

# Literature Production/ Distribution



# Production

In our continuing efforts to maintain a cost-effective way of bringing quality products to you, we added a new Docutech and replaced our older color copier. This allowed us to produce some English-language booklets (95,000/yr), translated White Booklets, IPs, and reading cards in-house where we could control cost and warehousing quantities.

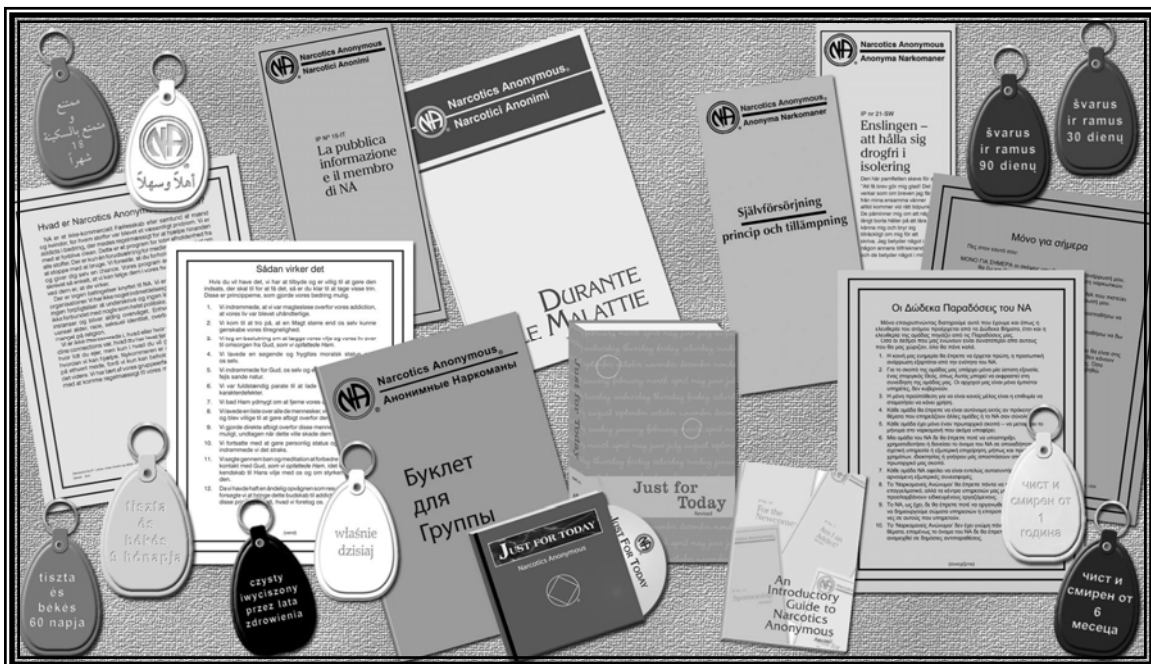
During this year we did our best to keep inventory on the shelves in our Chatsworth headquarters and our offices in Europe and Canada. This meant monitoring the buying trends of our customers, which gave us the opportunity to order our own production materials in conservative quantities helping us to minimize overage and excessive waste.

We looked into the feasibilities of producing certain items abroad and will continue to examine these possibilities and report to you any progress we make.

Our banner machine has proved over and over again to be a valuable purchase and asset to our production team. This year alone we have produced a multitude of projects, including posters and banners for WSC 2004, various service workshops, zonal forums, and a number of other venues.

During the year, we focused considerable energy on producing the book *Sponsorship* and the NA Medallion Journal, as well as incorporating the changes from WSC 2004 on IP #11, *Just for Today, An Introductory Guide*, the additional reading card, Third Step Poster, and introduced two new literature racks.

We are always on the lookout for ways to make the most fiscally sound decisions as we strive to better serve the fellowship throughout the year.



## New Products

- ◆ **Arabic**—IP #1, Keytags
- ◆ **Bulgarian**—Keytags
- ◆ **Danish**—IP #1, Group Readings (6-card)
- ◆ **Greek**—Group Readings (6-card)
- ◆ **Hungarian**—Keytags
- ◆ **Italian**—The NA White Booklet, *In Times of Illness, Behind the Walls*, Group Readings (6-card), Posters Set, IPs #2, 6, 12, 13, 14, 15, 20, 21, and 24
- ◆ **Lithuanian**—IPs #1, 16, 22, and Keytags
- ◆ **Norwegian**—*An Introductory Guide to NA*
- ◆ **Polish**—Keytags
- ◆ **Russian**—*The Group Booklet*
- ◆ **Swedish**—IPs #21, 24, and 25
- ◆ IP #11: *Sponsorship, Revised*
- ◆ *An Introductory Guide to NA, Revised*
- ◆ *Just for Today, Revised*
- ◆ Added “We Do Recover” Reading Card to the existing set (7-card set)
- ◆ Added “Many of us have said...,” to the Third Step Poster
- ◆ *The NA Way Magazine* Limited-Edition Packets “Remember When?” and “Relax...*The NA Way*”
- ◆ *Just for Today*, DVD of our existing Video

