



OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES

MISSION STATEMENT:

Our mission is to carry a clear message of recovery to the public and Narcotics Anonymous members, who Narcotics Anonymous is, what we do and why we are here in the community.

DEFINITION AND PURPOSE:

The Public Relations Committee is a sub-committee of the Orange County Area Service Committee. Our aim is to carry out our Fifth Tradition, which states, "Our primary purpose is to carry the message to the addict who still suffers." We do this by providing information about Narcotics Anonymous to the public, professionals who come in contact with addicts, and to addicts themselves. We fulfill our goals in accordance with our Eleventh Tradition, which states, "Our public relations policy is based on attraction rather than promotion. We need always maintain personal anonymity at the levels of press, radio and film."

FUNCTION OF THE PUBLIC RELATIONS COMMITTEE:

- I) To provide information about NA to the addict, to professionals, and to the public by placing service announcements in the press, radio and television.
- II) To provide information about NA to professionals who work with addicts, such as educators, treatment providers and criminal justice officials. We do this by reaching out to professionals and by responding to their requests.
- III) To provide NA resources including and not limited to presentations, booth sittings and literature to non-NA groups.
- IV) To reach out to the community as a whole by letting people know that NA exists, and how we can be reached.
- V) To participate in the Southern California Regional Public Information and Website committee meetings and activities.
- VI) To maintain Orange County Area Phone Lines by providing information and training on how to respond to Public Relations and addicts seeking recovery phone calls.
- VII) To maintain communication with the Area at the Area Service Committee business meeting.
- VIII) To maintain communication with the other Area sub-committees, providing them with assistance when needed.



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COMMITTEE MEMBERS AND OFFICERS:

The Public Relations sub-committee is made up of recovering addicts who are interested in carrying the message of recovery to the still suffering addict, and the public at large. This is done in accordance with the Twelve Traditions, Twelve Concepts and these guidelines.

Committee officers should have a willingness to be of service and have a working knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts.

At each March meeting, the committee will elect its officers for the coming year: Chairperson, Vice-Chairperson, and Secretary.

COMMITTEE CHAIRPERSON:

REQUIREMENTS:

Suggested 2 years of continuous clean time, and 1 year of Public Relations experience.

DUTIES:

- I) Presides at Public Relations Committee meetings.
- II) Receives all Committee correspondence and coordinates with the sub-committee Secretary the committee's response.
- III) Coordinates Public Relations presentations.
- IV) Votes only in case of a tie at Committee meetings.
- V) Reports monthly to the Area Service Committee and provides information to other Area sub-committees.
- VI) The Chairperson is to attend annually the three Regional Service Works Learning Days and report to the ASC.
- VII) The Chairperson is a co-coordinator for all events. The Chairperson is the single point of accountability to the ASC regarding these events.



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COMMITTEE VICE-CHAIRPERSON:

REQUIREMENTS:

Suggested 1 year of continuous clean time, 6 months of Public Relations experience.

DUTIES:

- I) Performs duties of Chairperson and other officers in their absence.
- II) Co-coordinator to all events.
- III) Responsible for the Committee's supply of NA literature and equipment.
- IV) Presumed to transition into the Chairperson position upon election by the PR subcommittee.

COMMITTEE SECRETARY:

REQUIREMENTS:

Suggested 1 year of continuous clean time, 3 months of Public Relations experience.

DUTIES:

- I) Performs duties of Chairperson and Vice-Chairperson in their absence.
- II) Responsible for Public Relations files.
- III) Records Public Relations Committee meeting minutes.
- IV) Helps Chairperson with all Committee correspondence.
- V) Arranges printing as the need arises.



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PR COORDINATOR:

The PR Subcommittee has multiple functional coordinators. There may be more than one functional coordinator for any of the major functions of the PR Subcommittee.

The PR Committee Chair may appoint any PR member who meets the requirements below as a Functional Coordinator for a period of two months or less, which is essentially for one time presentations, contact work, events, or projects.

Work which re-occurs from month to month will be assigned to a PR Coordinator for a one year commitment period by subcommittee vote. These one year commitments follow the guidelines which correspond to that functions format.

REQUIREMENTS:

- I) Suggested 1 year of continuous clean time.
- II) Six months experience carrying the NA message of recovery outside of NA Group run meetings. This requirement is satisfied by experience in any of service work defined in the Public Relations Handbook (i.e. H & I, Phone Lines or Public Relations).
- III) Must have participated in the same type of functional activity or have attended a PR Learning Day that addressed the specific function for which the individual will be responsible.
- IV) Attend the monthly PR Subcommittee meeting.

DUTIES:

- I) Accomplishes the duties specified in the format that corresponds to the PR function.
- II) Tailors the PR format as necessary to conform to characteristics unique of each activity. Insures that tailored materials are filed with the PR Subcommittee secretary upon change.
- III) Insures other NA members participating in the function have received a copy of the appropriate format for the function.



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FUNCTIONAL COORDINATOR INTERNET RESOURCES (WEB-COORDINATOR):

REQUIREMENTS:

Suggested 2 years of continuous clean time, 6 months of Public Relations experience, knowledge of systems software necessary to maintain the OC Area website. Access to a secure computer capable of holding the necessary material for maintenance of the Orange County Area Web Site.

