

THE JOURNEY AT THE BEACH

AUGUST 2022

Tradition Eight • “Alcoholics Anonymous should remain forever nonprofessional, but our service centers may employ special workers.”

Twelve Steps and Twelve Traditions, page 166

ANNIVERSARY CELEBRATIONS

“To thine own self be true”

NAME	YEARS	SOBRIETY DATE	CELEBRATING	WHERE	WHEN
Carla H	12	08/08/10	08/26/22	Happy, Joyous and Free • River Church	10:00 am
Gino R	3	08/17/19		Happy Risers • Atlantic Club	7:30 am

Please submit all anniversary information to info@ocaa.org by the 28th of the preceding month of the anniversary. Include your name, sobriety date, celebration date, where and when. The newsletter is printed on the first Tuesday of every month, so if your sobriety date falls early in the month, we may put your announcement in the prior month's newsletter. Thanks!

Step Eight • “Made a list of all persons we had harmed, and became willing to make amends to them all.”

Twelve Steps and Twelve Traditions, page 77

Eighth Step Prayer • "God, Please remove my fears and show me your truth. Show me all the harms I have caused with my behavior and help me be willing to make amends to one and all. Help me to be willing to go to any lengths for victory over alcohol."

Alcoholics Anonymous, page 76

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Intergroup

District 32 and the **Ocean City Area Fellowship Intergroup** meet every **first Tuesday of the month** at the Atlantic Club, 11827 Ocean Gateway, Ocean City, MD 21843 (Route 50 Westbound). All are welcome to attend.

Next meeting is Tuesday, August 3rd at 6:00 pm

Virtual Meetings

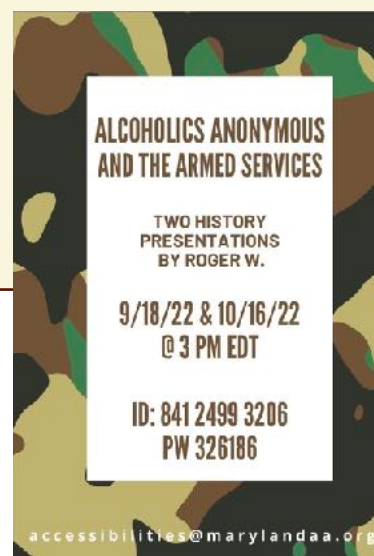
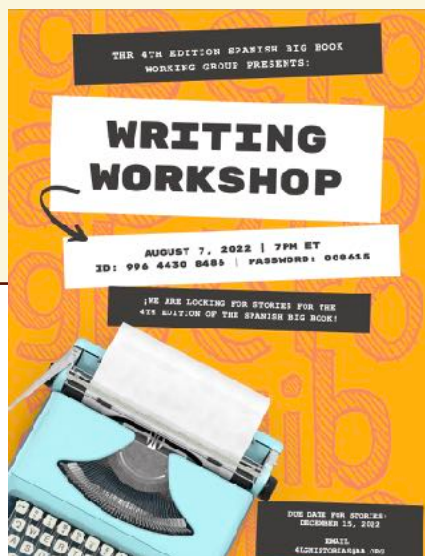
Meetings • Please visit the [Meetings Page](#) for the latest updates. Listed below are Virtual Meetings taking place in the Ocean City Intergroup. Visit Ocean City Fellowship Intergroup of AA's website at ocaa.org/update for real time revisions to the following schedule.

Wednesday

- **6 pm The Promises** via Zoom [https://us02web.zoom.us/j/217995249?](https://us02web.zoom.us/j/217995249?pwd=cXlZK2lCanRtY2pqOE9hSG4rNG9HUT09)
[pwd=cXlZK2lCanRtY2pqOE9hSG4rNG9HUT09](https://us02web.zoom.us/j/217995249?pwd=cXlZK2lCanRtY2pqOE9hSG4rNG9HUT09) Dial in: +1 301 715 8592 Meeting ID: 217 995 249 Password: 382990
- **7 pm * Free To Be Women's** group via Zoom: <https://us04web.zoom.us/j/358229631> Dial in: +1
(301)-715-8592 Meeting ID: 358 229 631 Password: 9S1PSg * **Discontinued until September 7th, 2022**

Saturday

- **7 pm Saturday Night Live!** via Zoom [https://us02web.zoom.us/j/81287097062?](https://us02web.zoom.us/j/81287097062?pwd=TlJlSjNzRHS2l0SzVlRGVZRGJWZ1hZQT09)
[pwd=TlJlSjNzRHS2l0SzVlRGVZRGJWZ1hZQT09](https://us02web.zoom.us/j/81287097062?pwd=TlJlSjNzRHS2l0SzVlRGVZRGJWZ1hZQT09) Dial in: +1 (301)-715-8592 Meeting ID: 812 8709 7062
Password: 646266



