

DIGITAL STRATEGY COMMITTEE (DSC) COMMITTEE REPORT

Fall 2025 – Denver, CO

Committee Members: Butch G (Chair), Mike S (Co-Chair/Recording Secretary), Luis O (Co-Chair), Mike R, Patrick G

Following the Spring 2025 St. Louis BoT meeting, the Digital Strategy Committee (DSC) focused on several initiatives in preparation for the Fall 2025 BoT Meeting:

1. Pleasanton Literature Rule Implementation

After discussions with the BoT Executive Committee and ISO regarding the Pleasanton Literature Rule—requiring internal consistency across GA literature—the DSC concluded that there is currently no effective way to implement or enforce it. Specifically:

- There is no practical method to verify consistency across existing literature (50+ pieces of English literature representing 1000+ pages of content).
- There is no feasible process to ensure:
 - a. Future literature changes are applied across all affected materials.
 - b. Proposals follow the appropriate approval structure (e.g., two-vote majority, 2/3 majority).

Although the Pleasanton rule was passed with strong support and is logical in intent, the lack of implementation tools is a significant issue.

In response, the DSC, in collaboration with IES/ISO and the Executive Committee, developed the **Master Literature File (MLF)**. This secure, user-friendly reference consolidates all GA-approved literature (except the Daily Reflection) into a single file. The MLF was hosted on Trustee Website for Trustee preview in mid-September.

The MLF enables:

- Easier auditing of current literature
- Evaluation of proposed changes
- Proper structuring of proposals
- Streamlined implementation of approved changes across all relevant documents

The DSC has submitted two motions for BoT approval:

- Acknowledgment of the MLF as a Trustee reference tool
- Revision of the literature change procedure to include the MLF for proposal structuring and impact identification

The MLF as currently organized (total of forty-six files) was compiled from an assortment of various sources:

- Digital Copies (Trustee Website) : Four (4) Files
- Digital Copies (Received from IES): Seventeen (17) Files
- Scanned Copies (Received from IES): Eight (8) Files

- Scanned Copies (Scanned Hard Copies by the DSC): Sixteen (16) Files
- Manually Reproduced Files (by DSC): One (1) File

The DSC, via the proposed Literature Change Procedure agenda item, has noted the need for ISO/IES to make digital source copies of all literature as essential for longer-term sustainability of the MLF as a living document. As digital source files are received, the MLF will be updated accordingly.

2. **Digital Visibility and PR Pilot Program**

A review of GA's digital presence showed that, outside of direct searches for "Gamblers Anonymous," GA does not appear in the top 20–25 search results for terms like "gambling addiction" or "problem gambling." This limits awareness among those who need help but are unaware of GA, and illustrates a substantial gap in our ability to engage with the compulsive gambler who still suffers.

To address this, the DSC, with the PR Committee and ~10 local Intergroups, launched a **pilot social media program**. Scripted videos with links to local Intergroup resources were posted as a means of attracting suffering compulsive gamblers. The pilot ran from mid-September to mid-October and generated analytic data currently under DSC review. These findings will inform future PR outreach proposals.

The DSC would like to thank members of the Fellowship who have taken an interest. Trustees from numerous Intergroups (and RSO's) have commented on the urgency of expanding our outreach efforts in digital space, and the DSC looks forward to the opportunity to collaborate with others in furthering the program's goals across all forms of digital media.

3. **Trustee Communication via WhatsApp**

The DSC continued to support and monitor use of the Trustee WhatsApp chat, which remains a valuable platform for:

- Asking and answering Trustee questions
- Identifying issues requiring broader discussion or action

Digital Strategy Committee (D.S.C.)

June 14, 2025

Members – Luis O, Mike S, Patrick G, Mike R

Chair – Butch G

Co-Chair- Luis O, Mike S.

Meeting Attendees: Butch G, Luis O, Mike S, Cindi C.

Items for Discussion:

Can / Should we build a digital master file of all our literature for research purposes?

- *Yes.*

How do we build an AI script to attract people who still suffer?

If we build a master Literature file:

Why is the file needed?

- *In the Pleasanton BoT Meeting (Spring 2024), a motion was passed (Item # 2 Rules & Procedures) requiring that when a change is made in GA literature, that the change be applied to all other GA literature as appropriate, to ensure consistency amongst all literature. However, the “how” of achieving this was not identified. The Master Literature File represents an expedient means of referencing all instances of where a particular section of verbiage is duplicated, which will more easily ensure that changes in one piece of literature are carried over into all other pieces where that verbiage is located.*

Where will the file be maintained?

