

GRAPEVINE

WHY GRAPEVINE?

WHY LA VIÑA?

LA VIÑA

Hi y'all,

My name is Josh E. and I am an alcoholic. I am currently serving you throughout the year as an AA Grapevine Board Director. This week I am enjoying the great privilege of serving alongside you as delegates to the 67th General Service Conference.

I am deeply excited to be here with all of you this weekend. I love this fellowship. I am so grateful to all of you for the ongoing sacrifice, service, and leadership you provide to Alcoholics Anonymous.

We are living through a shift in how AA

communicates.

Your work will directly affect the path that history forms as we continue into our bright and hopeful future.

My goal is to talk about the exploration and ongoing development of AAGV, Inc.'s Grapevine of multimedia tools.

That requires a little history, some practical realities and dialogue.

I'll try to move through these slides to leave time for discussion and questions and imagination

BROUGHT TO YOU BY GRAPEVINE

- 1 Grapevine and La Viña print magazine subscriptions are level
- 1 GV Online subscriptions are steady
- 1 GV App subscriptions continue to grow
- 1 AAGrapevine.org will be updated

GRAPEVINE News

From the Executive Editor/Publisher

What's New For November 2016

Holiday Gifts and Free Shipping

This is a great time to carry the message with Grapevine. There are many ways to pass it on.

Here's what's available:

Free Shipping 11/1-12/31

Choose from 25 books

2017 Wall Calendar

2017 Pocket Planner

The Language Of the Heart in audio

Gift subscriptions

Subscription Gift Certificates



[Visit our store to learn more](#)

GV Subscription App



- Subscribe through the app
- Download your issue for off-line viewing
- Archive past issues and more...
- Available iPhone/iPad only

Only **\$23.99** for a 12-month subscription

Grapevine's NEW book Our Twelve Traditions Available now

Read a collection of stories from AA members writing about their experience with AA's Twelve Traditions



[Visit our store to learn more](#)

Updated



Carry the message and learn about Grapevine at the same time

HOW TO PLAY

Learn more at: aagrapevine.org/GYG

Let's recap what we heard from our GV Board Chair:

Average print circulation for Grapevine and La Viña is level rather than declining, which is good, but growth is needed!

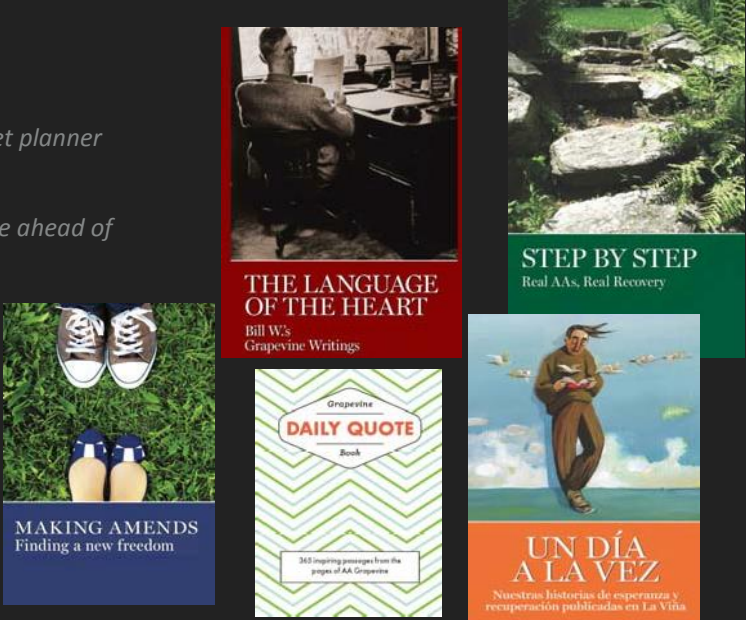
GV's online subscriptions continue to be steady.

We are at the beginning of a website update to improve the experience for our visitors - with the added potential to increase GV's online subscription base.

GV app sales are growing since launch in May 2016, with Kindle and Microsoft 10 coming soon.

**BROUGHT TO YOU BY
AAGRAPEVINE**

- 1 Books, eBooks, CDs, mp3s, calendar, pocket planner and more
- 1 AAGV, Inc.'s content related items sales are ahead of projections.
- 1 "Making Amends" is now available



Content related items are ahead of projections – Our Twelve Traditions, a anthology of member's experiences with the Twelve Traditions has enjoyed tremendous support.

Each of delegate has received a copy of our latest GV book entitled “Making Amends” and a reprint of LV’s “Lo Mejor de La Viña” too.

