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WORLD SERVICE OFFICE, INC., P.O. BOX 9999, VAN NUYS, CA 91409; (818) 780-3951  
VOLUME 3 MARCH, 1986 NUMBER 1

## THE N.A. WAY MAGAZINE IS RECONSIDERED AS A FELLOWSHIP PROJECT

Just a few months ago, we reported in the *Newsline* that the *N.A. Way Magazine* had come close to meeting the necessary subscription goals, and the WSO was going to propose that it be continued as a Fellowship project. Just after we made that statement, we sat down and computed our exact budget to get ready to set a course for the future. We came up with some surprising figures that caused us to back off from some of that earlier optimism. It is never pleasant to have to make a retraction, especially one of this nature about a project that is so close to many of our hearts. We are compelled by the facts, however, to do just that.

What we found upon reconsideration was that when our earlier figures were computed, we were not fully aware of all the "hidden" expenses that actually go into a monthly publication. Also, we have made some necessary improvements to the magazine during the last year that caused our budget to go even higher. In sum, our earlier budget formula simply is not accurate today. Based upon our current calculations, we are still losing as much as \$770 per month on the *N.A. Way Magazine* (see Appendix A of this *Newsline*).

There are some more facts to be considered before we begin to discuss the possible consequences of this financial trouble. During the nine months previous to last year's Conference, the magazine grew by over 500%. During the next nine month period it grew by about 25%. In real numbers, there has been a steady incline in our growth, but as our base number of subscribers gets bigger, it takes a lot more new subscriptions to grow. For example, it now takes us 225 new or renewed subscriptions every month *just not to lose ground*. So even though there are many new subscriptions each month, we need to see many more before we can grow appreciably.

We receive quite a bit of mail stating that our readers love the magazine. This leads us to believe that there is a need, a "market" if you will, for the *N.A. Way*. Yet we estimate that approximately one and one half percent of our Fellowship subscribes to our monthly journal. We cannot pay the bills with those numbers. Even if we had just one subscription for every group in the *World Directory* our troubles would be over. If we are to continue

to publish this magazine, we will need to see some changes in this picture soon.

The survey enclosed in this *Newsline* is intended to help us come to the right decision regarding our Fellowship magazine. Whether or not you subscribe to, or have even seen the magazine, please fill it out and send it in to the World Service Office. We will need to make some decision to change the magazine, to change our "marketing" approach, to discontinue publishing the magazine, or some other suitable measure soon. Copy the survey and this article and distribute it widely. The more responses we get, the better equipped the WSO Board will be to come to some decision about this very important matter.

### SOME ALTERNATIVES

In our own discussions, we have begun to come up with some alternatives to deal with this problem. One possibility is to merge the magazine with the *Newsline* and have only one publication sold on a subscription basis. The *Newsline* is a widely read, informative tool for the Fellowship. At our current size, however, it costs the WSO approximately \$32,976 a year to give it away (see Appendix A). It has proven to be a very valuable tool in contributing to our Fellowship unity and development by providing a forum for discussions such as this one that we hope will gain wide exposure throughout the Fellowship.

As the Fellowship grows (and it continues to do so at a staggering rate), the number of addresses on the *Newsline* mail list also grows. Therefore the cost of producing and distributing this publication increases steadily. As you have seen, we have taken measures to reduce this cost, like eliminating flyers and almost eliminating the margins, shrinking the type and line spacing etc. to get maximum use of the space, but still the cost rises as the Fellowship grows. Maybe this price is worth paying because of the benefits of the *Newsline's* wide distribution. On the other hand, maybe it's time for the Fellowship to pay a subscription price for this too. Unfortunately, if we do charge for the *Newsline*, we create greater competition for the *N.A. Way*. By handling the Fellowship news in our magazine, perhaps we can eliminate these expenses and increase our subscriptions. Please tell us your position on this matter by way of the enclosed questionnaire.

Another plan is to have group level N.A. Way representatives whose job it is to make announcements about the magazine, distribute subscription blanks, sell single issues to members (groups could take advantage of the 20% discount for 10 or more subscriptions, then sell single issues for one dollar each), etc. This type of system is used by A.A. with some real success in marketing the *Grapevine* within the Fellowship. Maybe it's time we looked at a similar plan.

Another option that must be considered is to raise the subscription price of the magazine in its current format. Please indicate your feeling about this on the survey.

