

Communications Abstract - Communications from the General Service Office & AA Grapevine

Source	What is the communication?	Brief description of its contents	Frequency	Primary audience	Distribution list	approx number of direct recipients	Methods of distribution											
							hard copy	email	Onboard	MG app	aa.org	LinkedIn	AAWS youtube	GV/LV apps	GV websites	GV Youtube	insta gram	Other
Administration	Qtrly Reports Packet	Post GSB Weekend Cmte & GSB meeting Reports Packet	Q1, Q3, Q4	All Conference Members		135			x									
	Report of the Independent Auditor, and audited financial statements for prior year, budget for current year. (GSB, AAWS, AAGV)		Annually in September	Included in the Final Conference Report posted on aa.org		Recipients: 1000+		x			x							Final Conference Report
	Finance Presentation "Around the picnic table" (GSB, AAWS, AAGV)		Annually at the General Service Conference 4 times a year at Regional Forums	Full presentaton is provided to Conference members, and many delegates share it with their areas when reporting. A synopsis is included in the Final Conference Report.		Recipients: 1000+			x									
	Overview of financial informaon, self support material and related FAQs https://www.aa.org/aa-contributions-self-support		Ongoing	Visitors to aa.org		too large to approximate *internet posting					x							
	Approved reforecast budgets AAGV and/or AAWS/GSB when applicable		Annually following the Q3 GSB Meeting	Summarized in F- 14 Quarterly Report from GSO (3rd Quarter) and included in quarterly financials		Recipients: 3940 Sent in all three languages Open rate for April 2024 – 64.62%		x		x	x							F-14 Quarterly Report
	Approved consolidated budget for AAWS/GSB (current year)		Annually at the General Service Conference	Summarized in F- 14 Quarterly Report from GSO (1st Quarter) and Conference members – Background material for Conference Committee on Finance		Recipients: 135 Sent in all three languages		x	x									
	Summary level detail of AAWS finance and AAWS Self-support subcommittee work, status of AAWS projects and other matters of significance discussed by AAWS Board.		After each AAWS Board meeting		AAWS Highlights													
Quarterly Financial Report (QFR)	Update from Trustees Finance Committee on overall AA Financial Status of all three corporations	Quarterly, immediately following the quarterly GSB meetings	All Conference Members		135 initial, with sharing within AA encouraged		x	x										
Human Resources	Job Postings	AAWS Employment postings	as needed	Postings on Linked In & Paylocity Site		too large to approximate *internet posting		Staff Members & Sobriety Required Roles Only		Staff Members & Sobriety Required Roles Only		x					Staff Members & Sobriety Required Roles Only	
Publishing	Box 4-5-9 Newsletter	News & Notes from GSO	Quarterly	The Fellowship Subscribers MG app & aa.org visitors	AAWS Board AAGV Board DCMs Delegates GSRs Box 4-5-9 Online Subscribers	Recipients:81,726 (fall 2025 issue) - English: 77,788 - Spanish: 2,441 - French: 1,497 Open rate for Fall 2025 EN issue – 37.25%	x	x		x	x							
	About A.A.	Newsletter for professionals of all types who deal with alcoholics, including professionals in the fields of healthcare, law, corrections and clergy	Three times a year	Subscribers MG app & aa.org visitors		Recipients: 22,824 - 20,866 English - 1,339 Spanish - 619 French Open rate for Fall 2025 issue – 32.82%		x			x							

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							hard copy	email	Onboard	MG app	aa.org	LinkedIn	AAWS youtube	GV/LV apps	GV websites	GV Youtube	instagram	Other	
Communication Services /	GSB Quarterly Report	Activities of the GSB, AAWS, & AAGV	Q1, Q3, Q4	What's New, MG app, aa.org visitors	AAWS Board AAGV Board ACMs Area Officers DCMs Delegates GSB Trustees Past Delegates Past Trustees GSO Sr. Management Trustees Emeriti Area Registrars IGCOs GSO Staff AAGV Management	Recipients: 3,893 Sent in all three languages Open rate for December 2025 – 52.82%		x		x	x								
	AAWS Highlights	Highlights of Meetings of the AAWS, Inc. Board	Six times a year (after each AAWS meeting)	What's New, MG app, aa.org visitors	AAWS AAGV ACMs Area Officers Area Registrars DCMs Delegates Trustees GSRs GSO Staff IGCOs International GSOs Trustees Emeriti Past Delegates Past GV Employees Past Trustees	Recipients: 42,551 Sent in all three languages Open rate for December 2025 (October Issue) – 33.32%		x		x	x								
GSO Assignment Updates																			
	Conference	Materials and Communications related to the upcoming Conference, Notifications from Boards, GSO or GV Departments: INCLUDING BUT NOT LIMITED TO: Background for 13 Conference Committees; Reference and Supporting materials for Conference Members; Preconference Resource Guide; Annual Reports from Boards, and trustees Committees, and GSO and GSO Departments	30-50 times or as needed; During May-April (Conference year cycle)	137 GSC members: (Intended Audience although distribution within 93 local Area by Delegates) Delegates, Trustees, NTDs, selected GSO & GV Staff) Appointed Committee Members Non-Conference member Committee secretaries, Assignment Staff Assistants, Language Services Editors, Publishing Editor and Project Manager; Trustee Emeriti GSO-GV Directors and Managers		Recipients: 200 Sent in all three languages		x very rarely	X most										
	Corrections		Biannual	Corrections committee chairs (Area, District and IGCO). Listed CF group chairs GSC members		Recipients: 1543 Sent in all three languages		x	x										
	CPC		Biannual	CPC committee chairs (Area, District and IGCO) GSC members		Recipients: 693 Sent in all three languages		x	x										
	Group Services		Quarterly	IGCOs GSO Staff General Manager		Recipients: 556 Sent in all three languages	x (mailed to IGCOs that opted for hard copy)	x											
	International		Annual (post GSC comm regarding Advisory Actions)	International GSOs		Recipients: 65 Sent in all three languages		x	x		x								World Service Meeting Final Report