We have seen positive changes in subscriptions as the direct result of the actions of your groups, areas, and regions.

This in combination with great efforts by our small staff and management through their new ideas and finding savings in operations have allowed us to transfer \$760k into the Reserve Fund over the last three years.

WHAT IF WE...

IMAGINE

Please take a minute and think about how and where you get information and share it today.

AAGV, Inc. publishes print and digital now, but what about those of us that don't read long form content?

How many in and out of our Fellowship seek out and use content in other ways?

Visual ways.

Or Audio.

Or Video.

Now Imagine, if the Grapevine board announced:

IMAGINE

GRAPEVINE PODCAST

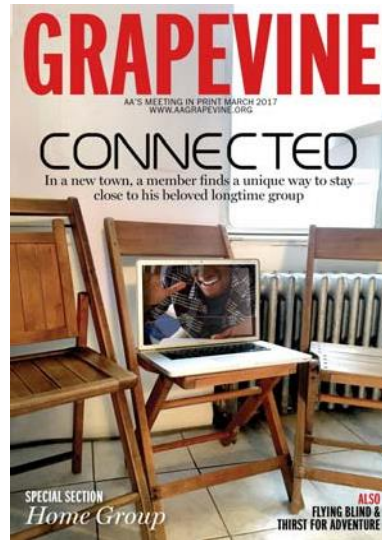
GRAPEVINE BLOG

SOCIAL MEDIA ACCOUNTS

REVAMPED AAGRAPEVINE.ORG

AUDIO AND VIDEO CONTENT

INCREASED SHARE-ABILITY



A weekly AA Grapevine podcast featuring conversations with members all over North America.

Offering opportunities to broadcast from local service get-togethers and events and of sharing our experience strength and hope through Audible and the Apple store.

What if a new blog on Tumblr that is written and moderated by AAGrapevine office with guest contributors from the service structure or AA historians or friends of AA?

What if this were supported by social channels for @AAGV featuring running content of photos

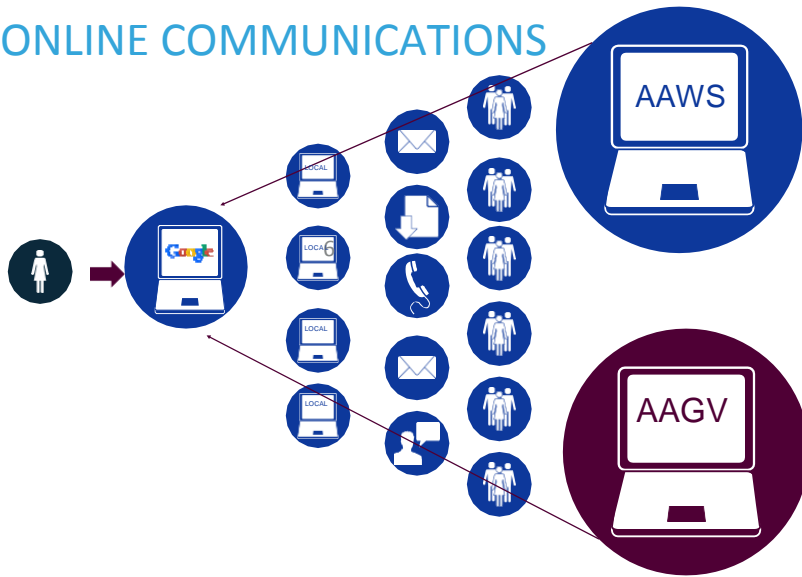
and videos submitted by the fellowship and curated at the GV office?

What if all of this was shareable?

Imagine aagrapevine.org having regional focused pages, stories translated into short videos, photo walls of anonymous sober art/content or anonymity protected discussion forum!

POSSIBLE SOLUTION

AA'S ONLINE COMMUNICATIONS



Or how about multimodal content published and streaming through an aagrapevine.org with embeddable tools so that information could be more easily found out in the world or your area could embed any piece of content it finds useful into your local district, area, or intergroup websites?

Can you imagine the benefit to AA communications?

Can you also imagine the amount of discussion, debate, and agreement that would be needed to create a fully connected network like this?

Not to mention Staffing. Budget discussions.
Submissions. Coordination. Cooperation.
Trust. Unity.

The GRAPHIC

VOL. II, NO. 2, JULY, 1945 P. O. BOX 326, GRAND CENTRAL ANNEX, NEW YORK, 17 YEARLY, \$1.50; COPY, 15c

A monthly journal devoted to those seeking further knowledge on the problem of alcoholism, in the hope that it may prove a unifying bond to all alcoholics everywhere. Individual opinions expressed here are not, necessarily, those of A.A. as a whole.