## New Drafts

- ◆ **Russian**—*It Works: How and Why* and *Just for Today*

# Recovery Literature on the Internet

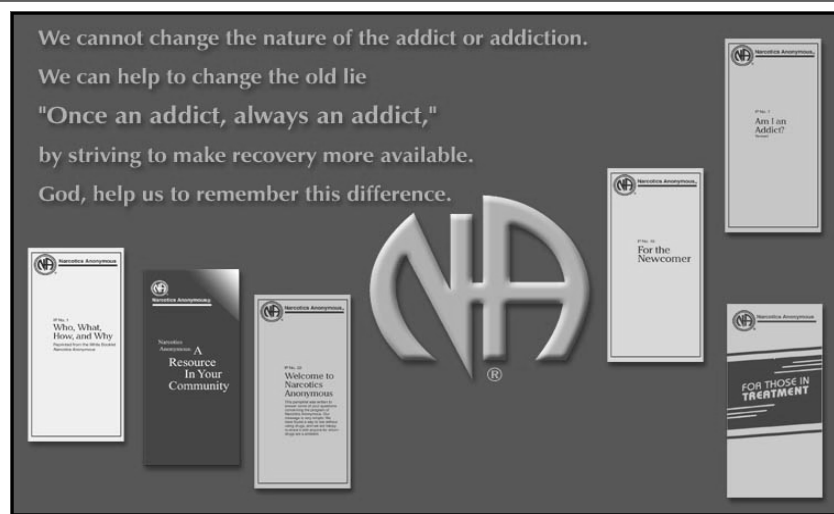
We are pleased to announce that posting portions of recovery material on our website has been very well received. It was our desire to better reach people seeking information about Narcotics Anonymous, both potential members and those who come in contact with addicts, such as professionals. From all of the information we gathered, it seems that these are the people visiting this part of our website. In June 2004 alone, this page received over five thousand (5,000!) visits.

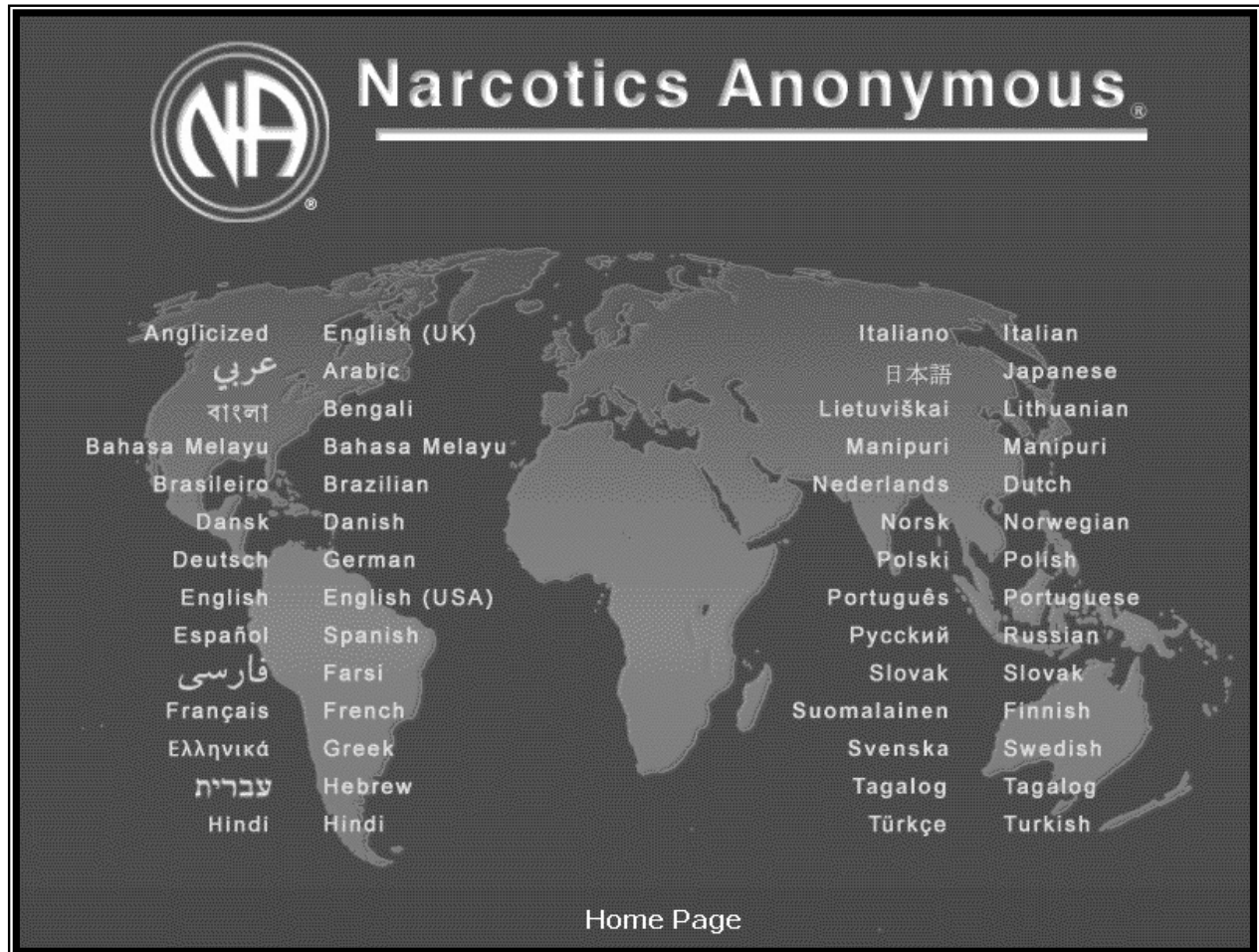
Our literature is now posted in twenty-six languages. The practice of posting literature online has not caused us any problems so far. We do not look at this as an "experiment" at this point. As literature in different languages becomes available, it will be posted. We will, of course, always monitor our web-posted literature.

