

THE EDITORIAL ADVISORY BOARD OF AA GRAPEVINE, INC.

How It Works

Composition

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.

Four of the board members are Grapevine staff members: the Executive Editor Publisher, who chairs meetings, the Senior Editor, who acts as secretary, the Web Editor, and the freelance Art Director. Members of the editorial staff, the General Service Office staff, and prospective EAB members may attend as guests.

Meeting Schedule

The board meets via conference call six 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 perspective— both as professional people and as AA members— to a variety of practical matters concerning the editorial content, graphics, and readership of the Grapevine and La Viña.

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

- To review current issues and offer critiques of 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 read and review an occasional manuscript being considered for publication to make sure both language and content are appropriate to the Grapevine and adhere to AA's primary purpose.
- To help select articles for Grapevine anthologies and audio products and/or quotations for its calendars.
- To initiate, when appropriate, agenda items for board meetings.