Of course, another option is to discontinue publication of the magazine. This step would have to be taken if we determine that the Fellowship simply does not want such a publication. If we were to judge by our subscription figures (around 2,700 in a Fellowship whose membership is estimated at over 150,000), we would have to conclude that to some extent, this is true. We feel that we have a quality publication right now, and our mail from people who currently read the magazine would seem to indicate that our readers agree. Still, our growth is slow, and in some parts of the Fellowship, nonexistent. The possibility exists of having to give up on this project unless something changes soon.

We need your guidance. Do you want the N.A. Way? Do you want the N.A. Way to change? Are you willing as groups and individuals to support this project? Your prompt and complete responses to these questions and the others on the survey would be most appreciated.

## HOT OFF THE PRESS!

Very soon a new book will be available to N.A. members. This is the long-awaited book about the Twelve Steps and Twelve Traditions. The title of the book is *Narcotics Anonymous, It Works: How and Why*, and Part One is being printed right now.

As most of you know, the World Literature Committee has been working for several years on this project. The manuscript was sent out for review and input in 1985. Since that time, a great deal of material has been collected from N.A. members sharing their personal experiences with the Twelve Steps. The World Literature Committee worked together with a professional writer to compile the final version of the book which was then thoroughly reviewed and evaluated by the Board of Trustees as well as other trusted servants. All in all, we are very pleased with the outcome and look forward to making the book available to the N.A. Fellowship at the World Service Conference in April.

A special order form was included in the Vol. 2, No. 8 issue of the *Newsline*. This special order form may be used to order copies of *It Works* as well as other approval-form literature. Anyone who has not received the special order form may

obtain copies by writing to the World Service Office. Please remember that the purpose of distributing approval-form literature is to gather a worldwide group conscience. Part One of *It Works: How and Why* will come to a vote at the 1987 World Service Conference for final approval by the worldwide Fellowship of Narcotics Anonymous.

## RADIO PSAs

With all the excitement about TV PSAs, our Conference-approved radio spots have been taking a back seat. We wanted to let you all know that the radio PSAs, although not talked about as much, are being used and having excellent results. As we hoped, the ability of P.I. subcommittees to provide radio stations with a prerecorded tape has cut down drastically on the amount of ad-libbing that some announcers are apt to do. We have not received much input from various areas and regions who have purchased the radio PSAs but we would certainly appreciate it.

WSO shipping records indicate that a total of 45 radio spots have been ordered by, and shipped to, P.I. subcommittees in 16 different states.

There was an oversight in duplicating the radio spots which was recently brought to our attention. That is, we did not realize that some stations would require stereo as opposed to mono.

In order to assure purchase of the correct type of soundtrack, please check with the radio station prior to placing an order for PSAs. Any order received which does not specify stereo, will be assumed to be mono.

## P.I. CONTINGENCY PLAN WORKS

Although the new *Guide to Public Information* has not been approved by the Conference, the first practical test of the Contingency Plan section worked with flying colors. A call was received recently by the New York City Regional Hotline from a production assistant at ABC's *Nightline* program. They wanted assistance on a matter that might pertain to N.A. for one of their nightly worldwide broadcasts.

The call was taken by the hotline, and the NYC Regional P.I. Chairperson was called. The P.I. Chairperson, recognizing this as a world level P.I. matter, called the WSO to locate the appropriate people and also called the WSC Vice-Chairperson. Within an hour, a conference call was underway with all three persons. Before another hour had passed, a second conference call was in progress which included the person from ABC, the NYC Regional P.I. Chairperson, the WSC Chairperson, Vice-Chairperson, the past WSC P.I. Chairperson, the WSO, and a Trustee who happened at the time to be at the WSO.

As it turned out, what the network wanted was something N.A. could not do, so polite thanks were exchanged and the matter was over. However a

positive image was created because of the rapid and proper response. The network person was left with a positive impression of how N.A. handled the matter, and probably with the thought planted that if they want to do a segment on recovery from addiction to give us a call.

## WORLD DIRECTORY

The *World Directory* for 1986 is now being printed and orders will be filled upon completion of this process. The delay in availability from the original date of February 15 has been a topic of many inquiries.

