

Literature Production /

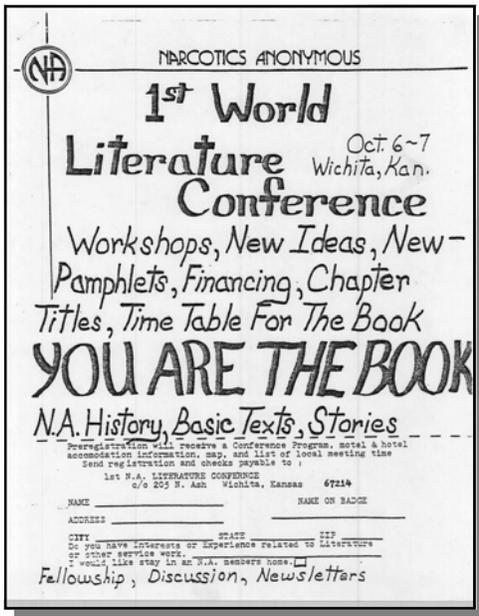
Distribution



Production

This year we have continued to introduce new products for the fellowship, focus on improving quality control and cost-saving measures by acquisition of some new equipment, and begun an experiment examining the viability of producing some merchandise outside of the United States.

Our purchase of a full-color banner machine has proved to be so valuable in the first year that we could not be happier with this acquisition. This machine enabled us to produce in-house virtually all of the posters and banners that you enjoyed so much, draped all over the San Diego Convention Center at WCNA-30, and many of the ones draped all over San Diego itself. As if that were not enough, this machine will also produce all of our large banners and signage for the World Service Conference, the Worldwide Workshops and any other events on site or afield that require large, professional banners. The capacity of this machine is quite impressive. The only limiting dimension we have is five feet. Therefore, if you wanted a banner five feet by one-hundred feet or five feet by two feet, you could do it—it is up to the artist-operator. And speaking of the artist-operator: David Mizrahi has done a simply amazing job figuring out the programming and operation of this machine by himself while still producing all of NAWS's graphics, as he has been doing for more than fifteen years now. Anyone who attended WCNA-30 in San Diego saw a wealth of the products this machine can produce. The entire production



of graphics and products showcased at WCNA-30 is really a tribute to the entire production team at NAWS, as well as to the many, many other NAWS staff members who were drawn into the project, from the manager of events and conventions all the way to the shippers and shipping supervisor, who all played key roles in making this event the success it was.

During this year, we continued improving our existing audio products, adding new ones to our inventory and restoring and preserving our audio archives.

We have maintained our inventory on our shelves, both here in Chatsworth and in our offices in Europe and Canada. To do this we have had to stay aware of the buying trends of our customers so that we order our stock in the most cost-efficient quantities.

Finally, along with newly translated items, we produced several new English products. We are proud to say that fourteen new items were added to our inventory during fiscal year 2002-03 (see the full list on page 31). In addition to these new inventory items, eight draft items were also produced, and they, too, are listed on the new product list. We are always looking for ways to make the best and most fiscally sound decisions in order to better serve the fellowship.



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



New Products

- ❖ **Chinese** Welcome keytags
- ❖ **Hebrew** *Just for Today*
- ❖ **Russian** IP# 11, 22
- ❖ **Farsi** IP#9
- ❖ **French** *It Works: How and Why*
- ❖ **Nederlands** Basic Text
- ❖ **Portuguese** *Just for Today*
- ❖ **Finnish** Group Readings
- ❖ **Finnish** Basic Text
- ❖ Twentieth Anniversary Commemorative Basic Text
- ❖ NA Audio Archive Sampler
- ❖ *It Works: How and Why* CD-ROM
- ❖ *The NA Step Working Guides* CD-ROM
- ❖ *Just for Today* CD-ROM
- ❖ CD-ROM and book package: Basic Text, *It Works: How and Why*, *Just for Today*, and *The NA Step Working Guides*



New Drafts

Chinese IP's # 1,7,16, and 22

Chinese *Info about NA*

Czech IP #1

Korean IP #1

Korean *Info about NA*

Recovery Material on the Internet

We previously reported that we are now posting a limited number of NA literature items on www.na.org for the benefit of the fellowship. Much of what we reported in last year's annual report best speaks to this issue. You will recognize many of those same words again in this report with some minor changes and updates. To date, we are very pleased to say that this practice has not caused us any problems. However, as we continue to monitor its progress, if we encounter infringement issues, significant new legal expenses, and/or other problems because of this experiment, we will discontinue this test.

