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PALM COAST AREA

PUBLIC RELATIONS

SUBOMMITTEE GUIDELINES

REVISED 11/8/14 FELLOWSHIP APPROVED _____

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1 **1. PURPOSE**

2 The Narcotics Anonymous message is “that an addict, any addict, can stop using drugs, lose the
3 desire to use and find a new way to live.” Our relations with the public enable us to share this
4 message broadly so that those who might benefit from our program of recovery can find us. We
5 perform public relations service to increase the awareness and credibility of the NA program.
6 We share our message openly with the public at large, with prospective members, and with
7 professionals. Maintaining an open, attractive attitude in these efforts helps us to create and
8 improve relationships with those inside and outside the fellowship. Establishing and
9 maintaining a commitment to these relationships, can help us to further our primary purpose.
10 The spiritual principles of our steps, traditions, and concepts guide us in pursuing our public
11 relations aims and our efforts to enhance NA’s public image and reputation. These principles
12 apply to our community and service efforts as well as to the personal behavior and attitude of
13 individual NA members. (Revised from the NA Public Relations Handbook)

14 **2. AGENDA FOR SUBCOMMITTEE MEETINGS**

- 15 A. Opening Prayer
- 16 B. Reading – The Purpose of the PR Subcommittee
- 17 C. Read the Twelve Concepts
- 18 D. Read the Twelve Traditions
- 19 E. Welcome any new members
- 20 F. Open Floor (any addict may speak)
- 21 G. Chairperson’s Report
- 22 H. Vice Chairperson’s Report
- 23 I. Secretary’s Report
- 24 J. Orientation
- 25 K. Project Coordinators’ Reports
- 26 L. Old Business
- 27 M. Elections
- 28 N. New Business
- 29 O. Closing Prayer

30 **3. SUBCOMMITTEE STRUCTURE**

- 31 A. ADMINITSTRATIVE COMMITTEE
- 32 i. Chairperson
- 33 ii. Vice-Chairperson
- 34 iii. Secretary
- 35

- 1 B. PROJECT COORDINATORS
- 2 i. Internet
- 3 ii. Presentations
- 4 iii. Help Line
- 5 iv. Outreach
- 6 v. Meeting List
- 7 vi. Any other projects as established by group conscience of the committee
- 8 C. VOTING MEMBERS
- 9 D. GENERAL MEMBERS
- 10 E. PRESENTERS
- 11 i. Presentation Leaders
- 12 ii. Presentation Participants
- 13 iii. Presentation Observers

14 **4. QUALIFICATIONS**

15 *Committee members should have a thorough understanding of; the principle of*
16 *attraction rather than promotion; and personal anonymity as it relates to PR work.*

- 17 A. CHAIRPERSON
- 18 i. A minimum clean time requirement of 4 years continuous abstinence
- 19 ii. Willingness to serve
- 20 iii. Previous experience with [a] Public Relations subcommittee
- 21 iv. An understanding of the service structure of Narcotics Anonymous
- 22 v. An understanding of the responsibilities of the Project Coordinators
- 23 vi. Time, abilities, and resources needed to meet the responsibilities of the
- 24 position
- 25 B. VICE-CHAIRPERSON
- 26 i. A minimum clean time requirement of 3 years abstinence
- 27 ii. Willingness to serve
- 28 iii. Previous experience with [a] Public Relations subcommittee
- 29 iv. An understanding of the service structure of Narcotics Anonymous
- 30 v. An understanding of the responsibilities of the Project Coordinators
- 31 vi. Time, abilities and resources needed to meet the responsibilities of the
- 32 position
- 33 C. SECRETARY
- 34 i. Minimum clean time requirement of six months continuous abstinence
- 35 ii. Willingness to serve
- 36 iii. Previous experience with secretarial and organizational functions