Epic Gathering Marks Tenth Anniversary

Symbolizing the unity of A.A., over 2,500 members of the fellowship and their friends from 36 states, two Canadian provinces, and Mexico gathered in Cleveland's Music Hall on June 10 to commemorate and pay tribute to Bill W. and Dr. Bob on the 10th anniversary of the founding of the movement.

Held under the sponsorship of Greater Cleveland's 44 groups, the semi-capacity Music Hall audience heard Bill and Dr. Bob characterize the gathering as an unprecedented outpouring of the grace of God; heard them strike a keynote of gratitude, humility, unity, and simplicity "born on that eve of destiny that comes out of Heaven itself."

Entertained Sunday (June 9) afternoon and evening by 400 Cleveland open house group meetings, parties, and a tea, a thousand from the historic Music Hall meeting (Sunday afternoon) later dined at the Copley Hotel to conclude the first glorious decade of A.A. . . . sober, grateful, happy, united.

Inspired in his address to the largest crowd of A.A.s ever assembled in one place, Bill, who presided, Dr. Bob on the program, voiced the development of A.A. He voiced the hope that A.A. would always remain simple . . . that while we were quite united on the fundamentals of the movement, the process for seeking an answer to the question, "What kind of a society is this?" was still existing . . . that "the problems of A.A. are the touchstones of our progress."

Dr. Bob, in turn, expressed his gratitude for the divine source of strength on which we all may call and receive . . . for the meeting with Bill in Akron "made under divine guidance" . . . for the selected houses agency that opened that meeting . . . for all of the people who in the early days of and before A.A. "were a source of help and inspiration to my touch" . . . for his partner and the ladies of A.A. and Anne,

his wife, who shared with him a common interest, and without whose cooperative spirit "I would not have maintained my sobriety" . . . for those A.A.s of Cleveland who took the time and trouble to come to Akron while the fellowship was still young . . . for the members of The Alcoholics Foundation, who have not over a month "for roughly eight years without compensation" . . . for having acquired a wealth of returned and new-found friends . . . for those at the Music Hall whose presence "gives us an added incentive to be more cooperative and helpful to each other."

Bill voiced a final tribute to Dr. Bob in the same vein of joyful thankfulness when he said, "Although we have had many differences, we have never had an angry word."

Concluding with the thought that these covers was a real beginning of A.A. . . . "This could not have been but for others," Bill opened his

Music Hall talk with a brief recital of how he had been conditioned by an eminent New York psychiatrist to the notion he stopped drinking . . . how a few months later an old friend appeared with the news he was suffering from an illness not only of the mind, emotions, and body, but of the soul . . . how he had discovered from this friend he had been living his life on a demand basis . . . how he would have to lose his life in order to find it.

Honesty First

The friend, Bill explained, showed him he would have to become honest with himself . . . he would have to make peace with his father man . . . he would have to recognize and face a new kind of giving—the kind which demands no return.

Shortly after, Bill continued, he found himself

(Continued on Page 6)

Where the A.A. Beacon Was Lit

Akron, "the hill where the A.A. beacon was first lit," was a scene for approximately 400 other A.A.s on the same evening (June 10) that the anniversary meeting in Cleveland was drawing to a close.

The occasion was the Founder's Day Dinner held at the Hotel Mayflower, and the group of speakers included those who helped to light the beacon, Bill W. and Dr. Bob, hurrying west from the Cleveland meeting, spoke, as did Bill D., of Akron, who was a part of that A.A. nucleus. Other speakers were John H., one of the organizers of the Pittsburgh group; and Earl T., of Chicago. Joe F., of Akron, was toastmaster and Wally G., also of Akron, was chairman of the dinner committee.

Attendance at the dinner reached approximately 80 percent of the membership of Akron's eight stable and highly active groups.

