



## CoDA Service Conference 2023 Motion Form

### Motion – Spanish Outreach Committee

**Submitted Date:** \_\_\_\_\_

Due: 75 days prior to CoDA Service Conference (CSC)

**Motion Number: 2**

**Revision #:** \_\_\_\_\_ **Revision Date:** \_\_\_\_\_

Due: 60 days prior to CoDA Service Conference (CSC)

**Motion Name:** Allow online sharing of the daily meditation from *In This Moment*.

**Motion:** Online groups have long been sharing these meditations during meetings, one day at a time. It is time to recognize this practice as a method of *attraction rather than promotion*.

**Intent, background, other pertinent information:** Previous Boards have alternately restricted and allowed the use of segments of CoDA literature in different contexts.

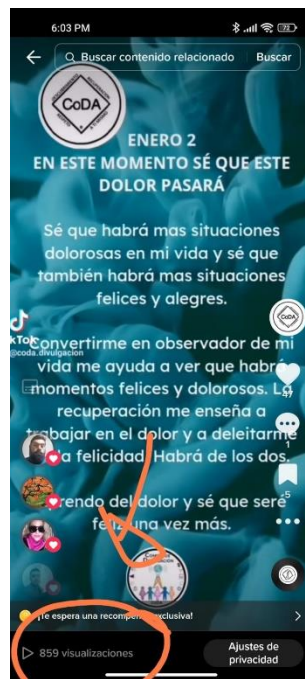
Recently, SPO was advised never to share a copy of a written page of the Daily Meditation, but SPO was simultaneously told that it could *record* the page and post just the *audio*. Given the vast number of online meetings (Spanish, English, etc.) that do share the meditation page each day, SPO researched the sales of this item, to see whether sales have plummeted given their daily use online. The numbers reveal that such postings are, in fact, a method of *attraction, rather than promotion* and that they have not slowed the sale of this item. Rather, such postings have led to greater sales of the book.

The following figures – based, in Mexico’s case, on just four months of sales and in CoDA Colombia’s case, on one year and nine months – show that sales of *In This*

*Moment Daily Meditation Book* are not depressed, but robust. They compare well with a full three years plus the first quarter of this year's sales by CoRe:

<i>In This Moment Sales</i>	2020	2021	2022	2023 (Jan-Mar)	TOTAL
CoRe	184	98	151	53	<b>486</b>
CoDA Colombia		6/21		3/23	<b>405</b>
CoDA Mexico			12/1/22	5/1/23	<b>347</b>

Similarly, SPO shared the daily meditation twice on TikTok, where they were opened 726 and 859 times (see visual, below). When the text was removed, and only a recording of the meditation was posted, visits were fewer: 71. This shows the powerful message the daily meditations convey.



**Remarks:** With the onset of radio broadcasting, professional sports franchise owners opposed the coverage of games on the radio. Later, they opposed filming the games for TV, on the grounds that it would depress attendance. In fact, professional sports games in the US are consistently highly attended: coverage on radio and TV

have not stopped people from going to see games. The owners' fears of media coverage have been disproven.

CoDA will not lose its copyright through the daily use of a single page from *In This Moment*, nor will sales of that book decrease.

**This motion requires changes to: (please check any that apply)**

**Bylaws**

**FSM P1**

**FSM P2**

**FSM P3**

**FSM P4**

**FSM P5**

**Change of Responsibility**

**Other:** \_\_\_\_\_

**(Data Entry Use Only)**

**Motion result:** \_\_\_\_\_