The World Service Conference reaffirmed at its 2004 meeting that NA World Services holds NA literature in trust on behalf of the fellowship. This includes any literature published online. Posting literature online or emailing to others is no different than making copies of it and distributing those copies. If you are doing this without permission, you are infringing on the copyright of NA's literature. NA World Services is responsible to the NA Fellowship in protecting that copyright. If we encounter infringement issues, significant new legal expenses, and/or other problems because of this venture, we will be forced to discontinue making selected literature available online.

We post material as it is available in each language. We recently increased this material to include passages from the Group Reading Cards. We plan to continue to increase the material available at [www.na.org](http://www.na.org).

To view NA literature online, please go to [www.na.org/ips](http://www.na.org/ips). When you go to the site, you may click on any one of the languages for all the literature available online in that language. The following IPs seem to suit our purpose, which is to provide basic information about NA to the addict seeking help, as well as to the public and professionals in contact with addicts.





## What next?

When we have posted all the IPs online, we will begin posting the booklets. After that, we currently are planning to start posting the books. This is all subject to how well it goes with these postings and depends on each of us remembering that this does not mean the literature is free to reproduce or print out and distribute. The material is still the property of the NA Fellowship as a whole and therefore must still be handled as *any* printed material would be handled.

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 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.

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It is important to remember that NA World Services has been entrusted by the fellowship to protect NA literature and its trademarks for the benefit of the fellowship as a whole. This is a trust that we take seriously, but not always one that is well understood within the fellowship. Many members seem to understand, accept, and support our role as the sole publisher of NA literature in written form; however, there does not seem to be the same understanding, acceptance, and support when posting NA literature on the Internet. We, as much as any member, want the NA message to be available to anyone reaching out for help. As part of our vision, we continue to do this by attending professional events, answering phone calls and emails, posting recovery material on [www.na.org](http://www.na.org), creating new literature, distributing over \$400,000 of free and subsidized literature a year, and helping with translation efforts in an ever-increasing amount of languages.

We have been asked to assume the role of protecting the fellowship's literature so that:

- ◆ The message our literature contains is what the fellowship has decided it will contain.
- ◆ Control and ownership remain with the fellowship as a whole, rather than with individuals, well-intentioned or not.
- ◆ Future ownership of NA literature remains with the fellowship.

We had discussions about our reasoning at WSC 2004 and received support for our undertaking of this cautious expansion of our program to publish recovery material on the web. Our continued efforts to post recovery material on our website can only be accomplished with your help.

We contacted members and non-members who post NA literature online and asked them to remove the material. If they did not comply, we contacted their service provider and informed them that we are the legal owners of the copyright and that the material is being posted without our consent. In these days of lawsuits, this is usually all that it takes. But even this is a lengthy and involved process that consumes time and resources—time and resources better spent on other, more productive activities. This is not something we particularly like to do, but we are responsible to the fellowship to do it. Every member can curtail this activity far more effectively than we do by not supporting this activity and asking others to stop when you become aware of it. If the material at issue is material that is posted on [www.na.org](http://www.na.org), all they have to do is link to it. If it is other pieces, please be patient or contact us with your requests. Again, this will only work if our members want it to.

For more information on the Fellowship Intellectual Property Trust, or if you are interested in learning more about how you can protect our literature and the “Best Practices of the Internet” regarding NA literature, please see the FIPT FAQ on our website or contact the World Service Office.

We thank you for your continued support.

# Fellowship Intellectual Property Trust (FIPT)

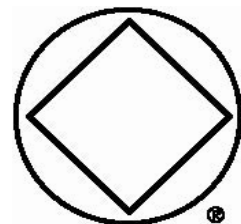
NAWS has kept current the trademark and service mark registrations of our name and logos in countries around the world. We have also filed new registrations of our marks as needed, and we have filed all necessary copyright registrations for new publications. We are registered in thirty-five countries, 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."

## Vendor Registrations in 2003-04

World services has been faced with the question of how to balance the need to protect the fellowship's property with the desire of 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

The Fellowship of Narcotics Anonymous no longer has to operate in the shadows; however, one of the challenges our fellowship has faced since its inception is how to most effectively make the possibility of recovery known to the addict who still suffers. We have developed and utilized many tools toward this end. Our public information and hospitals and institutions efforts are two prime examples. Although both of these service efforts have served us well, we continue to fall far short of the goals we seek: universal recognition as an effective, self-help recovery program.

Our research clearly indicates that we have been held back by two main problems. One is a reputation that we developed in our early years, whether valid or not. This reputation, which exists to this day among many in the professional fields, is that one cannot refer a young person to Narcotics Anonymous without the probability of some type of “Thirteenth Stepping” taking place. The other problem of public perception we face is that we are somehow a “secret organization.”

We have also been viewed as a fellowship that is comprised exclusively of very hard-core drug users with long histories of incarceration and that no other type of drug addict is welcome. The reason this reputation has harmed our ability to carry the message to the addict who still suffers is that it is these very same professionals—therapists, psychologists, jurists, and corrections officials—who make the bulk of referrals to treatment. Because of this stigma, the vast majority of referrals, to this day, go to other twelve-step fellowships and treatment centers.

We find ourselves in a situation where to *not* act is itself an action, because if we do not take positive action then we are acknowledging and somehow validating these clouds over our beloved fellowship. We could choose to go on as we have been and experience limited growth with some stagnation, or we could embark on a bold course to challenge these old assumptions and open our future to exciting prospects like the ones articulated in our vision statement.

We have chosen as our strategy to do everything within our means to fulfill our vision. A step in this strategy is our ongoing endeavor to evaluate our public image and our public relations efforts. We conducted a series of four PR roundtable discussions. The purpose was to gather information and identify barriers between NA and professional communities. The first session was held in April 2003 with a group of corrections and criminal justice professionals. This was followed by a session with medical professionals in August, treatment professionals in November, and government and nongovernmental leaders in research and policy in March 2004.



