

# **American River Area of Narcotics Anonymous Public Relations Subcommittee Guidelines**

(Revised 07/16/2020)

## **MISSION STATEMENT**

In keeping with the current service methodology of Narcotics Anonymous World Services (NAWS), our mission as the Public Relations (PR) subcommittee is to maintain all of the responsibilities described below while developing positive, ongoing, cooperative relationships with community based organizations (including, but not limited to public media and communications, churches and religious organizations, treatment & detoxification facilities, homeless shelters, hospitals, service organizations, professional associations, other 12 step fellowships, other self-help groups, various government branches including police departments, military facilities, and educational facilities) operating within the American River Area of Narcotics Anonymous (ARANA). We, the PR subcommittee in particular, as well as all Narcotics Anonymous (NA) members in general are responsible for maintaining a positive public image of NA by increasing public awareness of our primary purpose and good works.

This subcommittee is also responsible for raising fellowship awareness by providing an atmosphere of recovery. This is to be accomplished by encouraging NA members to exemplify positive behavior in their personal conduct wherever NA can be found. The subcommittee will also be prepared, if needed, to assist the groups in their relationships with the facilities where they meet. It must be kept in mind that maintaining good relationships with these facilities is essential to the survival of NA in our area. Each member of the group bears responsibility for acting in a way that reflects positively on NA. The relationship with these facilities is the foundation for our overall community relations effort.

### ***I. Definition***

We are an operating subcommittee of the ARANA Area Service Committee (ASC). We are supported by the ARANA and thusly accountable to that committee as well as to all the groups in the area.

### ***II. Purpose***

The PR subcommittee will serve as the primary point of public contact for NA within the American River Area (ARA). In doing so, it will maintain area schedules, website, helpline, media and community contacts as needed, and coordinate projects that result in public awareness of NA.

- A.** Carry the NA message of recovery in accordance with the Twelve Steps, Twelve Traditions, and Twelve Concepts of NA.
- B.** Open and maintain lines of communication between the public and NA so that the message of recovery is readily available to all addicts.

- C. Open and maintain lines of communication with the PR Coordinators of the Northern California Regional Service Committee (NCRSC) and World Service Office (WSO) Fellowship Services.
- D. Strengthen the unity within the ARANA community.

### ***III. Responsibilities***

- A. Be the resource and coordinating body for all ARANA PR efforts, assisting with all PR functions upon request.
- B. Respond to any request for PR within the ARA, maintaining caution not to interfere in the responsibilities of other Area subcommittees.
- C. Maintain a close working relationship with the other Public Information (PI)/PR subcommittees in this region and the PR Sharing Forum by active participation in the bi-monthly Regional PR sharing forum.
- D. Maintain a close working relationship with the NCRSC PR Coordinators. This is to be accomplished by the PR Chair or their designee attending the bi-monthly NCRSC PR sharing forum.
- E. Maintain a close working relationship with other subcommittees within the ARA, thereby ensuring that all requests for information are referred to and carried out by the appropriate subcommittee in accordance with the Twelve Traditions and Twelve Concepts of NA.

### ***IV. Function***

- A. Hold one or more regular monthly subcommittee meetings at a time and place determined by this subcommittee.
- B. PR services within the ARA, other than those carried out at Regional or World levels, shall be initiated and performed by the PR subcommittee of the ARANA.
- C. Inform the public as well as NA members about NA through services including, but not limited to, the following:
  - 1. Operate and maintain a 24-hour Helpline.
  - 2. Create and maintain a schedule of ARANA groups that are active participants of the ARA.
  - 3. Update the schedule monthly to ensure the accuracy of the information.
  - 4. Operate and maintain an area website.
  - 5. Coordinate all requests from the media.
  - 6. Provide all radio and television public service announcements for use within the ARA. (It is important to remember that these efforts must be coordinated with other areas served by the same broadcast media.)
  - 7. Creating, distributing and maintaining NA PI/PR posters, schedules, and other literature pertaining to the ARA, Northern California Region of Narcotics Anonymous (NorCalNA), and NAWS.
  - 8. Coordinate all non-NA requests for NA speakers. Referring to the ARANA Hospitals and Institutions (H&I) subcommittee (H&I) any speaker requests requiring their area of expertise. In the event a request is made for a new H&I meeting, the PR subcommittee and H&I subcommittee will determine if a joint presentation is appropriate for H&I, PR, or both as the situation dictates.

