

2023 ANNUAL REPORT

from the General Service Board of
Media Addicts Anonymous
June 30, 2024

Message from the GSB Chair Arthur K.

Welcome to the first annual report on the activities of the General Service Board of Media Addicts Anonymous (GSB) for 2023! The GSB meets monthly and currently, the *Trustees* (Board Members) are: Arthur K, Cindy B, Diana H, Jane M, Karen R, KateRin G, Maria L, Sterling O, and Tom R.

The GSB's purpose is to provide services for suffering media addicts who seek recovery; it helps individual members as well as MAA groups. A major part of the work is facilitating external and internal communication. GSB runs a website so media addicts can find MAA; it maintains video conferencing facilities, prepares pamphlets and literature, and engages in public relations with organizations and venues where media addicts gather. Internally, GSB provides advice and support to members who wish to start new MAA groups and those who want to do MAA-wide service. GSB also acts as the custodian of the MAA funds, and as the guardian of the 12 Steps, 12 Traditions, and—once we have them—the 12 Concepts of (World) Service.

MAA is just over three years old, and although still small, growing quickly; new members from all corners of the world manage to find us. 2023 saw the number of MAA groups doubling, their membership growing, and meeting attendance on the “up.” The Saturday telephone meeting, which was the first MAA meeting back in 2020, goes from strength to strength, and the qualifications of members are still uploaded on the website, where an impressive library of talks has accumulated. 2023 saw the kick-off of a regular meeting of General Service Representatives (GSRs). This group meets monthly to discuss service-related issues and is attended by the GSB liaison officer, through whom the GSRs communicate with the GSB. A newsletter is now published, and more publications and pamphlets are in preparation. More detailed information on the GSB's activities is in the reports by the Trustees, below.

The GSB supports five closed step-working groups formed by and with MAA members: the Back-to-Basics Step Studies, where members fast for three months and work the steps together. Even though these step-working groups do not subscribe to all the 12 Traditions of our Fellowship (they are *closed* groups and participation requires a number of *commitments*), they do valuable work and attract large numbers of media addicts. Given the specific nature of media addiction and how together we are still learning about the manifestations of the addiction, GSB has decided to support these initiatives, even if they do not follow the MAA Traditions. At this point in MAA's development, preserving unity and helping people get sober sometimes takes precedence over following the Traditions. How this will pan out in the future is yet unclear. Perhaps closed groups will be a part of MAA for years to come, but it can also be envisioned that as the Fellowship grows and people recover in Tradition-led MAA groups, the need for closed groups will drop away. We hope that the discussion of what is wise and helpful given our primary purpose will be ongoing at all levels of the Fellowship, and with tolerance, honesty, and open-mindedness, plus a bit of patience, the right course of action will reveal itself in our collective conscience.

On that note, one important remark: GSB's work does not yet represent the collective voice and conscience of the Fellowship: there is no General Service Conference. We are simply not at that point yet. However, over time and step-by-step we will grow towards the establishment of such a Conference, where members, through the service structure, will make all major service-related decisions. The Conference, once in place, will also select the Trustees. For the time being, the GSB acts on its own conscience, but it seeks frequent input and

participation of the MAA members, to make sure—to the best of its ability—that its activities are relevant. Members are encouraged to take an active role in service, in their groups, as a GSR of their group, or as a member of GSB Committees, such as the Literature and Public Information Committees. As the Fellowship grows, there is so much to do!

Anniversary Report by Cindy B.

Past Anniversary Recordings and Packets can be found on our website:

[2022 Anniversary Recordings](#)

[2023 Anniversary Recordings](#)

MAA’s General Service Board has sponsored three Anniversary Events and is planning its fourth for **Sunday, November 3, 2024**. Cindy from Boston has been the Anniversary Chair for the past 3 years and has happily handed the service position to Diana H. from Texas. Diana has had several committee meetings already, and they are in the process of organizing what promises to be an exciting, all-inclusive 2024 Anniversary Event. A newsletter was sent out to save the date.



MAA’s first Anniversary Event was held on November 7, 2021, with an attendance of 50+ members.; our second was on October 23, 2022; and our third was on October 22, 2023. During our third Anniversary, the MAA slogans were unveiled. They had been put together by the General Service Representatives who gathered submissions from MAA members. The choices were voted upon through a Fellowship-wide survey and the most popular ten were chosen. They are posted here and on our website at [MAA Slogans](#).