Each roundtable group received copies of NA literature and publications. Most were unaware so much NA literature existed. We noticed that these professionals were impressed with the fact that they were invited to participate in a discussion such as this. Clearly, they did not expect this from Narcotics Anonymous. Also very impressive to the participants was *The NA Way Magazine*, the wide variety of available literature in our product catalog, and the posting of NA literature on our website.

In each of the moderated discussions, participants identified current issues and trends within their fields and outlined ways they coordinate services for recovering addicts. We explored their awareness and perceptions of NA, as well as their experiences with NA communications and representatives. Each roundtable also included an information exchange and brainstorming session with the participants, NAWS staff, and World Board members.

The roundtables raised several issues, ideas, and challenges. Perhaps the most consistently raised issue was one that is very hard for us to talk about. The issue of an older member (either in years of age or recovery) taking advantage through manipulation of a younger or newer member for sexual favors, which is part of our reputation within the professional community. The need for early identification of members who behave as such so that appropriate interventions can take place—be it by sponsor or group—was clearly felt to be the corrective strategy. As a fellowship, we frequently talk about an atmosphere of recovery at our meeting places, but when behavior like this is going on, that recovery is sorely compromised.

Many professionals do not refer young female clients to Narcotics Anonymous at all as a result of this fear. Perhaps it is time for us to discuss this openly, not just in hushed conversations between individuals.

The other major thorny issue about Narcotics Anonymous uncovered in these roundtables is just how hard it is to contact us. When we take a look at the other major twelve-step fellowship, we see it has a reputation for being a pro-active, “come to you” type organization; our reputation is the opposite. We are hard to find, and frequently when we are found, phones go unanswered, phonelines do not answer the questions the caller is asking, etc. Our fellowship will continue to talk about these matters through our Issue Discussion Topic process and in the handbook project over the next two-year cycle. We can make positive use of this feedback to improve the way we further our primary purpose and ensure that NA is considered a viable recovery program.

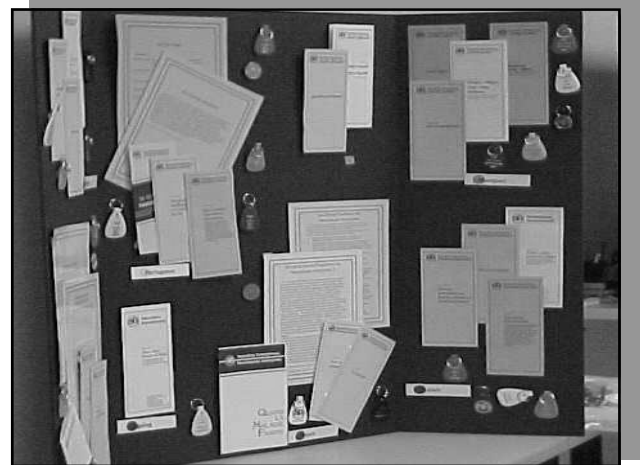
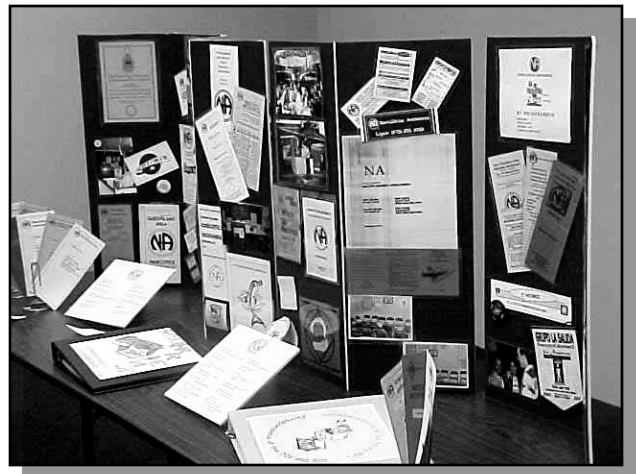
The input from the roundtable discussions will be used as one piece of information to help formulate a public relations strategy. The professionals who agreed to participate in the PR roundtables provided outside perceptions of NA’s successes and challenges. While assessing the concerns raised by the PR roundtables, we also acknowledged the simple achievement that we have people willing to support us in this way—support that we did not have twenty years ago. The participants were honest, open to learning about NA, and willing to share their expertise and experience.

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Another piece of our public relations strategy is attendance at professional and public relations events. Over the past nine years, we have developed our efforts in this area to establish and maintain a presence in professional communities serving addicts. This ensures that we are continually aware of trends and changes and that we continually increase awareness of NA in these professional fields. In addition, we advise local NA communities and service committees on complex, national, and media-related public relations issues, and we represent NA on planning or advisory committees in cooperation with other organizations. As a valuable side bar to this, whenever we travel to a professional event or public relations opportunity, we spend some amount of time with the local NA service structure and not only share what we are doing but make ourselves available for problem-solving as well, participating when possible in local events or recovery meetings. Whether we participate as an exhibitor or as a workshop presenter, these activities allow us to maintain connection with professionals who may refer still-suffering addicts to NA.

