

Please direct all
communications to:

P.O. Box 459
Grand Central Station
New York, NY 10163
Fax: (212) 870-3003

November 30, 2020

To: Trustees, Directors, Delegates, Committee Members, G.S.O. and Grapevine Staff, and Central Offices and Intergroups for the U.S. and Canada.

Re: **Opening for Nontrustee Appointed Committee Member(s) for Trustees' Public Information Committee**

Dear Friends,

The trustees' Public Information Committee of the General Service Board has an opening for 1-2 nontrustee appointed committee member(s). We are searching for a suitable individual or individuals to fill this position and would appreciate any recommendations.

In seeking applications for vacancies in Alcoholics Anonymous, the Fellowship is committed to creating a large file of applicants that reflects the inclusiveness and diversity of A.A. itself.

As you know, the success of our General Service Board rests not only on the capabilities of the trustees themselves but also on the competence of the nontrustee committee members, corporate board Directors, and Staff members who actively carry on A.A.'s world services.

Some of the qualities most desirable for this nontrustee opening are:

1. Professional expertise in evaluation and interpretation of online metrics to assess the effectiveness of public information efforts in digital media.

There is also a need for A.C.M. expertise in social media/networks and communications to assist with the P.I. Comprehensive Media Plan and to serve as a resource on the committee with understanding of this medium and how it intersects with current and future P.I. projects.

- Public relations/media and communications
- An extensive overarching marketing background
- Expertise, such as digital/technology or public relations/media and communications
- Data analysis, or the comprehensive framework for communication strategies relating to social media and production.

2. Available time to attend the meetings of the trustees' committee to which appointed and the Saturday afternoon general sharing session. Attendance at the Saturday night dinner and A.A. meeting during Board weekends is optional. Available to attend a joint committee meeting on Sunday afternoon of the General Service Conference. Attendance at the Sunday night Conference dinner is optional. Available for participation in subcommittees of the trustees' committee to which appointed. Completion of subcommittee projects often involves participation in conference calls.
3. At least five years of continuous sobriety.
4. The ability to work within the committee structure.
5. Experience in A.A. service.

Attached is a resume form that should be completed by applicants for this opening and returned to the General Service Office by *February 1, 2021*.

Applicants should email forms to:

Attn: Racy Joseph, Secretary Trustees'
Public Information Committee:
publicinfo@aa.org

All applicants will be considered and all will be advised by the secretary of the committee when a selection has been approved by the trustees' Nominating Committee. The Chairperson of the General Service Board will notify the individual chosen. Appointed committee members are appointed for one year but the term may be extended, depending on committee projects (maximum four years).

A General Service Conference delegate is not eligible to apply until *one year after* their last Conference.

We look forward to receiving the resumes of your suggested applicants.

Sincerely yours,

Racy Joseph
Secretary
trustees' Public Information Committee

Enclosures.: Procedures for Appointed Committee Members for G.S. Board,
Committee Resume Sheet for Appointed Committee Members