



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **MISSION STATEMENT:**

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

### **DEFINITION AND PURPOSE:**

The Public Relations Committee is a subcommittee 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, to 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 addicts, 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, Phonelines, and Website committee meetings and activities.
- VI) To maintain Orange County Area Phoneline by providing information and training on how to respond to addicts seeking recovery and Public Relations concerns.
- VII) To maintain communication with the Area at Area Service Committee business meetings.
- VIII) To maintain communication with the other Area sub-committees, providing them with assistance when needed.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **COMMITTEE MEMBERS AND OFFICERS:**

The Public Relations subcommittee 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, Secretary, Coordinator of Phone Lines, Vice Coordinator of Phone Lines, PACT Coordinators, Social Media Moderator and Literature Coordinator.

### **COMMITTEE CHAIRPERSON:**

#### **REQUIREMENTS:**

- I) Suggested 2 years of continuous clean time.
- II) 1 year of Public Relations experience.

#### **DUTIES:**

- I) Presides at Public Relations Committee meetings and creates meeting agendas.
- II) Receives all Committee correspondence and responds with assistance of the subcommittee Secretary.
- III) Votes only in case of a tie at Committee meetings.
- IV) Reports monthly to the Area Service Committee and provides information to other Area sub-committees.
- V) The Chairperson is to attend the Regional Public Relations Meeting and two Regional Service Works Learning Days and report to the ASC.
- VI) The Chairperson is a coordinator for all events. The Chairperson is the single point of accountability to the ASC regarding these events.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **COMMITTEE VICE-CHAIRPERSON:**

#### **REQUIREMENTS:**

- I) Suggested 1 year of continuous clean time.
- II) 6 months 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 miscellaneous materials and supplies.
- IV) Presumed to transition into the Chairperson position upon election by the PR sub-committee.
- V) Coordinates Public Relations presentations.
- VI) Orders directories from the ASO Chair, or otherwise coordinates printing.



**OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES  
COMMITTEE SECRETARY:**

**REQUIREMENTS:**

- I) Suggested 1 year of continuous clean time.
- II) 3 months of Public Relations experience.

**DUTIES:**

- I) Facilitates the PR Committee meeting in the absence of the Chair and Vice Chair.
- II) Responsible for Public Relations files.
- III) Records Public Relations Committee meeting minutes.
- IV) Assists Chairperson with all Committee correspondence.
- V) Arrange printing as the need arises.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **PROJECT COORDINATOR:**

The PR Sub-committee has multiple project coordinators. There may be more than one project coordinator for any of the major events undertaken by the PR Sub-committee.

The PR Committee Chair may delegate responsibility to any PR member who meets the requirements below as a Project 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 sub-committee vote. These one-year commitments follow the guidelines which correspond to that project's 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 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 project activity or have attended a PR training session that addressed the specific function for which the individual will be responsible.
- IV) Attend the monthly PR Sub-committee meeting during project duration.

### **DUTIES:**

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



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **INTERNET RESOURCES COORDINATOR (WEB-COORDINATOR):**

#### **REQUIREMENTS:**

- I) Suggested 2 years of continuous clean time.
- II) 6 months of Public Relations experience.
- III) Knowledge of Word Press in order to maintain the OC Area website.
- IV) Access to a secure computer capable of holding the necessary material for maintenance to the Orange County Area Web Site.

#### **DUTIES:**

- I) Adhere to the Southern California Regional and Orange County Area web guidelines.
- II) Updates Orange County NA Meeting information on the BMLT.
- III) Reports any correspondence at the monthly Orange County Public Relations Subcommittee meeting, and attends all Regional PR Web committee meetings.
- IV) Reviews and keeps record of any sub-committee supplied material posted on the website.
- V) Issues and maintains email ID's and the webmail functions under the Orange County Area domain (orangecountyna.org). Requests funds from ASC for fees to renew domain prior to expiration of domain subscription
- VI) Refers to the Internet Policy and Guidelines for more details of duties and responsibilities of this Coordinator function.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **LITERATURE COORDINATOR:**

#### **REQUIREMENTS:**

- I) Suggested 1 year of continuous clean time.
- II) 6 months of Public Relations experience.
- III) Must have transportation and the ability to store the literature.