Drawing on the fact that the name "Akron" is derived from a Greek word meaning "summit," Bill said at one point in his talk:

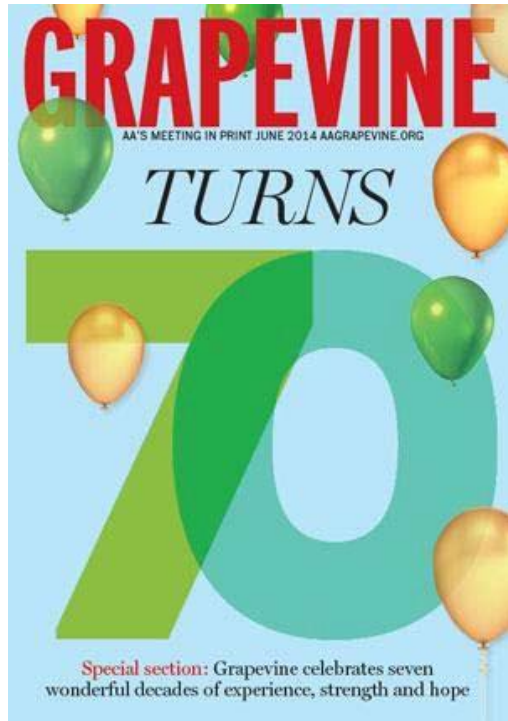
"It was here that the miracle really happened. This is the hill where the A.A. beacon was lit 10 years ago. From here the light spread outward to guide others and is now casting its glow over a widening area."

Both Bill and Dr. Bob recalled fondly the beginnings of A.A. and with obvious gratitude and pleasure referred again to their first meeting in Akron. "No wonder," said Bill, "that we have a particular feeling for Akron."

10TH ANNIVERSARY

1945

"How did a newsletter that was originally compiled by a committee of 4 volunteers..."



...become the international journals of
AA?

Grapevine Online Exclusive
In God's Garden

Confronted with a drinking work colleague, he had to let go of the results

I had a Twelve-Step opportunity at work recently and jumped at the chance to "save" another one! I learned however, that I'm not in the business of saving lives. Not even my own. That's God's business.



E-mail Print

My only obligation as a blessed, recovering alcoholic is to "carry the message" to the still suffering alcoholic. I struggle with that part even now. Does it mean I cannot help unless the other person declares himself an alcoholic? 'What about the "potential" alcoholic? We have all run into them. People who look, act, and smell like we used to after an all-nighter. Should we not, for instance, inject some wisdom when we see the same behaviors in our fellow employees?

I manage a guy whom I've known for years, and who knows I am in the program. He has steadily shown the familiar signs of alcoholism. I've noticed that the intervals between bouts have been getting smaller and shorter. He is constantly late, messing up his job assignments, and his overall reliability has declined to such an extent that for safety reasons at our worksite, I had to take action.

The short version is that we had him sent to the clinic and although he was not legally drunk, he tested at the company's pre-determined threshold and

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- Twelve Traditions**
AA's guiding principles Behind the Scenes
 - Personal Stories**
AA's tales of recovery Tragedy in the Night
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New to AA? Find sober support Like a Duckling
 - Spirituality**
Get a dose of Higher Power here A River Runs Through It
 - Outliers**
They've experienced it all ... sober What's My Secret?

Books & eBooks

- Happy, Joyous and Free
- Into Action
- Young and Sober
- Step by Step
- Emotional Sobriety I & II
- Spiritual Awakenings I & II
- The Language of the Heart
- The Best of Bill
- Lo Mejor de Bill



eventually including other content related items in multiple mediums providing a vital tool for personal recovery and 12 step work?

**THE GRAPEVINE SHOULD BECOME THE
VOICE OF AA AS A WHOLE.**

Bill Wilson, 1946

I agree with what Bill Wilson wrote in his letter to Royal Shepard in 1946.

**THE GRAPEVINE STAFF SHOULD BE
PRIMARILY RESPONSIBLE TO GROUP
OPINION AND TRADITION**

Bill Wilson, 1946

...which included his detailed vision about how Grapevine should function...and what he hoped GV would become.

**THE GRAPEVINE EDITOR SHOULD BE
THE ULTIMATE JUDGE OF WHAT IS TO
BE PRINTED.**

Bill Wilson, 1946

...and established the premise of
editorial autonomy...

**THE GRAPEVINE SHOULD FEEL FREE
TO PRINT ARTICLES EXPRESSING THE WIDEST
DIFFERENCES OF OPINION ON ALL TOPICS OF
A STRICTLY AA NATURE.**

Bill Wilson, 1946

...suggested that the pages ought to include all points of view and experience from within our diverse culture of sober alcoholics...

THE GRAPEVINE SHOULD HAVE FREEDOM TO PRINT NEWS ARTICLES RELATIVE TO THE WHOLE FIELD OF ALCOHOLISM, EXCEPTING, HOWEVER, THOSE WHICH MIGHT PROVOKE NEEDLESS DISSENSION.

Bill Wilson, 1946

... including news from the outside perspective from professionals and friends with whom we actively cooperate...

