

KBDM

Electronic Newsletter

Information

New York North Area Assembly
2012 Spring Assembly



Area World Service Committee Recommendation to Spring 2012 Assembly

- The AWSC recommends Electronic Delivery of the Newsletter (Northern Hi Lights) with an “opt” in for hard copies.

Recommendation Details

The AWSC recommends electronic delivery of the newsletter (Northern Highlights) with an “opt” in for hard copies.

If you “opt in” you would pay the actual cost to print and mail. (To be determined)
Start date, October 1st 2012.”

The plan would be to publish the “opt” in method in 3 consecutive newsletters.

Background Information

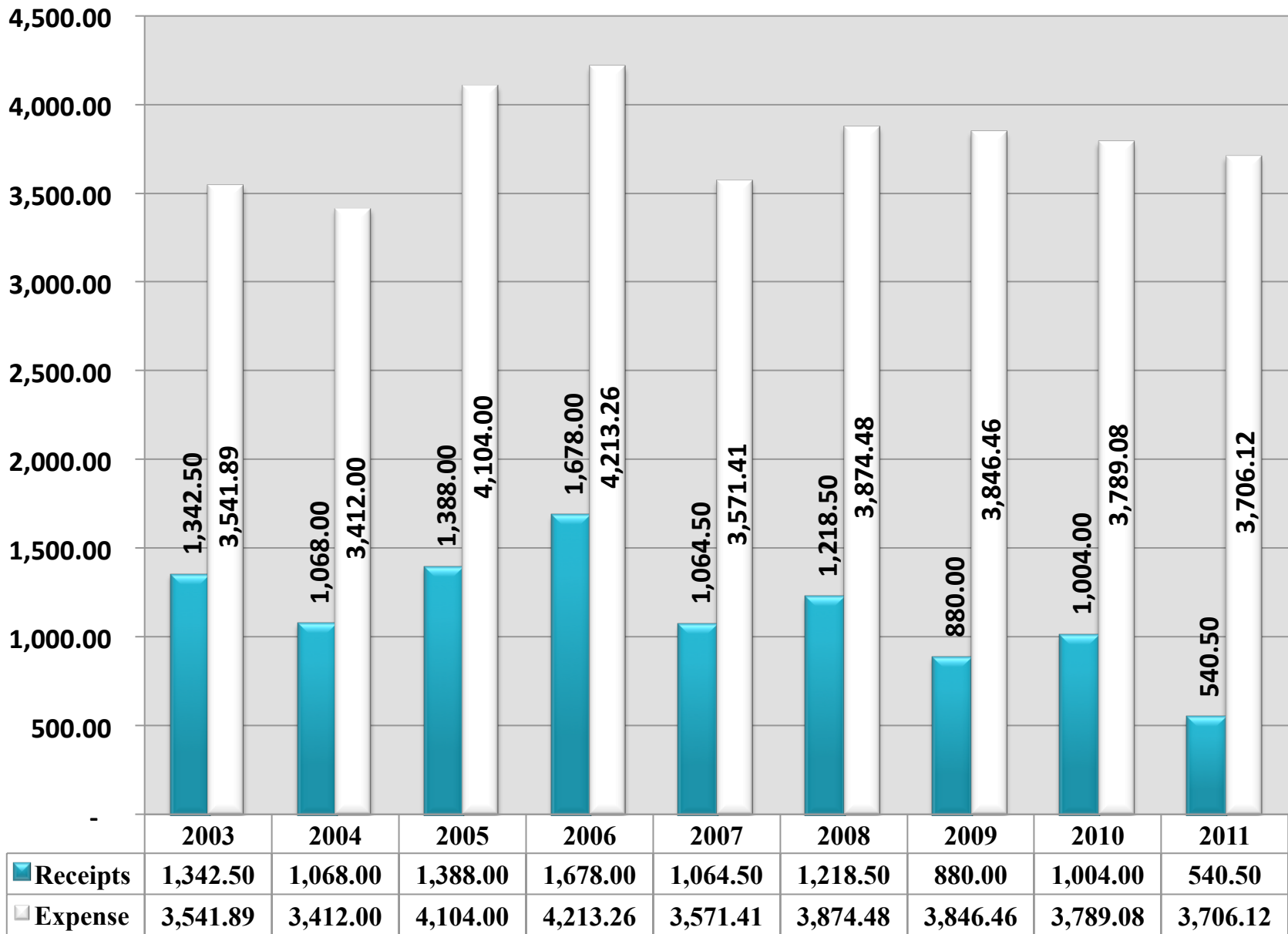
- Electronic Delivery of the newsletter has been a topic of discussion at the Area Assembly meetings since 2009
- Information and education has been provided at assemblies and via newsletter articles on:
 - Subscription and Financial Statistics
 - How to Create an Email address to use for Al-Anon purposes
 - Using an E-buddy