#### **DUTIES:**

- I) Order monthly literature with ASO, according to budget. (\$400).
- II) Maintain and stamp all literature.
- III) All literature must meet Public Relations criteria:(IP #1, 6, 7, 8, 11, 16, 17, 27, 29, 30, Basic Text, It Works, JFT, Step Working Guide, White Books).
- IV) Drop off literature at various facilities.
- V) Maintains literature racks and displays as needed.
- VI) Provide literature to other sub-committee members as needed.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **PHONELINE COORDINATOR:**

#### **REQUIREMENTS:**

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

#### **DUTIES:**

- I) Shall regularly maintain and ensure updates of meeting information and retrieval of messages from e-mail or text message.
- II) Shall attend all Public Relations sub-committee meetings.
- III) Attends or sends delegates to the Regional Phonenumber Committee meetings and learning days.
- IV) Maintains ongoing communication with the Orange County Area and Regional Phonenumber Committees.
- V) Maintains responsibility to e-mail current phone bills to the PR chair and ASC Treasurer and follow up to make sure bills are paid.
- VI) Maintains updated slot coverage calendar and helpline volunteer directory.
- VII) Perform semi-annual audit of Phonenumber slots to ensure volunteers are fulfilling duties.
- VIII) Complete Phonenumber Coordinator training.
- IX) Ensures all Phonenumber members receive proper training and materials.
- X) Maintains the Freedom Voice Helpline Operating System.





## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **VICE PHONELINE COORDINATOR:**

#### **REQUIREMENTS:**

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

#### **DUTIES:**

- I) In the absence of the Phonenumber Coordinator, the Vice-Coordinator shall perform the duties of the Coordinator.
- II) Maintains a current list of Phonenumber volunteers.
- III) Ensures all Phonenumber volunteers receive proper training and materials.
- IV) Shall attend all Public Relations sub-committee meetings.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

### **PHONELINE VOLUNTEER:**

#### **REQUIREMENTS:**

- I) 6 months clean time required. 1-year clean time required for regional slots, as per Regional Guidelines.
- 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 orientation to begin their slot.

#### **DUTIES:**

- I) Must be willing to be of service and give personal time.
- II) Must be willing to follow Committee Guidelines.
- III) Must be willing to be trained by a qualified Phonenumber volunteer.
- IV) Failure to answer during quality control calls will result in removal of Phonenumber slot.
- V) 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.
- VI) All Phonenumber Volunteers must attend 1 OC PR Sub-committee meeting a year to keep their Phonenumber slot.



## **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

**PACT (Parole And Community Team) COORDINATOR (1 male, 1 female):**

**REQUIREMENTS:**

- I) Suggested one-year clean time.
- II) 6 months Public Relations experience.
- III) Ability to get to the PACT meeting every month.

**DUTIES:**

- I) Attend the PACT meeting every month.
- II) Bring literature, directories, and small literature rack to meeting.
- III) Attend monthly PR sub-committee meeting.



## OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES

### SOCIAL MEDIA MODERATOR

#### DEFINITION AND PURPOSE:

The purpose and function of the Public Relations Social Media Moderator is to manage the Virtual NA Facebook page by accepting posts that attract addicts to the Orange County Area of Narcotics Anonymous. The Social Media Moderator is responsible for posting information about in-person and virtual NA meetings, NA events, Digital Literature, and sub-committee announcements for the OC Area only. The Virtual NA Facebook page serves as internal communication (for NA members) and external communication (for members of the public). The goal is to make information regarding the OC Area of NA more widely available to those inside and outside the fellowship.