**THE ALCOHOLIC FOUNDATION WILL GUARANTEE THE
INTEGRITY OF THE GRAPEVINE BUT WILL EXERCISE
NO MANAGERIAL CONTROL EXCEPT
IN TIME OF DIFFICULTY**

Bill Wilson, 1946

..and proposed that the corporate board
be ultimately responsible for the integrity
of the content and the corporation's
finances...

THE GRAPEVINE WILL ENJOY
PERFECT FREEDOM OF SPEECH ON ALL
MATTERS DIRECTLY PERTAINING TO
ALCOHOLICS ANONYMOUS.

Bill Wilson, 1946

...reiterating AAGV's editorial
freedom as paramount.

When Bill and Bob passed on their
voice in AA policy to the fellowship
by creating our conference
structure.

They also passed on the medium
for the voices of the entire
Fellowship to share contemporary
experience strength in Grapevine
and now La Viña.

1968 IT WAS RECOMMENDED THAT;

**THE GRAPEVINE,
BEING THE VOICE OF INDIVIDUAL A.A. MEMBERS,
CONTINUE TO PUBLISH
THE OPINION OF A.A. MEMBERS**

Conference Advisory Action

Our conference has affirmed this need repeatedly.

In 1968 advisory action held that Grapevine was the voice of individual AA members and should continue to publish individual experience and opinion.

1974 IT WAS RECOMMENDED THAT;

**THE GRAPEVINE CONTINUE TO PUBLISH
RESPONSIBLE PERSONAL OPINIONS
OF A.A. MEMBERS**

Conference Advisory Action

And 6 years later, the conference re-affirmed this action

1986 IT WAS RECOMMENDED THAT;

SINCE EACH ISSUE OF THE GRAPEVINE CANNOT GO THROUGH
THE CONFERENCE-APPROVAL PROCESS,
THE CONFERENCE RECOGNIZES THE
AA GRAPEVINE AS THE
INTERNATIONAL JOURNAL OF ALCOHOLICS ANONYMOUS.

Conference Advisory Action

The Conference recognized GV as the international journal of AA in 1986.

Now, By extension, LV is included

2003 IT WAS RECOMMENDED THAT;

GRAPEVINE REPRESENTATIVES (GVRS)
AND LA VIÑA REPRESENTATIVES (RLVS)
PERFORM A SERVICE FOR A.A. MEMBERS,
BRINGING THEM TWO VITAL TOOLS OF RECOVERY –
THE INTERNATIONAL JOURNAL OF ALCOHOLICS ANONYMOUS
AND LA VIÑA.

Conference Advisory Action

In 2003, the important service provided by Grapevine and La Vina representatives was recognized and the content produced by Grapevine and La Viña defined as a “vital tool”.

2011 IT WAS RECOMMENDED THAT;

A.A. GRAPEVINE BE PERMITTED TO UTILIZE DIGITAL CHANNELS AND CURRENT (COMMISSIONABLE) SUPPORT AND DISTRIBUTION TECHNOLOGIES, SUCH AS, BUT NOT LIMITED TO, SMART PHONES, TABLETS, E-READERS, APPLICATIONS AND COMMISSIONED ONLINE STORES FOR THE SALE AND DISTRIBUTION OF MAGAZINES, BOOKS AND PRODUCTS

Conference Advisory Action

And in 2011, the need to expand into digital platforms was recognized

AAGRAPEVINE
The International Journal of Alcoholics Anonymous

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HOME | STORIES | SHARE | RESOURCES/GVR | LA VINA | STORE | SUBSCRIBE | MY ACCOUNT

IN THE MAGAZINE | AUDIO GV | STORY ARCHIVE | CALENDAR | PHOTO CONTEST | SIGN UP TO RECEIVE GV/LV EMAILS

Grapevine Online Exclusive
In God's Garden

Confronted with a drinking work colleague, he had to let go of the results

I had a Twelve-Step opportunity at work recently and jumped at the chance to "save" another one! I learned however, that I'm not in the business of saving lives. Not even my own. That's God's business.

My only obligation as a blessed, recovering alcoholic is to "carry the message" to the still suffering alcoholic. I struggle with that part even now. Does it mean I cannot help unless the other person declares himself an alcoholic? What about the "potential" alcoholic? We have all run into them. People who look, act, and smell like we used to after an all-nighter. Should we not, for instance, inject some wisdom when we see the same behaviors in our fellow employees?

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The Best of Bill Lo Mejor de Bill

GRAPEVINE

AA'S MEETING IN PRINT SEPTEMBER 2016
WWW.AAGRAPEVINE.ORG

ALSO SADDLE UP & NO WAY OUT

YOUNG & SOBER

With his skateboard in one hand and a Big Book in the other, a newcomer finds his crew

While, the General Service Conference is the voice of the Group Conscience of AA as whole.

