

Southeastern Arizona Area of Narcotics Anonymous Public Relations Guidelines

A. Purpose

Our purpose is to carry the message to the public "than an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live." Our efforts are in pursuit of increasing the awareness and credibility of the NA program. The spiritual principles of our Steps, Traditions, and Concepts guide us in pursuing our public relations aims and our efforts to enhance NA's public image and reputation. The Southeastern Area Public Relations Subcommittee is the working body for our combined group service efforts, and it is directly accountable to the Area Service Committee and the groups it represents in its actions, "The final responsibility and authority for NA Services rests with the NA Groups." (2nd Concept)

B. Vision Statement

To continue to develop, manage, and maintain local service projects that will assist in fulfilling Narcotics Anonymous' World Services Vision.

"Our vision is that one day:

- *Every addict in the world has the chance to experience our message in his or her own language and culture and in the opportunity for a new way of life.*
- *NA communities worldwide and NA World Services work together in a spirit of unity and cooperation to carry our message of recovery.*
- *Narcotics Anonymous has universal recognition and respect as a viable program of recovery. As our commonly held sense of the highest aspirations that set our course, our vision is our touchstone, our reference point, inspiring all that we do. Honesty, trust, and goodwill are the foundation of these ideals. In all our service efforts, we rely upon the guidance of a loving Higher Power. "*

(A Guide to World Services in Narcotics Anonymous, 2008-2010 Conference Cycle)

C. Function

1. To open lines of communication and build relationships between NA and the public, within NA, and between our area and the regional PR subcommittee.
2. To develop, manage, and maintain PR projects to further our primary purpose.
3. To respond to all requests for information about NA in a timely and effective manner.
4. To be sure that requests are handled at the appropriate level of service.
5. To educate and inform the local Fellowship of ongoing PR activities, including presentations, learning days, forums, and conferences.

D. Participation

1. Business will be conducted using consensus-based decision making as outlined in the operational guidelines for area.

2. Quorum is a simple majority of all eligible voting members present. Once a quorum is achieved at any given meeting, business may be conducted throughout the meeting, even if attendance later falls below the quorum level. When a consensus cannot be achieved, and the dissenters cannot assent to the majority, a decision will be reached using a 2/3 majority vote.

E. Meeting Format

This subcommittee will meet regularly at a designated time and place that will be well publicized throughout the area. All NA members are encouraged to attend and meetings will be open to all NA members.

1. Open with a moment of silence and the Serenity Prayer.
2. Read the statement of purpose and statement of function.
3. Take attendance.
4. Approve minutes from previous meeting.
5. Task Force reports.
6. Old business.
7. New business.
8. Announcements.
9. Close.

F. Trusted Servants

1. PR Trusted Servants shall be a Chairperson, Vice Chairperson, Secretary and Task Force Coordinators.
2. The Chairperson shall be elected by the Southeastern Arizona Area (SEAA) of Narcotics Anonymous according to Area Guidelines. All other Trusted Servants will be elected by the PR subcommittee.
3. Term of service for the subcommittee chair is for one year. A second consecutive term is permitted, if elected by the SEAA.
4. Any removal of a Trusted Servant will be according to the SEAA Guidelines.
5. PR subcommittee members shall have an understanding and practical experience of the Twelve Steps the Twelve Traditions and the Twelve Concepts of NA.
6. PR subcommittee members shall have a familiarization and understanding of the Public Relations Handbook.

G. Responsibilities and Duties of Trusted Servants

1. CHAIRPERSON

- a) Suggested clean time is two years.
- b) Prepares an agenda and presides over all PR subcommittee meetings.
- c) Prepares a report and attends the monthly SEAA meetings as the voice of the PR subcommittee.
- d) Ensures that Area is represented at Regional PR meetings.
- e) Responsible for all PR correspondence, but may delegate some of this responsibility.

- f) Prepares a budget with the subcommittee to be presented for approval by the SEAA.
 - g) Must be able to fulfill the duties of any vacant position within the PR subcommittee.
2. VICE-CHAIRPERSON
- a) Suggested clean time is one year, with a willingness to serve as chairperson next term.
 - b) Acts as Chairperson when the Chairperson is absent, and must be able to complete the duties of same.
 - c) Works with Task Force Coordinators and coordinates their activities.
 - d) Works with the Chairperson to ensure the smooth running of the subcommittee and performs the duties of the Chairperson in case of absence.
3. SECRETARY
- a) Suggested clean time is six months.
 - b) Clerical skills to keep an accurate set of records of all PR subcommittee meetings.
 - c) Maintains archives and makes them available at all scheduled PR subcommittee meetings.
 - d) Records and reads minutes of subcommittee meetings.
 - e) Acts as Vice Chairperson when either the Chairperson or Vice Chairperson is absent.
4. PUBLIC SPEAKERS
- a) Suggested clean time is two years.
 - b) Have completed "Introduction to Public Relations training.
 - c) Speakers will have an approved outline to follow.
5. TASK FORCE COORDINATORS
- a) Suggested clean time requirement is one year.
 - b) In order to provide services as defined by the Function and Purpose above, the PR subcommittee will have five Task Force Coordinators.
 - c) The coordinators will keep written records of all activities and mail them to the PR subcommittee secretary in an acceptable format.
 - d) In the absence of sufficient members to fill these positions the Chair, Vice Chair and Secretary may also hold any of the following positions.
6. MAIL-OUT COORDINATOR
- a) Be a liaison to the Phone Line subcommittee.
 - b) Attends Phone line subcommittee meetings.
 - c) Develops and sends out all information packets as requested.
 - d) Develops and implements letter, bulletin and/or newspaper ad programs.
 - e) Works closely with other Task Force Coordinators.
7. COMMUNITY PRESENTATIONS COORDINATOR
- a) Responds to requests for community presentations in a professional and timely fashion.

- b) Responsible for coordinating any community presentations that the PR subcommittee sponsors.
- c) Development of billboard, bus bench, transit sign. and other mass-media tool programs.
- d) Develops and maintains speaker pools.
- e) Develops an outline for the PR speakers.
- f) Organizes the preparation of PR speakers through the use of practice presentations.
- g) Works closely with other Task Force Coordinators.

8. JUDICIAL COORDINATOR

- a) To respond to requests from legal or corrections organizations in a professional and timely manner, including, but not limited to parole and probation officers, judges, and drug court administrators.
- b) Responsible for developing and coordinating presentations for judicial system professionals.
- c) Acts as a liaison to the H&I subcommittee to schedule presentations to the staff of any facilities they serve and make them aware of any H&I opportunities that result from such presentations.
- d) Attends H&I subcommittee meetings.
- e) Develops and maintain speaker pools.
- f) Develops an outline for the PR speakers.
- g) Organizes the preparation of PR speakers through the use of practice presentations.
- h) Works closely with other Task Force Coordinators.

9. MASS MEDIA COORDINATOR

- a) Develops and maintains a media contact list in the fields of TV, radio, internet, and press.
- b) Prepares, maintains, and stores written and/or taped messages for the media.
- c) Builds relationships with media sources to strengthen our integrity with the public.
- d) Works closely with other Task Force Coordinators.

10. LITERATURE COORDINATOR

- a) Develops and maintains a list of appropriate literature for specific PR presentations.
- b) Maintains an adequate stock of literature and meeting lists to fulfill approved projects and presentations.
- c) Inventory stocked literature and orders from Area literature subcommittee as needed.
- d) Makes available all PR literature at the scheduled monthly PR subcommittee meeting.
- e) Works closely with other Task Force Coordinators.