



Staying Connected

Trips That Help Link Our Global Community

In order to maintain the consistency of this report, the trips we present in the following sections will represent the Unified Budget, which means that these trip reports will be divided into Fellowship Development, World Service Conference, Literature Production and Distribution, and Conventions and Events, instead of being presented all in one section. Fellowship Development trips are basically those trips that will help to foster the growth of NA communities and provide support and services to our members worldwide. The travel related to the WSC and Conventions and Events is clearly denoted, while the trips that are listed under Literature Production and Distribution deal with our marketing efforts in the professional arena. These also include events that we can further develop, thus maintaining the cooperative relationships we have established within these fields.

As our fellowship continues to grow in numbers around the globe, we cannot overlook the importance of our travels not only to developing NA communities outside of the US, but also to those communities that are struggling within the US. On the flip side of that, we need to visit and offer support to NA communities that are thriving as well. We want to make every effort to assist and provide services whenever and wherever possible. Just like the "addict who still suffers" does not automatically mean the "newcomer," we must stay aware of the fact that older and more developed areas and regions have problems, just like the new ones. In our attempt to allocate equitable service to the NA Fellowship as a whole, we examine each travel request to assess its value to the fellowship.

We believe that by our highlighting the travel in this manner, you will be able to see how important these trips are not only to NA as a whole but to the NA communities we visit. It is here that we can see the relevance of the first point of the NAWS Vision Statement, envisioning a time when "every addict in the world has the chance to experience our message in his or her own language and culture and find the opportunity for a new way of life." As we grow globally during this new century, we want to remember that NA is not a secret organization. We are being recognized as positive, effective, and a possible solution to the disease of addiction, not only here in the United States, but also in countries where, as recently as five years ago, NA was not known. We want to further our efforts and foster the impact we are having in these countries, as well as within the professional arenas. Our travels also offer a way to bridge the communications gap that can sometimes exist between world services and the members we serve.

Another component of our travel and fellowship development trips is to continue working on our relationship with society and the public in general. We can see, especially over the last several years, the fruits of our labors, particularly in the professional substance abuse treatment and criminal justice fields. The third point of our vision statement envisions a day when "Narcotics Anonymous has universal recognition and respect as a viable program of recovery." After years of dedicated public relations efforts by many trusted servants and WSO staff, Narcotics Anonymous is receiving a higher level of recognition by the public and in the above-mentioned sectors as that "viable" means to finding recovery from the disease of addiction. This is no small task, and we certainly have not arrived yet! We, as a fellowship, should take great pride in the distance we have traveled over the years. What started as a dream of a few is now a reality for hundreds of thousands of members around the globe.

Lastly, some of the travel NAWS is involved with helps WSO staff to stay current on the many aspects of managing a nonprofit organization. With the dynamic environment of the business world today, it is important that we provide the best opportunities to grow as a business and as individuals. These trips and seminars not only offer the necessary information to enhance our organization's growth, but also provide a greater efficiency for the office and a more prudent use of our resources in order to continue to serve and support the growth of Narcotics Anonymous worldwide.



Fellowship Development Events/Trips

EUROPEAN DELEGATES MEETING AND EUROPEAN CONFERENCE AND CONVENTION 27-30 JULY 2000

Purpose: Responded to a request for attendance at the semiannual meeting of this zonal forum. WSO staff also interacted with customers for WSO Europe.

Location: Lausanne, Switzerland

Travelers: Larry Roche, Jon Thompson, WB; Paul DeCock, Anne Peters, WSO Staff

WESTERN STATES FORUM 4-6 AUGUST 2000

Purpose: Responded to a request for attendance and to participate in their quarterly forum meeting.

Location: Tempe, Arizona

Travelers: Stephan Lantos, Tony Walters, WB

TWELVE STEP ADVISORY COMMITTEE 8 AUGUST 2000 17 OCTOBER 2000

Purpose: Continued interaction with a committee that was created by the California Department of Corrections to improve the interface between twelve-step fellowships and California correctional facilities.

Location: Corona, California

Travelers: Freddie Aquino, WSO Staff

WORLD FEDERATION OF THERAPEUTIC COMMUNITIES (WFTC) 1-5 SEPTEMBER 2000

Purpose: Continued participation in the biennial meeting of this international organization for public relations purposes.

Location: San Francisco, California

Travelers: Donna Markus, World Pool; Bob Stewart, WSO Staff

INTERNATIONAL COUNCIL ON ALCOHOL AND ADDICTIONS (ICAA) 1-10 SEPTEMBER 2000

Purpose: Continued our long-term participation in this international organization for public relations purposes. We also facilitated a meeting with participants from four Arabic-speaking local translations committees (LTCs) to assist them in resolving their translation challenges.

Location: Manama, Bahrain

Travelers: Craig Robertson, WB; Mario Tesoriero, World Pool; Uschi Mueller, Fatia Birault, WSO Staff; two members of the Egyptian LTC

NOTE: See highlights of this trip on page 22.

SOUTHERN ZONAL FORUM 27-29 OCTOBER 2000

Purpose: Responded to a request for world services to participate in this zonal forum meeting.

Location: Hurst, Texas

Travelers: Bob Jordan, Stephan Lantos, WB

WESTERN SERVICE LEARNING DAYS 27-29 OCTOBER 2000

Purpose: Responded to a request for world services to participate in an annual H&I and PI learning days for this zone.

Location: Salt Lake City, Utah

Travelers: Don Frank, World Pool; Freddie Aquino, WSO Staff

INDIAN REGIONAL FORUM 2ND INDIAN REGIONAL CONVENTION 9-11 NOVEMBER 2000

Purpose: Responded to a request for world services to participate in their multiregional workshops on H&I, PI, and general service. World services also helped to provide travel assistance to delegates from surrounding regions.

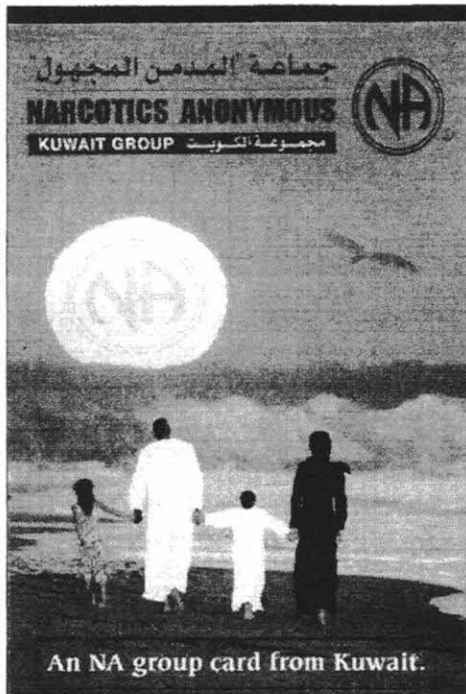
Location: Raiwala, India

Travelers: Larry Roche, WB; Jeff Gershoff, WSO Staff

NOTE: See highlights of this trip on pages 24-25.



ICAA BAHRAIN



An NA group card from Kuwait.

