

Public Information

Advisory Action

The committee expressed appreciation for the fresh, bold design and recommended that the Membership Survey pamphlet and the one-way Membership Survey display be updated to reflect the findings from the 2011 Alcoholics Anonymous Membership Survey with minor editorial changes.

Passed unanimously



Advisory Actions

The committee recommended that the video public service announcement for the Spanish-speaking community, "*Tengo Esperanza*," developed by the trustees' Public Information Committee, be approved with minor edits.

Passed unanimously

The committee recommended that the video public service announcement for the Spanish-speaking community, "*Tengo Esperanza*," be centrally distributed, tracked and evaluated at a cost not to exceed \$40,000, in addition to the work of local committees, and that the information gathered from the process be forwarded to the 2013 Conference Public Information Committee for their review.

Passed unanimously

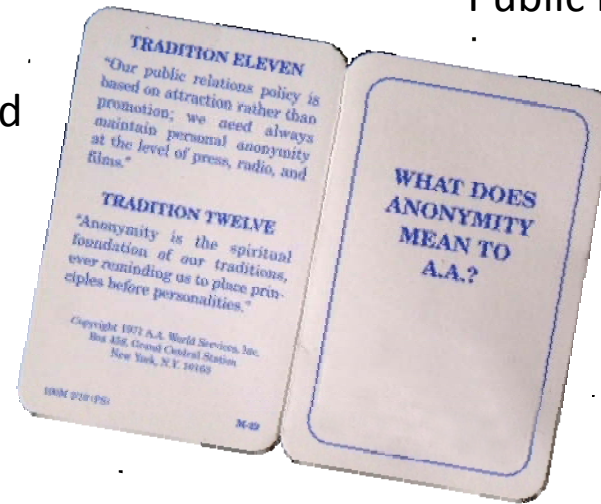


Advisory Action

Public Information

The Committee recommended that the revised "Anonymity Wallet Card" be approved.

Passed unanimously



Additional Committee Considerations:

- The committee reviewed the report of the Comprehensive Media Plan Subcommittee from the trustees' Public Information Committee, and expressed their support for the continued development of the media plan.
- Following lengthy and thoughtful discussion related to adding language referring to current media to Tradition Eleven, the committee concluded that the spirit and principle of anonymity at the public level is conveyed adequately in the Long Form of Tradition Eleven. Recognizing that suggested changes to Tradition Eleven have come to the Conference several times, the committee requested the trustees' Public Information Committee gather Area sharing on the effectiveness of the language of the Short Form of Tradition Eleven in addressing the needs of the Fellowship today and report back to the 2013 Conference Committee on Public Information.

Additional Committee Considerations:

Public Information

- The committee considered favorably the suggestion from the trustees' Public Information Committee that A.A. establish a presence on Facebook for the purpose of providing information about A.A. to the public. Before proceeding, however, the committee requested that the General Service Board explore all aspects of this social media page and, if feasible within our Traditions, provide the 2013 Conference Committee on Public Information an implementation plan that addresses the implications of such a page, including sample content and estimates for implementation cost and maintenance.



- The committee reviewed the 2011 Annual Report from the trustees' Committee on Public Information regarding G.S.O.'s A.A. Web site and noted with appreciation the detailed information provided and the thoughtful consideration given to all items involving the Web site.

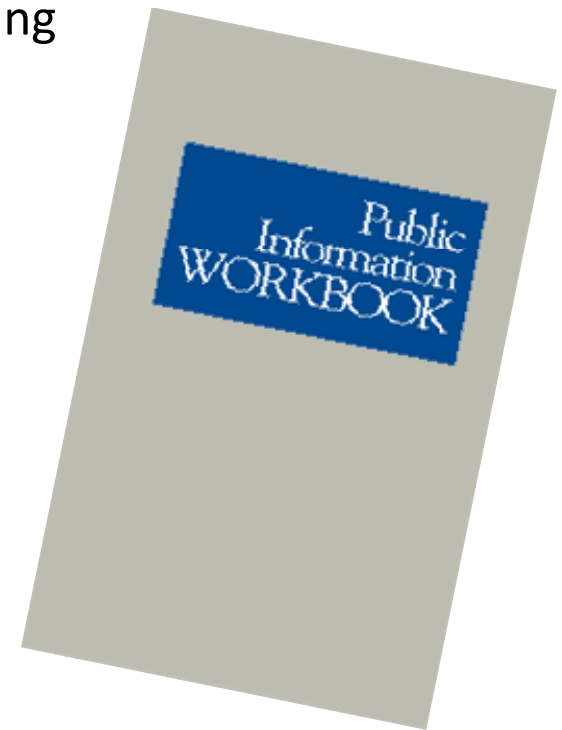
Additional Considerations

- The committee reviewed with appreciation the information on centralized distribution, tracking and evaluation of the "My World" public service announcement.
- The committee reviewed all of the current A.A. TV public service announcements and agreed with the report of the trustees' Public Information Committee that found them all to be relevant and useful.
- The committee assessed the need for a new A.A. TV public service announcement and agreed with the report of the trustees' Public Information Committee that none was needed at this time.



Additional Considerations

- The committee considered the proposed alternative packaging for the Public Information Kit and suggested that the Publications Department continue to explore options for alternative packaging that is durable, allows for organization and containment of the kit materials.



The committee elected Eden L., delegate for Area 02, Alaska, chairperson, and Chris D., delegate for Area 63, South Dakota, alternate chair.

Questions?

Contact delegate@nwta66.org