

Summary Supplement Report Ad Hoc Newsletter Committee Report

We encourage you to read the full Supplemental Report dated 07-07-2025 as this is just a summary.

The ad hoc committee was asked to gather more information for the July Quarterly to help answer questions raised during the April meeting about the newsletter around accessibility, printability, archival process and actual cost.

Purpose of the Newsletter

- The Area 72 newsletter exists to keep groups and districts informed about the business activities of the Area. Its primary role is to support the structure of the upside-down triangle, where trusted servants are guided by the fellowship.
- The newsletter helps ensure that information flows from the Area to the groups through their GSRs and districts. This allows members to stay informed and provide feedback, helping maintain a strong connection between the groups and Area service work.

Key Findings

Accessibility

- Examined an HTML-based digital newsletter format as the most inclusive and practical solution for reaching all members of Area 72. If you're a tech-savvy member and want the technical breakdown, feel free to reach out to john@johnbarry.com or languagechair@area72aa.org.
- This format:
 - Supports Spanish translation, helping stretch the translation budget and better serve our Spanish-speaking members.
 - Loads quickly, even in rural areas with limited internet access.
 - Is compatible with screen readers and adjustable for those with visual impairments.
 - Meets the preferences of younger, more tech-savvy members.
 - Can be printed easily by individuals or carried into correctional facilities by members doing service work.
- The HTML format would make it easier for more people to stay informed and engaged with Area business.

Printable Version

- The same HTML solution that address accessibility issues allows members to print individual articles or the full newsletter on standard paper.
- For a person who wanted 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.

Cost Comparison

Format	Estimated Annual Cost
Printed Newsletter	\$35,644.06
Digital Newsletter	\$1,495.00
Annual Savings	\$34,109.06

- The printed newsletter is not financially sustainable.
- The digital format offers significant savings that could be redirected to outreach, translation, or public information efforts.

Where Spirituality and Money Mix - Spiritual and Practical Balance

While it may be tempting to focus solely on the financial savings, we in AA understand that there is a place where spirituality and money mix. Our decisions must be guided by how well they serve our primary purpose—to carry the message.

The digital newsletter not only reduces costs but also expands our reach, improves accessibility, and preserves our history. It is a solution that aligns with both our spiritual principles and our responsibility to be good stewards of the Seventh Tradition.

Recommendation to the Body

The Ad Hoc Committee recommends that Area 72:

1. **Transition to a digital newsletter format** using the HTML-based solution such as the one demonstrated at the July Quarterly.
2. **Cease regular monthly printing of the newsletter**, while allowing for limited printing as needed.
3. **Form a Newsletter Steering Committee**
 - Purpose: To support the continued development and implementation of a monthly digital newsletter, we recommend that the Area 72 Newsletter Editor appoint a working Newsletter Steering Committee. This group would assist with the format, content, and distribution of both the digital and printer-friendly versions of the newsletter.
 - Composition: Include at a minimum, AA members with a desire to serve, and representatives such as the Newsletter Editor, Language Chair, a member of the Web Steering Committee, a Past Delegate, and a DCM.
 - Tasks should include but are not limited to:
 - Develop a simple article submission process, including a user-friendly template and submission tool.
 - Create a clear framework for how the editorial steering committee will function.
 - Draft a transition plan so that, if the Area Assembly chooses to move forward, implementation can begin smoothly.
 - Assist in the monthly preparation and publication of the Area newsletter.
4. **Implement a subscription option** on the Area website that sends a monthly link to the newsletter.
5. **Support districts and GSRs** in printing copies for members who need them.
6. **Establish a digital archival process** in line with GSO guidelines.

7. **Redirect savings** to support outreach and other 12th Step efforts.