

Area 72 Newsletter Adhoc Report 2020

The newsletter ad hoc committee was formed after the January, 2020 quarterly, and was composed of several members. Bridget S. Dist. 11 CPC/PI Chair, Don N. Area Archives Chair, John B. DCM Dist. 24, Andrew M. Alt DCM Dist.9, Michele Alt Dcm District 46, Greene D. Area Alt. Delegate, Will L. Area YP Chair, Astri T. Past Delegate Panel 63, Brendan D. Area Newsletter Editor and myself Tom F. Area Public Information Chair.

The committee met several times over the course of the last 2 months. Once in person and the remainder were through Video Conferencing. We accomplished quite a bit and have come up with some ideas for the Area Body to consider in moving forward.

Our first meeting was held at the Greater Seattle Intergroup Office where we brainstormed ideas and wrote down what we felt as members of General Service pros and cons of the Area Newsletter. We then opened up to conversation to get a sense of direction.

The purpose of our committee was to find recommendations for consideration for the Content, Format, Frequency of the Newsletter, and any other issues that would be brought forth during our meeting discussions and findings.

We as a committee put a PowerPoint together showing items for the Area Body to consider.

The Newsletter Current Policy States:

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

Regarding Content, first, the majority felt it needed to be more Eye Catching or Attractive and that the Business/General Service in it is vital. We also found the Policy is wordy and somewhat confusing when reading it.

Current Policy States

".....This business includes election, 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...."

A possible edit to the policy could read:

".....This business includes election, committee appointments, special committee activities and status, motions, elected officers' activities, standing committees' activities and significant events ~~which carry the message of the still suffering alcoholic.~~"

To read instead:

".....Service oriented Events."

Reports

It was also discussed the importance of the Area General Service reports remain as is: Elected, Standing and DCM's

But Consider that:

All Flyers be sent to the Area Website for posting and not be printed in the Newsletter.

It was agreed that they are not easily readable and are readily available on the Area Website.

Consider and encourage the addition of Intergroup Reports, General Service Event Chair Reports (such as PRASSA, PNC, Foro Local, etc., and Ad hoc Reports

Consider updating Policy to read:

~~...."Reports on Service events that were successes or had problems would be helpful to other districts..."~~

To Read Instead:

"....are General Service oriented."

There was much discussion on Area Service Events and Area Fellowship Happenings and that they are both significant and important to have them in the newsletter.

Area 72 service events at a glance:

GSR Schools, Workshops, DCM Round Tables, Pre Conference, Assemblies/Quarterlies, ect. Throughout Area 72

Area fellowship Happenings: (Listed in Newsletter)

Current Policy States: ..."Other events i.e. campouts, luncheons, picnics will be noted in the "Area Happenings"....

Consideration: The Date, Event, Location, Time, Potluck

(Links/Hyperlinks to all events on Area 72 Website)

The committee also had some really creative thinking and input as well as research on what other Areas are doing to make the newsletter flow and be attractive.

Consideration:

Special Section: "Coffee Corner" Things like: History Pieces, Past Delegate Wisdom, OSD Stories, etc., as well as Hispanic Reports/Stories, to be translated to English.

We all felt this was a good way to make the Newsletter more well-rounded and enjoyable for all.

The committee also discussed the Area Activities Calendar which is already on the website as well as Events and Happenings as mentioned previously.

Format Consideration:

This discussion was interesting to me, we had some who thought it would be good to have it online some like the feel of the Newsletter in their hand but in the end we all agreed there was a need for both printed and web versions.

Continue Monthly both printed and web versions!

Past Surveys indicated the majority wants to continue print versions,

Remote Communities/No Internet Access

Elder/ Non-Techies / No internet Access

NL belongs to AA Group Members

Option to Opt in or Out would create problems at service rotation. (The incoming may not know the previous opted out for example)

The newsletter is printed in pages of 4 this is required for formatting and printing purposes. As mentioned previously having options as fillers like history or OSD Stories would be helpful.

Quantity must be 1000 run with current print source, in keeping costs down. Consider other print company sources in the future for lower costs

In looking at other Area newsletters there was some who printed on 11"X17" paper and folded to 8 1/2" X 11" this would possibly be more costly due to the added weight. (Newsprint is lightweight and 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 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 that reciprocates and the 15 Pacific Region Delegates"...*

Web

Links to flier on the Website in Area Events, with fully interactive with hyperlinks

DCM's "Not receiving correct amounts" was found to be a one-time error between registrar and printer, the Printer had an old list

Current editor sends extra copies which are available because of the minimum 1000 order.

DCM Should continue to receive the extra copies

Editor not responsible for the mailing list, list generated by area registrar from info received from districts.

Other Considerations:

Consider updating the 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 Orientation, with live Animated Person -- with a pulse-PowerPoint Presentation - Done at the begin of the rotation in January

(Committee thought by doing this it would encourage to the DCM's the importance of submitting their reports and also a way to help the groups GSR's)

Production Problems

Compiling (Late Submissions - 15th is the Deadline, Editor is encouraged to delegate helpers, Editing is incredibly difficult and time consuming.

A couple of our committee members attended the round tables for Newsletter at PRASSA

Editing Software can be problematic

Both Brendan and Geene, who is a past newsletter editor, confirmed that the format and software currently used can be difficult to convert and layout the newsletter.

There was some talk at PRASSA about different types of software being used to help layout and edit newsletters

Open to suggestions from the area regarding editing software.

I would like to thank all of the committee members for their input, discussion and help.