In September 2000, a NAWS travel team consisting of World Board member Craig R, former WB member Mario T, Translations Supervisor, Uschi Mueller, and Production Supervisor, Fatia Birault, traveled to Bahrain, a small, oil-rich country on the Persian Gulf, to attend the 43rd International Council on Alcohol and the Addictions, as well as to attend and guide a meeting of NA members from Egypt, Bahrain, Kuwait, and Saudi Arabia and to facilitate the process of translating NA recovery literature into the Arabic language.

This participation in the ICAA meeting continued our long-term attendance at these annual conferences. We exhibited via our exhibition booth, which we shipped to Bahrain for the event. It was manned by the world services travel team, as well as local Arabic-speaking NA members. They were able to distribute NA literature and make many valuable contacts with health and government officials from a wide variety of countries within the region, as well as from China and Eastern Europe.

Attendees seemed particularly interested in general and statistical NA information such as how many worldwide NA meetings are held, how many languages

our literature is translated into, and other generic statistics. There was some excitement for our travelers as they were introduced to the Bahraini Minister of Health and a Sheikha of the Kuwaiti royal family, both of whom seemed supportive of Narcotics Anonymous. In addition, a health ministry official from Praha, Czech Republic, conveyed the information that she was aware of five NA meetings being held in Praha and promised to put them in touch with NAWS. A Chinese doctor employed by the United Nations also shared information about her projects regarding HIV and requested copies of our Cantonese draft literature.

The NA presentation at the event was scheduled for 30 minutes, and attendance was so high that additional chairs had to be brought in. Craig did a NAWS overview presentation and three local members presented a “mock” NA meeting—all to a very attentive, very interested audience!

The Arabic translation meeting went on for over two days, from Wednesday afternoon until Friday evening. There was much ground covered. *Translations Basics*, an informational newsletter for local translation committees, had been translated by local members and was distributed to all the participants.

Although we won't try to present the content of the two full days of discussion here, one example should suffice to show all our members the complexity and extreme sensitivity of discussions such as these. Perhaps the most debate that took place in the entire session was over the term “God as we understood Him.” One group felt that this phrase would be offensive to members of the Islamic faith. When an alternative was posed, “God as we believed in Him,” another group felt that this would require an agnostic to do something he wasn't prepared to do: believe! It is a tribute to our fellowship and to the love, open-mindedness, and willingness of our members that NA eventually seems to find a bridge over every river that appears before us.



Fellowship Development Events/Trips

AMERICAN ACADEMY OF ADDICTION PSYCHIATRY 7-10 DECEMBER 2000

Purpose: Participated in this professional association for public relations purposes.

Location: Phoenix, Arizona

Travelers: Bob MacFarlane, World Pool; Bob Stewart, Johnny Lamprea, WSO Staff

MID-ATLANTIC REGIONAL LEARNING CONVENTION XVII (MARLCNA) 9-11 FEBRUARY 2001

Purpose: Responded to a request for world services to participate in their annual multiregional service conference.

Location: Lancaster, Pennsylvania

Travelers: Jon Thompson, Craig Robertson, Bob Jordan, WB

ASIA PACIFIC FORUM 3-8 APRIL 2001

Purpose: Responded to a request to participate in this forum meeting. Approved up to \$2500 toward travel expenses for delegates from developing communities in the zone.

Location: Jakarta, Indonesia

Travelers: Jon Thompson, Michael McDermott, Giovanna Ghisays, WB

CANADIAN ASSEMBLY 8-15 APRIL 2001

Purpose: Participated in the annual meeting of this zonal forum.

Location: Sainte-Foy, Quebec, Canada

Travelers: Susan Chess, David James, WB

INFORMATION SERVICES EVALUATION 4-5 MAY 2001

Purpose: Assessed the archives and made recommendations on how best to catalog them for all of NA World Services, Inc.

Location: Chatsworth, California

Travelers: Ross MacKay

ROCKY MOUNTAIN ZONAL FORUM 18-20 MAY 2001

Purpose: Responded to a request to participate in this forum meeting.

Location: Boulder Hot Springs, Montana

Travelers: Jon Thompson, Tom McCall, WB

LATIN AMERICAN ZONAL FORUM 24-27 MAY 2001

Purpose: Responded to a request for world services to participate in this zonal forum meeting.

Location: San José, Costa Rica

Travelers: Saul Alvarado, Ron Hofius, WB; Shane Colter, Anthony Edmondson, Johnny Lamprea, WSO Staff

NOTE: See pages 33-35 for an in-depth report on the LAZF.

EUROPEAN SERVICE CONFERENCE AND CONVENTION OF NARCOTICS ANONYMOUS 29 JUNE-1 JULY 2001

Purpose: Responded to a request for world services to participate in their annual multiregional service conference.

Location: Quebec, Canada

Travelers: Jane Nickels, WB; Becky Meyer, WSO Staff



Indian Regional Forum 2nd Indian Regional Convention

In November, a small travel team was sent to attend and support the Indian Regional Forum meeting in Delhi and then travel to Raiwala (a small town on the upper Ganges River) to participate in the second Indian Regional Convention. The travel team included Larry R, World Board member, and Jeff Gershoff, World Service Office staff.

The convention in Raiwala was a multiregional event, with attendees expected from the Indian Regional Forum (IRF), North East Regional Forum (NERF), Pakistan (whose members were denied visas at the last moment), Bangladesh, Nepal, and some of the more remote regions, cities, and states in India such as Darjeeling and Sikkim.

The regional meeting was held in an exceptionally unique and creative setting. On the roof of a small hotel in Old Delhi, directly above a crowded street of vendors, food stalls, small businesses, buses, and many pedestrians, a tent-like shelter was constructed to keep the direct sun from beating down on the members, though it allowed any breeze to pass through the open sides. Tables and chairs were placed inside the structure.

The IRF turned out to be (to no one's surprise!) a hard-working group that began working early in the morning and continued on into early evening. The agenda was long and arduous, and everyone was determined to finish all of the business in time to travel the hundred miles or so to get to Raiwala, the site of the convention. The NAWS travelers were there as participant observers and responded to frequent questions about protocol, *A Temporary Working Guide to Our World Service Structure*, *A Guide to Local Services in Narcotics Anonymous*, and many other service-related issues. Finally, the whole agenda was covered and everyone was off to the Scouts Railway Camp, Raiwala, for the second IRF Convention.

The NAWS travelers shared a car with the IRF chair and the Mumbai RCM for the ten-hour drive to Raiwala. This was a valuable time for talking about service, service structure, personal recovery, and establishing the one-to-one relationships necessary to be able to continue to interact productively during the course of the year when the two parties involved are on exact opposite points on the Earth. If you look at a globe, you will see that India is just about exactly on the other side of the world from California!

