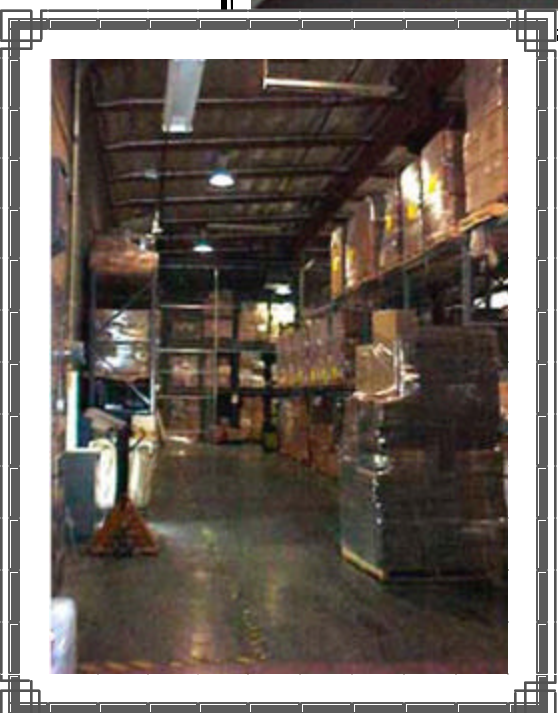


Literature Production/ Distribution



Production

This year while introducing new products for the fellowship, the focus of our efforts has been on cost-saving measures and improving quality control. Toward these ends we leased a new, user-friendly Xerox Docutech machine that actually has a slightly lower monthly rate than our previous model. Those of you who have visited the World Service Office know how impressive this machine is; it is one of the perennial highlights of the office "tour."

Additionally, we purchased a full-color banner machine that enables us to produce in-house all the posters and banners for the conference, world conventions, worldwide workshops, marketing/public relations events, and any other special events in which we participate. By no longer outsourcing this work, we are able to create better quality displays at a lower cost. Anyone who attended WCNA-29 in Atlanta saw some of the products of this machine draped, posted, and strung all over the place, but they probably never dreamed that all of those banners and signposts were printed in-house at the WSO. A tip of the hat goes to David Mizrahi, our venerable typographer/graphic designer extraordinaire, for mastering the complexities of this machine as quickly as he did and being able to produce so much in time for the convention.



During this year, we focused considerable energy on improving our existing audio products, adding new ones to our inventory, and restoring and preserving our audio archives. To this end, we re-recorded the English Audio Basic Text and Basic Text-Plus items, using multiple voices, men and women, and added music to the head and tail of each tape. The quality of the recording and the production value has been measurably improved. In addition, with the same process and quality, we created the Castilian Basic Text and *It Works: How and Why* on audio. Lastly, we began working on a lengthy process of restoring and reformatting our existing audio archives (mostly reel-to-reel tapes), which consist of recovery and business meetings from the 1950s to the present. Once these tapes are all safely stored in a digital format, we will have taken another step in preserving our fellowship's history. We even made some of it available to the fellowship on CD (our new product, the "NA Audio Archive Sampler").

We have worked diligently to keep inventory on our shelves both in Chatsworth and in our offices in Europe and Canada. This means being aware of the buying trends of our customers so that we can order our own production materials in the most cost-efficient quantities. With our ever-increasing inventory, we have to eliminate items that are no longer being purchased in a manner to warrant continuing to produce, warehouse, and inventory the item. Because of continually changing technology, after careful evaluation, it was decided to eliminate 60-Second Radio PSAs, 1/4" Radio PSAs, 2" TV PSAs, TV PSAs on VHS, and speaker tapes.

Finally, along with newly translated items, we produced several new English-language products. We are proud to say that 34 new items were added to our inventory during fiscal year 2001-02 (see full list on the following page). We are always looking for ways to make the best and most fiscally sound decisions to better service the fellowship.



Our literature production today has come a long way from our early days.



Fellowship Intellectual Property Trust (FIPT)

NAWS has maintained the registration and protection of our name and logos in countries around the world, as well as those current registrations that were up for renewal and the necessary copyright registrations. We are registered in 31 countries, including the United States. Fellowship service committees should continue to follow the rules of use as described in Intellectual Property Bulletin #1, "Internal Use of NA Intellectual Property."

Vendor Registrations in 2002

World services has been faced with how to balance protection of the fellowship's property with the desire by many members of our fellowship to purchase merchandise using the fellowship's trademarks. Licensing provides acknowledgement that the vendors are using the fellowship's property with permission and do not actually own it, while still providing members with the ability to purchase these types of items. In January 1998, we began to charge individuals a fee for licensing as a vendor to use this property. The fees that we charge allow us to offset the personnel and legal costs associated with this activity. Service committees within the fellowship already have permission to use the fellowship's trademarks, provided that they follow the guidelines in the FIPT bulletins.

Those who wish to register as vendors authorized to manufacture and sell products utilizing any of NA's intellectual properties may do so twice a year. The deadlines are 31 January and 31 July. Licenses are then issued in February and August. You may contact the World Service Office with your request for a vendor registration during either of these months, and through this process you can become a legally authorized vendor of NA-related merchandise. Vendor registration costs \$500 annually, plus a \$50 annual processing fee.

A list of registered vendors is available from the WSO upon request.

