

AA GRAPEVINE

KATHI FOWLER
BOARD CHAIR, AAGV, INC.

GRAPEVINE

THE INTERNATIONAL JOURNAL OF ALCOHOLICS ANONYMOUS AAGRAPEVINE.ORG DECEMBER 2020

WHAT A YEAR!

In an unprecedented year, members reinvented the way we meet and are connecting with AAs around the world like never before



SPECIAL SECTION: *Remote Communities + Sober Holidays*

Overview:

- ▶ 2020 effort-Carry The Message
- ▶ Challenges since our last Conference
- ▶ Opportunities
- ▶ Accomplishments
- ▶ 2020 Financials
- ▶ 2021 effort-Carry The Message



Carry The Message

- Almost 5000 AAGV and AALV Subscriptions
- Collaboration with GSO Correction Desk
- Members behind the walls getting a monthly 12th step call
- CPC Committees utilizing
- Newcomers unable to go to in person meetings
- Groups, Districts, Intergroups, Areas and Individuals making distributions to Carry The Message Project



WANT TO HELP ANOTHER ALCOHOLIC?

2021
CARRY THE
MESSAGE
PROJECT

GRAPEVINE & LA VIÑA are Great Twelfth Step Tools!

Give a gift subscription to an alcoholic who needs it. Great for:

- Sponsees • Newcomers • Prisons • Detoxes • Doctor's Offices
- Group Celebrations • District and Area Events • Giveaways

Get your group, district, area or AA friends to join in.
Carry the Message, it's easy!

Go to aagrapevine.org/carry-the-message to get started and see our new Carry the Message video at www.youtube.com/c/AAGrapevine

Challenges:

- Staff working from home
- Vendor transitions
- LaViña Subscriptions
- Cancelled International Convention
- Intergroups/Central Offices closed and not purchasing books
- Groups not meeting in person and not purchasing books
- Publisher on Medical Leave
- No in-person events
- Board unable to meet in person



Opportunities:



- ▶ Ability to attend virtual events
- ▶ Board able to have additional meetings and get more done
- ▶ Staff supporting each other
- ▶ Conference Committee Chairs able to attend an AAGV Board Meeting
- ▶ Lower expenses because of the inability to travel
- ▶ Media stories about A.A.

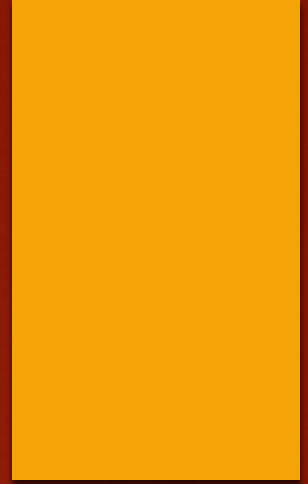
Grapevine and
LaViña

were made

for times like these

Amazing group of special workers





The staff at the AA Grapevine never missed a beat!

Current stories were in every issue of how members were coping during the pandemic. So much was accomplished during the pandemic...

AA GRAPPEVINE

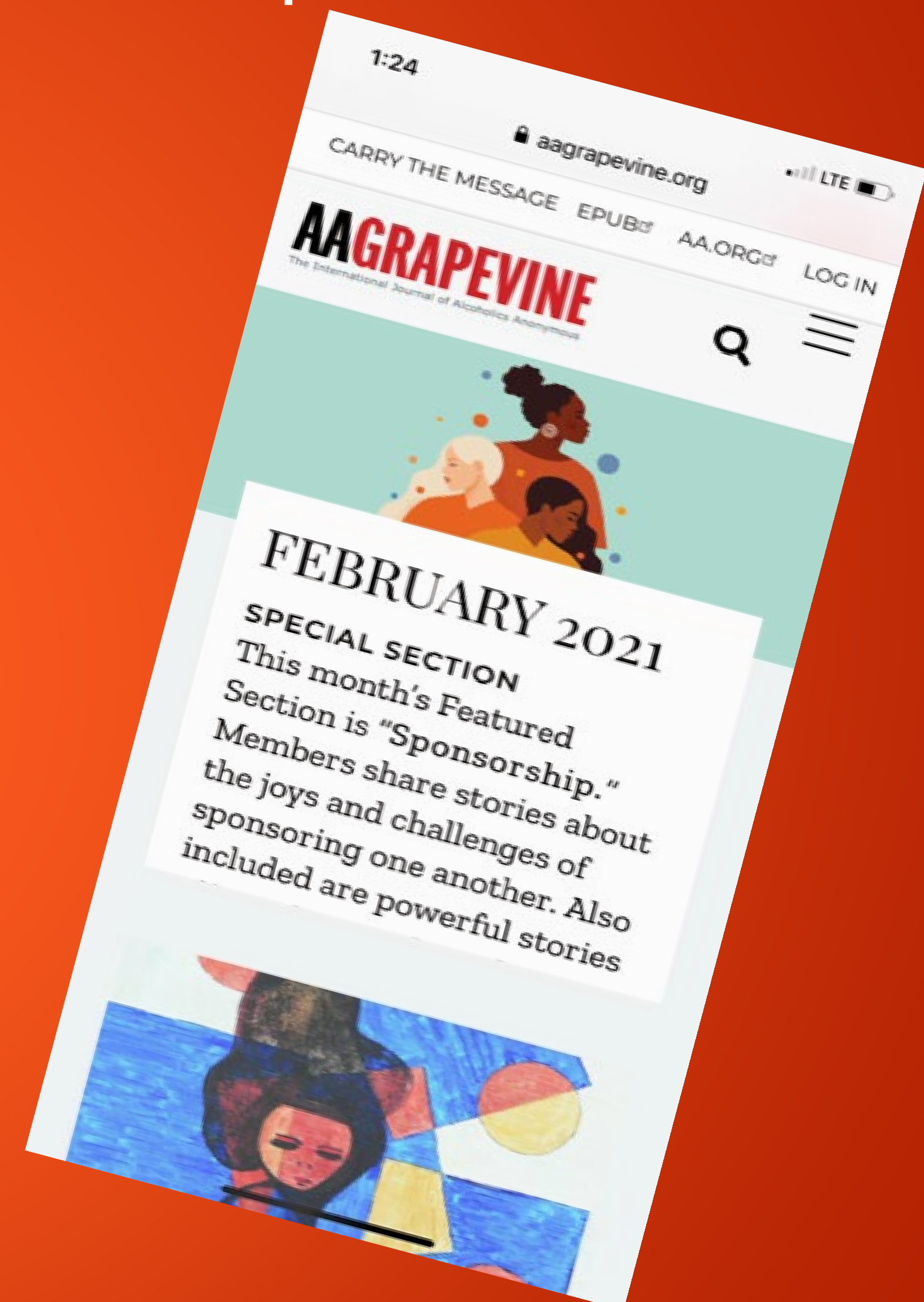
The International Journal of Alcoholics Anonymous