Changing the original date was considered after it was discovered that a significant portion of the information was inaccurate and/or incomplete. The office staff undertook the task of verifying phone numbers and addresses. Where we found no information to be verifiable, we omitted it. Where we had accurate yet incomplete information, we printed it. This has proven to be a learning experience. In order to avoid delays in the future, we will verify all information when it is received during the coming year. Additionally, we will make an extensive effort to obtain complete meeting information before entering meetings in the *World Directory*.

The resulting *World Directory* for 1986 is offered to the Fellowship with an apology for the delay and also with the assurance that we have exerted our best efforts to make it complete and accurate. We thank you all for your patience and your assistance.

This edition undoubtedly still contains some errors. We ask anyone who discovers these errors, to please inform us and provide correction information. Additionally, we will appreciate all other input regarding the *World Directory*: how often you use it, do you find it valuable, has anyone found N.A. recovery because of it, how could it be more useful, etc. Please address any and all input to:

WSO  
Attn: Group Services  
P.O. Box 9999  
Van Nuys, CA 91409

## LIVE FROM LONDON WCNA-16

Plans for the 1986 World Convention are moving along at a fine pace. The registration and hotel flyers have hopefully reached all of you by now and, as of the last count, total preregistrations from around the world are over 340! That's pretty good.

The deadline for reduced registration price of \$30.00, as printed on the flyers, was due to take effect on March 1, 1986. Because of the fact that

flyers barely began getting out until that date, WCCNA has decided to extend the deadline until July 28, 1986. The other factor that enabled the corporation to make that decision was the fact that funds from WCNA-15 have been received and will help in paying the expenses of WCNA-16.

Unless additional flyers are needed, the printed deadline of March 1, 1986 will still be going out, so we need everyone's help in spreading the new, corrected information.

Those members who register before finding out about this change and pay at the \$35.00 price, are asked to bring their receipts to London and advise the registration desk staff of their over-payment at that time. That will prevent the office from having to issue a bunch of checks for \$5.00 as preregistrations come in. Some members have indicated a desire to have the extra \$5.00 donated to the newcomer fund. Whether you decide to do that or receive a refund, please help us by waiting to give those instructions until you check in at registration in London.

**MERCHANDISE** - Some regional conventions have been selling WCNA-16 T-shirts and mugs in order to help WCCNA create the prudent reserve that will be necessary to prepay all the costs of the London Convention. In order to keep down costs and realize a profit, the T-shirts and mugs are only being sold to regional committees in bulk. However, in addition to those items, WCCNA now has jackets available for sale to any member of the Fellowship. These are silver-grey nylon jackets, with silver/black elasticized cuffs, neck and waist, cotton lined and machine washable. On the back of the jacket, in black and orange, is a portion of the registration flyer artwork, with the Live from London, WCNA-16 and the skyline/bridge picture in orange and black. These jackets are being sold for \$35.00 plus the regular 10% shipping and handling charge and, of course, 6 1/2% sales tax if in California. Because this is a one-time, special order item, it will not appear on WSO order forms. If you desire one, please send your check with a written note indicating your order, and don't forget to state the size: small, medium, large or extra large.

**TRAVEL** - Appendix B in the back of this issue includes some additional information about traveling within London. Those persons making arrangements through a travel agent will probably be provided with this type of information through the agent and will possibly be given tickets for ground transportation, buses, shuttle, etc., as part of your package. However, for those of you who don't receive other information about getting from airport to hotels and/or Wembley, we hope this will help. The Victoria bus station is the central station from which trains depart to Wembley Center and other places throughout the city. The information provided on the attached map is to help you in getting to Victoria station from any of the airports in the vicinity.

## FROM BOB STONE

The last three years have seen the World Service Office grow from one full and one part time employee to a full time staff of twenty-five. One of the challenges has been to assemble from around the Fellowship an enthusiastic and capable staff. For the most part the clerical and shipping staff have been recruited from the local Fellowship. For non-clerical positions we have used two different approaches in the selection of employees: advertise in the *Newsline* and seek out a particular person based on previous knowledge of him or her.

For several positions, we have advertised in the *Newsline*, inviting members to submit letters of interest or send a resume. These positions generally required a less specialized background, and the position could have been well served by a member with an overall background of general N.A. service experience.

For other positions we sought out specific individuals because of their special knowledge and experience. In those situations the candidates were recruited because they had special qualifications in an area of work in which they were well known to have succeeded, or had been of exemplary service to the Fellowship in that area.

