

# **AAGrapevine, Inc.**

Technology Update

**September 2018**

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# What are we talking about?

## Updates since last year

- YouTube Channel
- Things from General Service Conference
- Looking forward – strategic plan
- Survey
- App Update

The screenshot shows the homepage of AA Grapevine, "The International Journal of Alcoholics Anonymous". The header includes the logo, a "SUBSCRIBE TODAY" button, and navigation links for "Contact Us", "Log In", "Subscribe", and "Renew". A search bar is located in the top right corner. Below the header is a navigation menu with links for "HOME", "STORIES", "SHARE", "RESOURCES/GVR", "LA VINA", "STORE", "SUBSCRIBE", and "MY ACCOUNT". The main content area features a "Read the September Issue" section with a cover image for "YOUNG & SOBER" and links to "View the Table of Contents", "Read the Editor's Letter", and "Login or click here to subscribe". Below this is a "Try GV's 7 Day Free Trial" button with "SAMPLE ARTICLE" and "SAMPLE AUDIO" options. A "Share Your Experience, Strength, and Hope" section encourages users to submit stories, photos, and art, with icons for a rotary phone and a wine glass. On the right side, there are two promotional banners: "Support Grapevine" for the "AA GRAPEVINE SUBSCRIPTION CHALLENGE 2018" (from Jan 1 to Dec 29, 2018) and "WE WANT TO HEAR FROM YOU!" for the "2018 Grapevine and La Vina Fellowship Feedback Project".

# YouTube Channel

Launched early 2018

**AA GRAPEVINE**  
The International Journal of Alcoholics Anonymous

**GV** AA Grapevine  
400 subscribers

SUBSCRIBED 400

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

**Doors**  
AA Grapevine · 331 views · 4 months ago  
The video PSA "Doors" shares, within a unique visual presentation, the voices of A.A. members talking about their experiences with alcohol and how their lives have been changed in A.A.

Uploads PLAY ALL

**Johnny C's Story**  
286 views · 4 months ago

**Printer Cutter**  
74 views · 4 months ago

**At the printer**  
70 views · 4 months ago

**Doors**  
331 views · 4 months ago

# General Service Conference Items

## Data Privacy and Permissions

- AA Grapevine, Inc. provide notification to A.A. World Services' list of non-A.A. entities to let them know that they can now purchase AA Grapevine and La Viña books, single-issue magazines (as available) and other products.
- The archives committee discussed a request from the AA Grapevine Board to post the audio recording of the 2017 General Service Conference presentation, "A.A. Grapevine and La Viña" on AA Grapevine's YouTube channel and took no action
- AAGV's Audio strategy was reviewed by committee at the conference.

# Strategic Plan

## Communications Audit relevance

- To adjust Grapevine and La Viña editorial and other content to generate more interest in participation...
- Make fully informed decisions using fellowship input...
- To create a stronger digital presence to serve the AA community...

12/11/2022

# Magazine App Update

Relaunched early 2018



\$1.99  
per month  
(w/12 month  
subscription)

GV

GRAPEVINE  
307

GRAPEVINE MAGAZINE APP  
For Android, iPhone & iPad

The advertisement features a top-down view of a person's hands holding a black smartphone against a dark wood-grain background. The phone's screen displays the 'Grapevine' app interface, showing the magazine's title 'GRAPEVINE' in red, a large issue number '307' in blue, and a navigation menu on the right with options for 'Home', 'Search', and 'Settings'. In the top right corner of the phone screen, the text 'Grapevine' and a question mark icon are visible. To the left of the phone, the pricing information '\$1.99 per month (w/12 month subscription)' is displayed in white text. In the top right corner of the overall image, the 'GV' logo is shown in red letters on a white square background. At the bottom, a dark blue banner contains the text 'GRAPEVINE MAGAZINE APP For Android, iPhone & iPad' in white, bold, sans-serif font.

12/11/2022



12/11/2022