



Notes from Communications Committee Meeting #5

Saturday, Dec. 12, 2020

10:30-11:30 a.m. CST

In attendance: Scott Jakel, Jamie Duignan, Paul Nouri

Notes taken by: Colleen Coyne

- We began with the Serenity prayer. We each shared experiences that are presenting challenges or inspiring hope in our lives, and the program resources we've been relying on to get us through these difficult times.
- We revisited action items from our last meeting in August and placed them in priority order for next steps (see below).
- Jamie mentioned that she had just completed a more in-depth profile of how a few other 12-step programs manage communications with their members. She will share this document, which will add to her previous excellent, well-researched summary of how six 12-step programs do this work. This pre-work will be helpful as we consider future outreach about EA to other such programs.
- We discussed the importance of eventually providing information in multiple formats and languages to accommodate all EA fellowship members around the world. We also touched on the need for video communications – specifically short videos on each of the twelve steps as “meeting guides” for virtual meetings.
- We also touched on the need to maintain the new audiences reached as a result of the move to virtual EA meetings. Also pointed out that we should reach out to those who have started new meetings to ensure they receive other EA communications.

Action Items in Priority Order

1. Revisit with the director and share with committee the status of language Colleen previously drafted to describe EA and EA International. Pursue director and board approval of language, which will be used as needed on future communications, such as the press release/PSA.
2. Revisit with the director and share with committee the status of the EA draft press release/PSA and pursue final approval. Add 50th anniversary language to the document to enhance its relevance. Once finalized, Paul offered to his purchased list of 23,000 mental health professionals.
3. Create a living list of communication ideas and options for the future.
4. Don't lose sight of the long-term goal of completing a draft (perhaps pared down) version of an EA communications plan.

We covered the following agenda items:

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| I. Call to order, Serenity Prayer | - Colleen/All |
| II. Check-in/sharing time/updates | - All |
| III. Review of any tasks identified during previous meetings | - Colleen/All |
| IV. Discussion/prioritization of action items and general discussion of urgency of moving forward | - All |
| V. Establish next meeting (set for Sat., Jan 9, 10:30-12 CST – watch for Go To Meeting calendar invitation) | - All |
| VI. Close with Serenity Prayer | - All |

Thank you to everyone who participated!