

Public Relations Subcommittee Guidelines 2015

REVISED Nov. 2014

In keeping with the spiritual nature of Narcotics Anonymous, our structure should always be one of service, never of government. (12th Concept for NA Service)

PURPOSE OF THE PUBLIC RELATIONS SERVICE COMMITTEE

This selection defines our purpose-the reason we exist. Our purpose is based on NA's 5th Tradition, "Each group has but one primary purpose-to carry the message to the addict who still suffers," and the 12th step, "we tried to carry the message to the addict who still suffers." Everything we do in NA Service must be motivated by the desire to successfully carry the message of recovery-that an addict, any addict, can stop using drugs, lose the desire to use, and find a new way to live. The Daytona Area Public Relations Committee is the working body for our combined group service efforts, and it is directly accountable to the ASC and the groups it represents in its actions. "The final responsibility and authority for NA Services rests with the NA Groups." (2nd Concept)

1.1 Our public relations committee's purpose is to effectively communicate and demonstrate

Narcotics Anonymous ability to help addicts stop using drugs, lose the desire to use, and find a new way to live. The committee will accomplish this by coordinating the services we provide to maximize our ability to fulfill our primary purpose.

1.2 The name of this committee shall be the Daytona Area Public Relations Committee of

Narcotics Anonymous, hereafter referred to as the PRC.

1.3 The PRC is a standing sub-committee of the Daytona Area Service Committee

1.4 The PRC shall perform all functions historically performed by the Help Line Committee and the Public Information Committee.

1.5 The PRC shall comply in all its actions with the following documents in order of priority as listed below:

1. The Twelve Traditions, Concepts and Steps of Narcotics Anonymous
2. The current guidelines of the Area Service Committee
3. The current guidelines of the PRC
4. A Guide to Local Services in NA, and NAWs approved service handbooks

PUBLIC RELATIONS COMMITTEE MEETINGS & MEMBERSHIP

The PRC meeting is a source for groups and NA members interested in combining and coordinating efforts to reach the addict who still suffers, and improve NA's reputation as an available program of recovery in our community. It is also an opportunity for any committee member to receive information on public relations related issues they would like guidance on, and for our committee members to report on the effectiveness as well as any needs they have to continue and improve the services we currently provide. The PRC establishes a time and place to meet that accommodates the needs of the groups and current or prospective committee members.

2.1 Business meetings shall be held at least once monthly, at a time and place designated by the membership. No business meeting shall last for more than one and a half hours, except when a decision to extend this time limit is made by the members present.

2.2 Any Narcotics Anonymous member or interested person may attend the PRC meeting.

2.3 Any NA member will become a member by attending 2 PRC meeting in a row and one PRC orientation in the past two years or attend an upcoming orientation/training day. After missing three consecutive PRC meetings, you may or will be removed from your position

DECISION MAKING

As a spiritual body, we try to reach all decisions by consensus; we believe that a loving God's will is expressed through our group's conscience (2nd Tradition.) In the event that we cannot reach a consensus, we utilize a simplified version of Roberts Rules of Orders as printed in A Guide to Local Services in NA, to reach our decision. One of the reasons we try to achieve consensus is it insures that we follow our 9th Concept, "All elements of our service structure have the responsibility to carefully consider all viewpoints in their decision-making process." By carefully discussing and respectfully listening to all points of view we try to make sure this happens at the PRC. The reason all committee members are allowed to vote is the 7th concept, which states, "All members of a service body bear substantial responsibility for that body's decisions and should be allowed to fully participate in it decision-making processes."

3.1 Business meetings shall be held at least once monthly, at a time and place designated by the membership. No business meeting shall last for more than one and a half hours, except when a decision to extend this time limit is made by the members present.

3.2 Any member, except for the chair, is eligible to vote at business meetings.

3.3 Any member can make or second a motion.

3.4 Any, member may propose an amendment to those guidelines, however all PRC guideline changes are made by the ASC.

3.5 All committee members have one vote regardless of number of positions held

ELECTIONS

In our election process we use the 4th concept, "Effective leadership is highly valued in Narcotics Anonymous. Leadership qualities should be carefully considered when selecting trusted servants. " We trust that our committee's group conscience will select the coordinators and officers best suited to fulfill the responsibilities of the positions.