Hardiwar and Raiwala are the twin communities in the far northern tip of Uttar Pradesh state in north central India, where the Second Regional IRF convention was held. The actual venue was the Scouts Railway Camp. It was exactly that—a campsite for rest, established for the scouts and officers during the building of India's railroads. There were a couple of permanent bungalow-type buildings that served for administration (and in our case for the PI and general service workshops—see below), and a very large grass-covered meadow for pitching tents. Of the few hundred Indians, Nepalese, and Bangladeshi members attending the convention, the vast majority stayed in the large tents erected by the convention committee; the remainder of the Indians and the western visitors stayed at a nearby hotel. To begin to get an idea of what the scene here was like, you have to consider this: The very weekend that this convention was scheduled turned out to be a weekend for a major Hindu pilgrimage to the Mother Ganges River, where Hindus and many Indians believe they are blessed and their souls cleansed when they bathe in the river. The site on the river that was the epicenter of this pilgrimage was Rishikesh, a very famous site and shrine in its own right about 20 miles from the Scouts Railway Camp. One million people were expected to make this pilgrimage from all over India. One million people would be descending on the same spot that 300 NA members were descending on for the IRF convention! We know how addicts can shine and excel in unusual



Display of various NAWS non-English flyers.

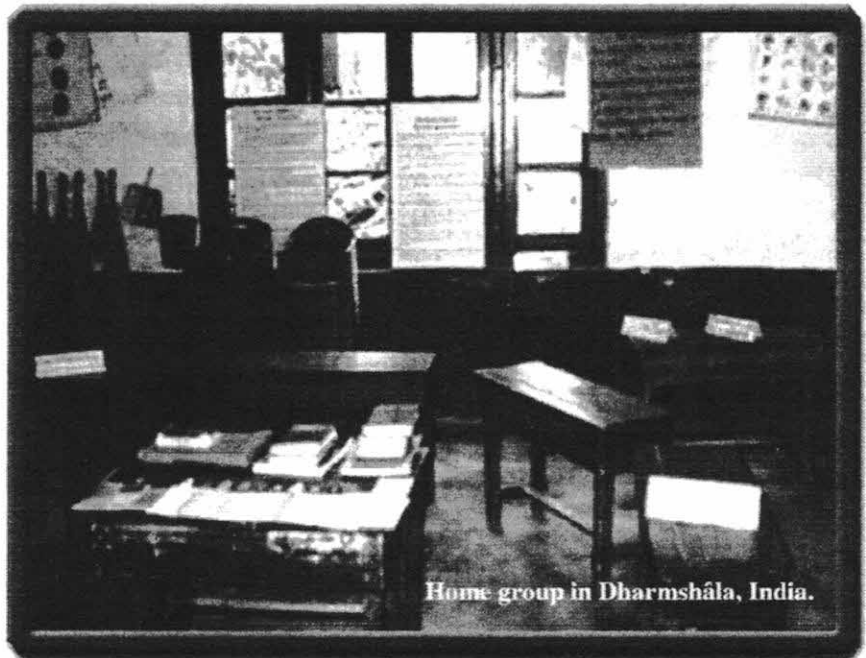
or trying situations. Everyone should be proud of the fellowship members, and particularly the host committee, for their tolerance, good humor, understanding, and general good attitude during this convention. To get anywhere beyond a 100-yard radius or to get a cab was nearly impossible for the next three days. As it was, the convention came off without a hitch.

The assignment for the NAWS representatives was to conduct two workshops, speak at the Sunday morning meeting, and generally be available to provide resources and gather information regarding local issues and problems that we might be able to respond to. The two workshops (one on PI service, the other on general NA service) were 2½ hours each and were conducted in one of the administration buildings. Both workshops were well attended and extended well beyond the assigned time to address questions and discussions. Both Larry and Jeff were very impressed with the hunger for knowledge regarding all aspects of service that members exhibited (many of whom have less than one year clean time). In addition to the workshops and other interactions detailed above, there was an extended meeting between the NAWS travelers

and representatives of both the Delhi and Mumbai Local Translations Committees (LTCs), which covered a series of issues that were holding up approval of Hindi keytags and the Hindi translation of IP No. 1. Also, a series of meetings were held with the members from Nepal, Bangladesh, Darjeeling, Manipur, Sikkim, and Dehradun to exchange information and do some fundamental problem solving and networking.

Probably the two things heard most were the need for more literature to be available and for more literature in the local languages. Also, the desire for more service-related workshops to be held in South Asia was a theme repeated over and over again.

This proved to be a very rewarding and effective trip for NAWS. Hundreds of addicts from local fellowships who would never have had the opportunity otherwise got to interact with NAWS representatives. Ties were established that have developed into communication links through email and the Internet. Not all of the problems could be immediately addressed, but we are at least aware of the needs and desires of the South Asian fellowships and have begun addressing them.



Home group in Dharmshala, India.

responsible for the training program development. The EC and FRC will also finalize the Regional Recognition workgroup prior to the next board meeting

4. TWGWSS

FRC will recommend that the *Temporary* be removed from the title of *Temporary Working Guide to our World Service Structure*, and that TWGWSS include a cleaned up version of the WSC Rules of Order. The board was informed that a workgroup would be needed for cleanup work on the Rules of Order. TWGWSS and the *Local Guide to Service* need to be consistent with each other in describing the arms of service. FRC is proposing that nothing be removed, but that language in both books is consistent in giving information. Michael Lee has taken the information from both documents, and created a single document that contains the same information, updated some areas, and condensed this to one page.

There was some concern about changing the information about the service structure in TWGWSS, which currently contains a one-page handout that explains each component. This information was just approved in the 2000 CAR. An additional concern is that for years, the conference has been told that world services is too busy to work on certain things, and to again bring another change to TWGWSS seems unnecessary. Unless it is important and serves a purpose, FRC should question why they want to do this.

5. Worldwide Workshops

FRC expects to receive fellowship input to the News Flash send out in December in time for their February meeting.

The board was directed to review the supplemental handout. The handout presents some ideas for Worldwide Workshop locations, tentatively starting in July 2001. These locations were chosen solely from FRC discussions, however, some requests have been received. FRC believes that the Worldwide Workshops should not be a part of any other service delivery. The board delegated the responsibility of making the final decision on where the first Worldwide Workshop in Western North America will be held to the EC and FRC. Approval was given to the direction and number of worldwide workshops for this conference cycle that FRC proposed.

FRC anticipates scheduling Worldwide Workshops over three days, starting on Friday evening, ending on Sunday. Six to eight individuals would be used to put on the event (a possible combination of World Board, World Pool, and staff), and would be in varying locations year-to-year within the zones. FRC hopes to create a type of blueprint that can be used as a base with workshop topics varying by local request.


The time allocated on the program for world service introductions, the viability of simultaneous workshops, and how local communities' issues will be incorporated were all questioned. FRC was also asked if they have considered how they plan to work with zones and regions. Tom thought that Worldwide Workshops would be a way to gather input from the fellowship, and at the last world convention he attended, the input he received was that some members did not like the idea of the World Board being so involved in all of the service workshops.

1 February 2001 is the deadline for the board to send in any input for changes to the Worldwide Workshop program. The board needs to look at what they would like included in the Worldwide Workshop.

Public Relations Committee

1. What Public Relations is and what it means to our organization

Bob Stewart and Nancy Schenck joined the meeting for the PR presentation. Craig encouraged the board to engage in this discussion, and provide input. PR is looking to get



direction from the body regarding their work; hopefully ending up with a common understanding of the principles involved with public relations work.


The PR Statement and a discussion of the concepts in two traditions were discussed.