- 1 iv. Time, abilities, and resources needed to meet the responsibilities of the
2 position, including basic computer skills, personal e-mail account and access
3 to a computer
- 4 D. PROJECT COORDINATORS
- 5 i. All Project Coordinators must have 2 years clean
6 ii. Willingness to serve
- 7 E. VOTING MEMBERS
- 8 i. Minimum of 90 days clean
9 ii. Willingness to serve
10 iii. A desire to develop a working knowledge of the Twelve Steps of NA, the
11 Twelve Traditions of NA, and the Twelve Concepts of NA Service
12 iv. Attendance at three consecutive subcommittee meetings
- 13 F. GENERAL MEMBERS
- 14 i. A desire to stop using
15 ii. Willingness to serve
16 iii. A desire to develop a working knowledge of the Twelve Steps of NA, the
17 Twelve Traditions of NA, and the Twelve Concepts of NA Service
- 18 G. HELPLINE MEMBERS
- 19 i. Must have 1 year clean
20 ii. Willingness to serve
21 iii. Must have a strong NA program and message
22 iv. The person must go through orientation or have previous Palm Coast Area
23 helpline experience
24 v. Reporting any problems to the project coordinator
25 vi. Contact project coordinator if you will not be available during your scheduled
26 call time
27 vii. Female calls will be handled by females and males by males whenever
28 possible
29 viii. Contact the project coordinator monthly to go over any minor problems or if
30 you are not receiving any calls or meeting changes that you may be aware of.
31 Failure to do so will be addressed in PR Committee for discussion, which
32 could result in removal of rotation schedule
- 33 H. PRESENTERS
- 34 i. Presentation Leaders
- 35 i. Shall have a minimum of two years clean time in Narcotics
36 Anonymous
37 ii. Shall always be accompanied by at least one other qualified member.
38 No member shall ever conduct a presentation alone

- 1 iii. Shall have observed at least two presentations
- 2 iv. Shall have a working knowledge of the Twelve Steps of NA and the
- 3 Twelve Traditions of NA, with special emphasis on a thorough
- 4 understanding and ability to apply the following principles
- 5 1. Having no opinion (either positive or negative) on any outside
- 6 issue or organization, including other 12 Step fellowships
- 7 2. Attraction rather than promotion
- 8 3. Personal anonymity, including the ability to set aside one's
- 9 own opinions and effectively communicate the NA message as
- 10 published in our conference approved literature
- 11 v. Shall carry a clear, focused, NA message, with a thorough
- 12 understanding of powerlessness over addiction and the importance
- 13 of not separating or giving special emphasis to certain drugs
- 14 vi. Shall dress appropriately. Please check with Administrative
- 15 Committee for further dress code information
- 16 vii. Shall have prior subcommittee approval
- 17 ii. PRESENTATION PARTICIPANTS
- 18 i. All participants must have 1 year clean
- 19 ii. Shall be accompanied by a qualified presentation leader (see above).
- 20 No member shall ever conduct a presentation alone
- 21 iii. Shall have observed at least two presentations
- 22 iv. Have a desire to develop a working knowledge of the Twelve Steps of
- 23 NA and the Twelve Traditions of NA, with special emphasis on a
- 24 thorough understanding and ability to apply the following principles
- 25 1. Having no opinion (either positive or negative) on any outside
- 26 issue or organization, including other 12 Step fellowships
- 27 2. Attraction rather than promotion
- 28 3. Personal anonymity, including the ability to set aside one's
- 29 own opinions and effectively communicate the NA message as
- 30 published in our conference approved literature
- 31 v. Shall carry a clear, focused NA message, with a thorough
- 32 understanding of powerlessness over addiction and the importance
- 33 of not separating or giving special emphasis to certain drugs
- 34 vi. Shall dress appropriately. Please check with Administrative
- 35 Committee for further dress code information
- 36 vii. Shall have prior subcommittee approval
- 37 iii. PRESENTATION OBSERVERS

- 1 i. General committee members [and any other interested NA members]
- 2 are encouraged to observe presentations
- 3 ii. Shall not participate in the presentation other than by observing and
- 4 learning
- 5 iii. Shall dress appropriately. Please check with Administrative
- 6 Committee for further dress code information
- 7 iv. Shall have prior subcommittee approval

8 **5. RESPONSIBILITIES**

9 A. CHAIRPERSON

- 10 A. Arranges the time and agenda for all subcommittee meetings
- 11 B. Shall be ultimately accountable for the functioning of the subcommittee
- 12 C. Shall maintain all files and records
- 13 D. Gives guidance, direction, [encouragement and support] to all Project
- 14 Coordinators [and all committee members]
- 15 E. Represents the subcommittee at all ASC meetings and submits a monthly,
- 16 written report
- 17 F. Signs or approves all correspondence before being sent
- 18 G. Attend 6 Fellowship Development Regions, if possible and reasonable
- 19 H. Must attend monthly PR Meeting. Missing 2 months consecutively may result in
- 20 removal of position