THE JOURNEY AT THE BEACH

Two newly developed PSA's offer hope for people with a drinking problem

From Box 4-5-9 Newsletter Vol. 68, No. 2 / Summer 2022/ www.aa.org

Public service announcements (PSAs) — short videos or audios — play a critical role in the way Alcoholics Anonymous informs the public about what A.A. is, what it does, and how to contact the Fellowship. PSAs are designed to inform the active alcoholic — and the individual who may know one among family, friends or coworkers — that help can be found in Alcoholics Anonymous. A.A.'s two newest PSA videos — each in 15-, 30- and 60-second versions in English, Spanish and French — are “Sobriety in A.A.: My Drinking Built a Wall” and “Sobriety in A.A.: When Drinking Is No Longer a Party.” Created and approved through the General Service Conference process and paid for by Seventh Tradition contributions, these PSAs carry the message to still-suffering alcoholics in a way that is in sync with A.A.'s policy of “attraction, not promotion.” As Bill W. wrote in 1962: We are trying our best to reach more of those 25 million alcoholics who today inhabit the world. We have to reach them directly and indirectly. In order to accomplish this it will be necessary that understanding of A.A. and public good will towards A.A. go on growing everywhere. We need to be on even better terms with medicine, religion, employers, governments, courts, prisons, mental hospitals, and all those conducting enterprises in the alcohol field. We need the increasing good will of editors, writers, television, and radio channels. These publicity outlets — local, national, and international — should be opened wider and wider, always foregoing, however, high pressure promotion tactics. It is to, and through, all these resources that we must try to carry A.A.'s message to those who suffer alcoholism and its consequences. (A.A. Service Manual/Twelve Concepts for World Service, p. C39, 2021-2023 Edition). Explains Patrick C., Public Information coordinator at G.S.O., each of these new PSAs is an attempt “to broaden our reach to all potential alcoholics and to meet one of the key goals in the General Service Board's Strategic Plan that ‘the G.S.B. will model inclusivity and acceptance by assisting the Fellowship in carrying the message and encouraging the spirit of the Third Tradition throughout A.A.’ In ‘My Drinking Built a Wall,’ we chose a storyline with a broad-based focus on representing alcoholics who are younger, middle-aged and older. With ‘When Drinking Is No Longer a Party,’ we had a storyline that we felt was going to be relevant for our current times. Its focus is on an alcoholic person of color attending a virtual party, crossing the line with her drinking, and ultimately finding her way to a virtual A.A. group's meeting.” These videos — which by Conference action use professional actors to portray alcoholics — are available to view on aa.org at Downloadable Videos. Centralized distribution has been completed to over 2,000 media outlets in the U.S. and Canada. (“Centralized distribution” means the PSA is sent to major media outlets, along with an information packet requesting that they consider airing the PSA.) The old image of a PSA playing at three o'clock in the morning on a

grainy, flickering television set is no longer the case, Patrick says. “We're seeing that the PSAs are playing in the morning, the afternoons, in prime time.” G.S.O.'s ability to know this — with U.S. stations, at least — is thanks to the fact that PSAs are digitally encoded, so reports of how often and where the PSAs are aired in the U.S are easily accessed. The tracking, which G.S.O. has been doing in some form since 2003, provides a wealth of data on viewings of the PSAs. As of mid-May, when Box 4-5-9 spoke with Patrick, the English-language versions of both videos had been shown a total of 1,900 stations, with 30,370 airings and audience impressions (i.e., the television set is on when the PSA is playing) of 82 million. This adds up to a media buy value of \$4.6 million. The Spanish-language versions of both videos reached 280 stations, with 13,812 airings and audience impressions of almost 145 million, the equivalent of a media buy of more than \$7 million. Unfortunately, there is no equivalent tracking or monitoring in Canada, so stations must report on airings, and some do, while others do not. However, for French Canada, the French versions of the videos reached 27 stations, with airings of 1,180. There are no audience impressions available, but viewings for French Canadian stations are almost certainly underreported. Patrick has also sent out a letter to encourage the work of local P.I. committees, members and groups to build relationships with the stations within their vicinities to increase the PSA airings. “The reporting portal [for digital tracking] is something we distribute out to the entire Fellowship,” says Patrick. “Those involved with local P.I. service — or any member, really — can go to our downloadable PSA page, find out which stations in their area may not be playing the video, and perform some local outreach to see if they will air it. Someone from Suffolk County [New York] intergroup, for instance, reached out to her local access public television station. She downloaded the PSAs, sent them to the station, and they're going to air it.” All of this makes PSAs vital instruments for carrying A.A.'s message. Eighty-two million audience impressions add up to a healthy number of chances for alcoholics to help other alcoholics by letting them know that they are not alone.

Bookstore *Summer Sale*

OC Home Groups, Stock Up Now!

50% OFF All Books

* for a limited time - cash or check only *

See the Front Desk at the Atlantic Club

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Events

65th Annual Sessions by-the-Sea

**Roland E. Powell Convention Center
Ocean City, MD
September 6-11, 2022**

info@sessionsbythesea.com



Ocean City Intergroup Hosting

Annual AA Picnic

**COME JOIN US FOR FOOD, FUN, GAMES & FELLOWSHIP
SPEAKER WILL BE ROGER M OF BETHANY BEACH, DE**

Sunday, September 25th at 1:00 PM

Showell Park

11281 Racetrack Rd, Berlin MD

Please feel free to bring a dessert