MAA Slogans

1. What I Consume, Consumes Me
2. MAA: Miracles Are Attainable
3. When in doubt leave it out
4. MAA-The Scrolling Stops Here
5. Mind Over Media
6. Tune out, Turn off, Live Free
7. Meditate, Don’t Medicate
8. Make Your Own News
9. Find Bliss in Silence
10. Is it a Tool or a Drug?

B2B Intergroup Coordinator Report by Cindy B.

The MAA Back-to-Basics Steering Committee (its most recent name) has five members and five committee chairs: Format and Curriculum Coordinator, Group Mentors Coordinator, Group Sponsor Support Coordinator, Intake Coordinator, and Saturday Solutions Meeting Coordinator.

Our main vision and purpose is to keep the MAA Back-to-Basics Step Study and Solutions meetings running smoothly and give support to all Group Sponsors. We have updated all the closed B2B formats and are looking forward to eventually having all formats and assignments in one document, perhaps even published in hard copy.

GBS Nominations Report by Sterling O.

As Nominations Coordinator, my primary job is to help people apply for positions on the General Service Board. If you want to be on the GSB, I am your first contact, and I will email you an application form. Once you have sent me an application and a letter of recommendation, I will present those to the Board, and the Board will take a vote. I always get back to candidates as soon as possible after the Board's decision, because I know that this is an exciting moment. My other duties include tracking Board members' terms so that we can make sure that the Board knows whether they want to continue after their two-year term is up. Also, I maintain a spreadsheet that lists the current members of the Board and their pertinent information. The list also includes past members and shows when they served on the Board, so it is a record of the Board's history. If you are sober for six months or more, and you would like to serve MAA in a deeply helpful way, please get in touch with me. I can then let you know what the other requirements are, and we can get an application going for you. The GSB is a great team that is delightful to work with. It is a great way to serve. You can contact me at gsbnominations@gmail.com.

Governance Coordinator Report by Arthur K.

The GSB's Governance Committee is responsible for overseeing how the GSB is run. It advises on policies and then monitors the implementation of these policies. This is done with two things in mind: the GSB's own goals and objectives and the regulatory and legal requirements. As Coordinator, I chair the Committee. During 2023, the only activity was preparation of the Bylaws, an important document that explains the GSB's purpose and goals, and how it operates to achieve them. It also outlines the responsibilities of its officers. Legally a Nonprofit Corporation, the GSB is required to adopt Bylaws, and they are also needed to obtain tax exemption from the IRS, the American tax authority. Preparing the Bylaws was a time-consuming and meticulous task, but the hard work resulted in a final draft, which was accepted by the GSB in the second quarter of 2024. This task completed, the Governance Committee will work in the remainder of 2024 on other governance topics, such as a policy and procedures manual, nominations and requirements of new GSB members, diversity, and job descriptions for committees. As the Fellowship matures—beyond this year—the big task that lies ahead is to expand the Bylaws with policies that will make the collective conscience of the MAA members, united in groups, the ultimate authority of the Fellowship and its service organization.

GSR Coordinator Report by KateRin G.

The GSR Coordinator position was established by the MAA General Service Board on May 12, 2023, when the GSB recognized that the MAA Fellowship had grown enough that it needed to find an organized way for individual MAA members to communicate with the GSB. Following AA's model, the MAA GSB asked individual groups to elect General Service Representatives who could present their group's questions and concerns to the Board.

As outlined in a GSB document proposing phases for MAA's development, during Phase 1 (1-5 years) the GSRs were to form a committee to support their individual MAA groups and meet regularly with me, the GSR

Coordinator on the GSB, to transmit information back and forth between the GSRs and the GSB. This has occurred many times now. Being the first year of GSR Committee meetings, several of those meetings were spent addressing internal organizational and procedural issues. Then, in October, the GSRs were instrumental in presenting MAA slogans at the Third MAA Anniversary Meeting. These slogans were solicited from the MAA Fellowship, and the top 10 slogans were determined by a fellowship-wide poll (see Anniversary Report above).