The board was asked, "What is Public Relations and what does it mean to our organization?" The following input was provided:

- What was read summed it up well. Has to do with PI, interfacing with public, PR is what we do when we participate at professional events.
- PR is geared towards a specific audience. Takes skill, and best delivered by a skilled community member.
- Public Relations would include everything outside our interaction with our members.
- One of things of constant concern is public relations within our groups. Professionals that do come in do not return because of our behavior. Feel we are not attractive because of this. We give ourselves bad public image.
- Public information is what we tell the world about who we are and what we have to offer.
- PR is marketing. There has to be a conscious effort made towards research, looking at a target. This needs to be organized, systematic, and far-reaching. Our organization having UN status is not affiliation. We should even serve on panels organized by various governmental groups to provide information. If we are to achieve our vision statement, this type of PR is essential for us as an organization.
- Public relations starts with me, and I tell the public who I am all the time (behavior).
- What gets in our way is our tendency to not want to adapt to the audience. There is a way we can explain how to find us, and what we do with addicts in a way that helps the public and professionals understand and hear what we are saying.
- Keep it simple. We have public relations going on everyday, via meetings, conventions, etc. we just do not invite anyone to them. We need to start reaching out to people by inviting them to events. At an AA convention sometime in the 80's, professionals were invited to interact with their members. Bring the public to us.
- We need to be more proactive in our activity, seeking out, and providing the information.

One of the items discussed by the PR committee is that the current PR statement seems to be geared towards being instructional, a guide to the fellowship. The statement in its current form is inadequate for use with the public. The statement should be simple, global, and direct in its approach. The statement in itself should form a basis for Public Relations efforts.

The board was asked "Who believes that our current PR statement is adequate for our fellowship, and if so, why?" and provided the following input:

- A couple of Board members felt that based on where the statement is, in terms of the concepts, it is adequate.
 - The statement is inadequate; it just gives a couple ideas for how to do it, and this was supposed to be followed up with a plan. Vision and creation should be our goal, and to inform the world and make NA the number one program of choice. We have to find a way to say that, and think in terms of whom the audience is.
 - It depends who the audience is. To say you want to become the number one program of choice in another country may be seen as a self-serving statement. We have to find a way to say the same thing without saying it, be clear and that it be adaptable.
 - We have a great many statements geared for us, not for the public. There needs to be some basis that says if we believe we need to interact with the public, there needs to be
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a standard. We as a board have to ask ourselves "do we want to remain a shadow society or do we want to interface with the public?"

- It would be very important that regardless of what we do, if the local structure to handle the influx of requests or people were not in place then that would be a problem.
- We strive to be responsible members of that society. Why wouldn't the fellowship strive for that as a whole? We offer a service to society.
- Australia's approach to addiction is harm reduction. Drug free recovery would be a small expectation from many professionals in Australia. The other challenge we deal with is the fear of letting professionals know that we are recovering addicts because of the stigma that once an addict always an addict. This brings about another point for us to think about how non-NA members can represent NA to the public.
- Public Relations means our relations to the public, i.e. being decent in ordinary life.
- Try to tailor the statement for different needs.

Craig stated that PR is looking to start the process for PR to be more cohesive and understandable. Does the board concur with the PR committee going off and developing a PR statement to present to the board for approval? The board approved the PR Committee continuing its work on developing a new PR statement. No decision was made whether this would automatically replace what is currently in TWGWSS.

The board went into a closed personnel session.

Friday 12 January

Present: Jon Thompson, Jane Nickels, Claudio Lemionet, Bella Blake, Tom McCall, Stephan Lantos, Susan Chess, Larry Roche, Cary Seltzer, Craig Robertson, Tony Walters, Giovanna Ghisays, Saul Alvarado, Ron Hofius, Bob Jordan, David James, and Daniel Schuessler.

Not present: Lib Edmonds and Michael McDermott,

Staff: Anthony Edmondson, Rebecca Meyer, Eileen Perez-Evans, and Michael Lee.

The meeting was opened with a moment of silence followed by the Serenity Prayer. Tony read the daily passage from *Just for Today*.


Public Relations (continued)

Craig recapped yesterday's points, restating that the committee is recommending a new PR plan and statement - building a solid PR foundation and asked if there were any questions or comments. The committee wants to leave this meeting with clear board direction about their work. The committee wants to create something that states who we are, this is what we believe in, and this is how we do it – a solid public relations foundation.

The question "do we want to be in the shadow or out in the public?" was brought up again for discussion. The body was reminded that in a previous action group the board identified reaching out to the public as one of their goals, but did not discuss what that would mean.

The board asked their thoughts on our description of attraction vs. promotion, and provided the following input:

- Where is the line between giving information and carrying the message, this is not clear. Why should we pull back from giving information, our literature is available to everyone. Definition of promotion should come right out of the dictionary. Can a professional carry our message – opinion is no. Professional can give information, but we are better equipped to carry our message.
- One of the questions the WSO gets a lot is if something is promotion or attraction. We need to be able to say why we attend events, something we can stand on.
- PR is marketing and wonders if the fellowship understands what we are and what we are trying to do. We need to inform the fellowship of what the purpose is. Public is anybody we meet. How are we attracting people and promoting our fellowship is something we may need look at. Breaking down the traditions and explaining what they mean is a good idea.
- Who is the audience? We should target professionals that work with addicts, creating a greater public awareness. The next question would then be are we targeting local or global. We have to keep in mind how things get translated and interpreted
- When we say public, do we mean everyone inside or outside the fellowship? This may be two fold: difference is if it is a targeted audience and if it is a grandmother of an addict. Everyone outside the fellowship is what is meant in Tradition Eleven. In order for us to move from a point of conservatism we need to get to the point of saying this is what NA is about and become as known if not more known than AA.
- Where we have gotten is we now have some credibility and we can really look at this stuff differently now. Some relationships are not in our best interest in the fact that we do not know where they are going and if we want to be affiliated with them. We cannot promote without having credibility.
- Targeted audiences - become specific.

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- We should not just target grandmothers but we need to go out to professionals in order to get us out there. AA is involved with every medical schools, etc. At some point, you should focus on public meaning professionals. Inform people who are going to encounter addicts who we are. Pick targets like specific professional groups.
 - Need to make sure we are able to handle what we target. Target, but let them know exactly what can and cannot be done – our limitations. Our PR statement needs to be specific for our target. What is used in the US will not necessarily work in another country. Find out what the different needs are for the targets. Our first target should be Doctors, and professionals who are in contact with addicts.
 - PR is multi-faceted. Why would we not want to create a type of informational packet for lets say when we are at a convention and people ask who are they, etc.

The board had no objections to the Public Relations Committee going forward with the PR statement and developing a long-range plan.

The PR committee informed the board of their intent to possibly create a workgroup. Workgroup and pool members would be used for some events, projects, and/or tasks of the Public Relations Committee. The board discussed criteria for pool members, and the likelihood of using some members, even a non-addict for particular events. Communications to the board will entail information on creating a workgroup between now and April. The board had no objections to using a non-addict in some capacity.

Some board members shared the importance of the fellowship being informed of what the board is planning with PR and that this should get as much attention as the work on the PR statement. Maybe informing the fellowship of the importance of their involvement in part of this work should come a little ahead of the statement in order to prepare them. PR committee members plan to utilize some of the upcoming workshops to communicate the board's work on Public Relations.