9. Coordinate NA booths and presentations at selected professional and community events.
10. Present information to community based organizations about NA and maintaining ongoing relationships with these organizations.
11. Raise fellowship awareness of our public image in the ARA.

## ***V. Description***

- A. The PR subcommittee is a consensus based service body. In the event consensus cannot be reached, matters will be brought to a vote. Consensus is defined as general agreement or accord. This will be our primary method for reaching group conscience.
- B. The subcommittee shall consist of a PR Chair, PR Vice Chair, Recording Secretary, Helpline Coordinator, Helpline Technician, Schedule Coordinator, Literature Distribution Coordinator, Presentation Coordinator, Schools Program Coordinator, Public Image Coordinator, and Outreach Coordinator.
- C. PR subcommittee members are defined as any addict who has attended two consecutive meetings. The right to join consensus or vote commences with the second meeting. Member voting ceases after being absent from two consecutive meetings without prior notice to the subcommittee.
- D. Project Coordinators are chosen by subcommittee consensus. In the event consensus cannot be reached elections will be held.
- E. The PR Chair/Vice Chair shall appoint the project task groups and task leaders for limited efforts. (Here defined as projects with a definite end).
- F. All meetings are open to any interested members of NA, but only the persons listed as the members of this subcommittee, including the leaders (as designated above) shall join consensus or vote. All attendees have the right to be heard in the development of consensus.
- G. The PR Chair or any subcommittee member acting as PR Chair shall not vote except in the event of a tie.
- H. Consensus procedures:
  1. When an issue has been brought to the floor, it will be discussed thoroughly.
  2. At the close of discussion, the PR Chair will ask if there is any continuing opposition to the issue.
  3. If there is no opposition, the PR Chair will ask if the subcommittee is in consensus.
  4. If there is no consensus the issue will be voted on.
  5. Positions will be filled on a consensus basis.
- I. Voting Procedures:
  1. Selection of nominees for PR Chair and Vice Chair shall be held at the PR subcommittee meeting in January for presentation to the February ARANA ASC.
  2. Any inactive member may be removed from the subcommittee by a majority vote of the members participating.
  3. Only active subcommittee members shall vote.
  4. All voting will be conducted based on a simple majority.
- J. No position is to be held by the same person for more than two complete terms.

## ***VI. Requirements for sub-committee members***

- A.** A stated willingness to serve.
- B.** Time, resources, and the ability to serve.
- C.** Keeping in mind the sensitive nature of PR, all elected positions will be trained in presentations and be familiar with their role as outlined in the NA PR Handbook prior to assumption of their elected positions.
- D.** Members will be trained in presentations prior to interaction with the public.
- E.** Members not trained in presentations within two business meetings shall be assumed to have resigned that position.
- F.** The clean time requirement for subcommittee members is 24 hours.
- G.** For Project Coordinators and panel presenters, clean time and service experience commensurate with the position as stated herein.
- H.** Complete abstinence is a requirement. Anything other than complete abstinence constitutes an automatic resignation (NA has no opinion regarding medications).
- I.** Due to the nature of this service, arrests for felonies while serving the subcommittee will result in automatic suspension from subcommittee responsibilities and duties until disposition of the case.
- J.** All PR and/or presentation team members may choose to have a background investigation conducted to facilitate suitability for team presentations.
- K.** Any member shall be considered inactive if absent two consecutive meetings without prior arrangement. Any inactive member shall be considered active upon attending their second consecutive meeting.
- L.** Members may not hold more than one position at a time.
- M.** A working knowledge and experience of the Twelve Steps, Twelve Traditions, and Twelve Concepts.
- N.** Attract and recruit new subcommittee members.

