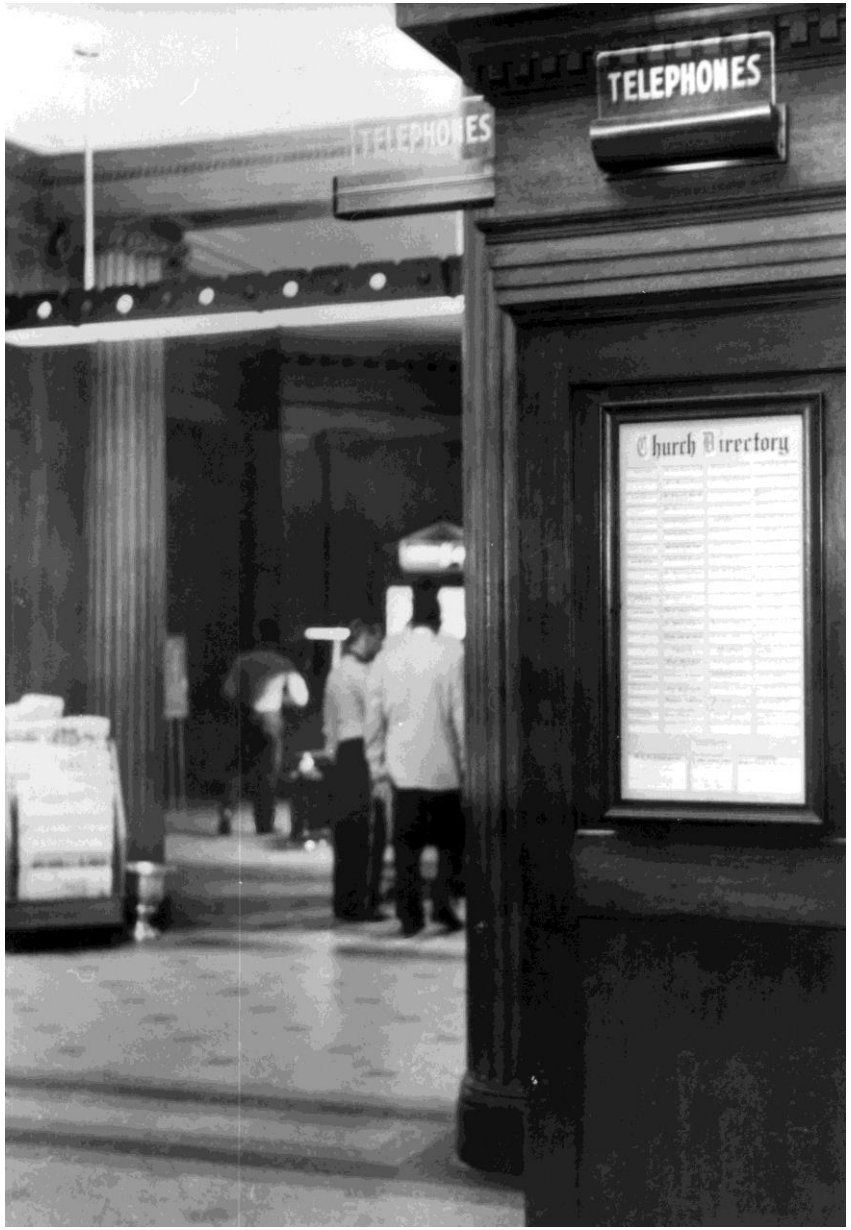
GSO Communication Services Department Overview

NAATW

Sept. 14, 2024

Clorinda V.
Director
Communications Services
GSO



Communication Services Department

Communications have been a major component of the Alcoholics Anonymous program since Bill first called on Bob.

Bill W. wrote:

"Nothing matters more to A.A.'s future welfare than the manner in which we use the colossus of modern communication. Used unselfishly and well, it can produce results surpassing our present imagination."

Communication Services Department

- CSD Team:
  - Director of Communication Services: Clorinda V.
  - Senior Digital Strategist: Tracey G.
  - Senior Communications Manager: Julie Gonzalez
  - Multimedia Production Coordinator: Nathan K.
  - Communications Specialist: Samantha Nieto
  - Online Content Manager: Marc Bucaoto
  - Communications Assistant: Tara Lafemina

Communication Services Department

- Responsible for the ongoing development, management, and operation of digital communications platforms and initiatives.

- **Goals/Focus:**
  - Serve members and support them and groups to carry the message.
  - Reach the suffering alcoholic where they are.
  - Communicate effectively with other key audiences, including the professional community and media.

Communication Services Department

MAJOR AREAS OF RESPONSIBILITY

- aa.org, the official website of the General Service Office of Alcoholics Anonymous
- Meeting Guide app
- Manage social media channels including YouTube, LinkedIn, podcast, and online business profiles—planning/evaluating other platforms and campaigns
- Manage production of newsletters, including Box 4-5-9 and About A.A.
- Coordinate mass communications distribution to the Fellowship and across digital platforms
- Track and maintain analytics for digital communications platforms and campaigns
- Support Comprehensive Media Plan
- Work with GM to advance GSO communications outreach to the Fellowship

Communication Services Department

Upcoming in 2024-25

- GSO Podcast
- Mobile-friendly publications
- Collaborating with PI on IC2025 communications and media

- We work closely with AAWS Board, General Service Board, and committees to implement initiatives in keeping with the group conscience, Conference actions and recommendations, and board directives.

- We collaborate regularly with the Public Information Coordinator on public-facing initiatives—e.g., online business profiles, press releases, GSO podcast, and video production projects. The Publishing and Tech Services departments are key partner for us across projects.

Communications Services Department

For more information, contact:

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Communication Services Director

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