The Office is currently interested in accepting applications for a position that will probably be known as the WSO Assistant Manager. Although the specific job description has not been completed by the WSO Board of Directors there are some general qualifications that would be appropriate. The Assistant Manager will be responsible for the overall coordination of work of staff Project Coordinators in all programmatic areas where the Office is involved jointly with WSC subcommittees.

That sounds simple enough, and is a fairly short but complete description. The WSO has Project Coordinators that work with Conference Committees in Public Information, Hospitals and Institutions, International Committee, Literature, and the Board of Trustees, as well as for the non-Conference needs associated with Group Services. Although we have selected highly qualified and competent members to actually do the work the Office accomplishes in these fields, we need one individual to oversee the coordination of all of these areas of work.

Currently this is accomplished by myself as the Office Manager. Additionally I manage all other aspects of the WSO operations--shipping and receiving, finances, equipment, overall personnel management, interface with the WSO Board of Directors, development of area or regional offices or corporations, contract development for major projects the office is involved in, resolution of WSO and overall N.A. legal matters, and a longer list of minor items. We currently have an administrative assistant who has responsibility for the daily operation and management of the shipping and receiving building and staff. This person has brought considerable relief to me and

my work schedule. It is time to find someone to accept the large task of managing staff involved directly with the Fellowship.

This position, as with all of the Project Coordinators, will require a minimum of five years clean time, prior experience as a World Service Conference participant--RSR, committee chairperson or vice-chairperson, or Conference Officer. The individual must have the ability to manage people, understand N.A. philosophy and principles sufficient to be able to write and speak clearly on matters of specific concern. The person must be reasonably well spoken. Some college education would be helpful and any prior experience in managing addicts will be helpful. The individual must have an intimate knowledge of the full Fellowship and service at all levels and in all areas of work.

This position is the most sensitive that the Office will have, and will be the most carefully selected. Those persons interested should contact me, and a letter will be sent to you asking for pertinent information and a resume. The most probable candidates will be interviewed by myself and also the WSO Board of Directors, who will make the final decision. It is expected that the selection will be made in late May or early June.

Immediately you may be thinking about the question of salary. In order to avoid the problems that accompany jealousy, envy and such normal feelings, salary will be discussed directly with those who submit applications. The salary will be commensurate with the responsibilities, experience and the prevailing wage level for comparable work in private industry in the Los Angeles area.

And now on other subjects: there has been growing interest in creation of N.A. offices by regions and some area committees. During the past year we have assisted eight of the offices in various ways in getting established. We have provided information to more than twenty other committees and individuals where interest has been expressed in starting offices.

Offices can be established only after a considerable amount of knowledge and understanding is gained by the committee investigating it and the Fellowship they are part of. The three aspects where common understanding are important are in the decision of the Fellowship that leads to a commitment to have an office. The second aspect is the formation of the corporation. The third aspect is the opening and continued operation of the office.

There is a consensus among those offices currently in operation that a workshop would be helpful to them. With the growing number of committees investigating or working on new offices, a workshop would prove valuable. Accordingly, we are tentatively planning to host a one day workshop for the purpose of sharing information about offices and office corporations. The tentative date and place have been set for

Detroit, Michigan on the 28th of June. The exact location will be determined in the next few weeks. If your region or area has a committee working on opening an office, or if you already have one, begin now to make plans to attend this workshop. If you have any questions, please call Steve S. of our staff who will be coordinating this project.

When the World Service Office first moved from Sun Valley to Van Nuys in 1983 it was necessary to use our street address on all of our literature. In 1985 we obtained a convenient P.O. Box from the Postal Service. We have been discontinuing the use of our street address on nearly everything, and now use only the the P.O. Box. There are exceptions to that--principally large publications such as the Basic Text. We are hopeful that the Fellowship will send all mail to the P.O. Box rather than the street address. We want the Fellowship to know where we are, just in case you may be in the Los Angeles area and would like to visit. We welcome visitors. But for most business purposes using the P.O. Box is much better. Of course packages are an exception, and should be sent to the street address.