The voice of policy Grapevine is and always has been intended to present the collective voices of contemporary AA experience.

While a given issue or story may not depict exactly how my group does it.

It's where we find out how other members, or groups, or another region does it.

It is our community reflected back to us in print, online, and anywhere else we can find to take that message.

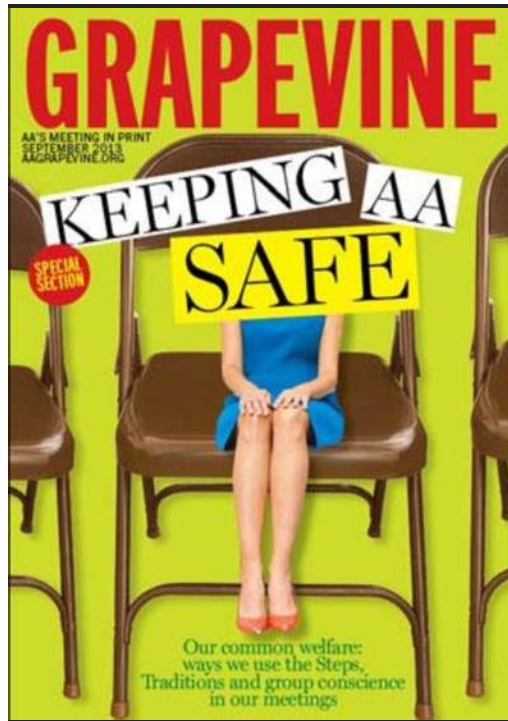
A given article may not reflect how I personally stay sober but for the member that submits that experience, it is their truth.

There is no more accurate depiction of present day AA as whole anywhere else.

Also representing the Fellowship out into the world of non-alcoholics too.



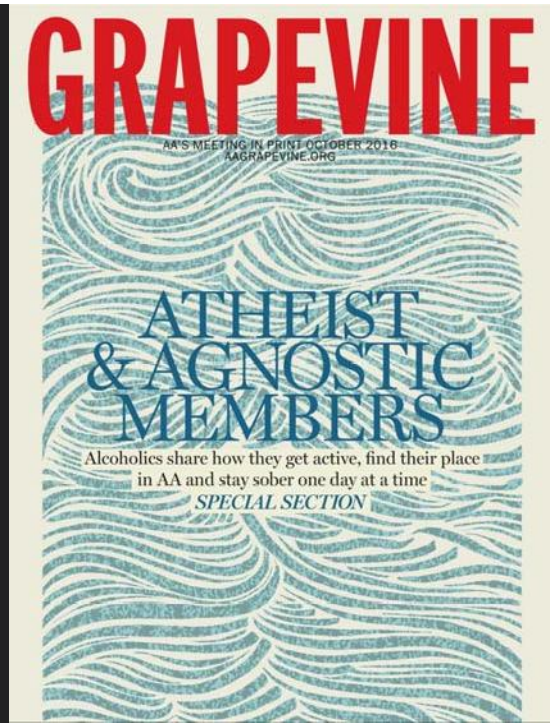
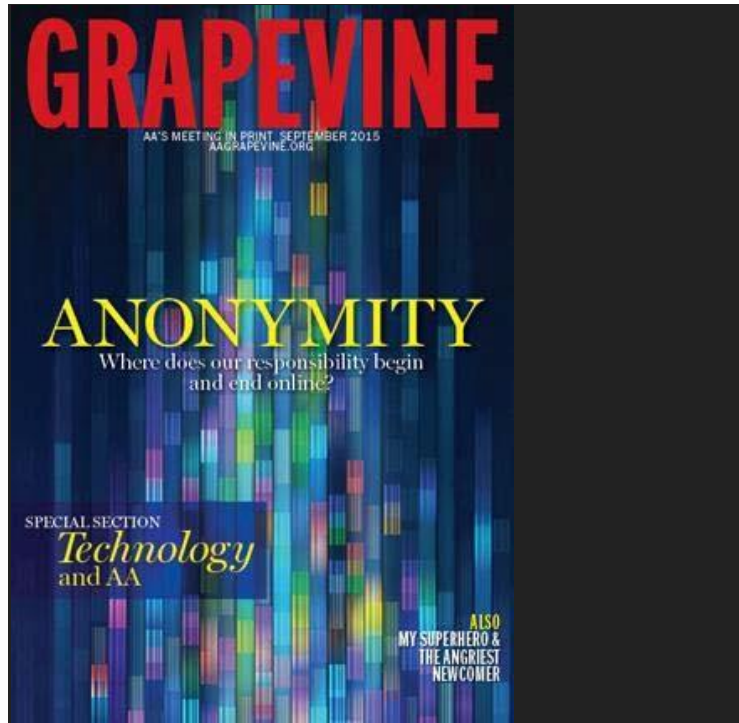
In addition to news, updates and topics on which we all fundamentally agree...



