

Newsletter Task Force Report August 2023 AWSC

CHARGE:

- Provide examples of an updated Newsletter including alternatives for report format, distribution, brand and content.
- Provide information and examples on how a paid subscription service might enhance the role of the Newsletter as a vital tool for communication with the Area.

Our Taskforce meet July 30, 2023. As we discuss our work, we continue to remind ourselves of who, we believe, is the real audience is for the Area newsletter; those members sitting in groups and especially for the GRs. We believe all other members should be receiving information through their participation at the AWSC or District meetings.

The Newsletter Coordinator utilized an email format for the May newsletter that was a one/two-pages containing clickable links to the District reports and to all the other informative information. This allowed members to read what they want when they want. The newsletter also included attractive graphics and a specific topic for group GRs. It contained Save the Date information and information on the registration for Assembly.

Since it takes more than just one time to make an informed decision on this format the Task Force is suggesting that we utilize the same template for the rest of the year. Only in this way will we be able to investigate what pros & cons there will be to this process.

After reviewing the publication of the 2023 May Newsletter, we realized that we did not have a way of receiving information on whether everyone who was supposed to get a newsletter did in fact get one. It was determined that we probably need to do a small survey, after the next newsletter, asking the CMA/GR if they received the email and if they were able to share it with their group. We will use that information to take us further on our quest.

Once again, in keeping with our main thought of who the audience is, we discussed the appropriate timeliness of the newsletter as it is currently established. We discussed adjusting the newsletter to the following, allowing for three newsletter publication dates:

- **January:** We would like to establish a January newsletter with a due date at the end of December for publication in /around the 1st week of January. This edition would have reports submitted by the Officers and Coordinators only. This would layout the possible calendar of events for the new year and information to help group members plan out some of their upcoming events. There could be several 'save the date' announcements publicized so Districts could also be aware when planning District events. This could possibly lay out information from the WSO to various coordinators about what the upcoming year may hold. There would not be any directed DR reports in this edition.
- **May:** A May newsletter deadline would be moved back to around the 20th of April for publication on May 1. This would allow for the topic of what the responsibility of the GR is at the Spring Assembly along with topics and the workshops and various other business items discussed at the Assemblies. Also included in this publication would be events from Districts sharing information about with upcoming events during the summer months along with all the things that have happened the first months of the year. We would also like to invite group members to submit something to this edition. These could be on how service has helped their recovery or how a specific Step/Tradition/Concept helped them grow.
- **September:** Currently the August publication feels redundant to what is reported at the August AWSC meetings so we would like to establish a September newsletter. The due date of August 20th would allow for publication September 1. This would allow members to receive information on the Fall Assembly closer to it's date. Just like the May newsletter, Assembly items would be discussed and in election years it could be all about the process of elections. District information going into the fall can be shared and members stories of recovery could be included.

- **Events outside these dates:** Any events that might fall outside these dates maybe could be distributed in other ways. As an example, the Serenity Weekend information and flyer could be emailed to the CMAs/GRs by the Delegate. We believe that it is possible the membership might read this as a special, personal invitation, instead of just more information in the newsletter, and may be more willing to attend. Other events could be handled the same way with more personalized emails by either through the Delegate or the Chairperson or other Area Officer or Coordinator.

We are excited to have a possible opportunity for group members to submit something to the newsletter. This could be something service related that they have learned or a sharing that on their recovery. We hope this will make the newsletter more relevant to them. As already currently established, this would not be poetry or songs etc. but written sharings on recovery. We will develop a template to allow for a certain number of words and specific topics. More to be discussed by this Task Force as we proceed.

Because of the need to develop a way of determining how this process will flow, this task force would like to recommend that the current process of writing and submitting newsletter reports be put on hold until we have had an opportunity to proceed with our proposals.

Recommendation: This Task Force would like to ask for a trial period, starting August 2023 to go through *at least a complete year* to determine if we are obtaining the appropriate outcomes. We would propose that this Task Force, along with the Newsletter Coordinator, present to the 2024 August AWSC what we have accomplished. Along those lines we would then present to the 2024 October Assembly GRs the same information, asking for their input to the newsletter and it's new template and publication dates. We believe we would be remiss if we did not get membership (through the GRs) input.

This Task Force will continue to work with the Newsletter Coordinator in achieving our goals, developing topics for members sharings and continuation of the development of the Newsletter template and distribution method.

Newsletter Task Force: Michelle K., Jamie V., Rachel C., Connie H.