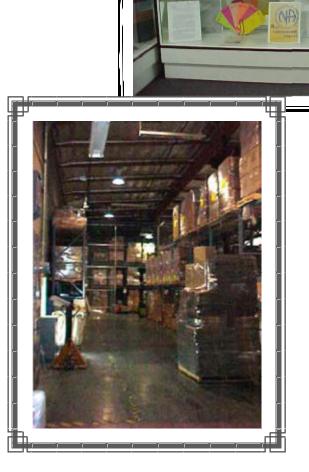
Literature Production/ Distribution





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, ¼" 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.



New Products

- **Farsi** IPs #1, 6, 7, 15, 19, and 22
- ❖ Norwegian IP#14
- ❖ Castilian Temporary Working Guide to World Services, IPs#15, 17, and 25; Twelve Concepts for NA Service; In Times of Illness; It Works: How and Why; and the Basic Text on audiotape; Guide to Local Services
- **❖ Brazilian** Twelve Concepts Poster
- **❖ Hebrew** Group Booklet
- Russian keytags: Welcome through Multiple Years; IPs#5 and 16
- ❖ Swedish It Works: How and Why
- French Step Working Guides of Narcotics Anonymous
- NA Audio Archive Sampler
- **❖** Japanese IP#1
- New recording of the English Basic Text and Basic Text-Plus Audiotapes



Spanish-language Audio Basic Text and It Works: How and Why

In February 2002 we brought together a diverse group representing different Hispanic and Latin American cultures to participate in a project to record the Basic Text and *It Works: How and Why* in Spanish and make them available on tape. Although only cassette tapes are available so far, the masters were done with quality control in mind. The NA members who were recorded were recruited in Southern California, and reading auditions were conducted. The idea was to include a broad range of Hispanic heritage so as to represent the worldwide Hispanic community. The project was completed in March, and we were able to have the tapes available and for sale at WSC 2002. These are now permanent inventory items at NAWS and are available through your usual literature sources.



Today we received the Japanese version of IP #1. It is wonderful beyond description!

We would like to thank you for all that you have done for us over the years.

Please convey our heart-felt appreciation to all the staff of the WSO translations team.

We will share this pleasure with all the NA members in Japan.

Thank you!



Recovery Material on the Internet

We have posted a limited number of NA literature items on www.na.org for the benefit of the fellowship. As you know, we have been alerting you of our intent to do this for some time and we are very excited about it, but if we encounter infringement problems and/or significant new legal expenses or other problems because of this experiment, we won't hesitate to back away from this test

After reviewing the current laws and engaging in many discussions during past board meetings, we have posted six NA information pamphlets on the official NA Web site, www.na.org. The recovery literature we've posted is: IP No. 1, Who, What, How, and Why, IP No. 7, Am I an Addict?, IP No. 16, For the Newcomer; IP No. 17, For Those in Treatment; IP No. 22, Welcome to NA; and the information booklet, NA: A Resource in Your Community. These IPs seem to be the best choice for our purpose: to provide basic information about NA to the addict seeking help, to the public, and to professionals dealing with addicts.

By posting this material on our Web site, we can give areas and regions the ability to provide a direct link to these IPs from their sites. This is a seamless link, one where the user is not aware that they have even left the area or region's site. This would resolve the current problem we have with parts of these items being posted on many sites, all of them trying to serve the same purpose.

While we move forward with this experimental project, we must still remain vigilant in protecting our fellowship's property. The laws are changing, this is true, but as the avenues of communication and information technology continue to expand exponentially, the burden of protecting our literature remains on our shoulders—the members of NA worldwide. Our responsibility is needed even more. While it is still illegal to make an unauthorized copy of our copyrighted literature, whether by photocopying it or by downloading it from a website, protecting our copyrights and trademarks still requires legal actions that are neither simple nor inexpensive. It is our hope that we will *not* find ourselves confronting such a situation.

What is important for us all to remember is that we, the World Board and NAWS, have been entrusted by the fellowship to protect our literature and its trademarks. Posting our copyrighted literature on the Internet in any form increases the danger of unauthorized alterations being made to those electronic copies. We have a responsibility to the fellowship to uphold the FIPT, and we can suffer serious adverse consequences if we fail to do this. Furthermore, such failure can lead to our losing the legal right to protect our copyrights and trademarks against use by others.

We ask that all of our members stay vigilant in protecting what is ours: the wonderfully simple, powerful, and heartfelt words that have helped to bring recovery to hundreds of thousands of suffering addicts around the world. We cannot do this alone. The adage "together we can" rings true, especially here. In our zeal to get our message out there, let's not resort to "old ways using new means." There are a number of ways in which we can make sure that our message is communicated, ways that have worked since long before the advent of the Internet and still work today.

If you are interested in learning more about how you can protect our literature and the "do's and don'ts" of the Internet regarding Narcotics Anonymous and the Fellowship Intellectual Property Trust, please contact the World Service Office in Chatsworth.



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.