Board members were challenged to continue thinking along the same lines of today's discussion since the PR committee will be coming back to the full board with the philosophical issue of affiliation.

Reaching out

Craig informed the board of the EC's question to the committee as to whether this group really needs any board members. At the December PR meeting, the committee decided to recommend back to the board to not change the process until more discussions can take place. What also came out of the December meeting was the PR thoughts on the Reaching Out, H&I and PI assignments belonging with another committee, namely FRC. It was noted that if committee intends to forward a recommendation to the board to move H&I and PI this potentially has to be taken to the WSC. PR committee has decided to rotate committee members on Reaching Out conference calls. David Jones is still on the Reaching Out workgroup and has been for four years, since 1998 as a World Pool member. The committee also discussed translation of the Reaching Out, but no decision has been made. The board reaffirms David Jones continuing on the Reaching Out workgroup until the PR committees brings a recommendation for a new nominee to the board for change within 6 months.

1999-2000 Audit

The board was informed that Thomas Havey LLP now has a local office, and the principle work for NAWS has been passed on to Nicolas Ross in the local office. Mike Quakenbush will continue to remain involved when needed.

Nick thanked the board, staff, Anthony, and Tom Rush for their cooperation during the audit. The board was presented with the audited financial statement for the year ending 30 June 2000, and explained some of the entries. Nicolas pointed out that this year NAWS had no adjusting entries; the books were produced as stated.

Copyright/trademark infringement=7
Downtrend in revenue=10
Communications=11
Expectations of WB=1
Misuse of Internet
Emerging community literature needs=2
Funding of Regional Delegates/fund flow=1
HRP process=8

Public Relations Committee

Craig reported on the luncheon meeting he and Anthony had with representatives from the World Forum on Drugs. NA has been given an invitation to participate in this forum in Quebec in September 2002. Anthony and Craig made a commitment on behalf of the board that the World Board is open to their proposal and would like to receive more specific information on the program. Give the board copies of the World Forum on Drugs communications.

Draft PR Statement

Craig reported that a few members that work in the addiction field were sent the draft statement for review and input. Based on their input some minor changes were made. The board was informed that a lot of what is written in the PR statement was taken from AA.

- There's concern that the statement seems somewhat cultist, and it would really undermine the professional quality it. Professionals will also read this statement.
- Reword the last sentence.
- There's something about the tone that is not appropriate.
- Wording seems a bit unprofessional, too casual.
- Tone is similar to reading a group reading card.
- We don't seem to know who our audience is, need to write it in a way that will address the professional we are hoping to reach.
- Statement should be non-controversial, give a little flavor of our literature, and who and what we are.

The board discussed their understanding of who this statement is intended to reach. Ron, Bella, Steve and Tony will be giving Craig their written input. The board will get another draft before July for review and input.

PI Handbook Evaluation Workgroup

It's the PR Committee's intention to put a workgroup together to review the input received and evaluate what work is necessary—not to put a plan into place. Because of the type of work that this is we won't necessarily have to have a finalized report. The existing PI handbook, the draft handbook, as well as fellowship and trustee input, is what the group would evaluate. Names on the World Pool list given to the PR committee are: Don Frank, Erik Rogers, Jim Goughenour, Laura Kinney, Janet Russell, and Donna Markus.

A copy of this list will be provided to the board. The board was encouraged to send in more names for consideration. It would be important to get someone on the group that has the former balance of trustee focus. No objection to the workgroup being finalized by PR and the EC.

This workgroup will not need to travel; all the work would be done by conference calls. Between now and 2 July, conference calls would occur, the workgroup would send PR recommendations by middle

of June, then the PR committee would have a final report. A suggestion was made that since this group is a non-traveling group it might be a good idea to expand the group.

The board discussed how a group could evaluate the input without having reviewed the actual material and that it seems that more people talk about the process as opposed to the content. There is fixed thinking about automatically going into an approval process in the fellowship once an initial evaluation on a handbook is done. It may actual be good to have the item out in the fellowship for a while. There are many options that can be used. From July to October the idea will be refined to allow for creating a budget and project plan for the next cycle

Professional Events Planning

PR committee will write up a request for the World Federation of Therapeutic Communities (WFTC) and submit it to the EC to be considered today during the EC's lunch meeting.

PR will give the EC a *Reaching Out* request for a pool member.

Publications Committee

Literature Development Plan

The four components of the development plan were identified.

At the October meeting, the World Board agreed with a request for not having motions in the *Conference Agenda Report*, but instead include a report about the Literature Development Plan, Sponsorship, and the Basic Text Evaluation.

Daniel shared his thoughts about the Literature Development Plan and his disagreement with NA's current literature development process. He suggested some kind of needs assessment.

The Publications Committee is proposing that some part of the *Conference Agenda Report* show how NA has changed, raise a global awareness, and begin to talk about sponsorship. There was no objection to this type of report being included in the CAR. Important that the board submits input to the Vision Statement by 10 May.

The Literature survey and all the issues about the Basic Text and Sponsorship will need to be discussed at the July WB meeting. One-third of the Basic Text evaluation is supposed to be done in this conference cycle with two-thirds are to be done from 2002-2004. WSC 2002 is the only opportunity to get conference participants feedback on the evaluation plans before the 2004 CAR.

The World Board needs to be clear on its recommendation before the World Service Meeting in September. The board will be taken through a process at the July WB meeting. The *Conference Agenda Report* will also include some of the background material, discussion to date, and plans for the material after the July World Board meeting. The Publications Committee will show the potential ramifications to world services if revisions are or are not made to the Basic Text.

Plans for Sponsorship and the Basic Text

At the 2002 World Service Conference a concrete plan (for an end result of a product) for the completion of Sponsorship needs to be presented. This needs to be a detailed project plan, including content involvement and timeline. The committee will come to the July meeting with a proposal on how to carry this out. The board needs to be prepared to release the report to conference participants within two weeks following the July meeting. The board had no objection to this plan.

Bella reported that a topic *Moving On* has been added to the topics under Sponsorship—for Sponsees and Sponsors and that they are currently in the process of grouping like topics. The Sponsorship workgroup will provide input on the process for evaluating input. The fellowship has been informed via the *Conference Report* and *NAWS News* that once a copyright release form is signed and submitted to NAWS, all rights are surrendered. The Publications Committee is discussing how to

Fernando Morote (Chairperson), Andres Tovilla (Vice-Chair), Jorge Mejia and Manuel Estrada were elected to the administrative committee. Ron, Saul, Anthony, Shane and Johnny attended the Latin American Zonal Forum in San Jose, Costa Rica. There were 18 communities present. Some concern with financial dependence on world services was communicated, also evaluated the necessity of world services attendance. It was found to be one of the most effective LAZF ever attended. It was surprising to find out that there is another region in Mexico named Oxidente and the region seems to have a real grasp on what they need to accomplish. Their key issue is trying to determine how to go back into the communities to support the forum and its purpose. LAZF is also developing a process to start soliciting the Basic Text personal stories. World Services is very well supported in the Latin American zone. Brazil communicated some local production issues and they will send us information. Saul thanked the board for allowing him to be a participant at the forum. In the beginning of the forum there was a purposeful attempt to split the countries into the Latin American Zonal Forum and the Central American Zonal Forum. However they got together and worked it out and report that another forum would not be created.

