investigating upgrade for website hosting performance to serve additional traffic.

### ***Editorial Advisory Boards***

The Grapevine Editorial Advisory Board met on June 8. A new member from the West Coast region has been added. The La Viña Editorial Advisory Board met on July 22. They have been testing the app.

For comments or questions write to: Staff Coordinator, Box 459, Grand Central Station, New York, NY 10163