

To: The N.A. Fellowship
From: Steve Bice, Chairperson
World Service Office

During the past year the Office studied four separate matters for possible inclusion in the Agenda Report. The first was a proposal for a comprehensive Audio Tape Policy pertaining to recording members speaking at conventions. The second was a proposal for a policy on miscellaneous merchandise (items other than literature or tapes) that are sold by the WSO, at conventions, or by regions and areas. The third matter was to make changes in the content of the *N.A. Way Magazine*. The fourth matter was revision of the WSC Convention Guidelines. The proposal to change the guidelines is presented from the World Convention Corporation.

Although there was considerable discussion and study on these issues the WSO is not submitting proposals on the taping and merchandise matters.

The only item being proposed by the WSO therefore pertains to the *N.A. Way Magazine*. We began to study this matter in January, 1986. A financial analysis was conducted of magazine income and expenses. The situation looked rather bleak. We conducted a survey in the Spring and evolved from that survey several plans that, if implemented, would modify magazine content and financial position. In June, the Board adopted one set of options and publicized our action. We received input on that decision and continued to re-evaluate the action. By November, we had decided that the decision should ultimately be made by the Conference rather than by the WSO Board alone. Action to implement the previous decisions was set aside and the following report was prepared for your consideration.

As a result of the discussions in the magazine and *Newsline*, a greater interest in subscriptions became evident. The number of subscriptions increased from about 2,300 to over 5,000. With this substantial increase, the magazine is, at last, operating on a cost effective basis. The proposal to change the content is expected to increase subscriber interest. It would also provide a substantial service to our membership by providing an opportunity for ideas to be discussed in an open forum.

The increased size of the magazine resulting from additional content will increase the expense involved for preparation and printing. The Board had previously decided to increase the price of a yearly subscription to \$15.00 when the Board acted to expand the content. This was also held in abeyance when the Board decided to send the matter to the Conference. The Board expects to increase the price to \$15.00 if the proposal below is adopted by the Conference.

The Board feels the proposal should be adopted and provide opportunity for open discussion of issues important to the Fellowship.

PROPOSAL FOR N.A. WAY EXPANSION

In 1986 the World Service Office began to take a close look at its monthly publications. At that time the *N.A. Way* magazine was still losing money, but growing such that it was expected to break even by the year's end (it has). The *Newsline*, on the other hand, was costing the WSO a considerable amount to produce (about \$33,000 in 1985), and was growing steadily as the Fellowship grew. Even as corners were cut to reduce costs, continued growth ensured that the cost would always increase.

The WSO Board of Directors reviewed this financial picture along with a proposal by the staff to consider merging the *N.A. Way* and the *Newsline*. The

Board directed the WSO staff to conduct a survey within the Fellowship to determine whether members find the *Newsline* and the *N.A. Way* magazine useful, whether the Fellowship feels the WSO should continue to provide *Newsline* at its own cost, and whether there was any support for the idea of a merger of the two publications.

The results of the survey were published in the August, 1986 issues of both the *N.A. Way* and the *Newsline*, and are available from the WSO on request. Almost unanimously the respondents told us that the articles contained in both the *Newsline* and the *N.A. Way* were useful, and should continue to be distributed in some form. As to the production costs for the *Newsline*, 58% said the WSO should not continue to absorb the cost, and 33% said the WSO should. Asked whether a section should be added to the *N.A. Way* to include *Newsline* type information, 71% said yes, 22% said no. When asked "Would you be willing to pay \$15.00 per year for such a combined publication?" 79% said yes, 16% said no.

On the basis of those survey results, the WSO began to explore specific plans to expand the magazine's content and format. The two facets of the *Newsline* that had not been previously a part of the *N.A. Way* magazine are N.A. news, such as updates from various committees and international happenings, and editorials such as the "From the Trustees" articles.

In response to the survey results, the following motion is presented by the WSO Board of Directors for consideration at WSC '87.

48. Adopt and add the following paragraphs to the existing *N.A. Way* Magazine policy.

1. A section shall be added to the *N.A. Way* which would report newsworthy happenings around the Fellowship. This may include developments within various service boards or committees, local events in various areas that may be of interest to the Fellowship as a whole, or any other news and information regarding Narcotics Anonymous.
2. A section shall be added to the *N.A. Way* which would include editorial comments from within the Fellowship. The specific intent of this section would be to provide a clear statement from at least two sides on issues of concern to the Fellowship, and to provide space for responsible replies from our readers. Such an editorial section would also provide the forum for statements by the Trustees and for the Fellowship's discussion of those statements.

Intent: The intent of the above motion is to broaden the scope of the *N.A. Way* magazine. While it may be desirable to keep the *Newsline* in a scaled down form as a vehicle to get some information out to the Fellowship as a whole at no cost, we feel it would be equally desirable to place some N.A. news and information in the subscription based *N.A. Way* to pass along some of the cost of that service. This addition to the magazine may also make it a more interesting publication, keeping all of its current features intact and adding a dimension that may attract a greater readership.

The intent of the second part of the motion is to open up a forum for discussion of the variety of "inside issues" that we address as a Fellowship. N.A. World Services has at times been criticized for providing adequate forums for the majority viewpoint on issues within N.A. (in the Fellowship Report and the *Newsline* for example), but not providing an adequate airing of differing viewpoints. The intent of this proposal is to develop a forum that would allow all sides of internal N.A. issues to be heard.