During Phase II (5-10 years), the GSRs are to work with the GSB to create a General Service Conference that will develop bylaws for the entire Fellowship and set up procedures for voting on various MAA issues at its yearly meeting. Then, as we grow in size with more groups and more elected GSRs and Phase III begins (10-15 years), a complete structure will be developed by adding District and Area Assemblies to the Fellowship just as they have in AA.

Currently, we have five active, committed GSRs representing their individual MAA groups. Since we now have a total of 14 MAA meetings a week, there is room for nine more to serve on the GSR Committee. If anyone is interested, please contact me for details at k8g8s1@gmail.com.

Literature, Website, and Zoom Coordinator Reports by Cindy B.

The first literature created for MAA in 2019-2020 was the Back-to-Basic Step Study formats. A small group of self-declared media addicts met Monday-Friday to fast and read these formats while helping to sponsor each other through the 12 Steps.

On October 31, 2020 (a blue moon), MAA had its first official meeting which was recorded. I moderated this meeting, and the speakers were Jane, Diane, Amanda, and Tina. You can find this first meeting on our MAA website at <https://www.mediaaddictsanonymous.org/open-b2b-recordings-2021>

During this time, I also began creating MAA's website.

After three months of fasting and completing the 12 Steps in the Back-to-Basics groups, another Back-to-Basics group was formed with European members and members in Israel. Finally, we had about 10 members who could meet to create MAA's General Service Board.

One of the first items of business was to vote on adopting A.A.'s 12 Steps and 12 Traditions, adapted for MAA. We also wrote MAA's Preamble, and the GSB voted to adopt it. I wrote to AA and got permission to use their Steps, Traditions, and part of their Preamble with this statement to be applied publicly: *The A.A. Preamble is adapted with permission of the AA Grapevine, Inc. Permission to adapt the Preamble does not in any way imply affiliation with or endorsement of this organization.*

MAA's Preamble

Media Addicts Anonymous is an international fellowship of individuals who, through shared experience, strength, and hope, come together to find relief and recovery from media addiction. We welcome everyone who wants to stop using media compulsively.

There are no dues or fees for membership; we are self-supporting through our own contributions, neither soliciting nor accepting outside donations. MAA as a whole is not affiliated with any public or private organization. We have no opinions on outside issues, especially those concerning media. We neither endorse nor oppose any causes, political

views, ideology, or religious doctrine.

We support all forms of media sobriety, including abstinence from electronic media, films, radio, newspapers, magazines, books, and music. We use AA's 12 Steps and 12 Traditions as adapted for Media Addicts Anonymous as our program of recovery and utilize the tools of MAA to clarify compulsive, obsessive, or destructive media-related behaviors and to develop strategies to improve our general quality of life. Our primary purpose is to abstain from personal addictive media one day at a time and to carry the message of recovery to other media addicts who still suffer.

The MAA Symptoms and Tools were the next literature to be written, followed by the MAA Promises. These were both voted in and passed by the MAA General Service Board. We also had articles posted on the now-completed MAA website.

As new MAA meetings were created (the first was the Monday 2:30 ET meeting), the formats and calendars were posted on the MAA website. All the Back-to-Basics formats and assignments were posted on the MAA website as well as all the posted recordings.

Jeff M. came on board in 2022 to help with the Website and Zoom accounts. As of 2023, we have three Zoom accounts, two for Back-to-Basics and one for all MAA general meetings. As MAA has more meetings, we will be getting more Zoom accounts. Jeff helped with donations, time-zone issues, daily meeting schedules, overall updates, and website/Zoom maintenance. Jeff served faithfully and competently for 18 months and stepped down in 2024. He is no longer coordinating tech but is still a tech consultant.

Our first newsletter went out in July of 2021 to 91 members. In 2024 our newsletters go out to over 600 members.

Meeting Coordinator Report by Karen R.

As Meeting Coordinator, it is an honor to assist those of you out there who are giving the service of starting a new meeting! I have some news, The first is I am forming a committee to support and assist in the formation of new meetings of Media Addicts Anonymous. Currently, Jeff M. has agreed to join. If you are interested in joining our committee to help MAA grow, please contact me at maameetingcoordinator@gmail.com.

I am happy and excited to report that we have had four new meetings that are now up and running. Please attend and show your support.