## COMING EVENTS

*This space has been reserved for coming events anywhere in N.A. If you wish to list an event, send us a flier or note at least two months in advance. Include title, location, dates, contacts.*

**CANADA:** May 3-4; 2nd French Conv; Info: District 04, Box 31, Grand-Mere P. Quebec, Canada G(T 5K7; (819) Ginette 537-9448; John 537-6429

2) June 27-29; BCNAR Recovery in Motion; Cloverdale Fairgrounds, 6050 176 St., Cloverdale, B.C.; FVASC; 1176 Johnston, White Rock, B.C. V4B 3Y6

**COLORADO:** July 4-6; WSUC 3, Stouffers Concourse Hotel, Denver, Box 816, Boulder 80306: (303) Janice 388-4777; Pam 893-0580; John 642-3273; Gary 830-2640

**FLORIDA:** July 3-6; FRCNA V; FRCNA V, Box 14738, Orlando, FL 32857-4738; (305) Richard 677-7426; Karen 281-7307; Tim or Lisa 830-0140

**ILLINOIS:** May 2-4; Little Egypt Area 2nd Campout; Campout, Route 1, Box 36, Nashville, IL 62263; (618) Alicia 548-5785; Stan 478-5749; Peggy 533-0450

**KENTUCKY:** April 26; 4th Birthday Lexington Kentucky; Unitarian Universalist Church, 3564 Claysmill Rd., Lexington, KY; Hotline 278-6262

**LONDON:** Aug 28-31; World Convention-16, Wembley/Conference Center; Registration in the U.S.A., Vida (818) 780-3951, P.O. Box 9999, Van Nuys, CA 91409; Registration outside U.S.A., P.O. Box 667, London, England NW8-7JW

**MICHIGAN:** Jul 3-6; RCNA of Michigan; Freedom II; Mich. Inn, Southfield

**MINNESOTA:** Jun 20-22; Upper Midwest RCNA III; Holiday Inn, 1313 Nicollet Mall, Downtown Minneapolis; (612) Geno 827-4063, Karen 558-7959, Wayne 561-5748

**MISSISSIPPI:** Apr 4-6; MRCNA IV; Hilton, Biloxi, MS; Lisa (601) 392-7267; Renee (601) 362-0897; Donna (601) 862-7334

**MISSOURI:** June 6-8; SMRCNA-I; Henry VIII Hotel, 4690 N. Lindbergh, St. Louis, MO 63044; Show Me Region Conv. Comm., Box 596, St. Charles, MO 63302

**NEBRASKA:** May 23-26; 6th Annl NA Run For Fun, Campout; Alexandria State Rec Area, Alexandria, NE; (402) Mike 475-8985 Gary 475-4853

**NEW JERSEY:** May 9-11; The Berkley Carteret, Sunset and Ocean, Asbury Park; (201) Kandi 988-9451; Gary B. 774-4846; Bob H. 742-3566

**NEW YORK:** Jun 27-29; 1st Annl Northern New York RCNA; Wells College Campus, Aurora, NY; Mel (315) 548-3610; Ilga (607) 273-8884

2) June 13-15; 2nd NYRC Freedom II; Stevensville Country Club, Swan Lake, NY; (718) Susanne 646-4433, Greg 435-0156, Barry 238-3492

**NORTH CAROLINA:** April 25-27; Charlotte Area Conven.; Marie Gibson, 5101 Park Rd, #143, Charlotte, N.C. 28204; (704) Andy 892-3286; Brett 535-3865

**OHIO:** May 23-25; ORCNA IV Conv; Hollenden House, E. Superior; ORCNA IV, P.O. Box 29517, Cleveland, Ohio 44129; (216) Joe 671-3316 Tommy 352-2042

2) Apr 5; ORCNA IV Fundraiser; ORCNA IV, P.O. Box 29517, Cleveland, Ohio 44129; (216) Joe 671-3316; Tommy 352-2042

3) July 18-20; 2nd Annual Columbiana County Camp-Vention; 340 S. Fairfield Ave. Apt. A1, Columbiana, OH 44408; (216) Jo 482-3292; Shawn 385-7508

**OREGON:** April 11-13; 1st OSIRCNA; Portland Airport Holiday Inn, 82nd St & I-205 Columbia Blvd. Exit, Portland, OR; (503) 775-5319

**PENNSYLVANIA:** Jun 20-22; 7th East Coast Convention; Bloomsburg Univ ; 7th ECCNA, Box 211, Taylor, PA 18517; (717) Ron 457-0587; Rich B. 457-9751

