

Round Table Topic: Newsletters

Date: 2 March 2019

Moderator: Mark S **Secretary:** Not identified

Identified Topics: No questions identified as with other round tables.

Area 03, Arizona has eight newsletters per year, four assemblies, four administrative meetings, all of which have minutes.

Area 42, Nevada has four publications per year, no budget, email only, each editor chooses contents, where GSRs and DCMs print and distribute them.

Area 07, California Northern Interior has appointed newsletter officers, gathers articles through emails, flyers, monthly publications, designed in Word for cell phone users and 8.5 x 11 pdfs.

PRAASA needs web round tables!

The Area 72 web servant prints newsletters, 4 x 11 x 17", 800+ mailed, website requires long-in, reviewing site security, Word Press plug-in ("I am a member of AA"), struggling with are they printing too much, teen in AA conference, reactionary Area, aligning meeting schedules, meeting Group app.

Meeting Guide Discussion: Confusion between Area and Intergroup meeting lists. FNV going away. Area 72 updates directly into Meeting Guide.

Data Precedence Debate: Who can enter information? Whose data are correct? Data policy is tough. Change hurts. Intergroups and Areas need to improve how they cooperate.

Area 42 newsletter editor grew up in young people's groups. They are strong consumers of social media. They use "secret" status on social media. Young people consume social media as a natural part of their lives. They use privacy protections. Secret pages online exist. They need a communications group.

Area 72 uses Facebook, which has quirks with moderation. Secret Facebook pages are great. Having web chairs be more involved who can incorporate the Traditions can make a difference. Experienced member moderations use tech will help. Web and tech can be powerful in recovery. Being willing to listen and work together will help.

One member gets a lot of negative feedback on his newsletters. Everything is duplicated. Updating panels 30 different things. Everything is a checkable pdf. Almost retro look. Another member creates a GSC-level Technology Group to research and recommend platforms for a wide variety of needs. Another member communicates with everyone. Focus need to be on helping others. Another member reports having a very dry newsletter. We are her to facilitate transmission of information to GSRs and Areas. Area 72 at last rotation started themselves on each newsletter. Any member can submit articles.

How do we get people interested in the web and newsletters? Are people afraid of technology? How can we make tech useful? People want technology to be easy. They abandon their pursuits after four or five clicks. Need to adopt global world class quality. Glacier pace in AA. Newsletters are starting to integrate onto websites. Area 72 is opt out; everybody gets a copy at \$10/year. Area 72 uses machine learning artificial intelligence to help translate newsletters into Spanish. Lack of content can slow down newsletter production. Area 72 only posts AA events; no gratitude banquet.

Another (unidentified Area) posts minutes, flyers, contact lists, Assembly minutes, last six months of rotation, servants write about service experience. October Assembly published in February due to lackluster performance from people lagging on submissions.