- *In the meeting, it was discussed that the Master Literature File would be compiled and saved as a Google Docs document, with a “live” version of the file saved in the cloud. For the sake of preserving the file in the event of a breakdown in cloud storage/service, a backup copy should be saved to physical media (USB stick, SSD, etc.) anytime the file is updated. The backup copy would be maintained by a designated member of the D.S.C.*

Who will have access to this file?

- *A designated member of the D.S.C. shall serve as the primary Operator of the file, with other designated members provided “Editor” access in the event that the primary Operator becomes unavailable for one reason or another. Once the file is complete, “Viewer” access will be granted to other individuals on an as-needed basis: Viewer access will be significantly limited – it will NOT permit editing of the file, printing of the file, commenting of the file within Google Docs, or copying of any portion of the file for pasting/migration of information to another platform. Its sole purpose shall be a means of readily running a search query to identify where a selected body of text appears within the GA literature which comprises the Master Literature File. In terms of viewer access, it was agreed in the meeting that all current trustees should have access to the*

file (see below for additional information). It was noted that this may need to be expanded to include current and past trustees, ie, anyone authorized to submit an agenda item for BoT meetings which includes literature changes.

How do we “protect” this file?

- *The file will be password-protected; the password will be retained by the primary Operator of the file and shared with a limited number of other individuals (Chair and Co-Chair of D.S.C.?). Beyond that, Google Docs settings (as established by the primary Operator) will prevent any level of access which extends beyond viewing and running searches.*

What should our recommendations to the “Trustees” be?

- *A final determination was not reached during the meeting. Discussion focused on the fact that Trustees should bear the responsibility, when proposing a change in literature, to identify all pieces of literature which would be impacted by a change in one book/pamphlet (in accordance with the Rules & Procedures item noted above). There are several pending questions on this which will require further review and discussion by the committee including (but not limited to):*
 - *Once the Master Literature File is compiled, an audit will need to be conducted to identify any/all instances in which there are inconsistencies resulting from changes in one piece of literature not having been applied to all others. A means of completing this audit was not determined in the meeting, although several suggestions can be considered – audit conducted by the D.S.C., audit conducted by a group of volunteers (who would be selected based upon an email broadcast from the BoT admin, audit conducted with some level of support from the Literature Committee, etc. Ultimately, this audit will need to be completed prior to submission of this proposed plan as a BoT meeting agenda item.*
 - *Specific procedures/guidelines to be given to Trustees in use of the Master Literature File, to ensure that they have the information and resources available to make proper use of the file consistent with its stated purpose.*
 - *Specific procedure(s) associated with verifying that proposed literature changes cite all instances in which the change would require a revision to other literature. It was agreed in the meeting that verification would be managed through the D.S.C..*

What would the penalties be if the trustees do not follow the recommendations?

- *If this plan is approved based upon an accepted vote at the BoT meeting, then ultimately, proposed literature changes which do not adhere to these guidelines will not be accepted as agenda items for the following BoT meeting.*
- *A procedure which includes D.S.C. review and follow-up with the individuals submitting a proposed literature change was not confirmed in the meeting, and will require further discussion.*

Do we need an AI script to attract someone who still suffers?

- *It was agreed in the meeting that this would be a worthwhile effort in the vein of attracting compulsive gamblers to consider the program.*

Who should produce the script?

- *It was recognized in the meeting that this would appropriately be a collaborative effort between the D.S.C. and the Public Relations Committee.*

How long should the presentation be? Short, Medium or Long?

- *A determination was not made. In discussion, the merits of shorter (~30 second “Tik Tok” sized segments) as well as longer-form (5-10 minutes) were considered. Further discussion is required.*

Should the presenter be Male, Female or both?

- *This would be determined based upon collaboration with the Public Relations Committee.*

What type of background should the “room” be?

- *To Be Determined.*

Other Business Items Discussed –

- Based upon request for volunteers, Mike S and Luis O were appointed as Co-Chairs for the D.S.C.
- Mike S agreed to take point on starting the Master Literature File. This would start with a trial run of five pieces of literature, with more to follow based upon how the trial run proceeds.
- It was agreed that having a full plan in place to permit the Master Literature File (with associated Motion to proceed) in place for the Denver BoT meeting is the current goal. The feasibility of this will be reviewed based upon how quickly progress on compilation of the Master Literature File proceeds.
- Next D.S.C. meeting is T.B.D. Mike S and Luis O will coordinate and identify an appropriate timeframe based upon progress made on the agenda items noted above.
- Mike S to contact Mike R with regard to technical implementation of the Master Literature File based upon a discussion that Butch had with Mike R following the 6/14/25 D.S.C. meeting.

