

Acadiana Area Central Office, Inc.

Policy on Newsletters and Mailed Flyers

Introduction

“Newsletters or bulletins published by central offices may include not only office news and events, but similar information about the groups and committees served by these offices (such as meeting times, openings of new groups, or changes of group meeting locations or officers). Frequently, material from A.A. literature is reprinted and discussed, and articles on subjects of interest to A.A.s also are published. Experience indicates that, as in most A.A. service activities, it is prudent to make a committee (rather than one or two individuals) responsible for the format, planning, and content of the bulletin. Many local publications quote from A.A. literature such as the Big Book, the Twelve and Twelve, *The A.A. Service Manual*, and Conference-approved pamphlets. Any A.A. newsletter, bulletin, or meeting list is more than welcome to use this material. Please be sure to include the *proper credit line*^{*} in your publications, in order to insure that the copyrights of A.A. literature are protected.”

[AAWS AA Guidelines]

^{*} (See Page 4 for description)

Purpose

The purpose of this policy is to provide guidance to the Steering/Publications Committee and newsletter Editor regarding acceptable content to be published in the monthly Plug-in-Jug newsletter, and the flyers that are included in the monthly mailing to AA Groups and subscribers.

While noting the Traditions: "being a spiritual entity having one primary purpose... carrying the message to the alcoholic who still suffers"; that "each group is autonomous except in matters affecting other groups or AA as a whole"; that "an AA group ought never endorse... nor lend the AA name"; and that "Alcoholics Anonymous has no opinion on outside issues", *this policy* was developed to insure that the monthly newsletter and mailing would be aligned closely with the Traditions and not wander from our primary purpose of carrying the message.

[Compiled from the stated purpose of similar publications]

Policy

1) The *Plug-in-Jug News* is the monthly newsletter of the Acadiana Area Central Office, Inc. This is in keeping with one of the responsibilities of the Central Office as stated in its By-Laws, namely, to “publish a monthly newsletter.” In order to facilitate this responsibility and honor the Traditions and principles of Alcoholics Anonymous, the following guidelines are hereby adopted. The monthly Plug-in-Jug newsletter should be *limited to publishing the following*:

- A. Reprinted AA-approved literature from AAWS, Inc. and the AA Grapevine, Inc.
- B. Written material borrowed from AA-related sources including Central Office and Area websites and newsletters.
- C. Acadiana group meeting information, changes and updates.
- D. A standard notice of contact and copyright information.
- E. Group Anniversary information and announcements of AA-related events in Acadiana.
- F. AA Service Structure and General Service events and information.
- G. Announcements regarding AA-related local, District and Area conference/convention/workshop events.
- H. Minutes of the previous COR meeting and the Agenda for the upcoming meeting.
- I. The Treasurer’s monthly Financial Report including group contributions.

2) Flyers that can be included in the monthly mailing are limited to:

- A. AA group, district and Area-sponsored events and notice of the annual Al-Anon (AFG) convention.
- B. AA Service Structure and General Service sponsored event announcements.
- C. Announcements of Central Office events and information of importance to the membership.
- D. AA-related event flyers such as Cajun Country Conference, Fellowship of the Spirit South, etc.

Publications Committee

The Central Office Steering Committee, consisting of the seven Officers, shall constitute and serve as the *Publications Committee*, whose responsibility it will be to assure adherence to this policy and to review each issue of the newsletter prior to publication to determine the appropriateness of its content. In the event that three (3) of the Officers object to any given item in an issue, that item must be changed in such a way as to be made acceptable or removed from the newsletter and replaced with different content.

Additional Suggestions

- Scheduling a “theme issue” centering on some aspect of the A.A. program
- Asking for and publishing letters from your A.A. readers (members).
- Carrying highlights of minutes from various committee meetings — central office steering committee, institutions, public information, etc.
- Including committee financial reports and records of group contributions.
- Running occasional appropriate cartoons such as those from the A.A. Grapevine or Conference-approved pamphlets.
(Remember that illustrations, too, are copyrighted and the proper credit should accompany any that are used.)
- Running a “Calendar of Events” feature.
- Conducting a subscription campaign to build paid readership
- Publishing articles about local events, groups & activities.
- Including a sobriety birthday list.

[AAWS AA Guidelines]

Assuring Proper Credit*

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