Free Access from March 23-June 30

To help members during this time, we gave everyone free access for a limited period to our 2020 Grapevine (January through June) and La Viña (Jan/Feb through May/June) issues online.

270,000 page views during that time

2 New Websites AA LaViña and AA Grapevine



LaViña Archives



Try our new ePub edition of Grapevine and La Viña magazines

GRAPEVINE May 2020 pages: 1 / 69

Try our new ePub
Grapevine Magazine

\$1.99
for 1 month
subscription



GRAPEVINE

SPECIAL SECTION
Getting Into
General
Service

A Volunteer
Shows His Love
of Shopping
Online

**CRAZY ABOUT
THE CONCEPTS**

She read them and wrote
about them, but when she
participated at the assembly,
they came alive.

THE DISTRICTS
OF THE
AAUW

MAY 2020
ISSUE 104

LA VIÑA MARZO-ABRIL 2020 pages: 1 / 69

Prueba nuestra nueva
ePub de la Revista
La Viña

\$1.78
por 1 mes
de suscripción



MARZO-ABRIL 2020

LA VIÑA

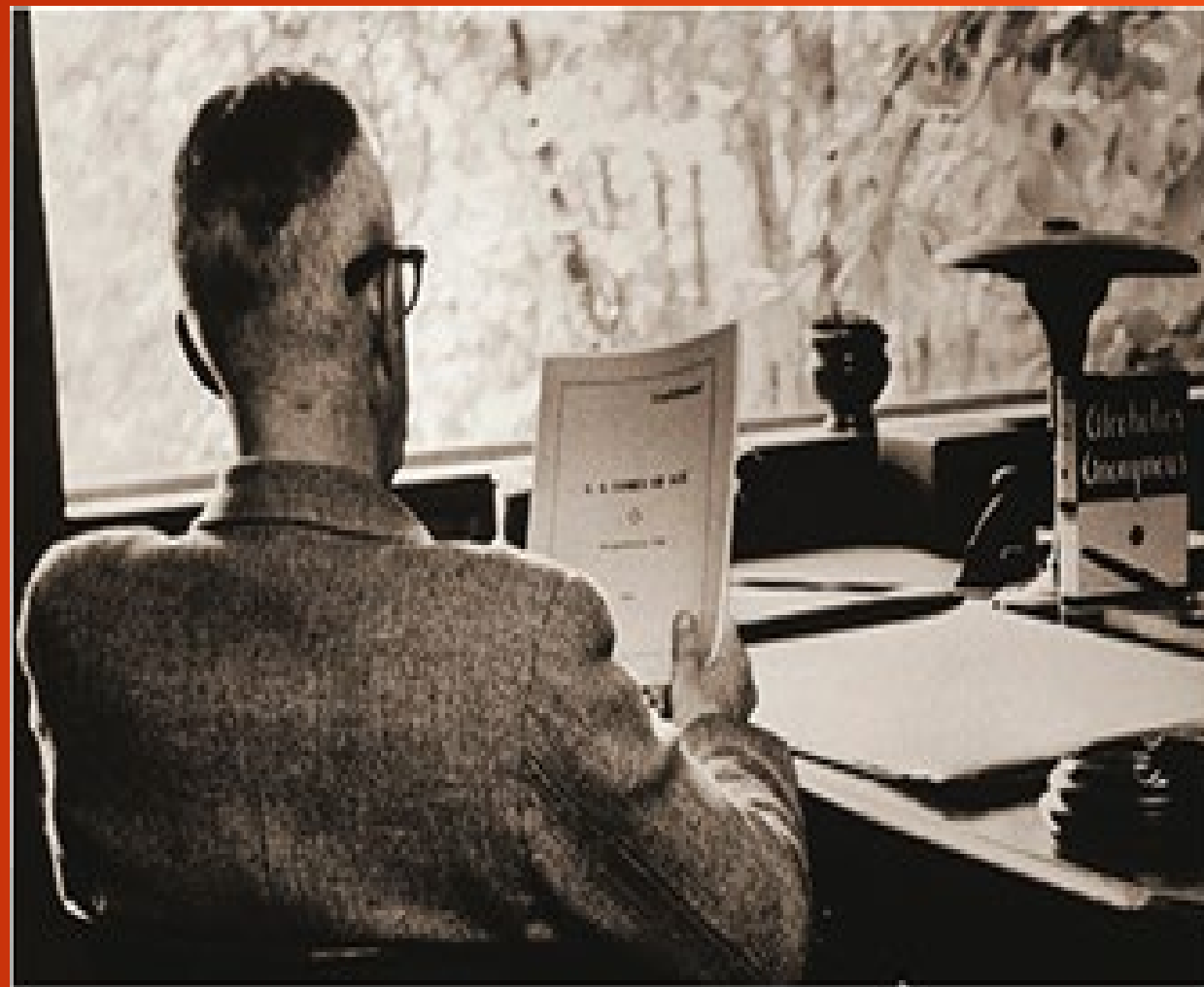
NUESTRA REUNIÓN IMPRESA DEL GRAPEVINE DE AA
aa.lvina.org