We originally posted six NA information pamphlets on the official NA website, www.na.org. The recovery literature we have posted in English, Spanish, and Brazilian 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 still seem to be the best initial choice for our purpose: to provide basic information about NA to the addict seeking help, to the public, and to professionals dealing with addicts. At this time it is not necessary to post any additional literature.

We will work to systematically increase the amount of material available on our website and still expect to post an even broader selection of IPs followed by some of the recovery booklets. We continue to evaluate the availability of our literature in this medium. By posting this material on our website, we have given areas and regions the ability to provide direct links to these items 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. We still firmly believe that this could help resolve the current problem we have with parts of these items being posted on many sites, all of them seemingly trying to serve the same purpose.

As we stated last year, while we are moving forward with this process, 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 needing to confront such a situation.

It is important for us all to remember that NAWS has 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 kept current the trademark and service mark registrations of our name and logos in countries around the world. We have also filed new registrations of our marks as needed, and we have filed all necessary copyright registrations for new publications. We are registered in thirty-three countries, including the United States. Fellowship service committees should continue to follow the rules of use for literature and logos as described in Intellectual Property Bulletin #1, "Internal Use of NA Intellectual Property."

Changes to the FIPT

WSC 2002 approved specific copy edits to the Fellowship Intellectual Property Trust (and the Intellectual Property Bulletins). These changes have now been made; our current terminology and practices, such as the two-year conference cycle and the addition of the group logo as a trademark of NAWS, are now reflected in the FIPT. The specific changes include adding the group logo to Bulletins #1, 2, and 3 and to the Operational Rules, pages 13 and 42; adding reference to the "www.na.org" website address to all bulletins; and deleting all references to Bulletins #6 and 7, which no longer exist.

We will also replace WSC *annual* meeting with *biennial* throughout the publication; *calendar year* with *conference cycle* in the Operational Rules, pages 2 and 23; TWGSS with *A Guide to World Services in NA* throughout the document; RSR with RD, page 38; and WSC *Literature Committee* with *World Board*, page 40. The newly revised FIPT will be available soon.

Vendor Registrations in 2002-03

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 at any time, 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.

Marketing and Public Relations

Distributing NA literature and other products to as wide a base as possible puts us in a win/win situation. Our primary purpose and public-relations efforts are being served when as many addicts and non-addicts as possible see our message, and when the funds generated by widely distributing our literature help us grow and reach out to the addict who still suffers. Our Marketing Team has continued its efforts this year to further develop and expand our customer base throughout the treatment and correctional marketplaces.

While many of us were getting ready for and celebrating our fiftieth birthday in San Diego, a few NA members were on NA business elsewhere. There were two travel teams attending professional events on opposite sides of the globe: one in Korea, the other in Cuba. Both of these trips were described earlier in this Annual Report.

In 2002-03 we attended and exhibited at the American Correctional Association conference held 4-7 August in Anaheim, California, USA. This event was well attended, and we continued to nurture our relationships with existing institutional customers as well as developing new ones.

This year we had a series of meetings and exhibited at major drug-court conferences, some of which included: the World Forum on Drugs, Dependencies, and Society, in Montreal, Quebec, Canada; the 27th Annual Conference on Alcoholism and Addiction Treatment in Atlanta, Georgia, USA; the International Council on Alcohol and Addictions in Sao Paulo, Brazil; the Fourth Annual National Association of Drug Court Professionals—Family and Juvenile Court Conference in Washington, DC, USA; the American Jail Association in Albuquerque, New Mexico, USA; and the First Latin American Congress on Drug Addiction and Alcoholism in Havana, Cuba.