**In 2003-2004, we attended many annual conferences:**

- ◆ American Corrections Association (*Tennessee, USA*)
- ◆ National Association of Alcohol & Drug Addiction Counselors (*Washington, DC, USA*)
- ◆ International Conference on Alcohol & Addiction (*Toronto, Canada*)
- ◆ Southeastern Conference on Alcohol & Drugs (*Georgia, USA*)
- ◆ American Society of Addiction Medicine Conference (*Washington, DC, USA*)
- ◆ First Asia Pacific Institute on Addictions (*Singapore*)
- ◆ National Association of Addiction Treatment Professionals (*Florida, USA*)
- ◆ National Association of Drug Court Professionals (*Wisconsin, USA*)



**“Narcotics Anonymous has universal recognition and respect as a viable program of recovery.”**

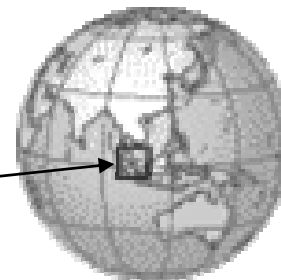
In Lima, Peru, 150 government and healthcare professionals attended a public information presentation held in conjunction with a worldwide workshop (see additional information on worldwide workshops on pages 34–35). This event was a wonderful

opportunity for NA World Services to work in cooperation with the local NA community to disseminate information about NA in South America.

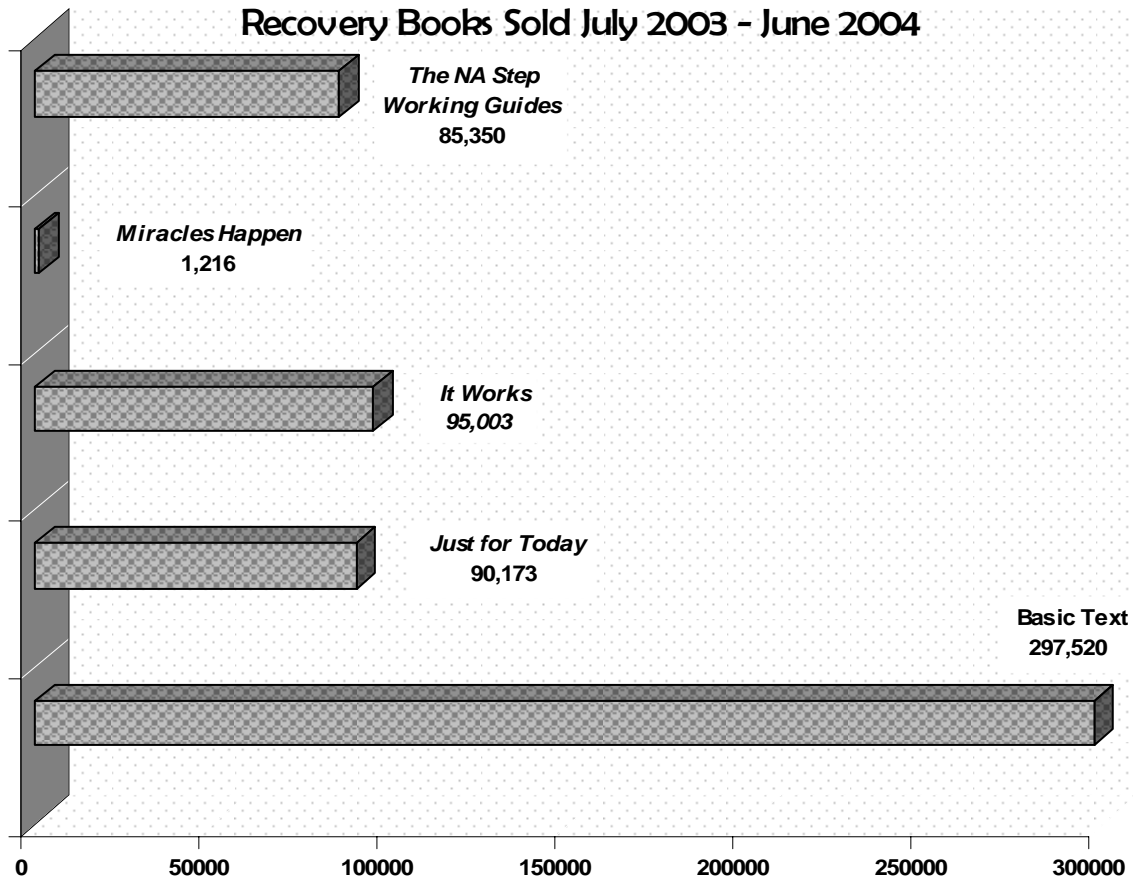
We are very optimistic about the value of fostering cooperative relationships through our public relations efforts. An example of our cooperation with other organizations and agencies is National Recovery Month, an annual US celebration of recovery held in September, coordinated by the federal Substance Abuse and Mental Health Services Administration’s Center for Substance Abuse Treatment. For the past two years, NAWS, along with other twelve-step groups, has participated in Recovery Month planning sessions as a community resource. Through Recovery Month, we regularly interact with approximately ninety government agencies and organizations from throughout the US.

We also maintain cooperative relationships with other twelve-step fellowships. NAWS staff attended the annual meeting of AA, and this year we welcomed two visitors from Nar-Anon to our World Service Conference, who came to observe and learn about our service structure.

Because NA is viewed by many as a closed or secret society, it is vital for us all to continue to work to ensure that NA is known as a viable alternative for recovery. Cooperation with programs like Recovery Month and participation in professional events increases awareness of NA and helps us to more effectively carry our message to the addict who still suffers.



