

Area 72 Newsletter Ad Hoc Committee 2020

Committee chair: Tom F. (Area PI Chair)

And a host of other characters

Purpose

- This Ad Hoc Committee has been assigned to look at how to best serve the Area via the
- Content
 - Format
 - Frequency
 - Other Issues

Current Policy states:

“The policy of the Washington Area Newsletter is to
provide a communication tool and to
communicate the business
of the Western Washington Area....”

Content

- ▶ *More
eye-catching !!*
- ▶ *Business/General
Service Information*

Current

- ▶ “...This business includes elections, committee appointments, special committee activities and status, motions, elected officers’ activities, Standing Committees’ activities and significant events
- ▶ which carry the message of AA to the still suffering alcoholic.”

Policy Edit considerations

- ▶ *“This business includes elections, committee appointments, special committee activities and status, motions, elected officers’ activities, Standing Committees’ activities and ~~significant events which carry the message of AA to the still suffering alcoholic.~~”*
- ▶ *“...Service oriented Events.”*

Reports

- ▶ Elected Officer Reports
- ▶ Standing Committee Chair Reports
(activities reports)
- ▶ DCM's/District Reports
 - **Submit district event flyers to Website--illegible in the NL**
- ▶ Intergroup Reports
- ▶ General Service Event Chair Reports
 - ▶ PRAASA, PNC, Foro Local, etc.
- ▶ Ad Hoc Reports (much like this one!)

*Consider updating
to read:*

Policy

- ▶ ...”Reports on Service events that ~~were successes or had problems would be helpful to other districts....~~”
- ▶ ...are General Service Oriented.”

Area 72 service events at a glance:

- ▶ GSR Schools
- ▶ Workshops
- ▶ DCM Roundtables
- ▶ Pre-Conferences
- ▶ Assemblies/Quarterlies, etc.
Throughout the Area

Area fellowship Happenings:
(List in Newsletter)

▶ *Current Policy states, “...Other events, i.e. campouts, luncheons, picnics will be noted in the “Area Happenings”....”*

▶ Fellowship Events

Date, event, location, time, potluck

Links/hyperlinks to all events on Area 72 website

Special section:

- ▶ “Coffee Corner”, History, Past Delegate Wisdom, OSD Stories, etc.
- ▶ Hispanic Reports / Stories

To be translated into English

****A good way to make the NL more well rounded and enjoyable for all****

Area activities calendar: (already On the web site)

- ▶ *“...It also includes keeping a calendar of events that come to the Editor’s attention....”*
- ▶ *“...The fliers of “Service” events will be printed in the Newsletter and noted in the “Area Activities Calendar”....”*

****NL redirects to the website for flyers/hyperlinks****

Format Considerations:

- ▶ Continue monthly (both)
printed version & Web Version
 - ▶ Surveys indicate majority wants to continue print version
 - ▶ Remote Communities/No Internet Access
 - ▶ Elderly / NON-Techies / No Internet Access
 - ▶ NL belongs to AA Group Members
 - ▶ Opting Out creates problems at service rotation
Incoming may not know prior opted out for example

Format Considerations Cont:

- ▶ Current Newsprint/Newspaper Format
 - ▶ Current NL pages **MUST** be in Multiples of 4 (Newspaper format)
 - ▶ Current print shop minimum run requires 1000 copies
 - ▶ Consider other print company sources
 - ▶ Improved Eye Appeal
 - ▶ Possibility of 8 ½ x 11 folded

possibly more costly due to weight

Newsprint is inexpensive

DISTRIBUTION :

- ▶ Current policy supports monthly distribution:
 - ▶ “...The Western WA Area Newsletter *will be distributed monthly* free of charge to the elected and appointed officers of the Western Washington Area, the DCM’s and Alternate DCM’s, all the GSR’s of the registered groups in the Washington Area, past Delegates, GSO, Pacific Region Trustee, Pacific Region Newsletter Editors that reciprocate and the 15 Pacific Region Delegates....”

Distribution continued :

- ▶ WEB
 - ▶ Links to flyers on Web in Area Events
 - ▶ Fully interactive with hyperlinks
- ▶ DCM's "Not receiving correct amounts"
 - ▶ 1 time error between registrar and printer
(printer had an old list)
 - ▶ Current editor sends extras to reach 1000- will continue!!
 - ▶ DCM's should continue to receive extra copies
 - ▶ Editor not responsible for mailing list
 - ▶ List generated by area registrar from info rec'd from districts

Other Considerations:

- ▶ Consider updating Editor Job description
 - ▶ Update Area Handbook 9.3 regarding current practices
 - ▶ Consider writing process for training to eliminate editor rotation issues (Brendan is doing this already 😊)
- ▶ Newsletter Training at DCM Orientations
 - ▶ Live animated person -- with a pulse!!
 - ▶ PowerPoint (much like this one)
 - ▶ January Quarterly/Friday Night

Other Considerations cont.

- ▶ Production Problems
 - ▶ Compiling
 - ▶ Late Submissions- 15th is DEADLINE!!!!
 - ▶ Editor delegate helpers
 - ▶ Editing is incredibly difficult / Time Consuming
- ▶ Editing software can be problematic
 - ▶ Research different software per PRAASA research
 - ▶ Open to suggestions from area regarding editing software

Area 72 NL Ad Hoc Committee

The End