## ***VII. Positions***

### **A. PR Chair**

#### ***1. Requirements:***

- a)** Term of office is one year.
- b)** A minimum of three years clean time with recovery centered in NA.
- c)** Six months recent PR experience.
- d)** Access to a computer with internet access, e-mail, and word processing capabilities.
- e)** An ability to organize and give the subcommittee incentive and direction.
- f)** An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

#### ***2. Duties:***

- a)** Preside over PR subcommittee meetings.
- b)** Oversee all PR subcommittee functions.

- c) Participate in the monthly ASC Administrative Committee meetings.
- d) Attend the monthly ARANA ASC meeting.
- e) Arrange times and agendas for meetings with Recording Secretary.
- f) Initiates or delegates all necessary correspondence, including communication reports between areas, region and NAWS.
- g) Responsible for files, records, and overall functioning of the subcommittee.
- h) Responsible as the outgoing PR Chair to train the incoming PR Chair.
- i) Keep the ARANA ASC informed of all ongoing PR subcommittee activities.
- j) Be the public spokesperson for ARANA in communications with the community.
- k) Participate in the bi-monthly Regional PR Sharing Forum representing the ARANA PR subcommittee.
- l) Delegate tasks to subcommittee members as needed.
- m) Be present at the regular PR subcommittee meeting(s).

## **B. PR Vice Chair**

### **1. *Requirements:***

- a) Term of office is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience, preferably as a Group Service Representative (GSR) and/or PR subcommittee member.
- d) Ability to assume responsibility in the PR Chair's absence.
- e) Access to a computer with internet access, e-mail, and word processing capabilities.
- f) A willingness to serve as PR Chair following completion of term as alternate.
- g) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

### **2. *Duties:***

- a) Work closely with and assist in all PR duties of the subcommittee.
- b) Carry out the responsibilities delegated by the PR Chair and or the subcommittee.
- c) Assume the responsibility of the PR Chair in their absence.
- d) Assist subcommittee members in the completion of their tasks.
- e) Attend the regional PR Sharing Forum with PR Chair occasionally.
- f) Act as a liaison to the H&I subcommittee and attend the monthly H&I meeting.
- g) Be present at the regular PR subcommittee meeting(s).

## **C. Recording Secretary**

### **1. *Requirements:***

- a) Term of office is one year.
- b) One month clean time with recovery centered in NA.
- c) Some prior service experience preferable.
- d) Access to a computer with internet access, e-mail, and word processing capabilities.

- e) The ability to develop written material in a clear, concise, and unbiased manner.
- f) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

**2. Duties:**

- a) Record minutes of each meeting.
- b) Distribute copies of those minutes to PR subcommittee members prior to the beginning of the next meeting.
- c) Maintain a motion log recording all motions passed or failed, adding them to the archives at the end of their term.
- d) Maintain an active roster of PR members by collecting an attendance sheet listing each attendee and their phone number and email addresses.
- e) Be present at the regular PR subcommittee meeting(s).

**D. Helpline Coordinator**

**1. Requirements:**

- a) Term of office is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) Access to a computer with internet access, e-mail, word processing, and spreadsheet capabilities
- e) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

**2. Duties:**

- a) Responsible for the overall function and staffing of the Helpline volunteers.
- b) Recruit and train NA members to work on the Helpline.
- c) Formulate and maintain shift schedules of Helpline volunteers.
- d) Provide the PR Chair with a monthly report of Helpline activity.
- e) Distribute printed or electronic Helpline Handbooks and activity information to volunteers as needed.
- f) Communicate with the Website Coordinator and Schedule Coordinator to ensure that the information given out over the Helpline is current and up to date.
- g) Verify all volunteers listed on the Helpline regularly to ensuring willingness to continue being of service and accuracy of phone numbers.
- h) Provide access to current meeting schedule to helpline volunteers as needed.
- i) Conduct a semi-annual training.
- j) Check the Helpline regularly to ensure that it is operational.
- k) Train an assistant to take over the commitment when the term is completed.
- l) Be present at the regular PR subcommittee meeting(s).