We plan to continue to cultivate new avenues to use in informing correctional, treatment, and drug-court professionals about our literature and products. We consistently try to broaden NA's presence in the professional arena by producing various packaging formats that will benefit the treatment and correctional professional. We have developed two distinctly different product-update mailers, one for each of these markets.

Over the past year our sales of literature in the correctional market have continued to increase. We have also seen some upward movement in our sales to substance-abuse treatment providers, and we anticipate that this field will continue to grow. We now believe that we can probably look forward to increased sales to the corrections, treatment, and drug-court sectors each year for the foreseeable future. We believe that the market share being generated in the drug-court sector is growing. We have learned that once the treatment, correctional, and drug-court professionals become aware that they can buy Narcotics Anonymous literature straight from the WSO, they do so.

Of course, the value of these relationships to NA World Services is twofold. Selling NA literature to these agencies, which have huge numbers of suffering addicts for their clientele, is an incredibly efficient way of getting the word of NA recovery to those who need it. We have increased the total number of entries in our treatment and corrections database again in this fiscal year for this reason. And, certainly we want to market and sell our literature. This is the way that we fund our services. Our increased presence in these markets has also helped us identify trends in the market, such as the continuing growth in the drug-court program.

As larger USA states like Texas and California have already done, smaller USA state systems are beginning to implement treatment programs within their correctional systems. These smaller programs will probably experience some growth for the next few years. The mandated drug-court systems throughout the United States are expanding rapidly. The National Association of Drug Court Professionals is projecting that by the year 2005 there will be over 2,500 drug courts up and running in the USA alone. We will continue to target all of the treatment and correctional sectors we can identify, and we look forward to all of the additional marketing challenges with which we may be faced in the future as we continue to recognize the amazing concentration of still-using addicts that these agencies serve, so that those addicts might become aware that there is an alternative life available to them if they have a desire to stop using.



Public Relations Roundtable Update

The purpose of the public relations roundtables is to gather information, increase cooperation, and identify barriers between NA and professional communities to help formulate a public relations strategy. The roundtable discussions also provide an avenue to develop and strengthen positive working relationships with professionals who may direct suffering addicts to NA. Each roundtable allows participants to discuss a variety of issues related to NA's image and explore ways to raise public awareness of NA. The roundtable discussions are facilitated by a moderator and include a brainstorming session with the participants and NAWs representatives.

The first Public Relations Roundtable was held in April 2003 in Woodland Hills, California, USA, with professionals in the corrections and criminal justice fields. This group identified new "treatment before incarceration" legislation for drug offenders as a significant change in their field. Such new laws have drawn more attention to the stigma related to addiction and the need for education about addiction as a disease. Their experiences include a perception of NA as the fellowship for street addicts and junkies and as an organization that is slow and unreliable in working with professionals. Many perceive NA as a "diamond in the rough," a fellowship with a broad definition of addiction and one that needs to reach out more directly

to targeted audiences such as youth, women, men, and other "special interest" groups.

The corrections and criminal justice professionals were particularly impressed with *The NA Way Magazine*. They consider it a valuable public relations tool because it shows the global nature of our fellowship, and it demonstrates the essence of NA recovery—one addict helping another. The group recommended making NA literature more attractive, simpler to read, and more available in locations accessible to professionals and addicts in the criminal justice and corrections system.