2) April 4-6; 4th Grtr. Phil. Reg. Conven.; Phil. Centre Hotel, 1725 Kennedy Blvd., Phila., PA; (215) Steve 925-7766; Sheryl 624-8516

**WASHINGTON:** June 13-15; First Young People's Washington N. Idaho RCNA; P.O. Box 1601; Kent, WA 98033

2) Oct 24-26; 9th Annual Picnic; Everett Pacific Hotel; Everett WA; PNWCNA #9, P.O. Box 5393, Everett, WA 98201; (206) Mike S. 672-6848; Russ F. 259-4904

**WEST VIRGINIA:** May 9-11; West Virginia Conv for N.A. III; Cedar Lakes Conference Center, Ripley; (304) Paul 342-7506, Danny 925-7088, Phil 292-0896

**WISCONSIN:** Oct 24-26; 3rd Wisconsin Conv; WSNAC III, P.O. Box 3305, Madison, WI 53704; (608) 258-1747 (phoneline)

**WORLD SERVICE CONFERENCE:** April 28/May 2; Airtel Plaza Hotel, Van Nuys; Registration: Vida (818) 780-3951, PO Box 9999, Van Nuys, CA 91409

## APPENDIX A

### N.A. Way and Newsline Budgets

#### N.A.WAY MONTHLY BUDGET

LABOR:	SUBSCRIBS:	DUPLICATION:
Editor:	# SUBS	# sheets: 8
Clerical:	@ \$12 ea.	run length: 2700
Artist:	2700	\$ per imprssn: \$0.017
C&P:		
Ship:	ADVERTISE*	
TOTAL: \$1,956.67	\$442.00	TOTAL: \$734.40
<hr/>		
PRODUCTION & SHIPPING:	PRINTING	FOLD, Stitch, Trim:
Materials: \$50.00	PER BOOK:	PER BOOK: \$0.170
Ship ea. \$0.10		
TOTAL: \$320.00	\$0.442	TOTAL: \$459.00
<hr/>		
TOTAL MONTHLY INCOME: \$2,700.00	MONTHLY NET:** (\$770.07)	TOTAL MONTHLY EXPENSES: \$3,470.07

\* 1000 extra magazines for archival and promotional use  
(This figure is not included in Total Monthly Expenses)

\*\* Parentheses indicate a negative number

#### NEWSLINE MONTHLY BUDGET

LABOR:	# DISTRIBUTED	DUPLICATION:
Writers:		# sheets: 5
Clerical:		run length* 8000
Ship:		\$ per imprs \$0.017
TOTAL: \$588.00	7500	TOTAL: \$1,360.00
<hr/>		
PRODUCTION & SHIPPING:	PRINTING	FOLD, S, T
Materials: \$50.00	PER BOOK:	PER BOOK \$0.000
Ship ea. \$0.10		
TOTAL: \$800.00	\$0.170	TOTAL: \$0.00
<hr/>		
TOTAL MONTHLY INCOME: \$0.00	MONTHLY NET:* (\$2,748.00)	TOTAL MONTHLY EXPENSES: \$2,748.00
<hr/>		
ANNUAL COST: (\$32,976.00)	ANNUAL COST LESS LABOR COST (\$25,920.00)	

\* 500 Distributed separately from Newsline mail list.

# APPENDIX B

## NOTES ABOUT LONDON GROUND TRANSPORTATION:

You only buy one ticket, even if you have to change train on your journey. Single fare from VICTORIA to WEMBLEY PARK is 1.20.

The map below shows a simplified picture of the London Underground transportation system, including Heathrow Airport and Victoria station. Here is a description of the rail trip to Victoria from the various airports:

### FROM GATWICK AIRPORT:

British Rail train to VICTORIA leaves every 37 minutes. Single fare is 4.00.

### FROM HEATHROW AIRPORT:

Train leaves Heathrow to VICTORIA every 33 minutes. Single fare is 1.70.

### FROM LUTON AIRPORT:

Bus to VICTORIA leaves every 30 minutes. Single fare is 2.75.

If you travel directly to WEMBLEY PARK or the Convention Venue, you will be given a registration package containing more inner-London travel information. If you travel directly to your hotel, there will be a contact there to provide you with any information you may need.