1. Our first German-speaking meeting on Sundays from 2:00 PM to 3:00 PM ET.
2. The Primary Purpose Group on Mondays from 11:30 AM to 12:30 PM ET.
3. Variety Tuesday topic meeting on Tuesdays from 10:00 PM to 10:30 PM ET.
4. Open Back-to-Basics meeting on Fridays from 12:00 PM to 1:00 PM ET.

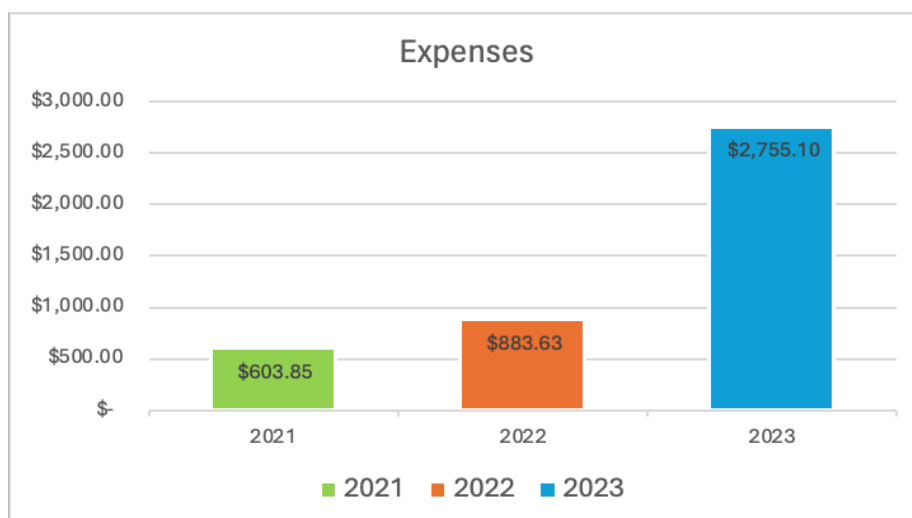
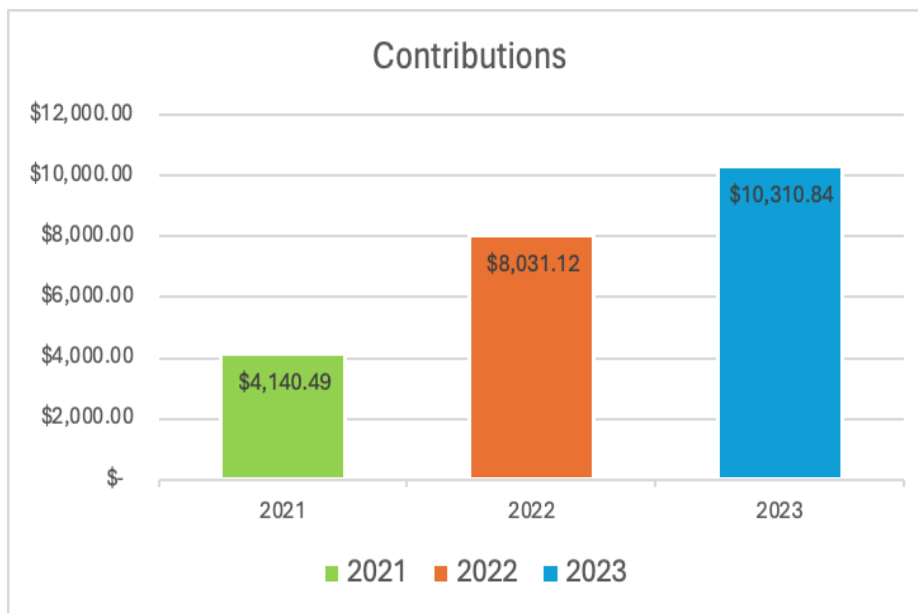
Congratulations and thank you for all your hard work! Further information about them is available on the website www.mediaaddictsaonymous.org.

Secretary's Report by Tom R.

As secretary, my responsibilities are to keep our digital files updated and organized, prepare a formal agenda for the upcoming monthly meeting, take notes during the meeting, and then clean up those notes for the following month's approval and ongoing reference. The biggest change since I started in 2022 has been a shift in how we develop our meeting agenda. We've moved from working off of a running list of topics to developing a newly reprioritized agenda each month, along with time estimates for each topic that we mostly keep to. Before each meeting, I develop a proposed agenda with input from others and then the group approves or modifies it at the start of the meeting. This has allowed us to better focus on the topics that are most timely each month and increase the productivity of our meetings. It's been a pleasure to see the group evolve as we gradually bring more focus to the inevitably messy process of forming a new organization from scratch.