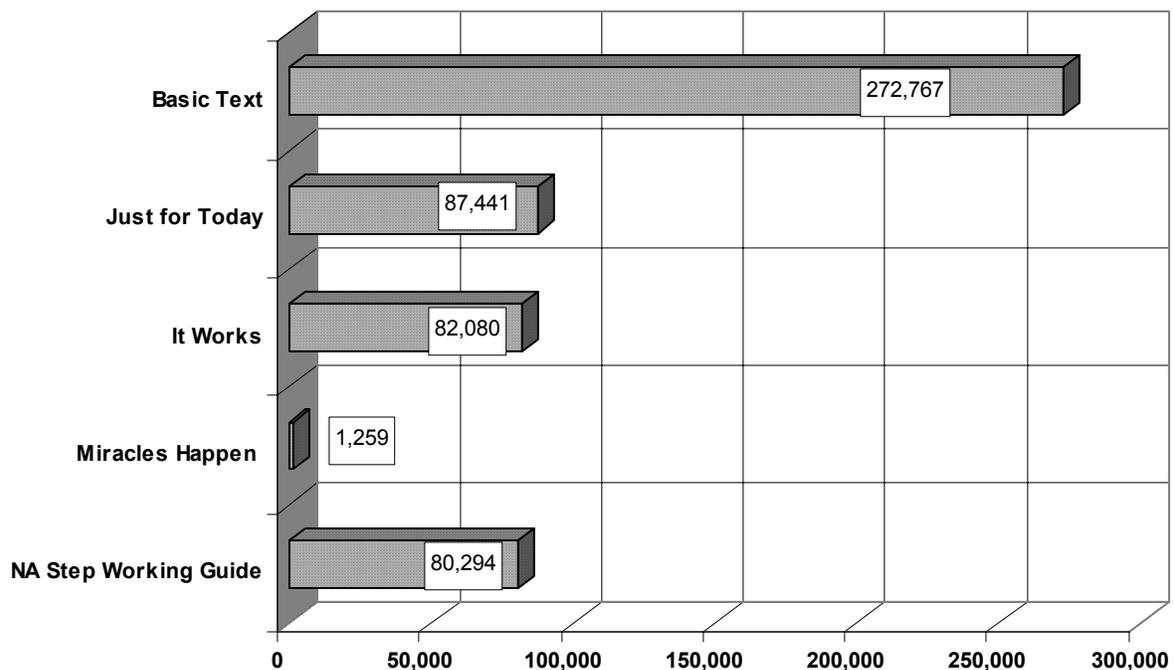
This group also identified the need for a one-page description of NA that professionals can share with their colleagues and clients. As a result, we began to develop a document tentatively titled *NA in Brief*, which can also be tailored to specific audiences. It is intended as a tool for direct communication with professionals and for use at professional events.

In the next year, three additional roundtable sessions are scheduled. The second and third roundtables will be held in August and November 2003, with medical professionals and treatment professionals, respectively. A fourth roundtable session with government and non-government agencies is planned for February 2004.

Unit Sales Trends

In past years, we have analyzed unit sales by comparing one calendar year to another. This year we made a change and compiled data based on the fiscal year (1 July 2002 to 30 June 2003). Because of this, we do not have the data readily available to make some of the year-to-year comparisons that we have made in the past, but we can show you some interesting facts about literature sales and make certain comparisons.