21 B. VICE CHAIRPERSON

- 22 i. Shall be in training for Chairperson position
- 23 ii. Shall perform the duties of the Chairperson in his or her absence
- 24 iii. Shall attend at least nine ASC meetings per year
- 25 iv. Attends all Project Coordinator meetings
- 26 v. Shall, when possible, attend PR presentations
- 27 vi. Must be able to work hand in hand with Chairperson
- 28 vii. Attend 2 Fellowship Development Regions
- 29 viii. Must attend monthly PR Meeting. Missing 2 months consecutively may result
- 30 in removal of position

31 C. SECRETARY

- 32 i. Maintains and distributes accurate minutes of each committee meeting
- 33 ii. Prepares all correspondence
- 34 iii. Maintains mailing lists, if any, for subcommittee
- 35 iv. Must attend monthly PR meeting. Missing 2 months consecutively may result
- 36 in removal of position
- 37

1 D. PROJECT COORDINATORS

- 2 i. With input from interested members, develops a written action plan for
3 subcommittee approval
- 4 ii. Must attend monthly PR meeting. Missing 2 months consecutively may result
5 in removal of coordinators position
- 6 iii. Obtains prior committee approval for any and all projects, including any and
7 all verbal and written contacts, etc. **Prior approval by the subcommittee is**
8 **an absolute requirement. There are no exceptions.**
- 9 iv. Gathers the people required to do the project work (i.e. envelope stuffers,
10 etc.)
- 11 v. Schedules and chairs Project meetings as needed
- 12 vi. Supervises the work of all Project members
- 13 vii. Establishes contact with those in their particular field of coverage, when
14 necessary
- 15 viii. Serves as the single point of accountability for any related contacts,
16 responding to all inquiries in a timely manner
- 17 ix. Arranges presentations, functions and events for those in their particular
18 field of coverage
- 19 x. Prepares correspondence to those in their particular field of coverage (for
20 committee approval and signature by PR Chairperson prior to distribution)
- 21 xi. Sends follow up thank you letter (typed by Secretary, signed by Chairperson)
22 within a week after each contact
- 23 xii. Evaluates all projects as they are underway, reporting any questions or
24 problems to the PR Chairperson and/or to the subcommittee as a whole
- 25 xiii. Maintains business relationships with service providers (i.e. printers,
26 publishers, internet service providers, etc.) submitting all expenses to the
27 subcommittee in a timely manner in order to convey a positive impression of
28 Narcotics Anonymous and in order to prevent discontinuation or interruption
29 of service
- 30 xiv. Provides information and assistance as needed in the subcommittee's
31 budgeting procedures
- 32 xv. Submits a written and verbal report to each subcommittee meeting
- 33 xvi. Keeps accurate records so that information can be passed on to the next
34 Project Coordinator
- 35 xvii. **[See also the specific Project Coordinator Descriptions (Section 6) for more**
36 **guidelines and information]**
- 37 xviii. Any additional projects, as needed, will adhere to NAWS Guidelines

1 xix. All members need to contact project coordinators at a minimum of every 2
2 months

3 E. VOTING AND GENERAL MEMBERS

4 i. Participate in discussions, contributing to the process of consensus and/or
5 group conscience

6 ii. Provide assistance with various projects as necessary

7 F. PRESENTERS

8 i. Attend and/or participate in presentations as needed and when possible

9 ii. Assist in the training of new presenters as needed and when possible

10 **6. RESPONSIBILITIES**

11 A. WEB COORDINATOR

12 i. Maintain Palm Coast Area web site in accordance with NA World Services
13 Public Relations Resource Paper on PR and the World Wide Web located at
14 <http://www.na.org/webpage.htm>

15 ii. Regularly monitors all links to determine if they are still active and following
16 our guidelines

17 iii. Obtains subcommittee approval for any changes other than updates to the
18 area web site

19 iv. Uploads an up to date PDF of Palm Coast Area recovery meeting lists on the
20 site

21 v. Uploads an up to date listing of ASC approved activities and events on the
22 site

23 vi. Respond to e-mails that relate to technical and/or site-administration issues

24 vii. Administers PCASC e-mail addresses

25 viii. Other than the Project Coordinator; ASC Vice Chair and PR Admin, shall have
26 the information and passwords necessary to access and maintain the web
27 site and all e-mail accounts

28 ix. Also see Project Coordinators Responsibilities, under Section 5, for additional
29 guidelines and information