Digital Strategy Committee (D.S.C.)

Meeting : August 9, 2025

1. Roll Call

- i. Butch G, Mike S, Cindi M, Patrick G, Luis O

2. Approval of Previous Meeting Minutes

- a. Review & approval of minutes from 06.14.2025 meeting

3. Master Literature File (MLF) - Development

- a. Review of MLF purpose and goals.
 - i. Review of MLF Summary Document.
- b. Status update of development of MLF.
 - i. Of Fifty-One (51) pieces of GA-approved literature, we currently have seventeen (17) ready for deployment in MLF, seven (7) which were converted successfully into .DOC files but with artifacting and formatting issues, and five (5) for which conversion into a usable MLF file was not possible. Overall, thirty-four (34) files need to be provided/completed for integration to the MLF.
 - ii. Review need for dedicated Gmail account to serve as home for the MLF. Butch G to review and advise.
- c. Issues/Concerns regarding digital files provided by ISO to date.
 - i. See above. DSC discussed and agreed that manual entry of literature (where necessary to complete MLF file directory) was most practical means of moving forward. Patrick and Luis to forward a listing of GA hard copy literature in their possession to Mike S.
 - ii. Mike S will delegate responsibilities for manual transcription of GA literature into MS Word .DOC files to committee members.
 - iii. Manual transcription to be completed by end of August.
 - iv. Post Meeting Note: Mike S discussed MLF utilization with Roxanne D (chair of Literature Committee); Roxanne agreed to assist with transcription effort.

4. MLF - Implementation & Use

- a. Proposed MLF structure (organized by literature title, referencing current versions).
- b. Use of MLF for auditing internal consistency of GA Literature.

- i. In discussion, DSC agreed that audit of current GA literature would most appropriately be managed by the Literature Committee.
 - ii. Mike S proposed preparing a motion for a moratorium on implementation of new literature changes for Denver BoT meeting, for the sake of allowing a full literature audit to be completed and required updates/corrections reported and implemented. The moratorium should only need to last until after the Spring 2026 meeting, which is when the Literature Committee would provide the reporting from the audit.
 - iii. Post Meeting Note: Mike S discussed this with Roxanne D (chair of Literature Committee). Roxanne is in agreement, and will be scheduling a Literature Committee meeting within the next month to discuss in greater detail.
- c. Coordination with Board of Regents (BoR) to ensure MLF remains a living document.
 - i. Refer to Item 5b below.
- d. Maintenance of a separate log for tracking literature changes over time.
 - i. Need for a tracking log document was discussed, as a means of ensuring that the DSC remains aware of approved changes respective of implementation by BoR/ISO. The committee agrees that a tracking log document is warranted; structure/format TBD at a later date.
- e. Coordination with Literature Committee as needed.
 - i. Need for ongoing collaboration with Literature Committee was discussed, for the sake of ensuring a mutual understanding of responsibilities and delineation between DSC and Literature Committee as it pertains to use of the MLF.
 - ii. Post Meeting Note: The Literature Committee will schedule a meeting within the next month to discuss. Mike S (also a member of the Literature Committee) will serve as liaison, communicating all pertinent information between both committees.
- f. Development of an SOP for MLF to ensure continuity during DSC role transitions.
 - i. SOP will be developed pending approval of MLF and associated motions.

5. MLF - Action Items/Motions for consideration for Denver BoT Mtg

- a. Motion to formally recognize the MLF and define its role in ensuring compliance with Rule 5 (Pleasanton Meeting).
 - i. Mike S proposal: Document the MLF and its structure in the committee report, and to identify its use in a motion for a new Literature Change procedure.
- b. Motion recommending immediate BoR implementation of approved literature changes, with updated files sent to Digital Strategy Committee.
 - i. TBD if this will be submitted as a motion or recommendation, pending review of priorities of motions for Denver BoT meeting.
- c. Discussion of a motion to bring all existing literature into compliance with Rule 5 based on MLF audit findings.
 - i. Motion to be submitted, in accordance with points from Item 4.c.ii above.
- d. Motion outlining responsibilities of members submitting literature changes, including required MLF impact analysis and committee review. Motion to include confirmation of precedence of GA Literature in understanding that (for example) a change in a piece of GA Literature which (by extension) impacts Guidance Code/By Laws would require 2/3 majority in a quorum, as opposed to a single majority vote.
 - i. A motion which identifies a revised Literature Change Procedure will be prioritized for Denver BoT meeting.
- e. Motion identifying conflicts within existing Rules & Guidelines, especially between Rule 5 and Rule 19 (Combo Book revision timing).
 - i. The conflict was discussed, but a practical working solution could not be identified during the meeting. Question will be tabled pending further review and consideration.
- f. Discussion & motion of manual transcription of hard print copies of GA literature to complete MLF (where appropriate digital copies are not available from ISO).
 - i. This will NOT be submitted as a motion. Committee will undertake this effort to permit a functional MLF to be available for the Denver BoT Meeting. See Item 3c above.