DUTIES:

- I) Maintain and adhere to the Southern California Regional and Orange County Area web guidelines.
- II) For meetings located in Orange County, maintains the Southern California Regional Website and World Website meeting databases.
- III) Reports any correspondence at the monthly Orange County Public Relations Subcommittee meeting, and attends all Regional PI Web committee meetings.
- IV) Reviews and keeps record of any subcommittee supplied material posted on the website.
- V) Issues and maintains email ID's and the webmail functions under the Orange County Area domain.
- VI) Refer to the Internet Policy and Guidelines for more details of duties and responsibilities of this Coordinator function.

FUNCTIONAL COORDINATOR OF PHONELINES:

REQUIREMENTS:

- I) Suggested minimum of 2 years clean.
- II) Shall have a minimum of 1 year experience working on the Phonelines.
- III) Shall have maintained regular attendance at Public Relations Sub-committee meetings.
- IV) Shall have served as Vice-Coordinator (or another capacity) of sub-committee.



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DUTIES:

- I) Shall regularly maintain and insure updates of meeting information and retrieval of messages from e-mail or text message.
- II) Shall attend all Public Relations subcommittee meetings.
- III) Attends or sends delegates to the Phonelines Committee meetings and learning days.
- IV) Maintains ongoing communication with the Orange County Area and Regional Phoneline Committees.
- V) Maintains responsibility to e-mail current phone bills to the Treasurer/Vice-Treasurer & follow-up to make sure bills are paid.
- VI) Maintains updated slot coverage calendar & helpline volunteer directory.
- VII) Update 12-step call list annually.
- VIII) Ensures all Phoneline members receive proper training.
- IX) Maintains the Freedom Voice Helpline Operating System

VICE PHONELINE COORDINATOR:

REQUIREMENTS:

- I) Suggested 1 year clean.
- II) Shall have a minimum of 6 months experience as a Phoneline volunteer.
- III) Shall be willing to move up to Phonelines Coordinator.

DUTIES:

- I) In the absence of the Phoneline Coordinator, the Vice-Coordinator shall perform the duties of the Coordinator.
- II) Maintains a current list of Phoneline Volunteers.
- III) Ensures all Phoneline volunteers receive proper training.



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- IV) Shall attend all Public Relations subcommittee meetings.

PHONELINE VOLUNTEER:

REQUIREMENTS:

- I) 6 months clean time required. (Clean time can be waived at the discretion of the subcommittee).
- II) Knowledge of the 12 Steps and 12 Traditions of Narcotics Anonymous.
- III) Shall regularly attend Narcotics Anonymous meetings.
- IV) Carries a clear Narcotics Anonymous message of recovery.
- V) All new Phonenumber volunteers must attend the next scheduled Public Relations Subcommittee meeting to receive orientation to continue their slot.

DUTIES:

- I) It is the volunteers' responsibility to cover their slot.
- II) Must be willing to be of service and give personal time.
- III) Must be willing to follow Committee Guidelines.
- IV) Must be willing to be trained by a qualified Phonenumber volunteer.
- V) Suggest attending at least one sub-committee meeting per quarter or forfeit their slot at the discretion of the subcommittee.
- VI) It is the volunteers' responsibility to cover their slot and notify the Phonenumber Coordinator/Vice Coordinator if they cannot fulfill their commitment. Phonenumber volunteers' who fail to honor their commitment without notifying the Coordinator/Vice Coordinator for two (2) consecutive weeks without finding a replacement, may forfeit their slot position at the discretion of the sub-committee.

OPERATIONAL GUIDELINES:

- I) In accordance with our Traditions, Public Relations displays of any type serve the purpose of informing the public, and how we can be reached. All displays must avoid making any claims about the effectiveness of NA, and should not mention any other organizations or programs. It is the volunteers' responsibility to cover their slot.



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- II) Public Service Announcements should be targeted at the media covering our area. In the event that the media extends into another area, we will inform those areas, and confirm that we are not interfering with their own Public Relations efforts. Public
- III) All initial contacts with professionals must include:
 - a. Cover letter briefly describing NA
 - b. Meeting directory
 - c. Sample literature
 - d. Information about ordering more literature
 - e. Contact number for more information
- IV) Speakers who address non-NA organizations should restrict their presentation to “recovery” in Narcotics Anonymous. They should be well versed in our Traditions. They must adhere to the principle of anonymity. In particular, special care must be taken to avoid expressing opinions on outside issues, simply because such opinions may be taken as NA policy.
- V) Committee officers and Coordinators serve a 1-year term. They may succeed themselves in office, but may not serve more than 2 consecutive terms in a particular office or position.
- VI) Any Committee member or officer may be removed during their term by a majority vote of the Committee.
- VII) The Public Relations meeting is held on the second Saturday of every month. Special meetings may be called by a majority vote of the Committee members, or by the Chairperson. Reasonable notice of such special meetings must be given to all committee members.
- VIII) All Public Relations Committee meetings are open to any NA member, but closed to the general public.
- IX) Every November, the Committee shall hold a “Group Inventory” meeting to review what was achieved in the previous year.
- X) Guidelines may be amended at any time by a two-thirds vote from the Public Relations Committee and with the approval of the ASC.
- XI) The Committee operates within the budget approved by the ASC. Additional funds may be requested, but must be approved by the ASC.
- XII) The Committee will function in accordance with the Twelve Concepts of NA Service.



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- XIII) This Committee will operate within the parameters set forth in the current edition of the Public Relations Handbook, published by the WSO and the current ASC guidelines.
- XIV) PR Subcommittee officers (Chairperson, Vice-Chairperson & Secretary) have voting privileges, regardless of attendance. Subcommittee members who attend two consecutive meetings may vote and if two consecutive meetings are missed, their vote is lost.

Updated and approved 03/12/2016