# Unit Sales Trends

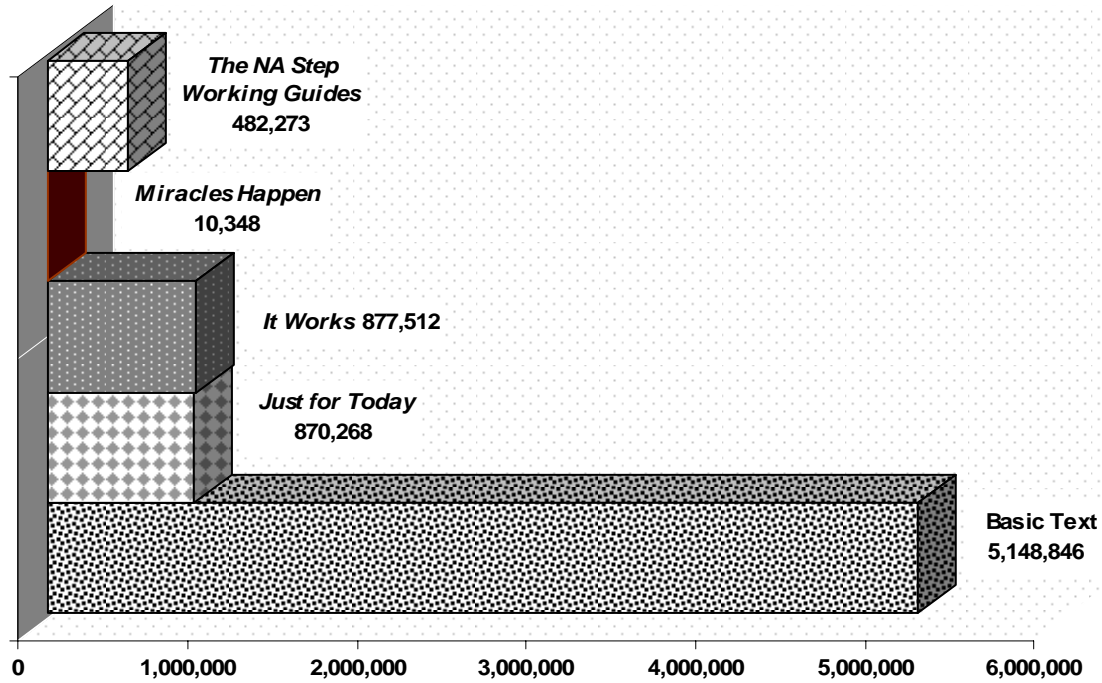


The chart above shows that we sold 569,262 recovery books in FY 2004. The most important thing this chart shows is that the Basic Text remains our best seller, accounting for 52.3 percent of FY 2004 recovery book units sold (297,520 copies). The other three recovery books (not including *Miracles Happen*) accounted for 47.5 percent of unit sales. As the chart above shows, *It Works: How and Why* was our second-best-selling book (95,003 copies, representing 16.7 percent of unit sales). *Just for Today: Daily Meditations for Recovering Addicts* (90,173 copies, representing 15.8 percent of unit sales) trailed in third place. Immediately behind it was *The Narcotics Anonymous Step Working Guides* (85,350 copies, representing 15 percent of sales). *Miracles Happen: The Birth of Narcotics Anonymous in Words and Pictures* sold 1,216 copies for less than one percent of unit sales.

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

# Unit Sales Trends

7,389,247 Recovery Books Sold 1983 - 2004



From 1983 through the end of this fiscal year (30 June 2004), we have sold 7,389,247 recovery books. As the chart above illustrates, the Basic Text represents a larger portion of our literature sales, with 5,148,846 units or 69.7 percent of lifetime unit sales.

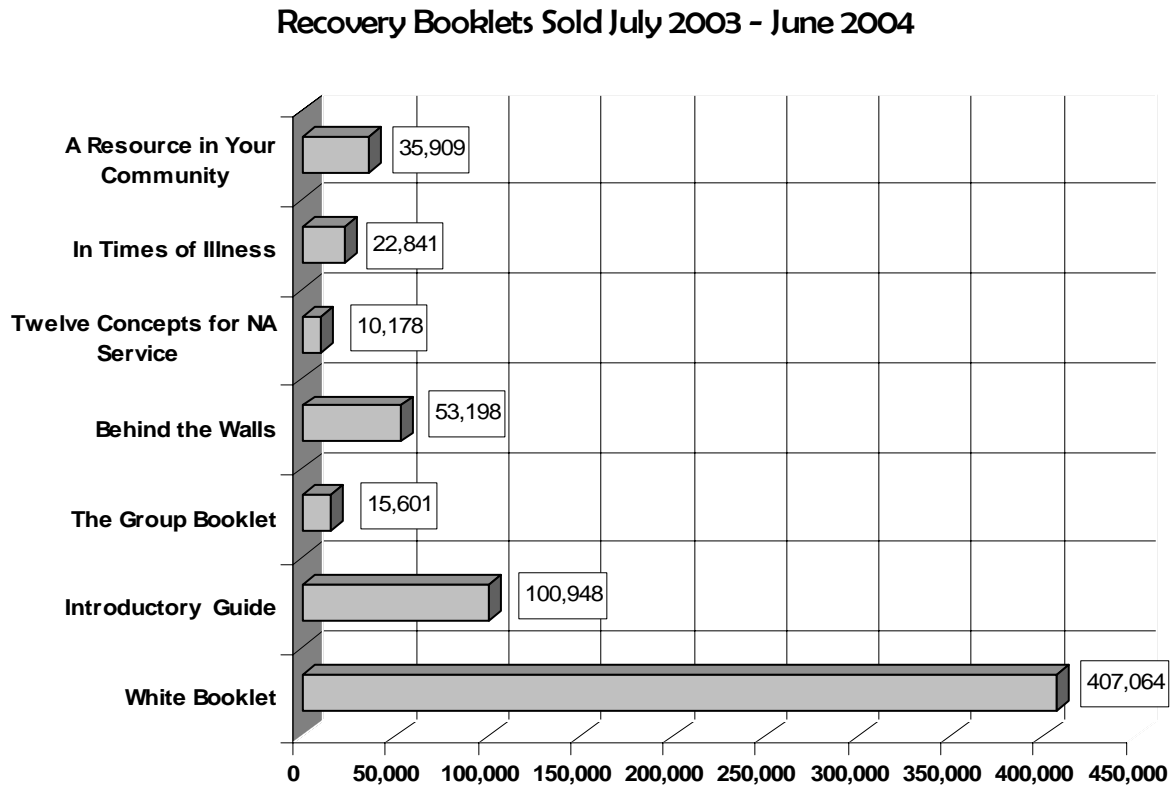
## Looking back

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 thirteen 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 2004 units actually increased by about 45,421 from calendar year 2003, when we sold 569,262 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 the figures above.