## **E. Helpline Technician**

### **1. *Requirements:***

- a) Term of office is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience at PR subcommittee level as well as ASC experience.
- d) Access to a computer with internet access and e-mail, word processing, and spreadsheet capabilities.
- e) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

### **2. *Duties:***

- a) Maintain and update the Helpline using information provided by the Web Coordinator, Schedule Coordinator, and Helpline Coordinator.
- b) Provide the PR subcommittee with a monthly report of Helpline activity, its functions and status.
- c) Provide the Helpline Coordinator with all information that may affect the Helpline volunteers.
- d) Train an assistant to take over the commitment when the term is completed.
- e) Be present at regular PR subcommittee meeting(s).

## **F. Schedule Coordinator**

### **1. *Requirements:***

- a) Term of office is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) Computer skills in current word processing or desktop publishing programs.
- e) Access to a computer with internet access and e-mail.
- f) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

### **2. *Duties:***

- a) Update the area schedule on a monthly basis.
- b) Arrange for printing and delivery of schedules each month to the ASC.
- c) Provide the updates to the Helpline Coordinator and Web Coordinator in a timely fashion.
- d) Submit schedule update to printer five days prior to the monthly ASC.
- e) Check e-mail regularly for updates prior to printing the schedules.
- f) Train an assistant to take over the commitment when the term is completed.
- g) Be present at the regular PR subcommittee meeting(s).

## **G. Literature Distribution Coordinator**

### **1. Requirements:**

- a) Term of office is one year.
- b) One year clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) Access to a computer with internet access and e-mail.
- e) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

### **2. Duties:**

- a) Ensure that a clear message of recovery in NA is always shared with the public.
- b) Maintain active and ongoing communications with facilities within the ARA including, but not limited to, churches and religious organizations, treatment & detoxification facilities, homeless shelters, hospitals, service organizations, professional associations, other 12 step fellowships, other self-help groups, various government branches including police departments, military facilities, and educational facilities to ensure that they are aware that ARANA PI/PR subcommittee offers specialized literature to students, parents, and staff and all addicts seeking recovery.
- c) Cooperate with the Presentations Coordinator when a facility displays interest in the NA program.
- d) Open and maintain continuous contact with the facilities requesting schedules and information.
- e) Train an assistant to take over the commitment when the term is completed.
- f) Be present at the regular PR subcommittee meeting(s).

## **H. Presentations Coordinator**

### **1. Requirements:**

- a) Term of service is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) Access to a computer with internet access and e-mail.
- e) Conviction of any violent and/or sexually related crime will be reviewed on a case-by-case basis for suitability.
- f) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

### **2. Duties:**

- a) Cooperate with the Public Image and Schools Project Coordinators to recruit, organize, and train presentation team members having minimum one-year clean time.



- b) Reach out to community based organizations to offer presentations informing them of NA's primary purpose and function within the community.
- c) Provide a clear message of recovery in NA by training presenters to avoid slang, profanity, NA jargon, jokes, personal stories, drug history, criminal history and other self-indulgent behaviors that are not attractive to the public.
- d) Hold quarterly trainings for presenters and service members that will include mock presentations, question and answer periods, and cautions on grooming and behavior.
- e) Recruit and train NA members to do school presentations.
- f) Maintain and oversee the pool of trained school project volunteers by training presenters to avoid slang, profanity, NA jargon, jokes, personal stories, drug history, criminal history and other self-indulgent behaviors that are not attractive to the public.
- g) Train an assistant to take over the commitment when the term is completed.
- h) Be present at the regular PR sub-committee meeting(s).