NADCP

Anthony, Becky and Bob attended this event in New Orleans. There were judges from Brazil, Portugal, Hawaii, Alaska, and 3 Provinces from Canada. The drug court referral to NA meetings is expected to increase 100% and this drug court phenomenon will put a pressure on NA as was never felt before.

Judges requested that the fellowship be asked to cooperate with the court systems regarding signing court cards. It seems that groups/meetings are refusing to sign court cards and/or not allow individuals to attend meetings.

Local members helped with a meeting that was held every night. It is felt that this is an event that we should continue to participate at.

Archives

Steve Lantos reported that staff put together a package that is relatively easy for whatever event is occurring. The material is more efficient and the script was well done. Recommends that there be no hesitation to send anyone with the package in the future.

Change of March 2002 World Board meeting dates

Travel day is Wednesday March 6th, meet from Thursday, March 7th to Saturday, March 9th, 2002 and travel home on Sunday, March 10th, 2002. This meeting was scheduled for the sole purpose of discussing the activities for the WCNA 29 in Atlanta and WSC preparation. This is also the timeframe that the board is to review the outline for the sponsorship book to be approved and 1/3 of the Basic Text work.

Board is considering a four-day meeting for March 2002; either a Wednesday to Saturday or Thursday to Sunday. This will be brought up again for decision at the World Service Meeting in Vienna, VA. The board will advise via Eileen if they are available for a four-day meeting. Give the board a calendar as far as we can go at the WSM.

CAR and WSC 2002 Items

TWGWSS

Jon went over all the changes made. Input should be any new ideas; edits, etc. and they are to be to the EC. The draft will be approved in October.

Size of World Board

2001 World Board Minutes

Friday 5 October

Present: Jon Thompson, Bob Jordan, Bella Blake, Tom McCall, Giovanna Ghisays, Claudio Lemionet, Saul Alvarado, Larry Roche, Susan Chess, Michael McDermott, Lib Edmonds, Craig Robertson, Stephan Lantos, Ron Hofius, David James, and Tony Walters

Not present: Jane Nickels, Daniel Schuessler and Cary Seltzer

Staff: Anthony Edmondson, Elaine Adams, Eileen Perez-Evans, Michael Lee, and Jeff Gershoff

Because of the time constraints committees will move any of the agenda items from the present meeting to the November meeting.

Public Relations Committee

Small group discussions regarding our Public Relations foundation

The board broke up into 3 small groups to discuss and respond to the following questions:

How does our primary purpose and the traditions support our Public Relations efforts?

▲ What's right with our current efforts?

How does our primary purpose and traditions conflict with our Public Relations efforts?

▲ What's wrong with current efforts?

What do we want to accomplish with our public efforts? Steps to take/bolster.

Everyone thanked for their participation and ideas. The PR committee will review the gathered information from each of the small groups and produce a report that gives tangible results.

Fellowship Relations Committee

Worldwide workshops

Michael went over the FRC's report. Talked about how and why the London workshop was cancelled. The UK community is interested in rebooking the event some other time. FRC did not commit to it at this point.

The New Zealand workshop is coming along good. Some concerns about the Brazil workshop were noted. Chicago workshop is coming along considering how far out it is.

Staff will be trained in creating presentations and the World Board will be trained on how to facilitate a presentation by Jim DeLizia in January 2002.

Treasurers Handbook

The Treasurers Handbook has been included the board package. The Fellowship Relations Committee needs to receive all board input by October 14th. Jon asked that a final draft be sent to him before it's mailed to the fellowship. As a common courtesy FRC will send a final draft to the workgroup.

The board briefly discussed the 3 diagrams in *Self Support IP, Guide to Local Service*, and Treasurers Handbook. Staff will be reviewing the diagrams. The presented work is what's being proposed however more work will be done to the handbook in the future.

It was noted that the Group Treasurers Workgroup is an excerpt from the front part of the Treasurers Handbook and would require fellowship approval. The board discussed possible solutions.

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www.na.org/events-reg.htm. Flyers are or will be posted there for each event, and online registration is also available there. As always, you may also contact the WSO directly for more information.

(In Part Two—Process Issues—we describe how and why we chose these particular locations.)

LINE-NUMBERED BASIC TEXT: A RECALL!

The Line-Numbered Basic Text was first published in September 1997 comprising Book One only, but priced as a complete book @ \$9.70. This new version now incorporates Book One and Book Two, with a revised numbering system, at the same price. (We responded to customer feedback about the original numbering system.) In order to do right with the customers who have already purchased the old version, we are asking them to send in the cover to WSO Customer Service for replacement with the new version at no cost. We published an announcement about this in the July *NA Way* issue, and a mailing is going to on-the-record purchasers of the old version.

NAWS EVENT REGISTRATION NOW ONLINE

One of the terrific features of the new NAWS database is the ability for members to register online for specific NAWS events. We're using this new capability now for the upcoming worldwide workshops, the August Literature Distribution and Convention Workshops, and the World Unity Day celebration in September. For certain events (e.g., World Unity Day), hotel reservations, with a credit card, are also possible. This is actually a live test using these events. We

plan to use this feature for the World Convention in Atlanta, Georgia (4-7 July 2002). Check out www.na.org/event-reg.htm.

LITERATURE DISTRIBUTION AND CONVENTION WORKSHOP NEWS

By popular demand, the Literature Distribution and Convention Workshops were held again at the Warner Center Marriott in Woodland Hills, California (near the WSO). The dates were 3-4 August 2001.

The purpose of the literature distribution workshop is to create a forum for areas, regions, and service offices to talk about distribution and literature availability issues. We again funded ten area customers (chosen by random drawing) to attend and participate. We do this because it brings a perspective to the workshop about literature distribution issues that otherwise would not be present. Continuing this practice and offering the workshop regularly has successfully improved customer service—for NAWS and for areas, regions, and service offices.

The convention workshop provided a wealth of information about the planning, execution, and accountability of NA conventions and convention committees.

Due to the anticipated workload for next year, we do not anticipate that we will sponsor a literature distribution or convention workshop. We are not planning the next one until sometime in 2003.

PLANNING OUR PARTICIPATION IN PROFESSIONAL EVENTS

Our participation in professional events furthers the fellowship's efforts to carry the message so that no addict anywhere need ever

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die from the horrors of addiction without having heard about the Fellowship of Narcotics Anonymous and our program of recovery. We conduct all of our public relations efforts within the bounds of the Twelve Traditions of Narcotics Anonymous.

An essential link to establishing a more effective long-range public relations plan is to ensure that we continue to develop a proactive approach to planning attendance at professional events. We have made great strides in this particular area over the last six years or so. Many avenues have opened up for NA during this time. We have the chance to really make an impact on this market that is in contact with facilities which treat substance abuse in one form or another. One of our challenges here is to create a more dynamic event profile that will allow us to expand our opportunities for attendance so that we may have equal representation in national and international organizations.

