



THE EDITORIAL ADVISORY BOARD OF AA GRAPEVINE, INC. How It Works

Composition and Qualifications

The Grapevine Editorial Board is composed of up to six AA members with experience in multi-media communications, publishing, communications technology, digital and graphic arts, with a minimum of four years of sobriety. Board members serve on a rotating basis with terms not to exceed four consecutive years.

AA Grapevine's Senior Editor chairs each meeting, with a member of the GV staff serving as secretary. Members of the Grapevine Board, editorial staff, the General Service Office staff, and prospective EAB members may attend as guests.

Meeting Schedule

The board meets via conference call up to five times a year usually at a set time that is scheduled in advance.

Responsibilities of Board Membership

Board members are expected to attend and participate at all board meetings.

Board members receive a complimentary subscription to Grapevine Online and are expected to read the magazine and visit the website regularly, as well as be familiar with Grapevine's other publications, its history, charter, mission statement, and editorial policy, the catalog, circulation, and subscription information.

Board members should have a working knowledge of AA's Twelve Traditions.

Function

Although the board is a nonvoting body and makes no formal recommendations to staff, the Grapevine Corporate Board or the General Service Board, its members advise the editorial staff by lending their experience, insight, and local perspective—both as professional people and as AA members—to a variety of practical matters concerning the editorial content, graphics, readership and outreach for Grapevine and La Viña.

Specifically, the board's activities may include, but are not limited to, the following:

- To review current issues and offer suggestions or ideas about the text, editorial selection, graphics, layout and covers.
- To provide editorial direction and suggestions for special sections, special features, thematic supplements, reader-solicited sections, and departments.
- To help assess methods for increasing circulation, making renewal efforts more effective, and reaching special populations such as previous donors, donees, etc.
- To suggest ways to increase reader participation in, and commitment to, the magazine.
- To suggest ways to improve the effectiveness of the GVR/RLV network.
- To suggest ways the Grapevine can improve communication with the Fellowship as a whole.
- To provide, when possible, expertise, technical support, and creative thinking in areas of advancing technology and new media, including the internet and electronic publishing.
- To review an occasional manuscript or audio recording being considered for publication to make sure both language and content are appropriate to the Grapevine and adhere to AA's primary purpose.
- To initiate, when appropriate, agenda items for board meetings.