30 B. HELPLINE PROJECT COORDINATOR

31 i. Supervises phone lines/accounts activity

32 ii. Give orientation of do's and don'ts to new helpline member

33 iii. Covers all calls as a back up

34 iv. Maintains schedule of members who cover the calls

35 v. Distributes current meeting lists to all member of the helpline

36 vi. Will communicate with members regarding changes or problems

- 1 vii. Also see Project Coordinators Responsibilities, under Section 5, for additional
2 guidelines and information
- 3 C. MEETING LIST COORDINATOR
- 4 i. Updates, prints, and distributes to either PR Chair or Literature Chair before
5 monthly ASC meeting
- 6 ii. Keep BMLT (Basic Meeting List Tool) current
- 7 iii. Keeps NAWS (Narcotics Anonymous World Service) PR contact updated with
8 current Palm Coast meeting information
- 9 iv. Places order and picks up meeting lists in time for monthly ASC
- 10 v. Also see Project Coordinators Responsibilities, under Section 5, for additional
11 guidelines and information
- 12 D. OUTREACH COORDINATOR
- 13 i. Coordinates functions connecting PR with groups and members isolated from
14 Palm Coast Area
- 15 ii. Also see Project Coordinators Responsibilities, under Section 5, for additional
16 guidelines and information
- 17 iii. OUTREACH PURPOSE – help overcome the isolation that hinders the growth
18 and survival of our groups. The focus tends to be on groups that are
19 geographically isolate, but may also include assistance to groups isolated by
20 such things as personal choice, language, cultural differences, or location
21 within a locked facility not served by H&I. While the main emphasis is on
22 Outreach efforts that are aimed at bringing geographically isolated NA
23 members into the larger community, Outreach committees are not limited to
24 those activities. What Outreach does should depend on the local need.
- 25 E. PRESENTATION COORDINATOR
- 26 i. Actively coordinates presentations including but not limited to, presentation
27 booths, professional organizations, treatment centers/facilities, health
28 organizations, government entities, and poster days
- 29 ii. Conducts New Comer Orientation including PR Do's and Don'ts and What is
30 PR?
- 31 iii. Assists with PR Learning Days
- 32 iv. Maintains contacts of presentation leaders, participants, and observant
- 33 v. Shall conduct 2 mock presentations a year for Palm Coast Area, 1 every 6
34 months
- 35 vi. Also see Project Coordinators Responsibilities, under Section 5, for additional
36 guidelines and information
- 37 F. Any other Project Coordinator deemed necessary shall be subject to Project
38 Coordinators Responsibilities under Section 5

1 **7. GUIDELINES FOR GENERAL CONTACTS**

2 A. INITIAL CONTACT

- 3 i. Explains to the contact that we want to let them know of the existence of
- 4 Narcotics Anonymous; that our primary purpose is to help suffering addicts by
- 5 making them aware of NA
- 6 ii. Offers to set up a face to face meeting or to send information
- 7 iii. If information is requested, sends pre approved literature and meeting lists with
- 8 pre approved cover letter, signed by the PR Chairperson
- 9 iv. If a meeting is requested, attempts to schedule an appointment after our next
- 10 PR meeting. If this is not possible, contacts the PR Chairperson or PR Vice
- 11 Chairperson immediately
- 12 v. Also see Contingency Plan, under Section 9, for additional guidelines and
- 13 information

14 B. KEEPS RECORDS OF CONTACTS

- 15 i. Name of person contacted
- 16 ii. Address
- 17 iii. Phone number
- 18 iv. Date of contact
- 19 v. Your name
- 20 vi. Presentation date or information sent (if any)
- 21 vii. Follow up dates

22 **8. DECISION MAKE PROCEDURES**

23 A. CONSENSUS BASED DECISIONS – it is suggested that all subcommittee members

- 24 i. Should strive to remember that our personal recovery depends on unity
- 25 ii. Should strive to utilize their personal recovery in all discussions, remembering
- 26 that part of effective communication is listening with an open mind to all
- 27 viewpoints
- 28 iii. Strive to establish unity, common respect and trust for one another
- 29 iv. Whenever possible the subcommittee Chair shall seek a plan of action which all
- 30 subcommittee members can “live with.” This plan may not turn out to be
- 31 anyone’s ideal plan, but if all members can live with the plan, we can move
- 32 forward in unity
- 33 v. The Chair shall encourage members with opposing viewpoints to suggest
- 34 compromises which they will be able to support. This type of discussion shall be
- 35 encouraged until common ground is discovered and adopted

- 1 vi. If after extensive discussion, common ground cannot be arrived at, the Chair
2 shall suggest prayer and meditation on the issue, and shall table the discussion
3 until later in the meeting, or until the following meeting
- 4 vii. If after extensive discussion, prayer and meditation, common ground still cannot
5 be found, the subcommittee will resort to the Motion and Voting guidelines
6 below. However, all members should remember that by resorting to these
7 guidelines, we risk a loss of unity.