SECCIÓN ESPECIAL:
Nuevos en AA

**Más
allá
de mis
sueños**

MÁS:
Historia de LV

Language of the Heart Audio available in French and Spanish in 2020



EL LENGUAJE DEL CORAZÓN

Los escritos de Bill W.
para el Grapevine



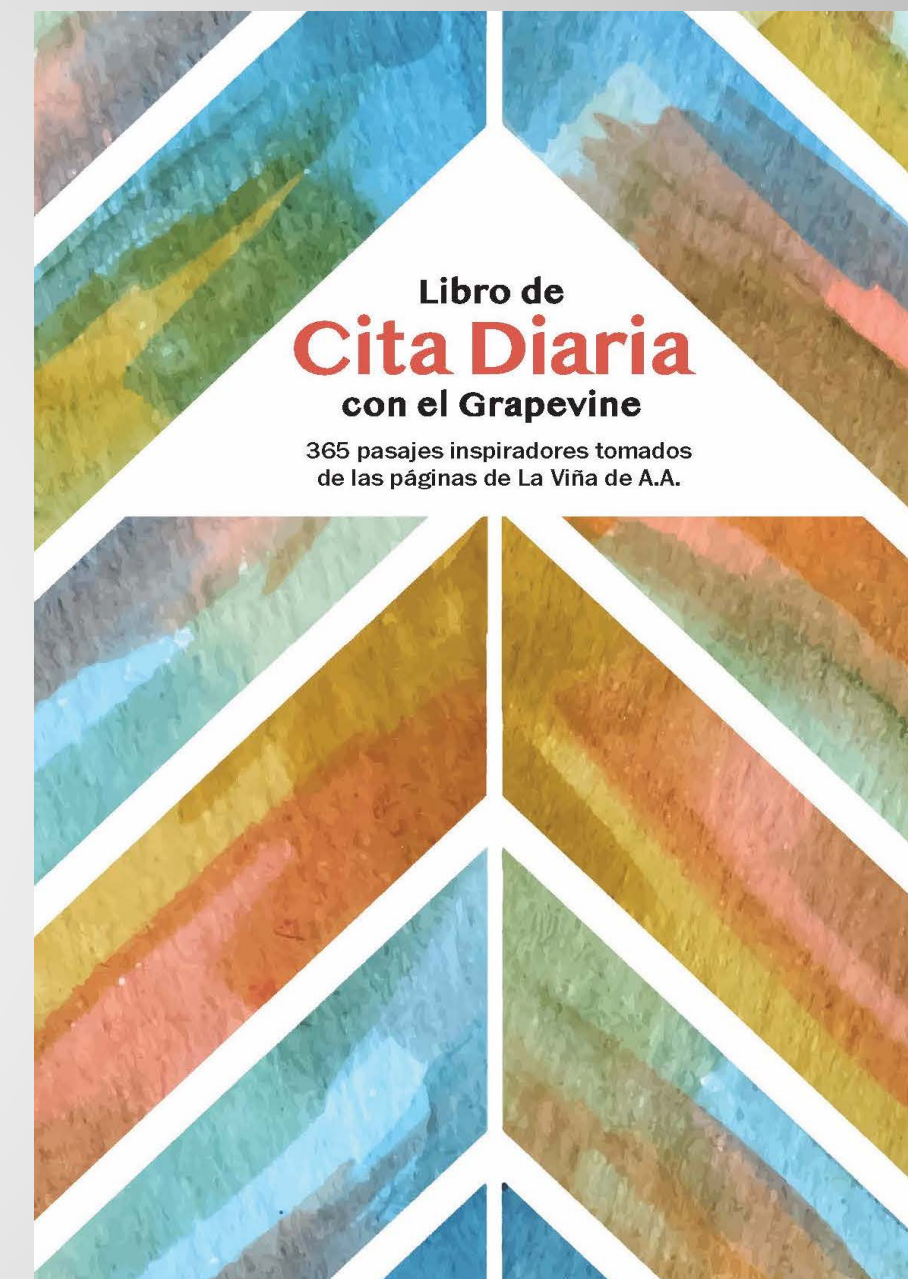
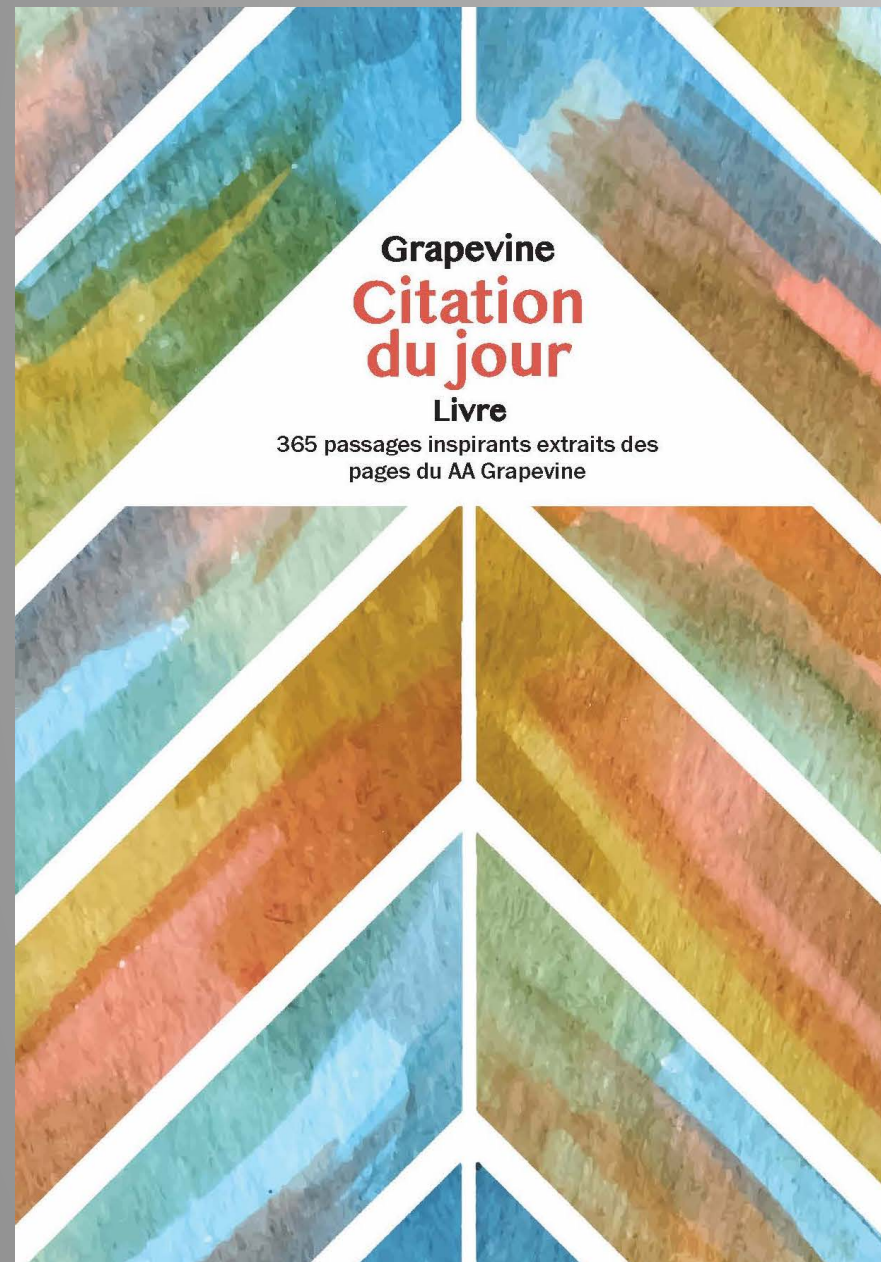
LE LANGAGE DU COEUR

