

I am seeking support from Suffolk county general service assembly for the following potential agenda item for the 70th general service conference:

Motion: I make a motion that a podcast be created to better carry the A.A. message.

Background information

- A podcast is a digital form of radio. It is essentially a recording that you can listen to through the Internet or on an app.
- There are many podcasts that are about AA, but not by AA World Services or the general service board.
- This is a media we are not currently using to reach the alcoholic.
- This podcast could cover a variety of sobriety and service topics, including:
 - Experience with steps/traditions/concepts
 - The service manual
 - Experience/strength/hope from current and past trustees and delegates
 - Our different pieces of literature
 - The grapevine and la vina
- It is suggested that the general service board consider utilizing class A trustees as our communications audit has found that our class A trustees are under utilized. This would eliminate any concern about breaking of anonymity as class A trustees are not alcoholic. The podcast could address the issue that “communication is inconsistent throughout the conference structure” (communications audit) and can help to bridge the information gap created by the varieties of people within the service structure with varying communication skills, which leads to inconsistencies in the information being provided to individual A.A. members.
- Within the summary of the communications audit facilitated by the general service board of alcoholics anonymous are the following findings:
 - “most of the technology in place is ineffectual, unattractive, and underutilized”
 - In most cases, GSO and AAWS are not using communication platforms that are relevant for the external audiences they are trying to reach and engage”
 - That we have an “attachment to paper/manual processes vs. leveraging technology to accelerate and streamline” and that this was found to limit our ability to communicate.