What we refer to as marketing goes hand-in-hand with our public relations efforts to increase awareness and understanding of Narcotics Anonymous. Often there is a double opportunity (furthering our marketing and public relations goals) at events we attend. Our presence gives us the chance to explain NA, who we are and what we offer, including how to get our literature to people who deal directly with addicts. Different events provide different opportunities to accomplish these closely related goals. Today we have the means by which the public and/or professionals can find out about us. Over the past six years, we have been increasing our presence within the corrections and treatment fields. These efforts are starting to pay off in very exciting ways. By ensuring that these professionals hear and learn about NA, addicts who would otherwise have no contact with our program, are beginning to find the hope that so many of us have experienced.

We've attended a number of events since July 2000. Because of space constraints within this report, we would like to highlight only a few of these events. Look for a more comprehensive report presented in the upcoming *NAWS, Inc. Annual Report 2001*.

SUCCESS AT THE AMERICAN SOCIETY OF ADDICTION MEDICINE

This past April we had our first exhibit at ASAM (American Society of Addiction Medicine). This event, like so many others that are titled "American", had members in attendance from around the world. ASAM held its conference in Los Angeles, California. The response to our program at this event was overwhelming! ASAM members literally swamped our booth requesting more information on Narcotics Anonymous. We had to replenish the books and pamphlets we use during these professional events, not once but twice! We had a couple of members from our fellowship in attendance who also belong to ASAM. Staff and these members operated the booth during the event. We were invited to return next year. We also received several invitations to other related conferences.

MAKING INROADS AT THE NATIONAL INSTITUTE OF CORRECTIONS (NIC)

On 8-9 May 2001, a member of our Public Relations Committee and a WSO staff member attended a meeting with personnel from the National Institute of Corrections (NIC) held in Washington, DC. The purpose of the meeting was to participate in a planning session for an August videoconference that NIC has asked NAWS to participate in.

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NIC is a federal agency established to assist correctional agencies at the federal, state, and local levels. They provide forums for the exchange of ideas and discussions. They also provide training, technical assistance, and program formulation to improve the correctional system at all levels. One of the technologies they incorporate into their training is the use of videoconferencing. NAWS has been invited to be a participant in this year's videoconference.

This is another excellent opportunity to heighten awareness about the NA program, specifically with members of the public in the criminal justice system. It can also serve to strengthen the relationship between the corrections community and our local H&I committees.

The objectives of the planned videoconference are numerous. These include providing criminal justice professionals with information about how to contact NA, and how to enhance the level of cooperation between them and the local fellowship. We would also hope to highlight the benefits of NA's twelve step program to the professional and the offender. On some issues, we would attempt to gain insights as well as sharing our insights. These include issues surrounding the problems inherent in holding NA meetings in correctional facilities without the participation of outside NA volunteers.

INTERNATIONAL COUNCIL ON
ALCOHOL AND ADDICTIONS
CONFERENCE (ICAA)

We are also registered for the ICAA to be held in Germany this September. The ICAA (International Council on Alcohol and Addictions) Conference will take place in Heidelberg, Germany. The exact dates are 1-7 September 2001. Bob Stewart from the

WSO, Simon J, current Euro PI Chair, and Vivianne R from Sweden will represent world services. Our history of exhibiting or presenting at ICAA annual events stretches back more than ten years.

We are exhibiting at this year's ICAA, but will go with the thought in mind that we might be asked to do some sort of impromptu presentation at the last minute similar to what occurred in Bahrain at last year's ICAA.

We need to continue developing appropriate and effective methods of establishing new relationships, as well as maintaining our current ones, with the organizations and individuals that are in a position to direct newcomers into NA.

MARKETING NEWS:
TWO NEW MARKETING MAILERS—
ONE FOR CORRECTIONS, ONE FOR
TREATMENT

To improve our current marketing strategy and to continue to increase our presence in the corrections and treatment fields, we have designed two mailers (circulars for distribution to specific customers) that target these particular audiences. One is for treatment facilities. Another is for the correctional market. The product flyers contain recovery literature relevant to these markets.

We believe this will help cut down any confusion with these separate markets as they try to determine which of our literature products would best serve their clients. We let them know how we can meet their literature needs. Our marketing efforts help support public relations and foster goodwill by helping to place our literature into the hands of the still-suffering addict and helping to increase awareness of Narcotics Anonymous.

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ANOTHER NEW POSSIBILITY: WORLD FORUM ON DRUGS AND DEPENDENCIES

We have been invited to attend and participate at the first World Forum on Drugs and Dependencies (Montreal, Quebec on 22-27 September 2002.) This is an international organization aimed at providing a non-confrontational platform for interactions between approaches and disciplines of self-help groups. They work at looking at examples of the best responses possible to the challenge by drawing from the experience worldwide. We have an excellent opportunity to illustrate what Narcotics Anonymous has to offer.

MORE FELLOWSHIP DEVELOPMENT NEWS

Sometimes, when the daily grind of "life on life's terms," lulls us into that hypnotic state of putting one foot in front of the other and just making it to the end of the day—we can forget how really fortunate many of us are to have easy access to recovery through NA meetings and NA literature. So, it is not surprising that we get excited when we receive literature orders or requests for group starter kits from countries that do not have any Narcotics Anonymous meetings (as far as we know).

We are happy to announce that WSO-Europe has filled a literature order for the Hungarian fellowship. It was the first one they ever placed. Currently, there is only one registered group, located in Budapest, Hungary. But a member there said there are now two meetings being held.

Some other exciting "firsts" include sending group starter kits to Cuba and Kosovo. At the moment, we are unsure of any meeting activity.

We do not yet have any groups from these countries registered in our database.

The efforts and strides our translations staff has made over the past several years through working with local translations committees around the world has helped to facilitate the spread of Narcotics Anonymous. They are currently working on literature translation projects in Arabic and Farsi. These projects offer hope for other isolated countries and communities!

The Fellowship Services Team has recently been able to improve the response time to many of the requests they receive. Besides answering telephone calls and correspondence of all types, the team also produces two publications—*Reaching Out*, for treatment centers and NA members in correctional institutions, and *Meeting by Mail*, for loners. The July issue of *The NA Way Magazine* included a piece about these periodicals.

Here are a few excerpts from some of the letters Fellowship Services receives:

From Valley State Prison for Women:

"We are writing to thank you for assisting us with our need for NA supplies. We are very grateful for all that you have done for us.... May your year be as special as you are to us."

A member from Barcelona writes:

"I wanted to tell you at the WSO, how thrilled I am with the Basic Text on tape. It has been a huge help these past few days. ...it reminded me a few times what I needed to do...it was such a relief."

From State Correctional Institution at Mahanoy (Pennsylvania):

"Once again, I wish to thank you for the package of NA materials that was sent to SCI-Mahanoy. I am confident that the Hispanic members of Narcotics Anonymous will be

?
Jim
Allegia
?

FELLOWSHIP RELATIONS

Two principles, readiness and rotation, together explain why we made the site choices we did for worldwide workshops for this cycle.

First, on the readiness issue, we believe that local communities must be of a sufficient size and stage of development to take advantage of the commitment of scarce resources that a worldwide workshop represents. This principle alone accounts for our view that only two communities in Asia will benefit from a worldwide workshop now. Even in our chosen site in New Zealand, the fellowship is so small that it's unlikely we'll attract more than 150 members to the event.