Articles du Grapevine
par Bill W.

Livre Audio

Now Available

*Daily Quote Book in
Spanish and French and
Best of Grapevine 1,2,3*

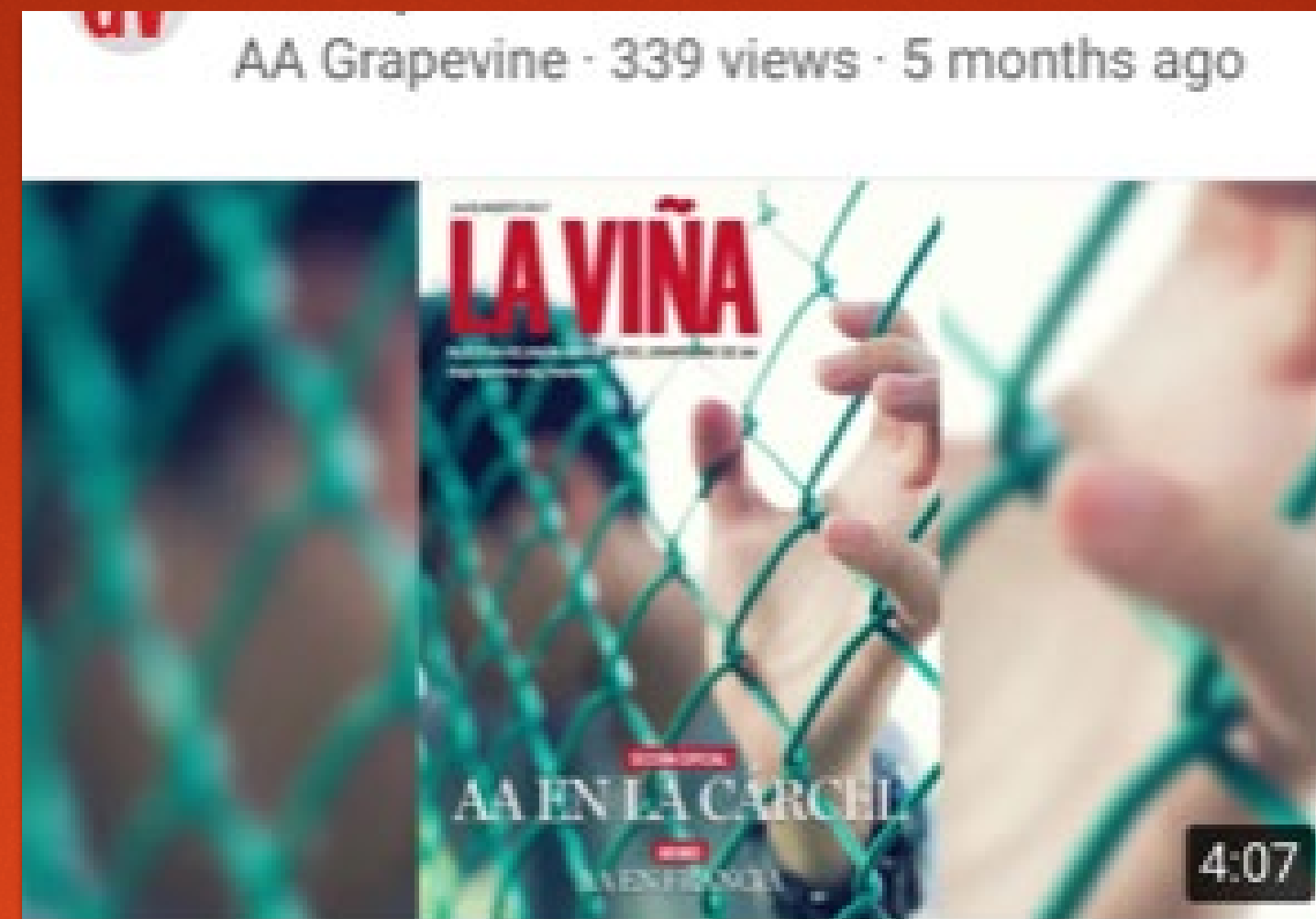




GV Will L. "I'm not having fun anymore."
AA Grapevine · 414 views · 2 months ago



GV Gary S. 'I thought they'd kick me out.'
AA Grapevine · 416 views · 2 months ago



GV Sosteniendo el mundo - Jul-Ago '17
AA Grapevine · 179 views · 5 months ago



GV En sentido contrario - Mar-

Last year there were 1.3k subscribers. In 1 year, this increased to over 6000 subscribers.

YouTube
Sharing from A.A. members put into different categories

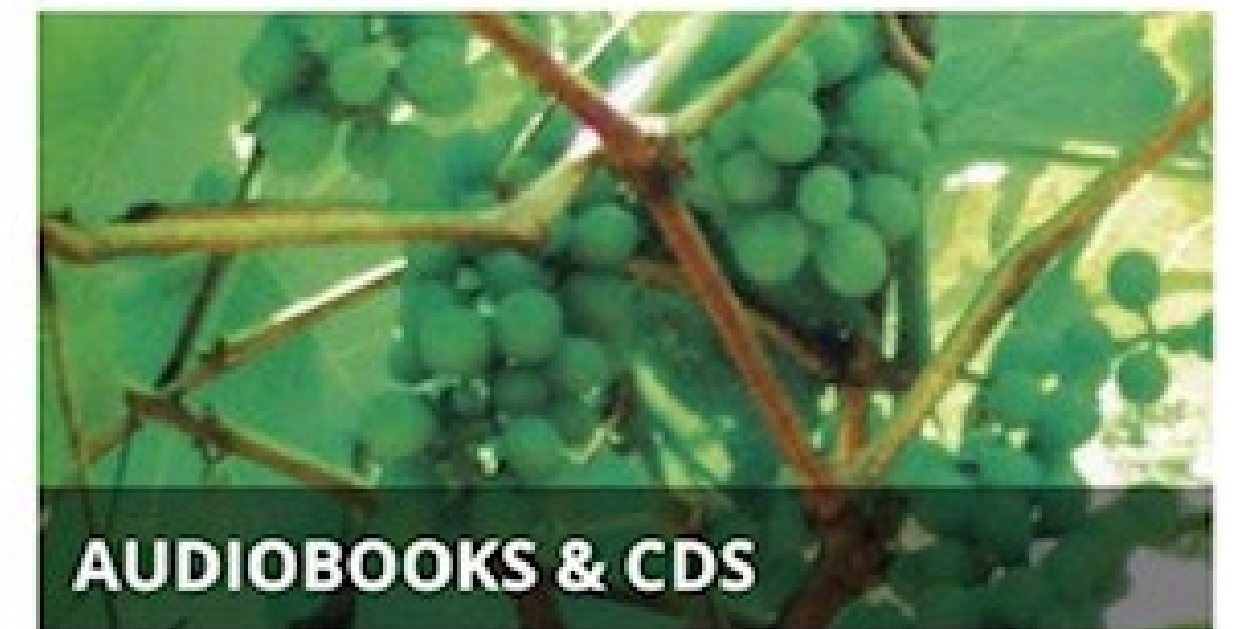
Outside Sales

October \$469

November \$2,783

December \$5,914

January: \$16,935



New Subscription Packages



- Print Magazine
- ePub
- Complete
(Print, Online, Archives)

Monthly, 1 year, 2 years, 3 years with automatic renewal options



Contracts with
Tablet Companies
for members
Working with local
committees to get
A.A. content on the
tablets

Primary Goals

A.A. Grapevine, Inc Business Goals:

Expand Outreach To expand paths of communication, dialogue, and outreach to the fellowship about Grapevine and La Viña.