## **I. Schools Project Coordinator**

### ***1. Requirements:***

- a) Term of office is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) Access to a computer with internet access and e-mail.
- e) Conviction of any violent and/or sexually related crime will be reviewed on a case-by-case basis for suitability.
- f) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

### ***2. Duties:***

- a) Ensure that a clear message of recovery in NA is always shared with the public.
- b) Maintain active and ongoing communications with ARA schools to ensure the schools are aware that the ARANA PR subcommittee offers specialized presentations to their students, parents, and staff.
- c) Coordinate requests for PR presentations to schools in a timely manner and in consultation with the PR subcommittee.
- d) Communicate with other Schools Project Coordinators in the region to share experience.
- e) Notify the PR subcommittee when Schools Project presentations are requested.
- f) Train an assistant to take over the commitment when the term is completed.
- g) Be present at the regular PR subcommittee meeting(s).

## **J. Public Image Coordinator**

### ***1. Requirements:***

- a) Term of office is one year.

- b) One year clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) Access to a computer with internet access and e-mail.
- e) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

**2. *Duties:***

- a) Contact all appropriate TV stations, radio stations, print media, and any other form of advertisement to try and create a media presence by running NA Public Service Announcements, ads, and poster campaigns.
- b) Ensure posters informing the public are displayed in a visible and courteous manner.
- c) Maintain list of all receptive contact names, phone numbers, and costs, if any, for future reference.
- d) Train an assistant to take over the commitment when the term is completed.
- e) Be present at the regular subcommittee meeting(s).

**K. Website Coordinator**

**1. *Requirements:***

- a) Term of office is one year.
- b) Two years clean time with recovery centered in NA.
- c) Prior service experience at PR sub-committee level as well as ASC experience.
- d) Access to a computer with internet access and e-mail.
- e) Website design experience and a working knowledge of necessary software and Internet basics.
- f) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

**2. *Duties:***

- a) Design and maintain, as needed, the ARANA web site.
- b) Provide the PR sub-committee with a monthly report of website activity, its functions and status.
- c) Communicate with the NorCalNA web servant to ensure that links and information relating to either site is current and accurate, including NAWS meeting data.
- d) Recruit and train NA members to assist as needed or to fulfill this position upon completion of the term.
- e) Be present at regular PR sub-committee meeting(s).

**L. Outreach Coordinator**

**1. *Requirements:***

- a) Term of office is one year.

- b) One year clean time with recovery centered in NA.
- c) Prior service experience, preferably at ASC or subcommittee level.
- d) An ability to interact with the public while abiding by the Twelve Traditions and Twelve Concepts of NA.

**2. *Duties:***

- a) Ensure that a clear message of recovery in NA is always shared through the workshops.
- b) Plan and conduct area and/or group workshops as approved by the PR subcommittee.
- c) Assist new groups in registering with the ARANA ASC and the WSO.
- d) Attend the monthly ARANA ASC meeting and conduct the new GSR orientation.
- e) Contact groups that have missed two (2) consecutive ARANA ASC meetings.
- f) Report back to the subcommittee the results of any interactions with targeted groups.
- g) Provide NA membership support to groups that request it.
- h) Be present at the regular PR subcommittee meeting(s).

**VIII. Budget**

- A. The budget shall be determined each budgeting cycle.
- B. The PR subcommittee shall be solely responsible for the administration of the budget.
- C. Any expenditure exceeding the monthly budget limit must have prior approval from the ARANA ASC.
- D. Any portion of the monthly budget not spent will continue to remain available to the PR sub-committee. At the end of the budget cycle, remaining funds will be returned to the ARANA general fund.
- E. The ARANA ASC must approve any changes for budget.