



WORLD SERVICE OFFICE, INC.

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Dear Friends,

You have probably heard that the format of the *N.A. Way* magazine has changed. In addition to the articles and essays which share recovery experiences, the magazine now has a section called "N.A. News" and one called "Opinion."

What does this have to do with your area or regional service committee? Well, we would like to use part of the "N.A. News" section to report on what's happening in N.A. communities around the world. Other N.A. areas and regions would gain a great deal from hearing about a particularly successful project you've just completed. They would also gain from hearing about how you've dealt with a particularly troublesome local issue. We would like you to take the time to share your service experience with the rest of the N.A. Fellowship. If you're interested, take a look at the notes we've enclosed, "Developing Local News Features for the *N.A. Way* Magazine." It will give you the details you need.

We're excited about this possibility. If you plan to do anything like this, we would appreciate as much advance notification as possible so that we can plan for it, and perhaps work directly with you from the start. Write us, and include full information on the contact people we should work with.

A final note regarding our "Coming Up" section: We are willing to devote three pages of the magazine to this section. You can send us fliers or notes regarding any N.A. event at all, including one day events and service-related events. We want it to be as complete an N.A. calendar as it can possibly be. It is important, though, that we receive the information as far in advance as possible. Our production schedule is such that we receive notice sometimes almost two months in advance of the event, but the magazine is already being pasted up, or is at the printers. We really need about three month's notice now to be sure to get your event in the magazine.

If you would, take time to discuss this in your next regional or area committee meeting. If you have any questions, please feel free to give us a call.

In service to N.A.,

Lee Manchester, Project Assistant
The *N.A. Way* Magazine

DEVELOPING LOCAL NEWS FEATURES FOR

THE N.A. WAY MAGAZINE

We want to print feature articles regarding events or developments of interest from various areas or regions around the world.

For example, a mostly rural region may wish to send us a feature article describing how it has addressed the problems inherent in small, isolated areas and groups spread over a large geographical area. An area which has had a successful public information campaign could write an article about it sharing their ideas and experiences with other areas. The possibilities go on and on--conventions, H&I, phonedines, activities, finances, committee decorum--in short, creative approaches to any kinds of problems. Your experience is valuable. Share it with us!

There are two ways you can get articles like this to us.

One way would be to produce it yourselves and send it to us with a copyright release.

The feature can be produced locally in a variety of ways. An interested member of your local N.A. community might write something up on their own initiative. One of your subcommittees might complete a project, realize their work could be of interest to other N.A. communities, and assign to one of their members the job of writing up an essay. Or your committee might designate one of its members as your regular N.A. Way contact, assigned to periodically correspond with the magazine.

Once the news feature is written, it should be screened by your service committee to ensure objectivity and accuracy.

We need to be able to have confidence that the magazine is fair and accurate in its reporting. For this reason, we would like to see careful consideration given to the development of these articles. Once the news feature is written, perhaps your literature review committee or newsletter committee could review the essay in detail. That subcommittee would then be able to make a positive or negative recommendation to the entire service committee for final approval.

The second way we can develop these articles is for our staff to talk to your committee members by phone and do the actual writing ourselves.

We would be more than happy to do it this way. We could talk to three or four different people to get a varied perspective, write the piece and send it back to the area or region for their final review. A final call with an appointed person on your end for any last minute changes, and we would be ready for publication.