# Unit Sales Trends

The chart below shows the breakdown of the 645,739 recovery booklets sold in FY 2003-04.



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.)

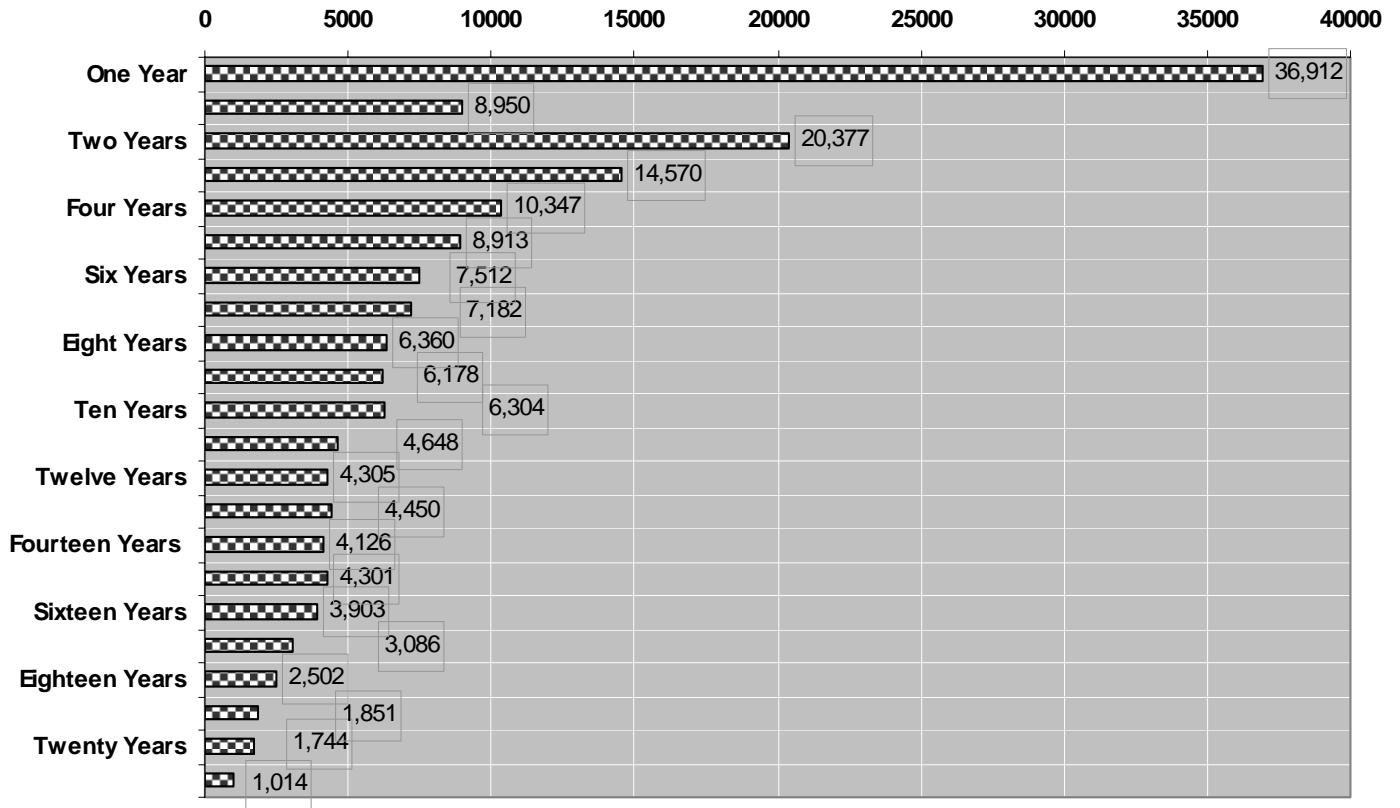
The Little White Booklet remains the best-selling booklet, accounting for 63 percent of FY 2004 booklet units. It is still our best-selling booklet for all time, with 8,875,600 copies sold from 1983 through 30 June 2004. (Unit sales figures are not generally available prior to 1983.)