#### TRADITIONS AND GUIDING PRINCIPLES:

- **Tradition 5** – *“Each Group has but one primary purpose to carry the message to the addict who still suffers.”*
- **Tradition 6** – *“An NA group ought Never endorse, finance, or lend the NA name to any related facility or outside enterprise, lest problems of money, property, or prestige divert us from our primary purpose.”*
- **Tradition 10** – *“Narcotics Anonymous has no opinions on outside issues, hence, the NA name ought never be drawn into public controversy.”*
- **Tradition 11**- *“Our Public Relations policy is based on attraction rather than promotion, we need always maintain personal anonymity at the level of press, radio, and film.”*

#### REQUIREMENTS:

- I) 2 years Clean.
- II) Duration of 1 year with the possibility of two additional 1 year terms.
- III) Knowledge of the 12 Traditions of Narcotics Anonymous.
- IV) Dedicated time every other day to moderate the social media web-page.

#### DUTIES:

- I) Moderate posts, messages, and friend requests every other day.



#### **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

- II) Only make available information regarding the Orange County Area of Narcotics Anonymous.
- III) To make links for digital NA literature available to all interested parties.
- IV) Respond to messages at the minimum every other day.
- V) Post flyers for Orange County Area and Homegroup events.
- VI) Post a spotlight on service or activities every other week to highlight important events occurring in the Orange County Area.
- VII) Remove disruptive or hostile participants from the group after two kind warnings (disruptive or hostile is defined here as posting non-NA related information, insulting the moderator or NA, or trying to endorse outside causes).

#### **FRIEND REQUESTS:**

- I) The Social Media Moderator will accept all friend requests.
- II) Disruptive or hostile participants will be removed from the group after two kind warnings to stay within the guidelines for posting.

#### **POSTS:**

- I) Accept posts regarding in-person and Virtual NA meetings in Orange County Area.
- II) Accept posts regarding sub-committee announcements, activities, and service opportunities in Orange County Area.
- III) Decline posts that display Just for Today readings, Gratitude Lists, Anniversary Announcements & Pictures of members.
- IV) Decline any announcements for clubhouses, treatment centers, or outside enterprises.
- V) Decline any posts that have logos or names of outside organizations or enterprises.
- VI) Respond to posts about NA events happening at related facilities and asks the poster to remove the facility name and replace it only with an address.

#### **PRIVACY SETTINGS:**

- I) All posts will be approved or denied according to the Social Media Moderator.



**OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

- II) Comments will not be allowed.
- III) Sharing will be allowed.
- IV) Tags on people and groups will not be permitted on the social media page.
- V) Membership will be open to all interested parties both inside and outside the NA fellowship.



## OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES

### 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.
- II) It is the volunteers' responsibility to cover their slot for any particular PR event or project.
- III) 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 effort.
- IV) All initial contacts with professionals must include:
  - a. Cover letter briefly describing NA
  - b. Meeting directory
  - c. Information Pamphlets
  - d. Information about ordering more literature
  - e. Contact number for more information
- V) 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.
- VI) Committee officers and Coordinators serve a 1-year term. They may serve one additional term in office, but may not serve more than 2 consecutive terms in a particular office or position.
- VII) Any Committee member or officer may be removed during their term by a majority vote of the Committee.
- VIII) The Public Relations meeting is held on the second Sunday of every month at 10am. 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.
- IX) All Public Relations Committee meetings are open to any NA member, but closed to the general public.



### **OCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES**

- X) Every December, the Committee shall hold a “Group Inventory” meeting to review what was achieved in the previous year and propose new projects for the upcoming year.
- XI) Guideline Reviews will be held in January. Guidelines may be amended at any time by a two-thirds vote from the Public Relations Committee and with the approval of the ASC.
- XII) The Committee operates within the budget approved by the ASC (\$400 for literature each month). Additional funds may be requested but must be approved by the ASC.
- XIII) Rent for the meeting space at Recovery Road is paid by the ASC committee.
- XIV) The Committee will function in accordance with the Twelve Concepts of NA Service.
- XV) 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.
- XVI) PR Sub-committee officers (Chairperson, Vice-Chairperson, Secretary, Coordinator of Phone Lines, Vice Coordinator of Phone Lines, PACT Coordinators, social media moderator and Literature Coordinator) have voting privileges, regardless of attendance. Sub-committee members who attend two consecutive meetings may vote and if two consecutive meetings are missed, their vote is forfeited.

Updated and approved  
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