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							hard copy	email	Onboard	MG app	aa.org	LinkedIn	AAWS youtube	GV/LV apps	GV websites	GV Youtube	instagram	Other
Staff Services	Literature		Biannual	Literature committee chairs (Area, District and IGCO) GSC members	Recipients: 497 Sent in all three languages		x	x										
	Public Information		Biannual	Public Info committee chairs (Area, District and IGCO) GSC members	Recipients: 784 Sent in all three languages		x	x										
	Treatment/Accessibilities		Biannual	T/A committee chairs (Area, District and IGCO) GSC members	Recipients: 2121 Sent in all three languages		x	x										
	ACM Searches (across all service desks)	GSB Committee Search for Appointed Committee Members	As needed	GSC Members IGCOs GSO Staff	Recipients: 690 Sent in all three languages		x		x	x								
	Annual Anonymity Letter to the Media (PI)	Letter to Media regarding Anonymity	Once a year	Area PI committee Chairs GSC Members GSO Staff	Recipients: 251 Sent in all three languages		x		x	x	x							Cision PR Newswire
	Publishing Announcements (Groups Services)	Announcements of new products, sales and price increases	As needed	IGCOs (received well in advance of receipt by Fellowship)	Recipients: 541 Sent in all three languages	x	x	x	x	x								
	Request for story submissions (most often Literature assignment)	Call-outs for story submissions	As needed	GSC Members IGCOs GSO Staff Plus Literature chairs	Recipients: 690 Sent in all three languages		x		x	x								
	GSB Vacancy Announcements (Nominating)	Announcements of Vacany for Class A & B trustees	As needed	GSC Members IGCOs Trustee Emeriti Past Trustees	Recipients: 850 Sent in all three languages		x		x	x	x	x (for Class A vacancy)						
	GSO Staff Vacancy Announcements (Director of Staff Services)	Announcements of Vacany for GSO Staff Services	As needed	GSC Members IGCOs Trustee Emeriti Past Trustees Past GSO Staff	Recipients: 1000 Sent in all three languages		x		x	x	x							
	International Convention (every 5 years)	Announcements regarding the International Convention	As needed	GSC members General Service Structure trusted servants (past and present) WSM Delegates IGCO Managers International GSOs	Recipients: 3000+ Sent in all three languages		x				x						x	Dedicated IC Page on AA.org, Announcements also found in Newsletters (Box 459, About AA, etc.) and Podcasts
	Membership Survey (Public Information)	Survey to determine demographics of the membership	Conducted periodically, as directed by Conference	GSC members	Recipients: 135 Sent in all three languages		x				x							
	Sharing from Behind The Walls	Excerpts from letters sent to GSO by persons in custody with their permission.	Three times a year	Passive digital availability through aa.org. Corrections Chairs receive links through their welcome letters, but there is no active distribution or recipient list. Printed copies are included in postal correspondence response to each PIC.	Recipients: 8000 Sent in all three languages	x (hard copy sent to persons in custody)	x				x							
	LIM Bulletin	Confidential bulletin received only by members of LIM	Six times a year	LIM Subscribers Loners, Homers, Internationalists, Port Contacts, and Loner Sponsors.	Recipients:380 Sent in English Only	x	x											
Press releases and other announcements (Public Information)		As needed	Area PI committee chairs GSC members GSO Staff (Note: depending on the Press release, committee chairs for other committees may be added to the recipient list, i.e., Access or CPC)	Recipients: 251+ Sent in all three languages		x	x	x	x	x							Cision PR Newswire	