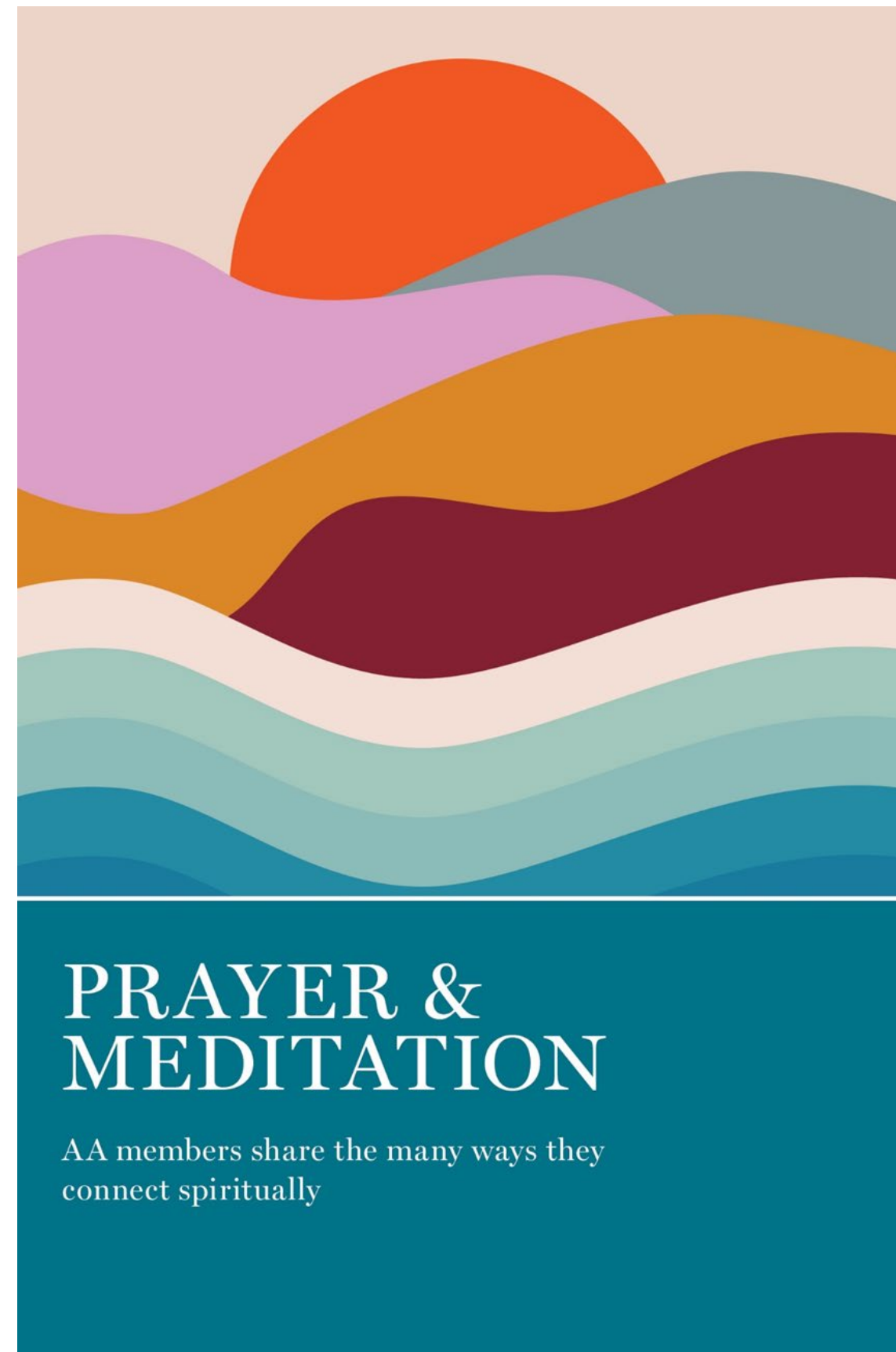
Self Supporting To explore and expand all possible revenue streams.

Expand Digital Presence To expand the AAGV digital presence to serve the fellowship and professional community.

Simplify Pricing and Delivery To update multi-media pricing and delivery platforms to ensure that Grapevine and La Viña are easy to find, subscribe and use.

Content Driven To update Grapevine and La Viña editorial and other content to generate more interest in participation, subscriptions, and product awareness.

