

# NEWSLINE

## NA WAY MAGAZINE CIRCULATION AND PLANS FOR THE FUTURE

*The NA Way Magazine* has been one of the services provided by the World Service Office since 1984. The first issue was published in September 1982.

When *The NA Way* began, the NA Fellowship itself was very different from what it is today. We were reviewing our very first book-length piece of literature. There were very few locally produced NA newsletters, and the ones we had were in English. *The NA Way* was a welcome addition to our array of recovery material. Response to the magazine was enthusiastic. Circulation went from a couple of hundred in 1984 to almost 10,000 in 1989.

We're sure that some of this rise was due to "marketing"—the group subscription drive, convention displays, sample *NA Ways* and subscription information included in group starter kits and other places—however, even more of our success was probably due to word-of-mouth. People who liked the magazine told their friends, and they told their friends, and so on.

However, since its peak in 1989, *The NA Way* subscriber base has slowly and steadily dwindled away. We haven't done anything substantially different as far as marketing goes. If anything, we've increased our efforts, both by trying the "networker" program for two and a half years, and by stepping up our sample copy mailings to the point where they're sent with virtually every H&I letter and other correspondence. We've also made efforts to improve the quality of the magazine by seeking out stories from places where NA is starting or growing, providing a forum for discussion of issues that will shape our fellowship in the future, and generally trying to make the magazine more interesting and easier to read.

We have a problem. It's the same one we informed you of last April: The number of subscribers is still dwindling. We're still losing more than \$100,000 of NA's money on the magazine every year. NA's resources are limited and we have to find a way to use them where they are most needed. However, we've had some time to think about how to solve this problem. And we've had some much-needed input from the fellowship. All we really had to do was hear what the conference had to say and follow our own mission statement.

WSO staff, under the guidance of its conference-elected board, will be exploring how we can develop a periodical that meets the needs of the NA Fellowship and furthers its growth. We cannot yet tell you any more about what this publication might be, because we haven't done the proper research to find out what the fellowship considers essential. But we can say that if the fellowship tells us it needs recovery sharing in print, the publication

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will have that. We expect that the publication will also be the means by which we can inform everyone about new literature, translations in progress or completed, the activities of world service boards and committees, issues for fellowship discussion, new trustee bulletins such as the one featured in this issue of the magazine, coming events, and more.

### OUR MISSION

The mission of the World Service Office, Inc., is to provide the services and support that facilitates the continued growth and development of the Fellowship of Narcotics Anonymous worldwide.

In support of this mission, the WSO is committed to the following:

- ❖ NA's philosophy and principles as contained in NA's Twelve Steps, Twelve Traditions, Concepts for Service, and fellowship-approved literature.
- ❖ Fiscally sound and effective decision making.
- ❖ Quality management, defined as:
  - a constant effort to strive for improvement;
  - a commitment to remain a reliable, dependable, and stable resource for our customers; and
  - suitable facilities and equipment.
- ❖ Providing an environment of honesty, integrity, mutual trust, and respect.

