

Western New York - Area 50

Web Site Guidelines

Approved September 13, 2009

Revised April 23, 2010

Overview

This document provides a road map for the operation of the Area 50 Website. Any modifications to the Web Site Guidelines must be approved by the Area 50 Committee. These Guidelines were developed using the shared experience of other Alcoholics Anonymous (A.A.) entities in conjunction with the [A.A. Web Site Guideline](#) and the [A.A. Guideline for Public Information](#). These Guidelines may be copied, printed, disseminated or used in the operation of other A.A. related Websites, provided they do not attempt to restrict others from also using these Guidelines.

Website Committee

The purpose of the Website Committee is to coordinate development efforts, administer and maintain the Website of the Western New York Area Assembly (Area 50) of Alcoholics Anonymous, on the World Wide Web, and facilitate the anonymous use of email. Specifically the Area 50 Website Committee will:

- Consist of a minimum of two trusted servants from Area 50 to include the Area 50 Chair and Area 50 Web Chair to approve changes to the structure of the Website, and at-large members (team) to assist the Website Chair to respond to Area 50 needs. If a Webmaster is not available from within Area 50, request the Area 50 Committee to contract-for-hire the work to be done based on a defined scope of work.
- Meet Quarterly to access Web Team activities and assure the implementation of Area 50 needs.
- Maintain Ownership of this Website (www.area50wny.org) as the property of Area 50 and administer to the needs of registrar/domain name reseller and web hosting provider such that our continued on-line presence is assured at an acceptable price. The Owner of this Website is:
 - Western New York General Service Assembly: (WNYGSA) Area 50 with an administrative mailing address of WNYGSA, 5999 S Park Avenue - Suite 103, Hamburg, New York 14075.
 - Billing Contact for Area 50 Committee approved expenses is the Area 50 Treasurer at the above address for registration, domain name and server fees, and contract-for-hire help if approved.
- Ensure that the Websites needs are self-supporting by the Area 50 Committee and nothing of value is received from outside the A.A. Service Structure to develop/maintain the Website.

- Display the Website at all Area 50 meetings where accommodation can be made.

- Survey the Area Assembly twice a year to assure the Website is fulfilling its purpose.

Area 50 Website

The purpose of the Area 50 Website is to assist Alcoholics Anonymous in the Western New York area in carrying the message of A.A., and the Area Committees to the Fellowship and the public. As a resource for the collection and posting of information for Area 50 members, the Website is treated as a Public Information presence on the WWW and embodies the principles of the Twelve Traditions of A.A., and conforms to both A.A.'s Website and P.I. Guidelines. Specifically, but not exclusively the Website will include:

- **Content**

- A Home Page, which identifies the Website, and provides easy to follow links: (navigation) to other sections of the Website.
- Assistance: for visitors needing meeting information; are provided via Links or Telephone Numbers to all Central Offices and Intergroups within Area 50.
- Information regarding events, including printable flyers where available, held in Western New York.
- Information which helps Area 50 conduct its business:
 - Information about Area 50 Organization
 - Standing Committees, projects, and meeting times
 - Service Opportunities
 - Current Area 50 agenda including Assemblies, Conventions and District events
 - A list of e-mail aliases for Area 50 Officers and Committee Chairs.
- Links to GSO and Grapevine Websites.
- The site may post additional content as approved by the Area 50 Committee pertaining to Regional/National A.A. Fellowship information. Off site links may contain links to other A.A. Websites or A.A. Related Websites where appropriate. Provision of such links does not imply affiliation or endorsement.
- Non A.A. Content or links to non A.A. Related sites will not be posted in keeping with *Tradition Six*

- When a link is provided to another A.A. related website, and it possible to link from that site to other websites, a disclaimer will be displayed prior to taking the link action.

● Submittal Procedures

Requests for structural changes, or the addition or removal of information to the Website shall be as follows:

- Voting members of the Area 50 Assembly may provide announcements of A.A. Events within or connected to the Western New York Area to be posted by contacting the Web Chair in writing or via e-mail.
- General Service Representatives, District Committee Members (DCMs) or DCM designees may request addition or removal of information by contacting the Web Chair as above. They are responsible for assuring the accuracy of submissions.
- Minor changes in standing content may be made by the Website Committee without prior approval for the purposes of :
 - Enhancing site visibility and ease of use
 - Maintaining accurate information
 - Assuring compliance with these Guidelines and Web standards
- Format for submissions is a PDF for flyer's and a word processing document for announcements.
- Submittal for posting to the Website should not include any personal information in accordance with *Tradition Eleven* . If feedback is necessary from those who may peruse posted information the Web Chair will provide an e-mail alias which may be used for such purposes.

Web Site Chair

The Web Chair will maintain a Web Site Committee of the appropriate size to effectively manage the on-line presence for Area 50 to meet the Area 50 Committees needs. The Chair will be responsible for coordinating tasks to assure the proper administration and technical support continue to be provided as necessary for seamless operation of the Website in accordance with the following:

- Establish and maintain the budget for the Area 50 Web Site.
- Coordinate day-to-day maintenance of the Website including:
 - Updating content in a timely manner

- Keeping track of changes and providing feedback to the requester
- Backing up Website data files each time changes are made
- Work with the Web Master to assure all information to be published on the web site is approved and properly implemented.
- Perform Quality Control tasks to assure the integrity of links and accuracy of information on the web site.
- Delete all out dated information, and pull off or replace non-working or stale links and information.
- Answer e-mails addressed to the Area 50 Web chair promptly.
- Maintain the e-mail aliases so that current e-mail addresses are up to date and if a trusted servant does not have an e-mail address, answer those e-mails with correct contact information for that trusted servant.
- Coordinate with Area 50, and District Standing Committee Chairs, to obtain current information for the web site.
- Keep the Area 50 Committee informed with minutes, reports and agendas as necessary. Include change status and project status for work in process.
- Submit articles to the NEW FRONTIER when appropriate.
- Maintain relationships with and be the primary contact for the web site hosting service, maintenance of registration and domain name. Ensure that the domain name(s) are paid and protected appropriately and forward all billing statements to the Area 50 Treasurer for payment, as applicable.
- Assure that the Webmaster maintains secure access to the Websites server and that the Chair and Web Site advisor has all information required to access the site if necessary to assure its integrity.