Coming Soon



- ▶ SMS (Texting) with the Hispanic Community
- ▶ Possibly Instagram
- ▶ Podcasts
- ▶ Prayer and Meditation book

3 New Books in 2021

Free on the Inside, Mujeres en AA, Prayer and Meditation



FREE ON THE INSIDE

Stories of AA recovery in Prison



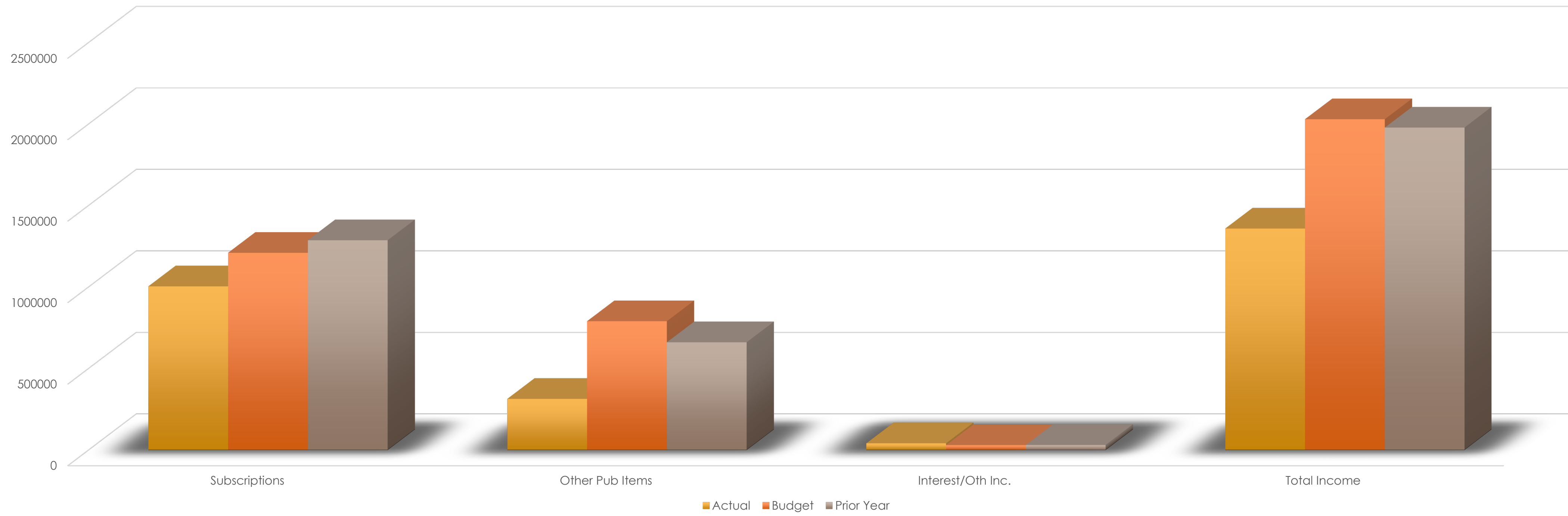
MUJERES EN AA

Historias de mujeres pioneras e hispanohablantes
que se han recuperado del alcoholismo