6. Collaboration with Public Relations Committee

- a. Discussion on status of using AI-generated scripts for attraction efforts on social media (Butch reached out to Trustees via WhatsApp Trustee Group 07.30.2025: 10 Intergroups needed, 5 engaged as of then).
 - i. Currently fifteen (15) Intergroups have expressed interest, with more anticipated over the course of the month.
 - ii. Working budget of \$100 per Intergroup identified.
 - iii. Intent is for each Intergroup to select from a list of keywords provided by PR Committee, and to script a short (~30 seconds) and long (90-120 seconds) video and send back to PR committee, who will produce a video and send that back to respective Intergroups. Intergroups will host the videos (short videos to either Instagram or Tik Tok, long videos to either Facebook or YouTube) for one month, and share analytic data back to PR Committee for data aggregation.
 - iv. Butch delegated to Luis and Patrick to, within one week, generate five (5) titles each for videos, based upon keyword lists to be provided by Butch.

7. Denver BoT Meeting Digital Strategy Committee Report

- a. Review & discussion of committee report for Denver meeting
 - i. Butch G will take lead on report, with contributions from Mike S for content related to MLF.

MASTER LITERATURE FILE (M.L.F.)

USER INSTRUCTIONS / REFERENCE

Purpose and Access

This file is exclusively for Gamblers Anonymous Trustees to audit and review GA literature.

Access Restrictions:

- **Password Required:** Current trustees receive passwords via Board of Trustee Admin email. Past trustees may request access with Administrator approval.
- **View Only:** Users can scroll through the document and search for words/phrases only.
- **Prohibited Actions:** Users are restricted from - Downloading, editing, copying text, printing (hard copy or PDF).

File Structure

- **Bookmarks:** Each piece of GA literature has a bookmark showing the title and approval/revision date (if your browser supports bookmark viewing).
- **Page References:**
 - Upper right corner: Literature title (with approval/revision date).
 - Lower left corner: Source information (digital file, scanned copy, manual reproduction, etc.)

How to Search

1. **Open Search Box:** Press **Ctrl + F** simultaneously to open the search dialog.
2. **Enter Search Terms:** Type the word(s) you want to find. For phrase searches, match exact punctuation, spelling, and spacing.
3. **View Results:** Press **Enter** to search. Your browser will show:
 - Search results location
 - Total number of matches
 - Navigation between instances

Support

For assistance or to report issues, email gatrusteeweb@gmail.com. Your message will be forwarded to the appropriate Digital Strategy Committee members.