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							hard copy	email	Onboard	MG app	aa.org	LinkedIn	AAWS youtube	GV/LV apps	GV websites	GV Youtube	instagram	Other	
	Announcement of new digital content (Public Information)	Announcement of new content, such as podcast, video, etc.	As needed	PI chairs GSC members GSO Staff --key GSO/GV personnel and/or other area chairs, as appropriate		Varies, depending on communication													
	Regional Forums	Announcements regarding Regional Forums	As needed (Post event calendar at the beginning of the year; Communications around the RF schedule usually begin 3 months prior to event)	Regional trustees GSC delegates DCMs IGCOs Board and Staff *Full fellowship communications as needed		Recipients: 2000+ Distributed in all three languages, depending on channel of distribution.		x			x	x						Dedicated RF page on AA.org, Box 459, AAGV issues with RF yearly calendar	
	Self-Support/Finance	Activity Update, Service Material Updates, Financial reports (QFR), GSC related information on finance, AAWS finance monthly communication, Self Support subcommittee call for sharing	As needed or recommended by committees (AAWS, Self-Support Subcommittee, TFBC, CCF)	Conference members – Background material for Conference Committee on Finance, Area Treasurers	GSC, Area treasurers, widely distributed to the entire fellowship correspondence	total tbd. But similar to finance presentation and sent in all 3 languages		x	x		x	x		X					
	Surveys and other requests for sharing from the Fellowship.			As needed (multiple per year)	Sometimes Area Delegates only other times, widely shared with committee chairs GSC members GSO Staff		Recipients: 200+ (varied recipients pending nature of announcement) Sent in all three languages		x	x			x						
	World Service Meeting (every 2 years)	Announcements regarding the World Service Meeting	As needed	WSM delegates GSO staff participants Key personnel (as needed)		Recipients: 150 Sent in English & Spanish		x	x										What's App WSM Channel
Publishing	Publishing e-mail blasts: New items of literature	Announcements of new or revised items of literature	Six to nine times a year, as needed	All lists		Recipients: 30,000+		x				x							
	AAWS Webstore Special Offers	Announcements of discounted, seasonal sale items, and list price changes	Three to four times a year, as needed	All lists		Recipients: 30,000+		x				x							
	Catalog	Listings and prices of all Conference-approved and other items of A.A. Literature	Every one to two years	IGCOs The Fellowship		Limited print run	x	x		x	x								
	Final Conference Report	Recap and report of the annual General Service Conference	Once a year	GSC members The Fellowship		Recipients: 3800+	x					x							
GV Magazines																			
Attraction efforts and news in GV	special offers, GV news, new products	monthly	Subscribers and Potential subscribers		Recipients: 60,000	x								x	x				
Attraction efforts and news in LV	special offers, LV news, new products	bimonthly	Subscribers and Potential subscribers		Recipients: 8,300	x								x	x				
Email																			
GV/LV origin																			
GV Daily Quote	Quote from Grapevine; three years of quotes repeated cyclically	Daily	AA members	subscribers to daily quote	50k via email + IG+G38+G43:G74+G43:G74		x							x	x		x		
LV Daily Quote	Quote from La Viña; three years of quotes repeated cyclically	Daily	Spanish-speaking AA members	subscribers to daily quote	2.7k via email +IG followers														
GV web exclusives	2 articles accessible to online subscribers only	Weekly	GV readers	digital subscribers	14.3k														