SOBER & OUT

Lesbian, Gay, Bisexual and Transgender
AA Members Share Their Experience,
Strength and Hope

We can have these conversations...



Or these...



AA GRAPEVINE
The International Journal of Alcoholics Anonymous



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LA VINA
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MY ACCOUNT

Grapevine Online Exclusive

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GRAPEVINE

AA'S MEETING IN PRINT AAGRAPEVINE.ORG JANUARY 2015

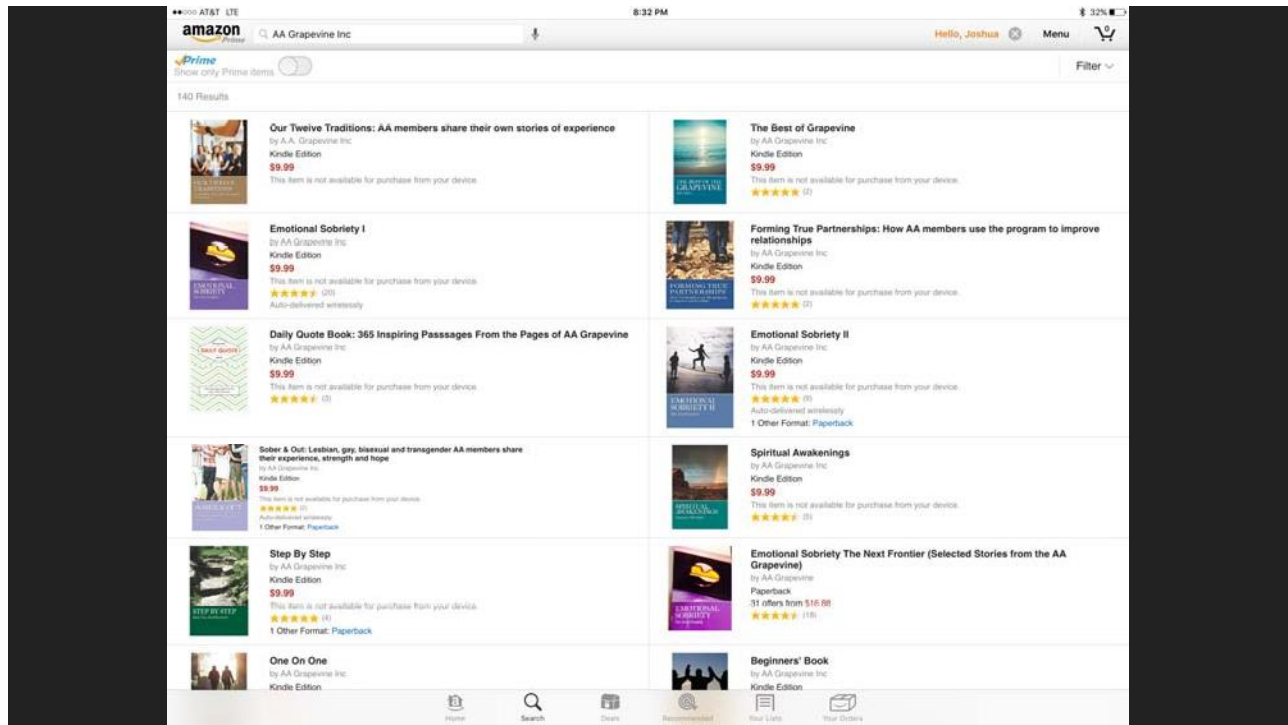


YOUNG & SOBER

Three guys hit the road for 50 days, drinking lots of AA coffee

ALSO: THE WAY WE CONNECT & DIVORCE, ALCOHOLIC STYLE

..because these are reflections of AA experience that should be available in any medium that will help carry our message to our entire Fellowship...



As well as the rest of the world where there is a suffering alcoholic or friend of AA....