## Unit Sales Trends

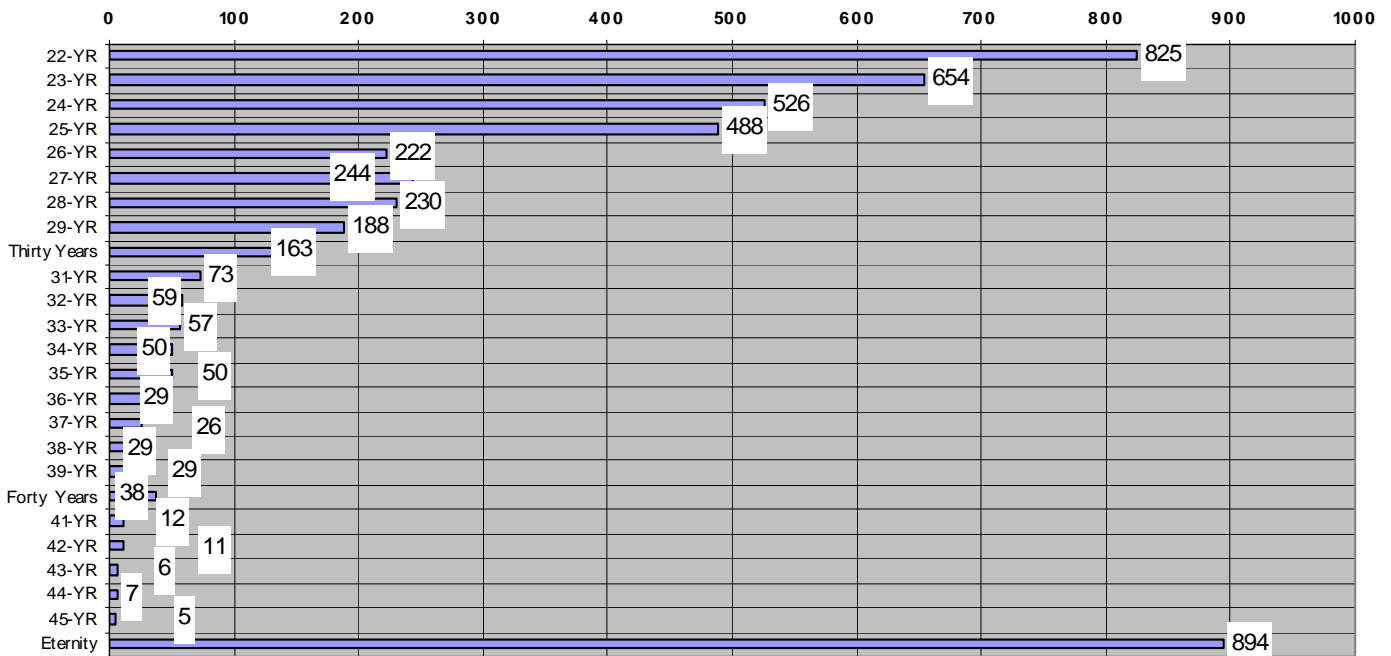
The following chart shows the breakdown of the 4,455,024 recovery information pamphlets sold in FY 2004, as well as the total units sold since 1983.

Item	Total July 03-June 04	Total 1983-2003
#7 <i>Am I an Addict?</i>	269,491	6,882,419
#16 <i>For the Newcomer</i>	409,025	6,606,610
#11 <i>Sponsorship, Revised</i>	411,043	6,227,753
#8 <i>Just for Today</i>	318,751	5,550,071
#6 <i>Recovery and Relapse</i>	294,138	5,329,972
#1 <i>Who, What, How, and Why</i>	269,491	5,122,252
#22 <i>Welcome to NA</i>	359,549	4,851,258
#19 <i>Self-Acceptance</i>	292,748	4,432,400
#12 <i>The Triangle of Self-Obsession</i>	264,256	4,302,111
#9 <i>Living the Program</i>	242,555	4,112,985
#13 <i>Youth and Recovery</i>	172,849	3,385,457
#23 <i>Staying Clean on the Outside</i>	245,782	3,316,344
#14 <i>One Addict's Experience...</i>	157,613	3,195,596
#5 <i>Another Look</i>	162,737	2,917,927
#2 <i>The Group</i>	75,906	2,055,094
#17 <i>For Those in Treatment</i>	118,139	1,618,777
#20 <i>H&amp;I Service and the NA Member</i>	78,868	1,551,455
#21 <i>The Loner</i>	72,830	1,356,392
#24 <i>What's the Basket For?</i>	64,547	1,095,394
#15 <i>PI &amp; the NA Member</i>	67,135	892,447
#10 <i>Working Step Four</i>	28,678	539,988
#25 <i>Self-Support: Principle &amp; Practice</i>	42,731	255,132
# 26 <i>Accessibility/Additional Needs</i>	36,162	229,588

## Medallions Sold FY 2003 (Years 1 - 21)



## Medallions Sold FY 2003 (Years 22 - Eternity)





## Medallions Sold 1987–2004 (Years 1–20)

One Year	604,598
Eighteen Months	149,600
Two Years	363,881
Three Years	259,914
Four Years	193,710
Five Years	165,267
Six Years	121,947
Seven Years	102,394
Eight Years	86,112
Nine Years	75,418
Ten Years	71,601

Eleven Years	46,929
Twelve Years	40,800
Thirteen Years	35,522
Fourteen Years	29,561
Fifteen Years	27,723
Sixteen Years	18,985
Seventeen Years	15,165
Eighteen Years	13,096
Nineteen Years	10,432
Twenty Years	9,823

## Medallions Sold 1987–2004 (Years 21–Eternity)

Twenty-One Years	4,509
Twenty-Two Years	3,754
Twenty-Three Years	3,215
Twenty-Four Years	2,695
Twenty-Five Years	2,695
Twenty-Six Years	1,395
Twenty-Seven Years	1,242
Twenty-Eight Years	1,179
Twenty-Nine Years	956
Thirty Years	931
Thirty-One Years	368
Thirty-Two Years	330
Thirty-Three Years	299

Thirty-Four Years	270
Thirty-Five Years	256
Thirty-Six Years	161
Thirty-Seven Years	159
Thirty-Eight Years	147
Thirty-Nine Years	147
Forty Years	165
Forty-One Years	28
Forty-Two Years	26
Forty-Three Years	24
Forty-Four Years	21
Forty-Five Years	23
Eternity	5,236