Recovery Books Sold 1 July 2002 - 30 June 2003

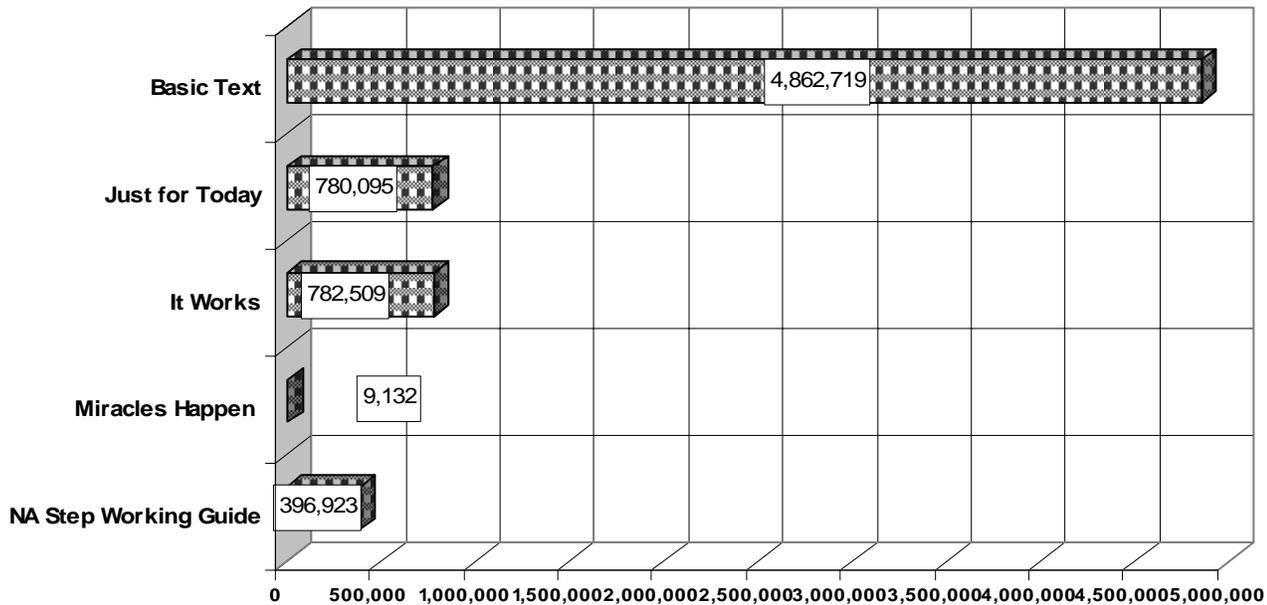


The chart above shows that we sold 523,841 recovery books in FY 2003. The most important thing this chart shows is that the Basic Text remains our best seller, accounting for 52 percent of FY 2003 recovery book units sold (272,767 copies). The other three recovery books (not including *Miracles Happen*) accounted for 48 percent of unit sales. As the chart above shows, *Just for Today: Daily Meditations for Recovering Addicts* was our second-best-selling book (87,441 copies, representing 16.7 percent of unit sales). *It Works: How and Why* (82,080 copies, representing 15.7 percent of unit sales) trailed in third place. Immediately behind it was *The Narcotics Anonymous Step Working Guides* (80,294 copies, representing 15.3 percent of sales). *Miracles Happen: The Birth of Narcotics Anonymous in Words and Pictures* sold 1,259 copies for less than one percent of unit sales.

The contrast with the lifetime sales of these four recovery books (listed above) is shown in the chart on the following page.

Unit Sales Trends

6,831,378 Recovery Books Sold Since 1983



From 1983 through the end of this fiscal year (30 June 2003), we have sold 6,831,378 recovery books. As the chart above illustrates, the Basic Text represents a larger portion of our literature sales, with 4,862,719 units or 71 percent of lifetime unit sales.

