Communications Committee Workshop

COMMUNICATION AND TECHNOLOGY COMMITTEES

WHAT DO THEY DO?

September 26, 2026 - 11:00 AM

Area 16 Communications Committee Focus

- We are a support committee
- We work a bit more behind the scenes, rather than on the front line so to speak
- We serve and support Area 16 as a whole in its efforts to facilitate 12th Step work
- This includes the Office Committee, the Service Committees, the Prepaid Convention Committee, and indirectly, the districts and groups

What is the A16 Communications Committee responsible for?

We are responsible for the technical and digital aspect of the Area's service activities

- Provide Audio/Video services onsite at Area 16 events
- Create and Distribute Evaluations and Surveys
- Provide administration services to the Area's Email and Communications system (Google Workspace)
- Provide General IT Support to Area Trusted Servants and Members
- Manage the Area's Zoom Account and Facilitate Meetings As Needed
- Maintain the Area 16 Website - www.aageorgia.org
- Website development - small scale (i.e. add a page - not full scale design)

How is GSO structured to handle same/similar responsibilities?

AAWS COMMUNICATIONS AND LANGUAGE SERVICES COMMITTEE

The Communications and Language Services Committee is responsible for strengthening communication between the AAWS Board and the Fellowship, and for providing strategic oversight to both the GSO Communications and Language Services Departments. The committee also establishes AAWS policies related to communications platforms and language services and oversees translation activities for the U.S. and Canada.

AAWS SERVICES AND TECHNOLOGY COMMITTEE

The Services and Technology Committee discusses identified needs arising from service assignments, reviews the technological infrastructure used to support AAWS functions, and recommends strategic improvements to technology.

These are both NEW service committees added to meet the needs of A.A. as a whole

How did they come about?

Research Note:

Governance can cause some confusion

Key Milestones in Language Services

Language Services Committee evolved from the growing need to manage international translation requests, publishing, and global communications within Alcoholics Anonymous.

- **Expansion of Global Reach**
- **Interim Language Services Committee**
- **Communications and Language Services Committee (CLS)**

Transition following 75th General Service Conference

An organizational restructuring by the Alcoholics Anonymous World Services (AAWS) Board to split and refine the workload previously managed by its combined technology and communications oversight

The Legacy Committee: The broad **Technology/Communications/Services (TCS) Committee** previously handled a heavy, diverse mix of digital infrastructure, general fellowship communication, and operational services.

The Workload Split: Recognizing that digital technology, specialized translation/language needs, and general communications each require dedicated focus, the AAWS board proposed dividing the wide-ranging scope.

Communications and Language Services Committee

Committee Composition & Structure

The committee is not made up of outside public relations firms, but rather trusted servants from the existing internal service structure of A.A., typically including:

- **A.A.W.S. Directors**: Members of the Alcoholics Anonymous World Services Board.
- **General Service Board (G.S.B.) Trustees**: Regional or general service trustees from the overarching A.A. General Service Board.
- **General Service Office (G.S.O.) Personnel**: Staff members managing the specialized G.S.O. Communications and Language Services departments.

Communications and Language Services Committee

Mandate and Core Responsibilities

- **Strategic Oversight**
- **Data-Driven Decision Making**
- **Language Services & Translation Standards**
- **Digital and Social Media Oversight**
- **Strengthening Fellowship Communication**
- **Policy Management**

Communications and Language Services Committee

Major Areas of Responsibility

- aa.org, the official website of the General Service Office of Alcoholics Anonymous
- Apps: Meeting Guide and Everything AA
- Produce Our Primary Purpose Podcast
- Digital channels including YouTube, LinkedIn, and online business profiles—planning/evaluating other platforms and campaigns
- Video and Audio production

Communications and Language Services Committee

Major Areas of Responsibility - continued

- Production of newsletters, including Box 459
- Coordinate mass communications distribution to the Fellowship and across digital platforms
- Track and maintain analytics for digital communications platforms
- Partner with PI on media outreach
- Work with GM and other departments on GSO communications to the Fellowship

Services & Technology Committee

History and Purpose

Formed as part of a restructuring of the former *Technology, Communication, and Services (TCS) Committee*, this body handles the modern logistical backend of the fellowship. Its responsibilities include:

- **Infrastructure Strategy**
- **App & Website Management**
- **Security & Integration**

Services & Technology Committee

Committee Composition & Structure

Rather than independent technology contractors, the committee is comprised of trusted servants from within the A.A. service structure, usually consisting of:

- **A.A.W.S. Directors**: Members of the Alcoholics Anonymous World Services Board.
- **General Service Office (G.S.O.) Staff**: Personnel assigned to technology, communication, and member service desks.
- **Trustees**: Selected regional or general service trustees from the General Service Board of A.A.

