

Assembly Motion #1: Digital Newsletter

Move that beginning January 1, 2026, Western Washington publish a digital only Newsletter and cease regular printing and mailing. Digital format to include a printer friendly version available in the event a member, group or district wishes to print it for local distribution.

Background Information:

Purpose of the Newsletter. The Western Washington Area Newsletter serves as a primary communication tool for Area business. First established for this purpose in 1976, it covers essential information such as business meeting minutes, elections, motions, committee appointments, reports from elected and appointed officers, Standing and special committee updates, and service events that support carrying the A.A. message to the still suffering alcoholic. Flyers for Area service events are included and listed in the Area Events Calendar online. The newsletter is currently distributed in print across Western Washington to approximately 1,400 members and posted on the Area 72 website.

Intended Audience. “The published Newsletter is...intended to be shared with all the members of the Western Washington fellowship and relies on the [Area] Committee to generate content, encourage overall awareness, and ensure distribution to the Groups. The Newsletter is distributed monthly, free of charge, to [Area] elected and appointed officers, DCMs and Alternate DCMs, the GSRs of the registered [Area] groups, Past Delegates, G.S.O., the Pacific Regional Trustee....” *Our Stories Disclose...3rd Edition, Volume 1 (2023), page 338-340*

2024 Discussion / 2025 Ad Hoc Committee

The cost of the Newsletter was discussed at the July 2024 Quarterly and 2024 Assembly. At the January 2025 Quarterly, an ad hoc committee was established to research the financial viability of printing the newsletter due to substantial cost increases in printing and mailing. The Ad Hoc Committee presented its report and recommendations at the April quarterly. Some questions from the April Quarterly were noted regarding accessibility, printability, archival process and actual cost as areas to be addressed. The ad hoc committee presented additional information at the July 2025 quarterly to provide solutions to those questions. See Section entitled “Points Addressing April 2025 Questions” below.

Summary of Key Points:

- **Reach: 1,400 members by mail / 5,000+ members if digital**
The current print edition of the Newsletter is mailed to 1,400 members primarily made up of the GSRs of registered home groups, District trusted servants, Area appointed and elected Trusted Servants, Past Delegates. It is not mailed to the general membership, correctional facilities or remote communities. It reaches those members if provided to them. A digital delivery system has the potential to reach all home group members, including remote communities with a low bandwidth print option. Digital reach is estimated at upwards of 5,000 members in Area 72 in an easily viewable, searchable, printable and archivable format.
- **Service Literature vs. Recovery Literature and Directly Carrying the Message**
The Area Newsletter is a service piece produced to inform the groups and districts on the business of Area 72. This is secondary to our primary purpose of carrying the message to the alcoholic. An example of directly carrying the message is providing literature for correctional facilities. The savings of \$30K+ by going digital can be redirected to projects that directly carry the message.

- **Area 72 Budget Constraints**

The 2025 Area Annual Budget, recommended by the Treasurer and approved by the Area Committee at the January Quarterly, was limited to \$182,500 considering the previous two years of contributions averaged \$175,000 per year. To keep the budget at \$182.5K, the Treasurer, on the recommendation of the Finance Committee, capped the Newsletter budget at \$20K despite estimates for monthly publication of \$32K for the year. To meet the budget, a House Keeping Floor Motion was presented and passed at the January Quarterly to print and mail only the editions containing the Quarterly and Assembly Minutes, in compliance with Area Motions regarding the Newsletter to date.

- **Cost of Print for 2026: \$35K / yr. Cost of Digital: \$1.5K / yr. going forward**

From 2020 to 2025, the cost of printing and mailing the Newsletter to 1,400 Area servants increased 218% from \$11,000 in 2020 to a projected \$35,000 in 2026 due to the Pandemic, supply-chain shocks related thereto, inflation and economic instability due to tariffs. The annual cost of a digital newsletter is estimated at \$1,500 per year after a one-time \$1,500 setup cost.

Points Addressing April 2025 Questions:

- Accessibility. Added an HTML-based digital option as a solution as follows:
 - Easily translated digitally, saving the cost of Spanish translation.
 - Loads quickly, even in rural areas with limited cell service and/or internet access.
 - Is compatible with screen readers and zoomable for those with visual impairments.
 - Meets the preferences of younger, more tech-savvy members.
 - Prints easily in 8.5 x 11 for members doing service work.
- Printable Version. Added an HTML-based option as a solution for reaching all members as follows:
 - The same HTML solution that addresses accessibility issues allowing members to print individual articles or the full newsletter on standard paper.
 - To print the paper at home it would be approximately \$4.00
 - Districts can support GSRs who need printed copies.
 - This approach is simple, flexible, and cost-effective.
- Archival Process.
 - GSO confirmed that digital formats are acceptable for archival purposes.
 - Best practices include using PDF/A, metadata, and secure storage.
 - The digital format allows for searchable, well-organized, and easily preserved records.

Additional Background Materials:

The following background materials can be found through the Area website at: <https://area72aa.org/2025-pre-assembly-documents-eng/> and are hyperlinked here as well:

- Digital Newsletter Video Presentation (7 minutes)
 - [Newsletter Ad Hoc Committee Summary](#)
 - [Newsletter Ad Hoc Committee Final Report](#)
 - [Newsletter Ad Hoc Committee Slide Presentation from July 2025 Quarterly](#)
 - [Link to Proposed Area 72 Digital Newsletter](#)
-