Development

The following guidelines provide direction to the Area 50 Web Site Committee regarding site content and implementation. As technology evolves and our trusted servants sense the changing needs of the fellowship, those charged with building, guiding and maintaining the web site will need to ask the fellowship to modify these guidelines, and the fellowship will need to trust our Web Committee to make appropriate recommendations. It is recommended that simplicity, ease of access and use, and maximum availability of information guide development and maintenance of the Area 50 Website.

- The Website design will specifically contain concise messages and have simple, intuitive navigation via well referenced links.
- Our web site follows the GSO recommendations for how we share public information in general; therefore as GSO develops or changes its Web Site or PI guidelines, they will be reviewed and adopted as appropriate, informing the Area Assembly as we do so.
- The information on the Area 50 Web site is to be primarily textual rather than graphical. No web page should take longer than about 30 seconds to download. However links to other A.A. entities, or information provided by them may not be limited as such all information that is static in nature such as the *Twelve Steps* or *A. A. Guidelines*.
- In order to provide the optimum access to screen and print users, the Area 50 Web site will generally not contain animations, images greater than 10kb (without thumbnails), or videos; but may link to such at the AAWS Web site as we are encouraged to do so. Longer download times which are a result of users following links at other A.A. entities are strictly at the user's discretion.
- Maintenance of the web site is to be simple through the use of appropriate tools commonly used by others who must perform similar tasks. To facilitate maintenance and assist rotating Web Chair/Webmaster positions, the Area 50 Web Site will be developed to conform to W3C industry standards for desktop development. Software used to maintain the site may range from simple HTML editors to robust WYSIWYG web development platforms. This should also help keep costs at a minimum. If an outside technical advisor is used they will adhere to the guidelines within this document. Finally, the initial implementation of this site will use HTML and the CSS style sheet language which places page styling and presentation in a separate folder on the server. The CSS styling will also comply with W3C standards.
- The Website will be readable without error by the current and at least two previous versions of Internet Explorer. Well known hacks may be used to accomplish this to maintain compliance with newer Web Standards. It is also desirable to read the Website without error with Firefox, Ice weasel and Safari.
- The Area 50 Web site is to be hosted by a large, well-established web hosting company. It also is the responsibility of this Committee to find an appropriate web hosting company for our site if one has not been established or if there are substantial changes in the terms of the hosting agreement that necessitate a change.
- The Web site Committee and a delegation of two trusted servants from Area 50 (the Area 50 Web chair and Area 50 Chair) are to approve changes to the structure of the web site. Structure means any general web site organization changes such as changing basic navigation or the use of graphics.
- The Area 50 Chair bears ultimate responsibility for all content that is published to the web site. The Area 50 Web chair is directly accountable to him/her and will not allow content to be posted without the Area 50 Chair's consent unless otherwise specified in the Website Guidelines.

- The Area 50 Webmaster will assure that the web site is archived whenever changes are made so that it may easily be restored if a catastrophic failure should occur. A backup should be kept for three iterations of changes.

Webmaster

The preference is to have an at large member from within the Fellowship join the Website Committee and provide the skills and time required to maintain the Area 50 Website. Outside of new development tasks, which should be minimal, work should mostly involve updating the calendar, Committee pages, and announcements as well as posting flyers and administering e-mail aliases.

Qualifications for this position would preferably be experience with Office Programs such as Word Processors and Spreadsheets. Experience indicates for those without website development credentials this makes a good stepping off point. Expression Web 2 Software will be provided by the assembly for the Webmasters use but it is not a requirement. Any software which provides standards compliant html may be used. The Webmaster should also have possession of appropriate hardware to perform the tasks outlined in these Guidelines.

Should an outside source be utilized for maintaining this Website then they will provide the resources necessary to perform this work.

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- AUTHORITY: This web site is authorized by the group conscience of the Western New York Area 50 Committee and Assembly of Alcoholics Anonymous. It is neither endorsed nor approved by the AA World Service Inc.
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- COPYRIGHTS: The entire www.area50wny.org web site design, including text, layout, media and computer codes are copyright productions of the Western New York Area 50 Committee and Assembly of Alcoholics Anonymous, except where otherwise indicated.
- DISCLAIMER: The information contained in this web site is believed to be accurate. The Western New York Area 50 Committee and Assembly of Alcoholics Anonymous do disclaim any responsibility for any errors and / or omissions. The user assumes the full burden and responsibility of any loss, injury or other consequences arising from the use of this web site.
- FEEDBACK: If you have any question, comments or suggestions about this web site, please e-mail them to the WNY Area 50 Web site Committee. If your question or comment concerns other Area 50 matters, please direct your message to the appropriate trusted servant through the the Contact Us Link.
- NO AFFILIATION: Any links to external web sites are provided solely as a convenience for the user. This does not imply any affiliation or relationship between Area 50 and the external site.
- TRADEMARKS: The following is a complete list of registered trademarks and service marks that symbolize Alcoholics Anonymous, its work and its purpose;

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The Big Book;	GV;
Box 4-5-9;	Box 1980;
The Grapevine;	La Vina

AA Grapevine Digital Archive;

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