GRAPVINE'S MISSION - THE "LONG FORM"

TO PREPARE, EDIT, PRINT, PUBLISH, BIND, MANUFACTURE, CIRCULATE, DISTRIBUTE, BUY, SELL, AND OTHERWISE DEAL IN MAGAZINES, BOOKS, PAPERS, PAMPHLETS, BROCHURES, LEAFLETS, AND OTHER PRINTED OR WRITTEN MATERIAL AND RELATED ART IN ELECTRONIC AND OTHER MEDIA PRIMARILY DEVOTED TO THE DISSEMINATION OF INFORMATION CONCERNING THE PRINCIPLES, PRACTICES, ACTIVITIES AND OBJECTIVES OF THE FELLOWSHIP COMMONLY KNOWN AS ALCOHOLICS ANONYMOUS.

A.A. Grapevine Corporate Charter

AA Grapevine Inc.'s corporate charter offers a broad mandate...

SHORTHAND VERSION

TO PUBLISH AND DISTRIBUTE ENGAGING CONTENT
IN ALL KNOWN MEDIA IN ORDER
TO CARRY THE MESSAGE OF ALCOHOLICS ANONYMOUS
BY
REFLECTING THE VOICES OF THE FELLOWSHIP

Paraphrased from the AAGV Corporate Charter

Or a shorthand version:

Think about that list we imagined,
or your great ideas about how to make
improvements AA' s communications
and services.

The process is often one of trial and
error. Collaboration is key. Feedback
and adjustments are essential.

THE CHALLENGE

WE ARE NOT JUST A COMPANY

We don't always move as nimbly as technology or modern day businesses

We do not have angel investors or outside contributions.

Our service corporations are not autonomous but responsible to the will of the fellowship.

We have the group conscience and rely on the requests and suggestions of need from our fellowship.

The simple idea is quickly not so simple when held up against our process, the average budget, and healthy ongoing debate year over year...

THE SOLUTION

WE ARE A COMMUNITY

We are a spiritual organization founded on the principals of love, trust, tolerance, compassion, unity and self-support.

Grapevine was social media before there was "social media".

And AA Grapevine Inc. has the ability to do some things that AAWS cannot.

There is potential to build a digital community that could alleviate many current concerns of financial challenges and increase new membership and participation among uninvolved members.

THE SOLUTION

WE NEED YOUR HELP

But to do that we need you. We need your suggestions.

We need your active participation in the group conscience and our conference process.

We need your resumes when there is a call for staff, or appointed committee members or directors.

We need your help carrying the message with Grapevine and La Viña



If you don't have a subscription, please, get one.

If you don't want to read it, give a subscription to a friend, sponsee or someone in jail or a treatment facility.

If you don't know who to give a subscription to, get a Carry the Message Gift Certificate and give it to your Area Chair for distribution to local committees.

Look into AAGV's anthologies and use them in your home groups

The screenshot shows the AA Grapevine Online website. The main article is titled "In God's Garden" and discusses a man's struggle with alcoholism. The sidebar features a "Books & eBooks" section with a stack of books and a "Donate Here" button. The website header includes the AA Grapevine logo and navigation links.

GV ONLINE SUBSCRIPTION

- 1 Online only Content
- 1 Each issue's stories available in separate downloadable recordings
- 1 GV Story Archive: every story since 1944
- 1 GVR and LVR resources
- 1 Great potential for growth

The GV Online Subscriptions are stable and serving digital subscribers

We can't invest in any possible upgrades without a broader active user base.

The GVB is often asked: Why can't we give voluntary contributions to the Grapevine?

If you are interested in making a contribution to the Grapevine, please subscribe to the Grapevine Online or GV Complete and take full advantage of unique content audio versions of the magazine and our Archive.

THE GRAPEVINE APP

- 1 A digital copy of GV Magazine for mobile devices
- 1 A copy of your entire subscription in your pocket
- 1 A lower subscription price while still supporting the creation of the content Grapevine produces.
- 1 Ongoing development and additional of features expanding into audio and video



The new Grapevine App was launched and given to the delegates at last year's GSC

It's Android and Apple compatible with Microsoft 10 and Kindle Fire coming soon

It was developed with slim financial resources to be basic ways get the magazine on phones/tablets

This is a great tool. It is directly comparable to every other professional magazine app with apples to apples functionality, and works great.

If you like to read on your phone or tablet, it's a cheaper subscription price than the magazine.

Download it to your phone right now if you haven't already. Sample a free magazine or audio story and watch our latest PSA.

GRAPEVINE

LINKING ONE ALCOHOLIC TO ANOTHER

LA VIÑA

Together we can grow Grapevine and La Viña. We can evolve our community with modern communication practices and be of greater service to AA members and alcoholics not yet reached.