



**World Service Conference  
Public Information Committee**

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**To:** Merv R  
**From:** Erik Rogers, Vice Chair  
WSC Public Information Committee  
**Date:** November 8, 2009  
**Re:** January Expanded Meeting

Below is a copy of an E-mail that I sent you in response to a message you sent to Lynn L, WSO staff about a public information question. I did not receive a reply from you on E-mail. I sent it to you on December 8, 1996. I am sending you a hard copy to make sure that you received our response.

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Aloha!

I am a recovering addict named Erik. I serve NA as the World Service Conference as the Vice Chair for the Public Information Committee.

I was faxed a copy of an e-mail you sent to Lynn Long at the WSO concerning a situation involving a performer wearing a shirt with the NA logo during public performance.

WSC Public Information and the WSO are not final authorities on all matters of service that the Fellowship may encounter. We do however wish to share with you our best experience to help you and the Fellowship come to an informed conscience.

I would certainly need more information about the situation before offering anything more specific.

First of all, and most important: Is the singer a member of NA?

The answer to this question will dictate an approach to this person on the issue of publicly associating himself with the NA Program.

If he is a member, then there are many ways to educate him on the Twelve Traditions and the Twelve Concepts of Service concerned with our public relations. Taking an educational approach to him and those members in the Fellowship "taking sides" in all of this make for an opportunity to give all involved a forum to share and learn more about PI. I suspect the person in question is proud of being an NA member and feels it is "carrying the message". This situations usually resolve themselves when an inclusive, informative approach is taken by the Fellowship.

If this person is NOT a member of NA, then there would be a different approach to this person/situation.

You can take the same educational approach, but using a more formal, PI tact. I'd ask why this person wishes to associate himself with NA if he wasn't a member? We would explain to him our traditions, our experience, and our hope that as a non-member, he would respect us for our successes as an anonymous organization and stop wearing the NA symbol.

But there wouldn't be much more you could do about it. If he were to use the NA logo or other copyrighted proprieties for commercial gain, then there would be a basis for legal actions. The WSO is charged with protecting the Fellowship Intellectual Property Trust (FIPT). They will take action if informed of such a violation of copyright law (enforceable in Canada, I believe).

I would hope that this would not have to go to such a legalese situation!!

Second, please tell me, what does it mean when you write "Now the problem is that the Regional PI committee voted that he could wear the logo..."? I don't understand other than to think that the Regional PI Committee did not feel the issue was worth pursuing? Or is there a misunderstanding on my part? Please be more specific on this part of your request for information.

Also, you use the term "we" in your letter, but you did not sign off as a committee or trusted servant. Does this mean that your inquiry is from a member's perspective? Or is this question coming to World Services as from an NA service board or committee within your area/region? As always with issues like this, the fellowship service structure should be involved so that the trusted servants of your area/region are a part of this discussion and possible resolution.

As I said before, from a PI perspective, this is an opportunity to educate a lot of members about public information, public relations and the Traditions. Pursue this in a loving manner and the HP will work it all out (as it always does!).

I hope that I have been helpful to you. Please feel free to contact me or Tony Walters, WSC PI Chair (tony@sc.net). You may also call me at 808-833-1845, fax at 808-833-2263, or write me at PO Box 30711, Honolulu, Hawaii, 96820, USA.

May the blessings be,

Erik Rogers  
WSC Public Information Vice Chair