4.1 Elections of all officers and coordinators other than chairperson shall be held annually in November.

The chairperson is elected by the ASC, however the committee is encouraged to submit a recommendation for the chairperson to the ASC for the consideration.

4.2 All terms of service of offices and coordinators are one year. In the event a member cannot complete his/her term of service, the chairperson shall appoint someone to fill the vacancy until the next regularly scheduled election. Terms begin at end of the meeting where the election was held.

4.3 The officers of the PRC are the Chairperson, Vice-Chairperson, Secretary and Alternate Secretary. They shall perform their duties as described in these guidelines and in their approved service handbooks.

4.4 The coordinators for the PRC are the Community Relations Coordinator, Literature Coordinator, Helpline Coordinator, and Website Coordinator. They shall perform their duties described in these guidelines and in their approved service handbooks.

4.5 No member of the committee can service in more than one elected officer position Simultaneously.

4.6 During elections of PRC, trusted servants, the nominees, shall leave the room following all discussions and prior to voting

4.7 Elections will be decided by a simple majority. In the case of more than two candidates for a position where no candidate receives a majority vote, the two candidates receiving the most votes will have a second election between only those two candidates.

4.8 A PRC trusted servant may be removed from their position for non-compliance only after the person has been notified by either letter or phone call from the PRC chairperson or designee stating the concerns about their fulfillment of service responsibilities have been raised. If a member who is the subject of a motion to be removed from position is present, and can address the concerns raised by the maker of the motion, a letter or phone call will not be required. Non-compliance includes but is not limited to:

- A) Loss of abstinence of drugs
- B) Failing to perform duties of the position
- C) Three consecutively missed PRC meetings

SPECIAL RULES

From time to time the PRC will make special rules to assist in carrying out its projects. Those that are permanent are recorded in this section of the guidelines.

5.1 Public Relations orientation will normally be held once a year in Spring time, before May 31st. The orientation will follow the format listed in Appendix A of these guidelines. At least two qualified PR trusted servants (the orientation facilitator, PR chair, or appointee) (and one of the following trusted servants: PR vice-chair, secretary, or one of the coordinators) presence is required to hold a PR orientation.

TRUSTED SERVANTS

“For our group purpose there is but one ultimate authority—a loving God, as he may express himself in our group conscience. Our leaders are but trusted servants; they do not govern.” (2nd Tradition)

Being of service to the fellowship of NA is recognized as a valuable tool for addicts seeking recovery. This section lists many of the basic responsibilities for those members who serve as a PRC trusted servant.

Our groups have shown their trust in these individuals by, “delegating to the service structure the authority necessary to fulfill the responsibilities assigned to it.” (3rd concept) Once we select them, we trust our trusted servants.

6.1 Chairperson

- A) Coordinates all PR efforts
- B) Presides at all regular, and special subcommittee meetings
- C) Makes regular report to ASC on the status of all proposed, current or completed plans
- D) Represents the PRC at the regular meeting of the ASC
- F) If elected officer or coordinator position is vacant, insures the duties of that position until position is filled
- G) Clean time requirement of 2 years
- H) Familiarity with all public relations related NAWS approved handbooks
- I) Facilitate or appoint someone to facilitate PR Committee Orientation
- J) Previous PRC service experience
- K) Familiarity with the Public Relations Handbook
- L) One year commitment
- M) Assist with all other PR committee needs

6.2 Vice-Chairperson

- A) In absence of the chairperson, assumes all those responsibilities normally carried out by the chairperson until the ASC has an election for that position
- B) Works closely with the chairperson
- C) Attends all regular meetings of the PRC and ASC
- D) In absence of an elected officer, chairperson, or coordinator, assists chairperson in insuring the duties of that position are fulfilled
- E) Clean time requirement of 1 year
- F) Familiarity with all public relations related NAWS approved handbooks and PR handbook
- G) Assists with PR Committee Orientation
- H) Previous PRC service experience
- I) 2 year commitment, 1 year vice-chair, and then 1 year PR chair if elected by ASC
- J) Assists with all other PR committee needs

6.3 Secretary

- A) Keeps a complete record in the form of minutes of every PRC meeting, including attendance records
- B) Sends letters or makes calls to committee members about PRC business
- C) Prepares written committee correspondence
- D) Maintains files of all PRC plans, minutes and correspondence
- E) Clean time requirement of 1 year
- F) Maintains records of name and contact information for all PRC members and orientees
- G) Familiarity with all PR related NAWS approved handbooks including PR handbooks

