

September 2018
Delegate's Corner

By the time you read this newsletter, I will have sent out to all the DCMCs of the Area a copy of the "AA Internal/External Communications Audit Report". Some of you may remember in my Delegate's Report, I asked the question "Do we need an internal communications audit?" Then I found out that the audit that was going on was both--internal and external. So now it is here! I encourage you all to read it.

On page 3 of the report it states, "The ultimate objective is to assist AA in becoming a stronger, more unified organization in which the Boards, office and administration, and Fellowship work together to fulfill AA's mission of helping those who struggle with alcoholism to achieve and maintain sobriety." That being said, on page 12 under Primary Purpose/Mission, it mentions while "AA's primary purpose is alive and well at the group level . . . AA's primary purpose is somewhat lost at the Board and administrative level." It goes on to say "AA's primary purpose is getting lost in the Conference Structure." I feel this is something to pay attention to. I closed my Delegate's report this year by remembering what our outgoing Pacific Regional Trustee has been saying for the past four years, that carrying the message to the alcoholic who still suffers is the most important work that we do. But sometimes at the District level and at the Area level, it may be hard to connect the dots between what is on the agenda of the business meeting and our primary purpose. I have heard this concern before from AA members. I am ready and open minded to hear more about what I can do about this.

My hope is that we as an area will study this report and be able to have some fruitful discussions about it, just like we did with the Feasibility Study. On page 14 of the Communications audit, it mentions the Strategic Plan which came out in 2016 already has some suggestions that "squarely address critical organizational challenges." Ok, let me pull out my Strategic Plan and brush up on that too.

On the last page of the report is this wonderfully hopeful paragraph: "This is just the beginning-- understanding the current state--the first step in improving communications within AA, its corporations, Boards, and service structure; and, externally, with its key audiences--the Fellowship-at-large, traditional media, Professional Communities, the general public, and the still-suffering alcoholic. The next steps AA takes have profound implications that depend completely on how willingly AA acts on the changes needed to advance its reach. The future of the Fellowship and the still-suffering alcoholic rests on its success."

I am ready to roll up my sleeves and get to work. Will you join me?

Joann L.
Panel 67 Delegate CNCA 06