

**SERENITY PRESS**  
**NEWSLETTER REPORT**  
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I was recently asked, just as a thought, what the cost of printing 100 or so 8½ x 11 sheets would be, just containing the meeting list. It was thought that this might cut newsletter costs and be something easy to hand to newcomers to take with them, as they don't really have any need for a lot of the OA information contained in the total newsletter that doesn't really apply to them.

Outside of my initial "here we go again" – why does the newsletter seem to be the first to come to mind when people think about "cost cutting"? – I find it incredible that it's not understood by everyone what an important and valuable piece of literature the complete newsletter actually is. It's not just a Meeting List. And this includes the online as well as the hard, printed copy that we hand out at Intergruop to be taken back to meetings. We print 300 and last month ran out of newsletters.

To answer the question, now that I've had a chance to revisit the thought...

The reason we have the newsletter is not to just benefit members - it's also to provide the newcomer with the "complete package". They will hopefully be able to open the epistle and have it fall to the center, where ... "voila" ... will be the meeting list!!

And all around that delicious center, will be the rest of the cookie . . . most importantly, personal stories from other compulsive overeaters from all different spectrums of recovery that the newcomer can relate to, a calendar noting upcoming events they can go to, plus little blurbs inside describing them, the listing of all the committees and officers - makes us look really official and organized. Then there's the Outreach Directory - people they can call at all hours of the day and night when meetings are unavailable, and also special fun events like the cruise, cartoons, ditties, and quotes from members. This is OA literature at its best!!

I think we need to hand the newcomer wayyyyyyy more than just a meeting list to keep them "coming back."

If anyone's interested, I have available the "reason to keep printing a newsletter #101" Newsletter Report from 2008, which I'll be happy to e-mail. LOL

Carol H  
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