- H) One year commitment
- I) Assists with all other PR committee needs

6.4 Alternate Secretary

- A) In absence of secretary, assumes all those responsibilities normally carried out by the secretary until the PR committee has elected a new secretary
- B) Works closely with the secretary
- C) Attends all regular PRC meetings
- D) Clean time requirement of 6 months
- E) One year commitment
- F) Familiarity with all NAWS approved handbooks including PR handbook
- G) Previous PRC service experience
- H) Assists with all other PR committee needs

6.5 Literature Coordinator

- A) Attends monthly PRC meetings
- B) Coordinates literature needs for all public relations activities
- C) Keeps lists of all locations literature and racks are distributed
- D) Provides chairperson with literature order each month
- E) Makes monthly report to PRC
- F) Clean time requirement of 1 year
- G) One year commitment
- H) Familiarity with PR handbook
- I) Responsible for coordinating with web master for printing and picking up schedules delivered to the ASC
- J) Assists with all other PR committee needs

6.6 Website Coordinator

- A) Attends monthly PRC meetings
- B) Coordinate all website activities
- C) Makes monthly report to PRC on website status
- D) Clean time requirement of 1 year
- E) Familiarity of the PR handbook
- F) One year commitment
- G) Previous PRC experience
- H) Technical ability to update website and add monthly ASC minutes in .pdf format
- I) Assists with PRC orientations
- J) Responsible for updating meeting schedules via web
- K) Responsible for updating regional website monthly
- L) Assists with all other PR committee needs

6.7 Helpline Coordinator

- A) Attends monthly PRC meetings
- B) Coordinates all helpline responsibilities
- C) Makes monthly written report to PRC on status of all helpline plans
- D) Clean time requirement of 1 year
- E) One year commitment
- F) Previous PRC experience
- G) Assists with PRC orientation
- H) Familiarity with PRC handbook
- I) Goes over all “do’s and don’ts” with helpline volunteers
- J) Assists with all other PR committee needs

K) 3 names listed on account.

- 1) PR Chairperson
- 2) Area Treasurer
- 3) Helpline Coordinator

6.8 Helpline Volunteers

- A) Clean time requirement of 6 months
- B) Commitment of 6 months
- C) Understands “do’s and don’ts” of helpline calls
- D) Attends monthly PRC meetings
- E) Familiarity with PR handbook
- F) Previous PRC experience
- G) Willingness and availability to return calls using your own phone
- H) Assists with all other PR committee needs

6.9 Public Relations Volunteers

- A) Helps distribute literature
- B) Familiarity with the “Do’s and Don’ts” of PRC
- C) Assist all committee members and coordinators who need assistance
- D) Assists with all other PR committee needs

PUBLIC REALTIONS BUDGET

The budget for the helpline is reviewed and assessed by the PRC committee once each year. It is important to remember “Every NA group should be self-supporting, declining outside contributions.”(7th tradition)

The PRC budget should be used for various reasons including but not limited to:

7.1 The PRC budget should be used to pay for meeting space rent

7.2 The PRC budget will provide for literature orders as they pertain to PRC business

A) Public Information

B) Community Events

C) PSA's

D) Miscellaneous Literature Supplies (i.e. Literature Racks, Rubber Stamps, Paper, etc.)

7.3 The PRC budget will pay for all Helpline related expenses:

A) The cost of the Helpline Service used by the committee

B) Miscellaneous Helpline Expenses

7.4 The PRC budget will pay for related expenses to keep the Area Website up and running.

APPENDIX A

Public Relations Committee Orientation Format

1. Open with prayer – Serenity Prayer
2. Read 12 Concepts of NA
3. Welcome everyone and introduce PRC members
4. Distribute PRC policy
5. Introduce PR handbook and distribute Chapter 2 “Core Principles & Philosophies’ Handout”
6. Five minutes for each elected member and coordinator to describe their role in the PRC
7. Time for a special speaker, if needed, for 20 minutes to talk about PR Committee
8. Distribute current PR committee Contact Sheet and ask for new members to sign up
9. Ask for any questions from those in attendance
10. Close with prayer of choice (i.e. Serenity Prayer or 3rd Step Prayer)