Services & Technology Committee

Focuses on digital platforms, data management, and operational technology infrastructure.

2026 Focus and Goals

- **Technology & Communication Improvements**
- **Earlier Literature Notices**
- **Strategic Digital Planning**

Services & Technology Committee

Key Technology and Service Initiatives

- **App Acquisitions**
- **Digital Platforms**
- **Cybersecurity & Infrastructure**
- **Internal Tools**
- **Digital Integration**

How Can The Fellowship Stay Informed?

Quarterly Report from GSO

Activities of the General Service Board including A.A. World Services, Inc., AA Grapevine, Inc.

https://www.aa.org/quarterly-reports-from-gso - Links to current and past issues

AAWS Highlights - Business of the Board

To learn more about actions of the board and committees…

https://www.aa.org/aaws-highlights Links to current and past issues

How do other Areas handle tech?

METHODOLOGY:

- Data from Eight Areas/Intergroups
- By Email and in personal audio recordings at NAATW
- Qualitative data not Quantitative
- Focus on Org Chart descriptions

Analysis:

- Organization of Tech Roles is affected by:
  - History
  - Geography
  - Demographics
- None of surveyed uses the name “Communications”

EXAMPLES

- Delaware (12): Webmaster and Contract Tech
  - Only Three Districts in the Area
  - Contract with a Tech University Partner
- Maryland (29): Paid Webmaster, Audio, Tech Content
  - 13 Intergroups in one Area with own Websites
  - Geographical Dispersion
  - DCMs, Area Chairs and Officers Vote in Assembly
  - Do not use Google Workspace (MS Outlook)

EXAMPLE 1

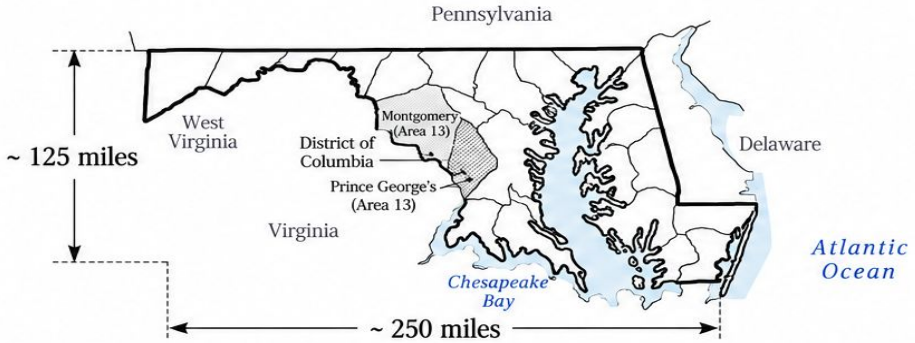
Maryland's Geography:

Alcoholics Anonymous
Area Size Comparison
Same Scale for Both Maps

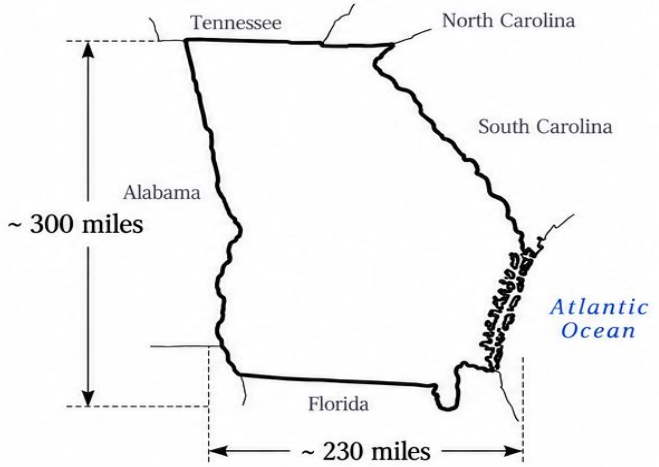
EXAMPLE 1

AA Area	North – South Height (miles)	East – West Width (miles)	Area (square miles)
Area 29 (Maryland, excluding Montgomery & Prince George's)	~ 125	~ 250	~ 11,400
Area 16 (Georgia)	~ 300	~ 230	59,423

Area 29
Maryland
(excluding Montgomery & Prince George's Counties)



Area 16
Georgia



N

0 50 100 200 300 Miles
(Same scale for both maps)

Maryland General Service is Area 29.
Area 13 is District of Columbia.
Area 29 excludes Montgomery and Prince George's Counties (Area 13).

Approximate dimensions; outlines not for navigation.