Treasurer's Report by Jane M.

As of December 31, 2023, MAA funds totaled \$18,239.97. These funds came from the contributions made by the MAA Fellowship and Back-to-Basics participants. From these funds, all MAA expenses were paid in full. Corresponding figures for 2021, 2022, and 2023 are presented in the following two charts.



While it may seem that we have a lot of unspent funds, the GSB has two categories of future expenses that need to be covered with the money we have in our treasury: 1) our yearly fixed operating expenses and 2) our projected expansion costs as MAA grows.

The **yearly operating expenses** are outlined in the budget below. They are Wix website fees including costs of domain name and email marketing, liability insurance, three Zoom subscriptions, iPostal fees, Free Conference Call recording storage, potential tax auditing fees, a 3-month prudent reserve, and miscellaneous fees (such as annual reporting in New Mexico, survey software, computer back-up storage, and banking services).

The **projected expansion costs** include funds to cover personnel to oversee our website; expenses associated with an in-person Anniversary meeting in 2025; the publication and distribution of pamphlets, an MAA 365 Daily Inspirational Book, MAA's own "Big Book," and an MAA 12 & 12; and administrative, legal, and financial professional help.

MAA's Board approved the following budget for 2024. It includes a modest 20% increase in contributions (based on a 29% increase from 2022 to 2023 and a 94% increase from 2021 to 2022) and a moderate 35% increase in fixed operating expenses (based on a 212% increase from 2022 to 2023 and a 46% increase from 2021 to 2022).

| MEDIA ADDICTS ANONYMOUS BUDGET FOR 2024 | | | |
|--|--------------------|--------------------|--------------------|
| <i>approved by the General Service Board, 5/12/24</i> | | | |
| | <u>2024</u> | <u>2023</u> | <u>2022</u> |
| | <u>Estimate</u> | <u>Actual</u> | <u>Actual</u> |
| REVENUE | | | |
| Donations ¹ | \$ 9,700.00 | \$ 8,031.12 | \$ 4,140.49 |
| Total Revenue | \$ 9,700.00 | \$ 8,031.12 | \$ 4,140.49 |
| EXPENSES² | | | |
| Wix website fees ³ | \$ 700.00 | \$ 805.13 | \$ 329.45 |
| Liability insurance | \$ 900.00 | \$ 770.00 | \$ - |
| Zoom account fees | \$ 535.00 | \$ 598.72 | \$ 324.70 |
| Computer supplies | \$ 300.00 | \$ 363.35 | \$ - |
| Postal service | \$ 150.00 | \$ 99.00 | \$ 100.00 |
| Survey software | \$ - | \$ 59.00 | \$ - |
| Recording storage fees | \$ 40.00 | \$ 36.00 | \$ 36.00 |
| Annual reporting fees | \$ 25.00 | \$ 23.90 | \$ - |
| Anniversary expenses | \$ 300.00 | \$ - | \$ - |
| Banking fees | \$ - | \$ - | \$ 93.48 |
| Accounting fees ⁴ | \$ 650.00 | \$ - | \$ - |
| Miscellaneous | \$ 100.00 | \$ - | \$ - |
| Total Expenses | \$ 3,700.00 | \$ 2,755.10 | \$ 883.63 |
| % of Income | 38% | 34% | - |
| NET SURPLUS/DEFICIT | \$ 6,000.00 | \$ 5,276.02 | \$ 3,256.86 |
| ¹ Donations were estimated based on past experience: In 2021 MAA received \$4,140.49, in 2022 MAA received \$8,031.12, which is a ~94% increase over 2021. In 2023, MAA received \$10,310.84, which is a ~28% increase over 2022. Given this significant difference, the Treasurer is recommending a conservative estimate of a 20% increase from 2023 to 2024. | | | |
| ² Estimates for total 2024 expenses are increased by 3.5%, which is USA current inflation rate. | | | |
| ³ To receive a discount in 2023, MAA paid Wix for a 2-year premium plan pro which decreases the amount needed for 2024. | | | |
| ⁴ Accounting fees will be used to cover filing fees for 501(c)(3) status and an audit if necessary. | | | |