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AA GRAPEVINE	GV News	news about Grapevine products and services	Monthly	GV readers and others interested in GV	GV trusted servants and newsletter subscribers	55k plus GSB, others	available as PDF on website and distributed narrowly	x								x		x			
	LV News	news about La Viña products and services	Bimonthly	LV and GV readers and others interested in GV/LV	GV/LV trusted servants and newsletter subscribers	2k plus GSB, others	available as PDF on website and distributed narrowly	x									x		x		
	GV NPS (vendor) origin																				
	product promotion campaigns (NPS)	special offers, various: new books, reduced subs prices, et al.	monthly promo, 3 emails per campaign	current and expired GV readers/subscribers	current and expired GV readers/subscribers	15k - 65k per campaign, varies by subscription status and type															
	GV expiration notices	notifies subscriber of upcoming expiration	3x per month per campaign	current GV readers/subscribers	subscribers with 6 months or less remaining on their subscriptions	2.8-4.5k per month, various															
	LV expiration notices	notifies subscriber of upcoming expiration	3x per month per campaign	current LV readers/subscribers	subscribers with 7 months or less remaining on their subscriptions	200-900 per month, various															
	GV Instagram Posts																				
	GV Daily Quote	Quote from Grapevine; three years of quotes repeated cyclically	daily	AA members	followers + others	15.6k followers plus others		x									x (accessible via app)	x (accessible via website)		x	
	GV Attraction efforts	special offers and programs	5x monthly	AA members	followers + others	15.6k followers plus others		x									x (accessible via app)	x (accessible via website)		x	
	GV photo contest	photos taken by members	10x monthly	AA members	followers + others	15.6k followers plus others											x (accessible via app)	x (accessible via website)		x	
	GV display photos	photos by staff and members of GV displays at events	10x monthly	AA members	followers + others	15.6k followers plus others											x (accessible via app)	x (accessible via website)		x	
	GV video reels, various	how tos, awareness raising	monthly	AA members	followers + others	15.6k followers plus others											x (accessible via app)	x (accessible via website)	x	x	
	GV New Issue	announcement of new issue online and coming in print	monthly	AA members	followers + others	15.6k followers plus others		x									x (accessible via app)	x (accessible via website)	x	x	
	LV Daily Quote	Quote from La Viña; three years of quotes repeated cyclically	daily	Spanish-speaking AA members	followers + others	2.2k followers plus others		x									x (accessible via app)	x (accessible via website)		x	
	LV Attraction efforts	special offers and programs	3x monthly	Spanish-speaking AA members	followers + others	2.2k followers plus others		x									x (accessible via app)	x (accessible via website)		x	
	LV photo contest	photos taken by members	3x monthly	Spanish-speaking AA members	followers + others	2.2k followers plus others											x (accessible via app)	x (accessible via website)		x	
LV display photos	photos by staff and members of LV displays at events	3x monthly	Spanish-speaking AA members	followers + others	2.2k followers plus others											x (accessible via app)	x (accessible via website)		x		
LV video reels, various	how-tos and attraction efforts	monthly	Spanish-speaking AA members	followers + others	2.2k followers plus others											x (accessible via app)	x (accessible via website)	x	x		
LV New Issue	announcement of new issue online and coming in print	bimonthly	Spanish-speaking AA members	followers + others	2.2k followers plus others		x									x (accessible via app)	x (accessible via website)	x	x		
GV Podcast																					

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							hard copy	email	Onboard	MG app	aa.org	LinkedIn	AAWS youtube	GV/LV apps	GV websites	GV Youtube	insta gram	Other	
	Story/ESH/interview	Central feature of podcast is an interview with a member or friend of AA	weekly	AA members		6.1k listeners per week													
	General GV/LV News	GV/LV attraction efforts before and after featured interview	weekly	AA members		6.1k listeners per week													
GV App push notifications																			
	GV Sobriety Calculator	Gives users their sober time	daily	app users	app users	84k										x	x		
	GV Daily Quote	Quote from Grapevine; three years of quotes repeated cyclically	daily	app users	app users	84k			x							x	x		x
	New GV Issue	announces new issue available	monthly	app users	app users	84k			x							x	x		x
	Attraction efforts	notifies users of programs/new products	monthly	app users	app users	84k													
	LV Sobriety Calculator	Gives users their sober time	daily	app users	app users	84k										x	x		
	LV Daily Quote	Quote from La Viña; three years of quotes repeated cyclically	daily	app users	app users	84k										x	x		x
	New LV Issue	announces new issue available	bimonthly	app users	app users	84k										x	x		x
GV YouTube																			
<i>The GV/LV YouTube channel operates as another publishing platform for GV/LV</i>																			
	Member audio/video stories	ESH from AA members	1-8 added per month	AA members		16.7k subscribers										x (accessible via app)	x (accessible via website)	x	x
	How-tos/video shorts	videos for FAQs	1 per month	App users and others		16.7k subscribers										x (accessible via app)	x (accessible via website)	x	x
	GVR Resources	Intro to service, et al	2 per year	GVRs/trusted servants		16.7k subscribers										x (accessible via app)	x (accessible via website)	x	x
AAWS Communications																			
	Box 4-5-9	GV/LV announcements	quarterly	trusted servants, interested AA members	subscribers to 459, trusted servants	70k			x		x	x	x						
GV In-person with key trusted servants																			
	GV/LV Area Chair Workshops	GV/LV news, resource sharing	quarterly	GV/LVACs	GV/LVACs	95 invited													Zoom
	GV LV Weekly Communications	Share other Area ideas, provide updates and new service material. Share upcoming GV and LV events.	Weekly	GV/LVACs	GV/LVACs	95 invited													
GV Websites																			
	aagrapevine.org	central resource including magazine, resources for trusted servants, information about GV/LV products, submission information, and much more	N/A	AA members and friends, readers, trusted servants, researchers, purchasers, contributors	N/A	132K total users/year													
	aalavina.org	central resource including magazine, resources for trusted servants, information about GV/LV products, submission information, and much more	N/A	AA members and friends, readers, trusted servants, researchers, purchasers, contributors	N/A	74k total users/year													
	Approved budget for AAGV (current year)		Annually at the GSC	Conference members – Background material for Conference Committee on Finance		Recipients: 135			x										