

## Conference Committee on Public Information

New York Hilton Midtown

April 27, 2026: 8:00 a.m. – 1:00 p.m.

April 28, 2026: 8:00 a.m. – 10:40 a.m.

The Conference Committee on Public Information met separately two times following the Joint Meeting with the trustees' Public Information Committee on April 26, 2026. The committee accepted the report of the trustees' committee, and considered the following agenda items:

### A. Review proposed plan for the 2026 Membership Survey.

The committee recommended conducting a pilot 2026 Membership Survey, with a budgeted cost not to exceed \$10,000, to explore how to include groups not listed by the General Service Office in a future full membership survey. The committee requested a progress report or pilot survey results be brought back to the 2027 Conference Committee on Public Information.

### B. Review draft revision of the pamphlet "Understanding Anonymity" (Item P-47).

The committee recommended the revised pamphlet "Understanding Anonymity" (Item P-47) with the new title "Anonymity – Our Spiritual Foundation" be approved.

### Additional Committee Considerations:

- The committee reviewed the proposed plan for the 2026 Membership Survey and requested the focus of the pilot be on surveying a selection of listed and unlisted A.A. groups along with locally listed meetings from 3–5 areas to determine if there are significant differences compared to past membership surveys. The committee requested the questionnaire from the 2022 Membership Survey be utilized for the pilot for the sake of comparison.

- The committee reviewed the draft revision of the pamphlet "Understanding Anonymity" (P-47) and requested that the Staff secretary send a memo to the AAWS Publishing Department requesting that a QR code be added to the front cover of the pamphlet and a footnote referencing the social media survey conducted in 2024 be added to the "Questions and Answers" section of the pamphlet.

- The committee reviewed and accepted the PSA Development and Review plan.

- Ø The committee requested the trustees' Public Information Committee explore the feasibility of utilizing the Communication Services Department (CSD) at GSO to create a short public service announcement (PSA) intended for

Spanish-speaking A.A. members, and subsequently adapting it into French and English.

Ø The committee noted the work being done to create panels of past Hispanophone and Francophone delegates to review PSAs in their respective languages. The committee requested a progress report be brought back to the 2027 Conference Committee on Public Information.

· The committee reviewed and accepted the 2025 progress report on the GSO podcast, *Our Primary Purpose*. The committee noted the work that has been done on the podcast and offered some suggestions for season three, including:

Ø Bearing in mind the long-term goal of offering the podcast in French and Spanish once resources are available, explore creative ways to incorporate content in French and Spanish in the current podcast — perhaps an episode interviewing a Spanish or French-speaking A.A. member or professional.

Ø Further use of archival content in episodes

Ø Further conversations with Class A trustees

Ø An episode that focuses on a particular professional field that encounters alcoholics

Ø An episode on starting a new meeting, sponsorship and focusing on the newcomer

Ø Additional episodes exploring all levels of the service structure

The committee requested that a progress report on GSO podcast *Our Primary Purpose* be brought to the 2027 Conference Committee on Public Information.

· The committee reviewed and accepted the 2025 report on the AAWS YouTube account. The committee offered the following suggestions and requested a report be brought to the 2027 Conference Committee on Public Information.

Ø Continued utilization of YouTube shorts for content, including more of the available user-generated Young People videos

Ø Continued exploration of the use of user-generated content

Ø Additional content for YouTube, including more A.A. member stories, archival content, discussions on the many paths to spirituality, and the topic of non-affiliation

Ø The committee noted that casual content is more effective than highly produced media in a culture that prioritizes quick, social media content.

- The committee reviewed and accepted the 2025 report on GSO's A.A. website. The committee received a verbal update from the Communication Services Department on search upgrades and is looking forward to the planned improvements of the search function on aa.org. The committee encouraged moving forward with the Young People landing page on aa.org. The committee requested that a report on GSO's A.A. website be brought to the 2027 Conference Committee on Public Information.
- The committee reviewed the AAWS Social Media Policy and looks forward to further growth of AAWS's social media presence in alignment with this policy. The committee requested that an analytics report of any new social media accounts be brought to the 2027 Conference Committee on Public Information.
- The committee reviewed and accepted the 2025 report on the AAWS Meeting Guide app. The committee noted the usefulness of the app and offered the following suggestions:
  - Ø Further publicizing the app to professionals who encounter alcoholics, including those in senior communities
  - Ø A page for the Financial Quarterly Report including a button for contributions
  - Ø Sharing videos on how to use Meeting Guide app on our various media platforms

The committee noted the value of the "news" section on the app in keeping the Fellowship informed. The committee noted the trustees' PI Committee's efforts to explore the possibility of push notifications for the app and requested that a progress report be brought to the 2027 Conference Committee on Public Information.

- The committee reviewed and accepted the 2025 report on Online Business Profiles. The committee suggested, as a courtesy, contacting the local service members when they are mentioned in staff responses. The committee requested that a report be brought to the 2027 Conference Committee on Public Information.
- The committee reviewed and accepted the 2025 report on Google Ads and requested that a report be brought to the 2027 Conference Committee on Public Information.
- The committee reviewed the contents of the PI Kit and Workbook and requested that the contents of the PI Kit and Workbook continue to be updated with current and relevant information for PI committees.

The committee elected Ryan Lucinski, delegate for Area 50, chairperson; and Wayne Halvarson, delegate for Area 2, alternate chairperson.

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