Looking back

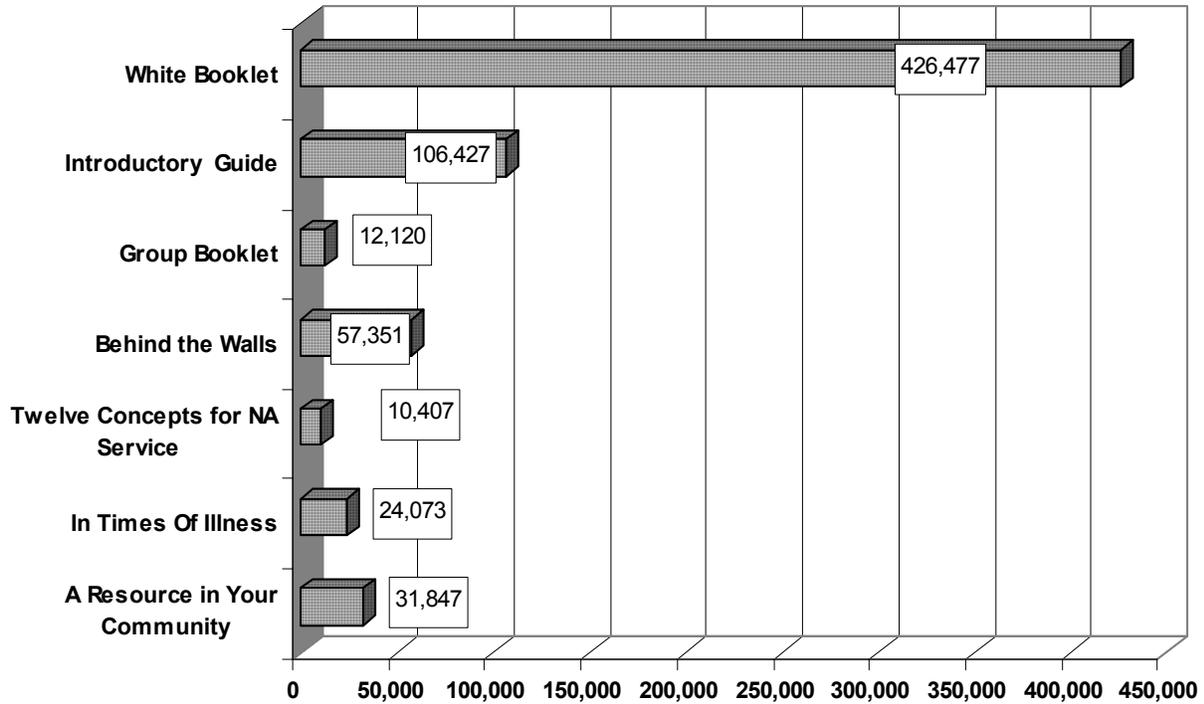
Twelve years ago, in 1991, the Basic Text was the only recovery book in our inventory. We sold 313,284 that calendar year (100 percent of recovery book units sold). That was a phenomenal increase from the 36,741 Basic Texts sold in 1983, when regular distribution of the Basic Text began. *Just for Today* became available for sale in 1992, *It Works* in 1993, and *The NA Step Working Guides* in 1998. So, while Basic Text sales have declined from twelve years ago (averaging around 250,000 copies per year in the past decade), the addition of these three books has been pushing total recovery book sales upward with approximately 500,000 books per year. FY 2003 units actually increased by about 24,000 from calendar year 1999, when we sold 499,784 recovery book units.

Sluggfest, an anthology of Slugg cartoons taken from the **Home Group** cartoon strip in *The NA Way Magazine*, is not included in these figures.

Unit Sales Trends

The chart below shows the breakdown of the 668,702 recovery booklets sold in FY 2003.

Recovery Booklets Sold 1 July 2002 - 30 June 2003



The booklets classified as recovery literature are: the Little White Booklet, *An Introductory Guide to Narcotics Anonymous*, *The Group Booklet*, *Behind the Walls*, *Twelve Concepts for NA Service*, *In Times of Illness*, and *NA: A Resource in Your Community*. The sales trend for booklets is continuing downward. (The peak year for booklet sales was 1991 when 735,914 units were sold.)

The Little White Booklet remains the best-selling booklet, accounting for 64 percent of FY 2003 booklet units. It is still our best-selling booklet for all time, with 8,468,536 copies sold from 1983 through 30 June 2003. (Unit sales figures are not generally available prior to 1983.)