EXAMPLE 1

Maryland's 11 Intergroups:

Annapolis, Baltimore, Baltimore Hispanic, Hagerstown, Lower Shore, Midshore, Northeast Maryland, Ocean City, Southern Maryland, West Central, Western Maryland

EXAMPLE 2

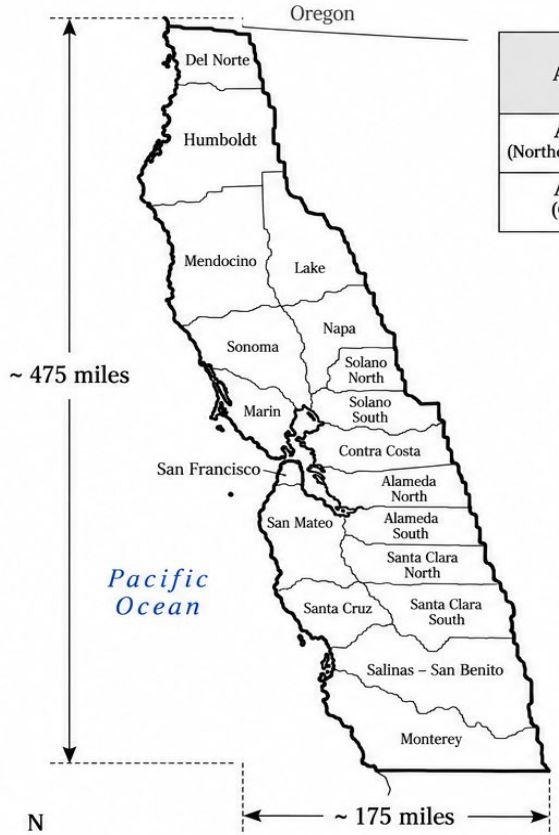
- **Northern Coastal California (6):**
  - Districts have their own Tech
  - Area provides translation services and Hybrid
  - DCMs vote in Assemblies
  - Heavy Hybrid at all levels

Alcoholics Anonymous
Area Size Comparison
Same Scale for Both Maps

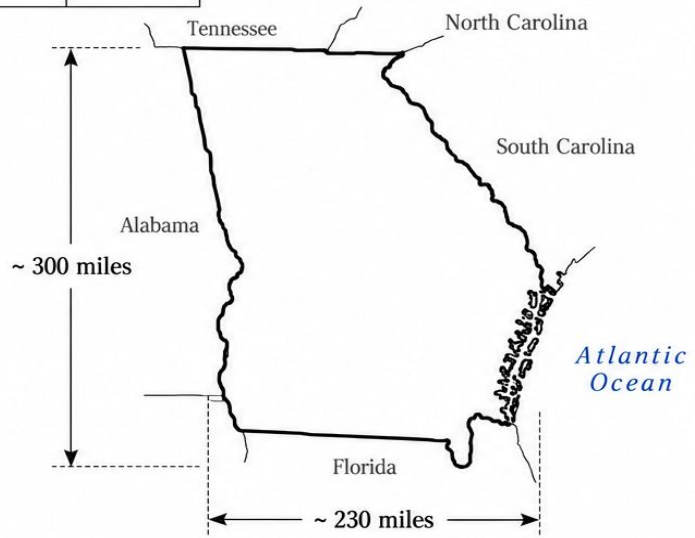
EXAMPLE 2

AA Area	North – South Height (miles)	East – West Width (miles)	Area (square miles)
Area 06 (Northern Coastal CA)	~ 475	~ 175	21,427
Area 16 (Georgia)	~ 300	~ 230	59,423

Area 06
Northern Coastal California



Area 16
Georgia



0 50 100 200 300 Miles
(Same scale for both maps)

Maps are outline representations and not to be used for navigation.

EXAMPLE 2

N. Coastal California (6):

Full Bi-Lingual Translation:

Spanish->English

English->Spanish

Testimonials and the Why's behind having a Hybrid Experience

In alignment with Concept 4 - right of participation - The Twelve Concepts for World Service - "Finally, there is a spiritual reason for the 'Right of Participation.' All of us desire to belong. In A.A., no members are 'second class.' The 'Right of Participation' therefore reinforces Tradition Two, that no member is placed in 'ultimate authority' over another."

Your voice matters - every group has the right to participate

Hybrid - defined as having attendees in-person AND remote

Testimonials and the Why's behind having a Hybrid Experience

Feedback from a 16C GSR

"Of course! Hybrid GSSA was awesome actually. You could hear everything clearly, polls went off without a hitch, the only delays were momentary and infrequent. I also loved being able to be loud with my opinions while muted on Zoom in the comfort of my own home 🤣

Truthfully, I did not have high expectations as typically these first time experiences can be very clunky. This was the opposite of my personal experience today. Super Stoked!"

Testimonials and the Why’s behind having a Hybrid Experience

Liz W - Panel 74 Delegate - January 2025 - personal matters made it where she was unable to attend assembly - in-person or virtually - so we recorded a video of her Delegate’s report and played it to the body

Live Demonstration and Experience of Hybrid Technology

Questions and Answers