MASTER LITERATURE FILE SOURCE DIRECTORY - SEPT 2025

No	Title	Revision	Source	Notes
1	GA Guidance Code	May-25	Digital (Trustee Website)	
2	GA By Laws	Nov-24	Digital (Trustee Website)	
3	Trustee Rules & Procedures	May-25	Digital (Trustee Website)	
4	GA Combo Book	REV 11/22	Digital (IES)	
5	GA Red Book - "A New Beginning"	6th Ed, 12/24	Digital (IES)	
6	GA Blue Book - "Sharing Recovery Through GA"	2023	Digital (IES)	
7	12 Step Unity Booklet	REV 12/12	Scan Copy (DSC)	Back Cover Address Incorr (Print 07/15)
8	20 Questions Booklet	REV 10/20	Digital (IES)	
9	A Newcomer Asks	REV 06/99	Digital (IES)	Back Cover Address Incorr. (Print 08/21)
10	Beyond 90 Days	REV 09/06	Scan Copy (IES)	
11	Daily Inventory of My Behaviors	N/A	Manual Reproduction (DSC)	
12	Guide To 4th Step Inventory	REV 03/07	Scan Copy (DSC)	
13	GA First Forty Years	APP 10/99	Scan Copy (IES)	
14	GA Group Handbook	APP 10/22	Digital (IES)	
15	GA Group Removal Guidelines & Procedures	REV 10/22	Digital (Trustee Website)	
16	GA Guide To Regional Service Offices	APP 10/16	Digital (IES)	
17	GA Handbook For Judiciary, Lawyers, Counselors, etc.	REV 07/15	Scan Copy (DSC)	Per GA website, current version is REV 10/19. Most current copy available is REV 07/15.
18	GA Have I Quit The Fellowship	REV 06/99	Scan Copy (DSC)	Back Cover Address Incorr. (Print 04/10)
19	GA Information Packet Booklet	REV 09/17	Scan Copy (DSC)	
20	GA Intergroup Handbook	APP 10/18	Digital (IES)	
21	GA Pressure Relief Group Mtg Handbook	REV 05/19	Scan Copy (DSC)	
22	GA Pressure Relief Workbook	APP 10/18	Scan Copy (IES)	
23	GA Public Relations Three-Fold Flyer	APP 10/08	Scan Copy (IES)	
24	GA Step Meeting Handbook	REV 05/02	Scan Copy (DSC)	Back Cover Address Incorr. (Print 03/19)
25	GA Suggestions For A Successful 90 Day Room	APP 10/11	Scan Copy (DSC)	Back Cover Address Incorr. (Print 06/18)
26	GA Towards Recovery In Prison	APP 10/02	Scan Copy (DSC)	Back Cover Address Incorr. (Print 2/14)
27	GA Treasure Guideline Example	APP 10/11	Scan Copy (DSC)	Back Cover Address Incorr (Print 11/17)
28	GA Working The Steps	REV 03/21	Digital (IES)	
29	GA Writing The Steps		Scan Copy (DSC)	
30	GA Your First Meeting	REV 09/99	Scan Copy (DSC)	
31	Group Study Guide On The Unity Steps	APP 10/16	Digital (IES)	Back Cover Address Incorr (Print 12/19)
32	Hosting An International Conference	REV 10/18	Digital (IES)	
33	Let's Host A Mini Conference	REV 01/06	Scan Copy (IES)	
34	Pressure Relief Group Flyer	APP 10/18	Digital (IES)	
35	Public Relations Fact Sheet		Scan Copy (DSC)	
36	Questions & Answers Pamphlet	REV 10/11	Digital (IES)	Rev Date not shown in file. Rev 10/11 per GA Website Store.
37	Short Term Group Sponsorship	REV 10/07	Digital (IES)	
38	Sponsor-Sponsee Relationship	APP 04/13	Scan Copy (IES)	
39	Sponsorship Manual	REV 08/21	Scan Copy (IES)	
40	Step One Recovery Workbook	REV 10/12	Scan Copy (IES)	
41	Stock Market, Retirement Acct's, & GA	REV 10/03	Scan Copy (DSC)	
42	Suggestions For Coping With Urges To Gamble	REV 09/00	Scan Copy (DSC)	
43	Suggestions For New Member Retention	APP 10/15	Digital (IES)	
44	There Is Help Awareness Pamphlet	APP 05/25	Digital (IES)	
45	Towards 90 Days	REV 10/22	Scan Copy (DSC)	
46	Young Gamblers In Recovery	APP 10/07	Digital (IES)	

Social Media

At the last Trustee Meeting in St. Louis the Digital Strategy Committee Chair approached the Public Relations Chair and asked if the two committees could work together on Social Media and the chair thought it would be a good idea.

The DSC Chair then approached the chair of the Board of Trustees and Board of Regents. Both said that if committees and Intergroups coordinated then there was nothing that either would object to.

At the first Public Relations Committee meeting the DSC presented what they were looking to do and if the PRC would agree to work toward creating a social media campaign including video. A representative from the PRC volunteered to work on creating titles and or scripts for the campaign. It was decided that both committees would work on what was needed.

Within a short period of time both titles and scripts were developed by both committees. It was decided by both committees that only GA approved literature would be used within the scripts. Limited change of literature would be allowed.

An email blast was sent to all trustees saying that a social media campaign was being developed and the committees would like to have Intergroups participate.

The committees realized that limited changes or editing of the videos would be allowed and that the purpose of the campaigns was for information gathering only. The campaigns budget and timeframe were developed by the committees. The purpose was to have as consistent content and budget as possible.

The budget was set as \$100 per Intergroup. Depending on the Social Media platform the cost per click would be charged. The committee determine that if the cost was \$0.05 per click the campaign would generate 2,000 per Intergroup. The lower the cost the more clicks the campaign would generate.

Results:

- Researched what keywords were needed to rank Gamblers Anonymous #1 when submitted
- Created “Titles” around results
- Created 40 scripts around titles created Long / Short versions
- Created 40 videos for social media campaigns
- Invited Intergroups to participate in social media campaigns
- 13 Intergroups participated in presenting the campaigns including 4 outside North America
- Outcomes consistent with expectations