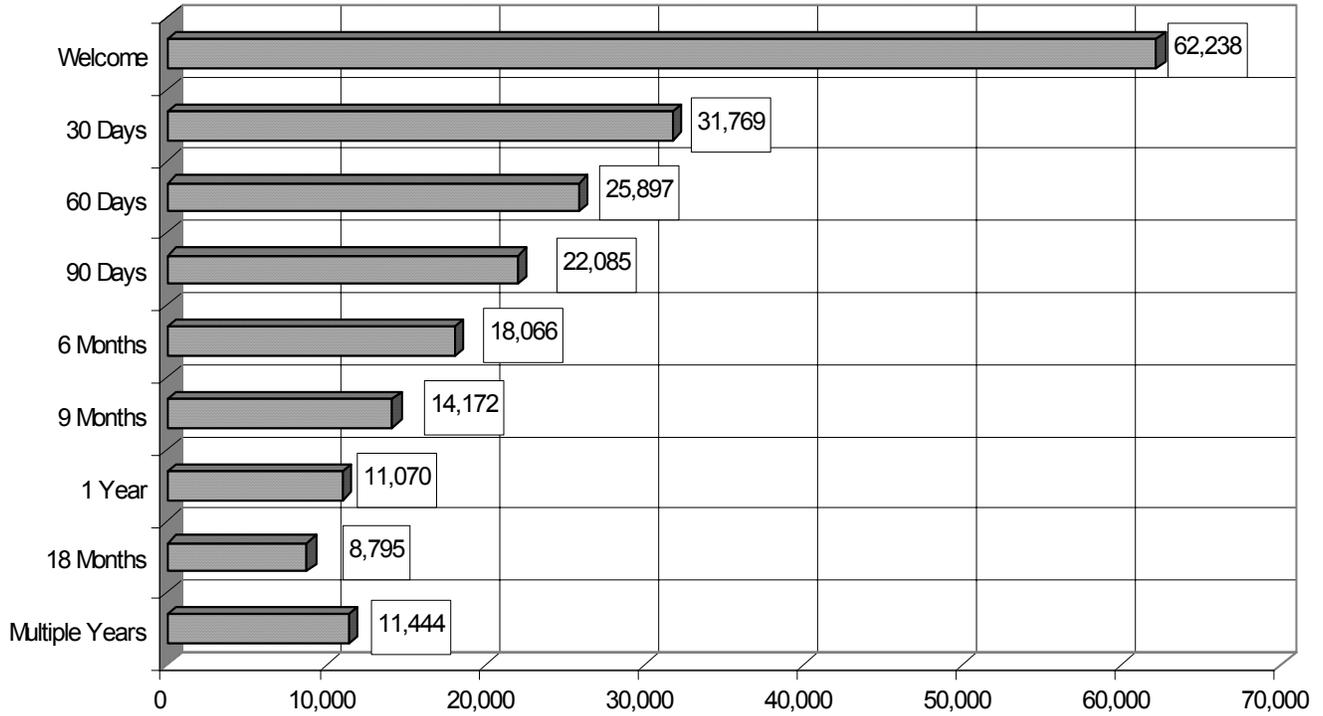
Unit Sales Trends

The following chart shows the breakdown of the 4,468,197 recovery information pamphlets sold in FY 2003, as well as the total units sold since 1983.

Item	Total July 02-June 03	Total 1983-2003
#7 <i>Am I an Addict?</i>	411,519	6,466,380
#11 <i>Sponsorship</i>	390,744	6,197,585
#16 <i>For the Newcomer</i>	382,795	5,816,710
#22 <i>Welcome to NA</i>	345,970	5,231,320
#8 <i>Just for Today</i>	315,916	5,035,834
#6 <i>Recovery and Relapse</i>	298,101	4,852,760
#19 <i>Self-Acceptance</i>	271,297	4,491,709
#1 <i>Who, What, How, and Why</i>	265,380	4,139,654
#12 <i>Triangle of Self-Obsession</i>	246,949	4,037,855
#23 <i>Staying Clean on the Outside</i>	241,452	3,870,430
#9 <i>Living the Program</i>	229,830	3,212,608
#13 <i>Youth and Recovery</i>	172,764	3,070,562
#5 <i>Another Look</i>	148,514	3,037,983
#14 <i>One Addict's Experience...</i>	145,340	2,755,190
#17 <i>For Those in Treatment</i>	126,351	1,979,188
#20 <i>H&I and the NA Member</i>	83,431	1,500,638
#21 <i>The Loner</i>	80,097	1,472,587
#2 <i>The Group</i>	73,676	1,283,562
#15 <i>PI and the NA Member</i>	66,642	1,030,847
#24 <i>Hey! What's the Basket For?</i>	63,219	825,312
# 26 <i>Accessibility/Additional Needs</i>	40,752	511,317
#25 <i>Self-Support: Principles and Practice</i>	39,475	212,401
#10 <i>Working Step Four</i>	27,983	193,426



Recovery Chips Sold 1 July 2002 - 30 June 2003



Recovery Keytags Sold 1 July 2002 - 30 June 2003

