

COMMITTEE A

2024 Conference Committee on Corrections

ITEM C: Review the video “Carrying the Message Behind These Walls” for effectiveness, relevance, and intended audience.

Background notes:

From the Trustees’ Corrections Committee — January 27, 2024, meeting report excerpt:

The Trustees’ Committee on Corrections reviewed the Corrections video “Carrying the Message Behind These Walls” for relevance and usefulness. The committee noted that the video addresses multiple audiences over an extended duration; and that shorter, targeted presentations could be more effective.

The Trustees’ Committee on Corrections considered that the videos “A New Freedom” and “A.A. For Legal and Corrections Professionals” address topics and audiences which overlap with the “Carrying the Message Behind These Walls” video.

The Committee agreed to forward to the 2024 Conference Committee on Corrections a suggestion that the video “Carrying the Message Behind These Walls” be reviewed for relevance, effectiveness and intended audience.

Background documents attached:

1. [Carrying the Message Behind These Walls | Alcoholics Anonymous \(aa.org\)](#)

2024 Conference Committee on Cooperation with the Professional Community

ITEM D: Review CPC videos for effectiveness and relevance.

Background notes:

Excerpts from the October 29, 2023 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee discussed ways to update the videos focused for professionals and what approaches should be considered concerning the content, cost, and other factors that would influence the development of new CPC videos.

The committee noted the current language of the videos and asked for consideration to be made to assist in focusing the content for pre-professionals as well as professionals. The committee requested staff explore these suggestions and work with Communication Services and Publishing to bring additional background and an updated report to the January 2024 meeting.

Excerpts from the January 28th, 2024 meeting report of the trustees' Committee on Cooperation with the Professional Community/Treatment and Accessibilities:

The committee reviewed the update on a proposal to revise the three CPC videos on aa.org. The committee requested that the term "pre-professionals" be replaced with "para-professionals" to ensure that we are including those who work alongside the professionals in supporting roles, members of the professional staff, offices, etc. along with students, and other future professionals as part of the target audience. The committee noted the estimated production costs appear reasonable.

The committee agreed to forward to the 2024 Conference Committee on CPC the proposal to revise all three CPC videos.

Current videos:

[A.A. Video for Healthcare Professionals](#)

[A.A. Video for Legal and Corrections Professionals](#)

[A.A. Video for Employment/Human Resources Professionals](#)

Background:

1. Update report.

CONFIDENTIAL: 74th General Service Conference Background

**CPC
Item D
Doc. 1**

**Trustees' Cooperation with the Professional Community/Treatment-Accessibilities
Committee**

Discuss effectiveness and relevance of CPC videos currently on aa.org
Update report submitted to the 2024 Conference Committee on Cooperation with the
Professional Community
April 2024

Update report:

The Publishing Department produced a summary outlining suggested steps and estimated costs to initiate the update to the three videos.

Creative Concept

- To revise all 3 CPC videos using both stock music/footage.
- The recommended duration for these videos is one to two minutes each, with additional versions of fifteen and thirty seconds of each of the three videos.
- Publishing will make copy changes as part of the revision to reflect current usage across all platforms.
- When possible, applicable assets will be repurposed from the current videos.
- French and Spanish versions will feature dubbed audio.

Budget (all costs estimated)

- | | |
|---|----------------|
| • Video Editing - 6 rounds of Revisions | \$3,000 |
| • Stock Music - Adobe Stock Footage | \$2,000 |
| • Translation - French and Spanish | \$1,100 |

Total production cost: \$6,100 (estimate)

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Conference Committee on Finance

ITEM D: Review video “Hope: Alcoholics Anonymous” for effectiveness and relevance*

* 2024 EDW distribution

Background Notes:

From the October 29, 2023, Meeting of the trustees’ CPC/Treatment and Accessibilities Committee:

The committee reviewed video “Hope: Alcoholics Anonymous” as part of their regular review of material under the purview of Treatment and Accessibilities. The committee agreed to forward to the 2024 Conference Committee on Treatment and Accessibilities the video “Hope” for discussion on its’ effectiveness and relevance.

2011 Committee Consideration of the Conference Committee on Treatment and Accessibilities:

The committee considered removing one line of dialog from the video “Hope: Alcoholics Anonymous” and took no action. The committee requested instead that the trustees’ Committee on CPC/Treatment and Accessibilities review the entire script of the video, taking into consideration concerns expressed by the Conference Committee, and return a progress report to the Committee at the 2012 Conference.

2009 Treatment and Accessibilities Advisory Action:

It was recommended that the revised video “Hope: Alcoholics Anonymous” be approved.

Background:

1. Evaluation tool – “Hope: Alcoholics Anonymous” video
2. “Hope” video <https://www.aa.org/Hope-Alcoholics-Anonymous>

Evaluation Tool

To help determine the effectiveness and relevance of the video “Hope: Alcoholics Anonymous,” which has been a part of the Treatment kit (the current version was approved by the 59th GSC), please consider the following:

1. Is information included in the video up to date? For example, have the ways to find AA changed? (note: avoid referring to phone books for example)
2. Does the video include slogans or tag lines? Are they up to date?
3. Does the video convey a message the organization is currently looking to get across?
4. Consider the value of having the message presented in a fresh, new way. Does the age of the video diminish its value?
5. Are issues discussed in the video timely or dated (are past events like Olympics or Presidential Campaigns mentioned?)
6. Do scenes portray real world issues/current state of society, or do they seem far-fetched?
7. Do scenes appear dated (hairstyles, clothing, way of speaking, etc.)
8. Does the video production value hold up?
9. Does video reach a wide audience demographic, or does it appear to reach a more targeted audience?
10. Is the call to action and contact information on the video still current, and correct?

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CONFIDENTIAL: 74th General Service Conference Background

1989 Conference Advisory Action

Each Conference Committee carefully considers their agenda items and strives to make their recommendations for Advisory Actions to the Conference at the policy level. To be more financially responsible, when a Conference Committee recommendation involves a substantial expenditure of money, an estimate of cost and its impact on the budget be part of that recommendation.

74th General Service Conference Agenda Items

That May Involve a Substantial Expenditure of Money

Conference Committee	Agenda Item	Cost Estimate
Corrections	Request to develop a pamphlet on the transgender alcoholic	\$4,000 - \$10,000.
CPC	Request to develop a pamphlet on the unhoused alcoholic	\$4,000 - \$10,000.
Grapevine	Request to develop a pamphlet on the Asian and Asian American Alcoholic	\$4,000 - \$10,000
Treatment	Review video "Hope" for effectiveness	\$500 - \$25,000
Treatment	Review "A.A. in Treatment Settings" (P-27)	\$500 - \$3,000
CPC	Review progress report on development of outfacing pamphlet	\$4,000 - \$10,000
PI	Review revised draft on revision to the flyer "A.A. at a Glance"	\$500 - \$3,000

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