Newsletter Financial Information 2003 – 2011

Receipts
from
Subscriptions
\$10,184.00

Cost to
publish &
mail
\$34,058.70

Cost
Exceeds
Receipts by
\$23,874.70



Historical Information

2009

- Ad-Hoc Committee was formed at the 2009 Fall AWSC meeting
- Tasked with looking into Northern Hi Lights cost, mode of delivery and the possibility of going electronic

Spring 2010

- Ad-hoc Committee on Newsletter Delivery recommended electronic deliver of newsletter
- Discussion at the Spring 2010 Assembly on Pros & Cons of electronic delivery

Fall 2010

- Electronic Newsletter Q&A KBDM topics provided
- Discussion at Assembly
- Take back to groups

Spring 2011

- Email Addresses added to Listserv
- April 2011: 1st Electronic version of the Northern Hi Lights sent from the Listserv & Newsletter Coordinator discontinues use of personal Email Distribution list to distribute newsletter
- Spring Assembly: Discussion continues during Newsletter & Web Coordinator reports

March 2012 AWSC Meeting

- AWSC votes to put the following motion on the agenda for the Spring Assembly:
- The AWSC recommends Electronic delivery of the newsletter (Northern Hi Lights) with an “opt” in for hard copies.
- If you “opt in” you would pay the actual cost to print and mail. (To be determined) Start date, October 1st 2012.”
- The plan would be to publish the “OPT” in method in 3 consecutive newsletters.

Information & Education on Email

Assembly members provided education and information related to:

- 2010 – NYN Delegate discusses WSC Task Force Presentation on Technology – Email with emphasis on E-Mail Etiquette section
- Utilizing an E-Buddy
- Creating Email Addresses

E-buddy

- If a member does not have access to a computer or is not familiar with e-mail, another member can be asked to receive the e-mail messages, download the messages and print them.
- An “E-buddy” can also be used as a mentor to help an individual learn how to use electronic mail.

Creating an e-mail address

- The ideal is for an e-mail address being used for Al-Anon purposes to be related to Al-Anon, within the fellowship and outside the fellowship.
- When a trusted servant's position is the username, the same e-mail addresses can be used and the password changed as trusted servants practice rotation of service. Ex. nyndistrict3dr@gmail.com.
- Simplifies need to delete and create new e-mail address and distribution lists.

Current Statistics

Current Email Statistics

- Group Records has 297 Email addresses
- Includes: Groups, CMA's, District Reps, Officers & Coordinator's , AIS's, LDC's and Individuals
- 290 active AFG groups in NYN – 189 of those groups have valid E-mail addresses

Current Delivery Methods

- 203 Email subscriptions at present – Includes: Groups, District Reps, Officers & Coordinator's , AIS's, LDC's and Individuals
- 3 complete districts receive the Northern Hi Lights via Email
- 241 hardcopies of May Northern Hi Lights mailed
- Group Records has E-mail addresses for 145 of those

Subscription Statistics

- 68 current paid subscriptions
- 14 of the 68 are Individual subscriptions
- 54 of the 68 are Groups subscriptions

- 173 Groups are not current on their paid status

Current Cost 2012

- Hardcopy Bulk Rate cost 2012 YTD

Month	Printing	Postage	Total
Jan/Feb	\$238.25	\$41.00	\$279.25
March	\$241.80	\$42.49	\$284.29
April	\$300.86	\$39.53	\$340.39
May	\$296.25	\$38.70	\$334.95
Total	\$1,077.16	\$161.72	\$1,238.88

- Cut off for bulk rate is 200 - Under 200 cost is per newsletter

Estimated Cost for under 200 Newsletters

- Cost to print, fold & mail 50 newsletters of 6 pgs front & back

Print Type	# of Copies	Total Cost	Cost per each	Issues Per Year	Cost per Yearly Subscription
Black & White	50	\$100.00	\$2.00	10	\$20.00
Color	50	\$328.50	\$6.57	10	\$65.70

- Subject to fluctuate based on number of pages and increase in postage