Second, in Latin America, the rotation principle ruled out communities who benefited from proximity to Cartagena most directly, or LAZF last May was in Costa Rica. Taken together, this led us to focus on the southern most parts of South America. Chile, Bolivia, Paraguay are not "ready." The previous LAZF was in Ecuador. This left our "two serious choices:" Brazil and Argentina. We went through a similar process in looking at the Asia Pacific Zone this cycle. Similarly, we took into account the sites for this year's World Unity Day and the next world convention in Atlanta, Georgia (USA) in selecting the North American sites.

If the project continues next cycle, geographic rotation would again be part of the consideration, opening up countries not seriously considered this time, and growth could change our view of the readiness level of various communities in either zone.]

FACILITATION TRAINING UPDATE

The first day of the April board meeting, April 19th, we experienced a facilitation training

session. An outside consultant provided the training. The purpose was to improve our facilitation skills, with a special focus on the worldwide workshops. Selected staff went through a similar training in early April. Some staff participated in the second training session with us.

Of course, the worldwide workshops are not the only setting where we will benefit from improved skills. Facilitating discussions and presenting information is something we do in a variety of settings, including our own board and board committee meetings, the World Service Meeting, and the World Service Conference. We hope this short one-day training session will be an ongoing part of board and staff development. We believe this will have a positive and much needed impact on the quality and effectiveness of these types of NA World Services events. Ultimately, we hope it will further consensus-based decision-making processes.

WSC SEATING WORKGROUP STATUS

The board has formed its advisory workgroup to help form recommendations in response to requests from communities who apply for seating at the World Service Conference. This process is a new one that the board is putting in place this cycle in response to the new policy adopted by the conference at WSC 2000. (That policy can be found in the *Temporary Working Guide to Our World Service Structure (2000 Edition)*; see pages 24-25.) The workgroup consists of Michael McD, David J, and three RDs (Mukam H, New Jersey Region; Seth S, Rio Grande Region; and Michael C, Region of Spain). The board's Fellowship Relations Committee will coordinate this workgroup for the board. The workgroup had a preliminary meeting on 22-23 April. Lib E (World Board) also sat in

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must do and/or work out for themselves. We cannot magically ease the growing pains and struggles that are involved in setting up a new service structure anywhere, particularly when it's in a country where NA is young, small, and/or isolated. Each country, culture, or language-group faces unique challenges and must decide for itself what kind of structure and what types of local service delivery will do the most to help carry the message to the addict who still suffers in that corner of the world. What we can share is the knowledge that they are not alone and that most regions go through very similar growing pains and struggles.

In the meantime, once we receive formal notice of a new region's existence, our standard practice is to add that community's elected representative to the conference-participant mailing list. In this way, that representative can begin to receive the general flow of information from NA World Services. This includes all the periodicals from NA World Services, including things like this *Conference Report*, *NAWS News*, the *Annual Report*, and the *NA Way Magazine*.

This may not offer as much in the way of practical help to a struggling new community as we would like. However, it does start the process of informing new communities about what's going on in NA worldwide and in NA World Services. Sometimes this desire to be a part of something greater than ourselves—this desire to unite with other addicts and other NA communities—is what new communities who request seating are really looking for. We face many challenges to improving our communication so that we meet this basic need and offer practical assistance where we can. We are committed to improving in this area and believe that implementing this new policy will help us to pay more attention to our routine fellowship development mission.

Routine services are often like this. Routine services are not as sexy as a brand new conference project. The routine job doesn't always hold our interest and attention the way a new, deadline-driven project does.

We hope this practice will help us to communicate better with emerging communities from the start. Our goal is proactively building a solid relationship from the point of "first contact" all the way through to the day when a community matures to the point that it is ready to assume the responsibilities that go with participating in the World Service Conference and being of service to NA as a whole. This means giving back to the next new community who comes along, as we strive together to fulfill each of the ideals of the NA World Services Vision Statement and the World Service Conference Mission Statement.

NEW PUBLIC RELATIONS STATEMENT IN THE WORKS

One of the first public relations directives addressed was the creation of a draft public relations statement. We explored and discussed the philosophical issues confronting us as we strive to fulfill the WSC Mission and Vision statements.

The committee presented the full board with a draft statement that initiated a spirited discussion. Some of the issues raised are: who is the audience for this statement? Are we writing something that we can give to a professional, or are we writing something that explains why we do what we do? Is this a statement of our philosophy or a PR statement? With numerous questions like these, it is easy to see why the board decided against putting the statement into the *CAR* at this time. We will first clarify the philosophical issues. Then we'll tailor the statement to fit that foundation.



We believe this statement will build on our current PR Statement of Purpose (see *A Temporary Working Guide to Our World Service Structure*, pages 34-35), so that it will address both the NA Fellowship and the public as a whole in a clear and concise manner. This current Statement of Purpose was adopted in part because world services lacked long-term strategies and goals regarding fellowship growth and development.

We believe by creating an *actual* public relations statement, we will help to establish a general understanding of what NA is about and what the NA program has to offer, not just within the NA Fellowship itself, but within society as a whole.

It is important to not only develop and improve the public's awareness of the NA program of recovery, but to also improve our fellowship's awareness of the necessary components that comprise public relations. The existing terminology in *TWGWSS* describes what NA is to the fellowship and does not adequately describe what NA is to the general public or to professionals who deal with addicts.

REACHING OUT UPDATE

We have changed the process for reviewing and approving articles for the periodical, *Reaching Out*. Instead of the quarterly conference calls, as utilized by the former workgroup, we will send the manuscript draft via email to pool members and to PR Committee members for review and input.

We want to thank David J (Pennsylvania) for his years of dedicated service to this periodical and welcome Susan S (Massachusetts) to this assignment.

GUARDIANS
PRIORITIZED TOPICS:
ACCOUNTABILITY AND COURT
CARDS

The Guardians have prioritized three subjects to work on. They plan to present bulletin drafts to the board on meeting attendance cards and accountability for funds in NA. Also, the committees will give input to the Executive Committee on Internet issues, such as anonymity and Tradition Eleven, and also some thoughts about online "groups" and meetings.

A session at the worldwide workshop in Vancouver discussed the subject of meeting attendance cards. It will also be a subject at the World Service Meeting. We believe that a substantial amount of information from the fellowship exists on this subject, as well as at WSO. We envision a helpful bulletin being produced by the Board. Accountability was also a subject at the Vancouver workshop and will be discussed at future workshops. The fellowship contacts the WSO about this topic frequently, so we believe that a new bulletin (or revision to the existing bulletin) will be a worthwhile tool.

ISSUE TOPIC DEVELOPMENT
PROCESS/ISSUE TOPICS IN THE CAR

At the July WB meeting, the Guardians brought a discussion to the board about the current process for selection of issue discussion topics by conference participants. While the issue topic discussions themselves are clearly enjoyed and wanted by conference participants and many members of the fellowship, the process for selecting topics is not embraced by everyone. Very few topics have been submitted since the process began in the mid-1990s, and conference