8 B. PROPOSALS

- 9 i. A proposal can be made by any subcommittee member, including a General
10 Member

11 C. VOTING

- 12 i. All members with the exception of the Chairperson and General Members may
13 vote on proposals
- 14 ii. In the event of a tie, the Chairperson may cast a tie breaking vote

15 **9. CONTINGENCY PLAN FOR MEDIA CONTACTS**

16 It is essential that all public relation efforts of Narcotics Anonymous be well prepared and
17 carried out. The clarity and quality of our public image has a direct effect whether or not
18 addicts who need us will be able to find us. For that reason, PR is undertaken with patient,
19 careful planning.

20 In order to handle requests for Public Relations in the Palm Coast Area, we have set up a
21 Contingency Plan.

22 A. ANY NA MEMBER RECEIVING A REQUEST FOR INFORMATION FROM AN OUTSIDE
23 CONTACT SHOULD IMMEDIATELY CALL ONE OF THE FOLLOWING

- 24 a. Palm Coast Area PR Chair
- 25 b. Palm Coast Area PR Vice Chair
- 26 c. Florida Regional PR Chair

27 B. ONE OF THE INDIVIDUALS LISTED ABOVE WILL RESPOND TO THE CONTACT WITHIN A
28 REASONABLE PERIOD

29 C. WHEN A REQUEST IS MADE BY THE MEDIA, PALM COAST AREA PUBLIC RELATIONS
30 SUBCOMMITTEE WILL HANDLE THE REQUEST

31 D. IF DETERMINED, THE FLORIDA REGION OR WORLD PR COMMITTEES MAY HANDLE THE
32 REQUEST; THE APPROPRIATE ONE WILL BE CONTACTED

33 E. THERE ARE SOME BASIC RULES IN PUBLIC RELATIONS THAT NEED TO BE UNDERSTOOD
34 BY EVERY NA MEMBER

- 35 a. NEVER DO OUTSIDE SPEAKING ENGAGEMENTS ON YOUR OWN
- 36 b. NEVER DO MEDIA INTERVIEWS ON YOUR OWN

1 c. REMEMBER THAT NO INDIVIDUAL MEMBER CAN EVER REPRESENT NA

2 **10. PRIOR CLARIFICATIONS**

3 Motion as written and approved

4 *03/09/2003* – To clarify our committee guidelines and our commitment to the 9th Tradition by
5 stating that regardless of the source of our funding, this committee will not exceed our
6 approved budgeted line items without prior approval from the groups of the Palm Coast Area.
7 Also, all unused funds will be turned in to the ASC Treasurer at each ASC. [9th Tradition]

8 *2003/59* – In order to be included on our meeting lists, a group must appear at the ASC at least
9 once to announce the formation of the group and request inclusion on the meeting list. (Passed
10 10/12/2003)

11 *2003/66* – That the PR Sub Committee will be the single point of accountability for maintaining
12 Palm Coast’s information on the NA.org database, including meeting and trusted servant
13 information, and that unless otherwise instructed by a group, the ASC Post Office Box will be
14 used as the mailing address for all groups on the Palm Coast Meeting List. (Passed 10/12/2003)

15 *8/13/2006* – *Motion passed by the committee:* Prospective Project Coordinators be required to
16 attend 2 consecutive PR meetings before proceeding in that position.

17 *20072* – To change the name from “Public Information Committee” to “Public Relations
18 Committee” to reflect the changes World has made. (Passed 22/0/3, 01/14/2007)

19 *2008/1* – To place on our meeting list and website the following information: In the spirit of
20 cooperation not affiliation for support for families and friends of addicts please contact Nar-
21 Anon at 1-800-477-6297 or <http://nar-anon.org>

22 *2014/17* – Bills/Invoices incurred to be paid directly by Palm Coast Area should be e-mailed to
23 the Palm Coast Area Treasurer. (treasurer@palmcoastna.org), if e-mailing bill is absolutely
24 unavailable, bills should be mailed to the Area PO Box. Responsible party will review invoice.

25 *2014/18* – All essential Area Bills be set to Auto Pay with Area Debit Card/EFT with Area bank
26 account.

27 **12. SUPPLEMENTS TO THIS POLICY PACKAGE**

28 WSO Public Information Handbook for Review and Input Draft

29 Palm Coast Area Policy Package; Revised 08/2013

30 Public Relations Handbook Conference approved literature 10/06