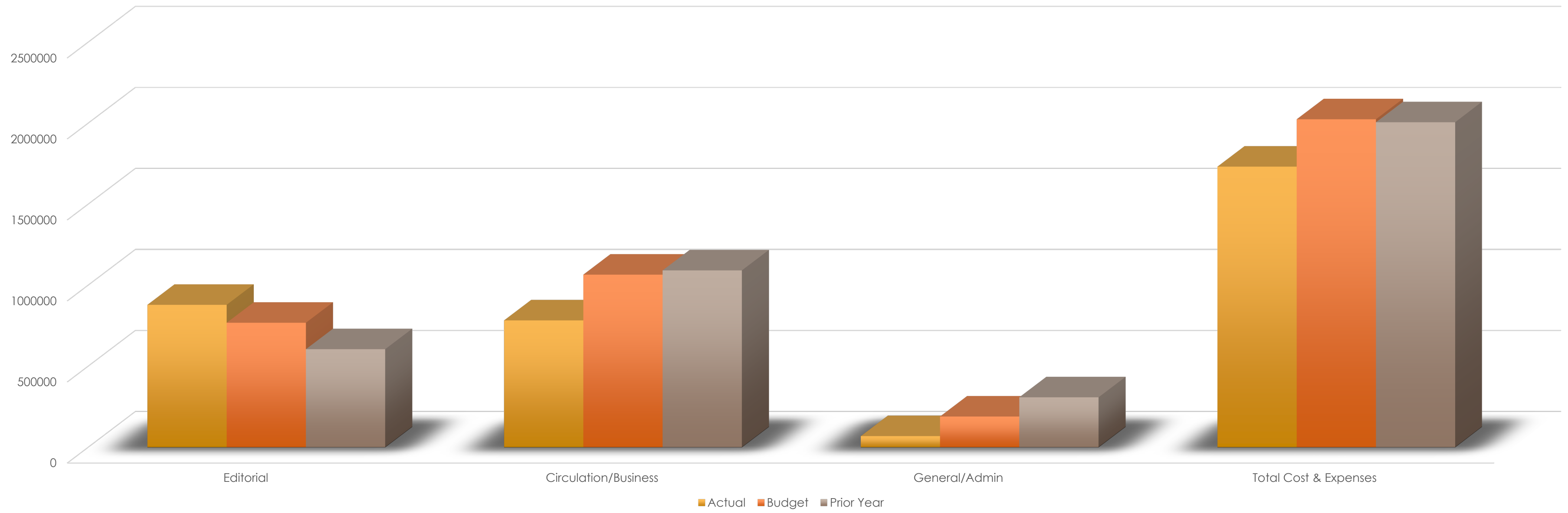


PRAYER & MEDITATION

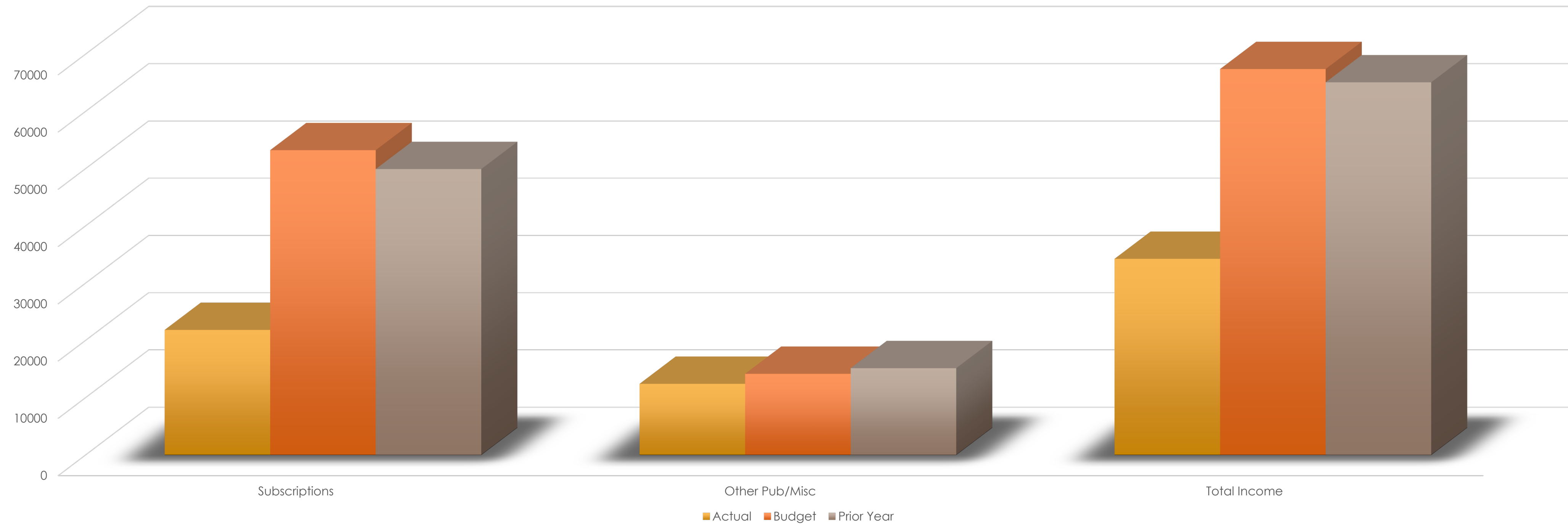
AA members share the many ways they
connect spiritually



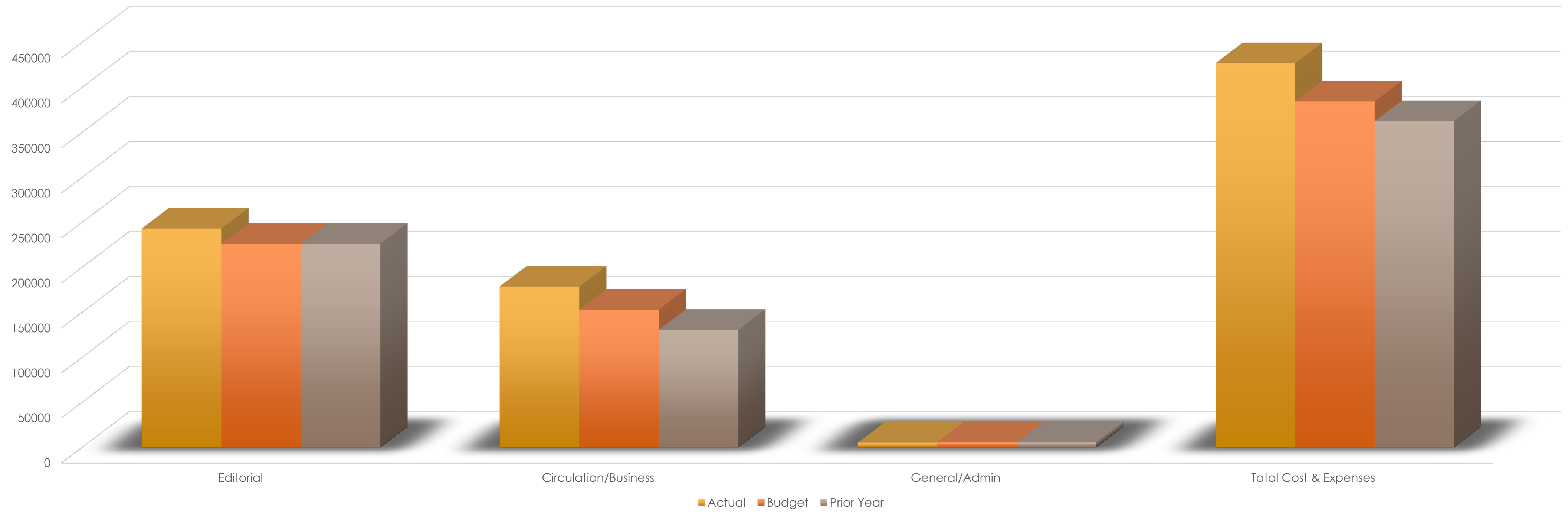
Grapevine Income vs Budget (as of December 31, 2020)



Grapevine Expenses



La Viña Income vs Budget (AS OF DECEMBER 31, 2020)



La Viña Expenses (AS OF DECEMBER 31, 2020)

Carry The Message CTM 2021

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and Individuals making distributions
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AAGRAPEVINE

KATHI FOWLER

PACIFIC REGION TRUSTEE

CHAIR AAGV

PRTRUSTEE@CENTURYLINK.NET