

Dear NA Way subscriber,

**We are providing you with the following notice that will soon be distributed to the fellowship as a whole as part of the WSO annual report. We are notifying you before everyone else as a courtesy because this information affects you most directly. Please take the time to read this entire paper, and also feel free to call the NA Way staff at the World Service Office with your comments.**

*"It is the intent of the WSO Board of Directors to discontinue  
The NA Way Magazine as a WSO service as of the December 1996 issue."*

*The NA Way Magazine* was first published in September 1982 as a vehicle by which Narcotics Anonymous members could share their recovery experience with one another in print. That editorial purpose has remained virtually unchanged for the last 14 years. True, we have made a few innovations in the format—the "Viewpoint" section, the "Home Group" comic strip, and the occasional NA news feature—but the meat of the magazine has continued to be its "Meeting in Print" section. Meanwhile, the NA Fellowship has grown and matured significantly.

*The NA Way* has always been published only in English, so NA communities that speak other languages have developed their own magazines. *The NA Way*, being published monthly in the USA, has difficulty making its way to subscribers outside North America, providing motivation for the creation of additional fellowship magazines in English-speaking NA communities elsewhere. The result has been that 99% of all *NA Way* subscribers live in the United States and Canada.

Has the NA community in those countries demonstrated its interest in a magazine like *The NA Way*? Unfortunately, the answer to that question is *no*. Magazine distribution has gone from a peak of nearly 10 thousand copies in 1990 to just over 5 thousand copies today. In other words, in a period when the NA Fellowship in the USA and Canada grew by about 44%, *NA Way* distribution shrank by about 42%.

Even at its distribution peak, *NA Way* subscription income just barely covered the cost of printing, binding, and mailing the magazine—it never covered the editorial or production salaries or office expenses associated with it. Today, with subscription income way down, *The NA Way* is running a deficit of more than \$100 thousand a

year. Like other fellowship services, this expense is covered from the net income from NA literature sales. In other words, the costs for *The NA Way* that aren't paid by *NA Way* subscribers are covered by all the other NA members who buy the Basic Text, *It Works*, and *Just for Today*.

The question then becomes, Is this service important enough to the growth of the fellowship as a whole to justify that kind of expense? If it is, of course, then we must by all means continue footing the bill. If it isn't, though—if there are other things that could be done with that money and those staff members that could benefit the fellowship and further its primary purpose more—then we need to get brave and do the right thing: recommend the decommissioning of *The NA Way Magazine*. The sharp, continuing reduction in subscribers told us that, no matter what the sentimental value of continuing *The NA Way* might be, the fellowship's practical need for the magazine was small and getting smaller every year. Meanwhile, the need for WSO editorial services was growing, and the staff and the publishing money going into *The NA Way* were desperately needed for other NA communications purposes.

That's why the WSO board approved the following motion at their February 1996 meeting: "It is the intent of the WSO Board of Directors to discontinue *The NA Way Magazine* as a WSO service as of the December 1996 issue." Following discussions at this year's World Service Conference in May, we will begin making plans to wind down the affairs of *The NA Way* so that we can better serve the communications needs of the NA Fellowship by other means.