

PUBLIC RELATIONS
(P.R.)
GUIDELINES
FOR

CENTRAL SIERRA
NARCOTICS
ANONYMOUS
Revised April 11, 2010

CENTRAL SIERRA NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES

I. DEFINITION AND PURPOSE

For our purposes in Narcotics Anonymous, **Public Relations** refers to all of the relationships we create and maintain with each other in our group and service communities, potential members, and the general public. We strive toward strong public relations so that addicts have the opportunity to learn about our program of recovery from drug addiction. It is our desire for Narcotics Anonymous to be alive and thriving in every local community, **to assure that no addict in a hospital or institution seeking recovery need die without having had a chance to find a better way of life through the program of N.A. From this day forward may we provide the necessary services.**

This Subcommittee is a part of the Central Sierra Area Service Committee and is directly responsible to that committee as well as the fellowship as a whole.

II. FUNCTION

- A. To carry the N.A. message and fulfill the P.R. activities as outlined in the P.R. Subcommittee guidelines.
- B. To conduct a minimum of two monthly business meetings. One meeting to be held prior to ASC on that day and the other at a separate place and time in a neutral or public location.
- C. To report on P.R. activities at the monthly ASC meeting.
- D. To include in the monthly report to the ASC the following:
 - 1. The names of the officers and members of the subcommittee
 - 2. A financial report
 - 3. A monthly update on activities of the subcommittee
 - 4. Upcoming events
 - 5. The next scheduled meeting date, time, and place.

III. ADMINISTRATIVE OFFICER STRUCTURE

- A. Service board of officers shall consist of:
 - 1. Chairperson
 - 2. Vice-Chairperson
 - 3. Secretary
 - 4. Treasurer
- B. Elections of officers shall be held at the P.R. business meeting upon of a term of office, or when that position becomes vacant. (see voting procedures).
- C. Officer's positions shall be filled by a majority vote of the P.R. subcommittee's members present.
- D. A subcommittee officer or member who relapses will automatically be removed from the subcommittee. A subcommittee officer may potentially be removed by majority vote after missing two consecutive monthly P.R. meetings without due cause and prior notification to the subcommittee.
- E. Officers can be removed by a 2/3-majority vote of the subcommittee. Reasons for removal are missing 2 or more consecutive meetings without providing notification or failure to perform outlined responsibilities. In either case, the subcommittee prior to the vote must give notification of possible removal.
- F. In cases where the Chairperson resigns or is otherwise unable to fulfill their commitment, the Vice-chairperson shall automatically assume the position of Chairperson until the P.R. subcommittee elects a new Chairperson.

IV. VOTING PROCEDURES

- A. A simple majority will pass a motion.
- B. Voting participants are all members of the P.R. subcommittee who have been in attendance 2 consecutive subcommittee meetings immediately prior to vote.
- C. Officers can be removed by a 2/3-majority vote of the subcommittee. Reasons for removal are missing 2 or more consecutive meetings without providing notification or failure to perform outlined responsibilities. In either case, the subcommittee prior to the vote must give notification of possible removal.

V. ATTENDANCE

- A. Service board officers shall attend all regular business meetings. In the event that a board member cannot attend, the chairperson shall be notified.
- B. Any member of Narcotics Anonymous is welcome to attend all regular business meetings as a visitor and may share any concerns in the open forum portion of that meeting

VI. ELECTIONS

- A. All Service Board Officer positions elections are to be held in February at the P.R. subcommittee meeting the day of ASC elections.
- B. All Service Board Officer positions will be elected by a majority vote of all eligible voting members of the subcommittee at that meeting. In the event that no committee is formed the Area Service Committee shall hold election for chairperson at their regularly scheduled election.
- C. Nominees for election to any Service Board Officer position shall be selected from any members of having previous participation in service to the Public Relations subcommittee and that meet suggested requirements
 - 1. Nominees must be present at the time of election to state qualifications and to answer any questions.
 - 2. Election will be performed by a majority vote of the participating subcommittee members at that business meeting.
 - 3. In the event of a tie the chairperson shall break the tie
- D. Officers can be removed by a 2/3-majority vote of the subcommittee. Reasons for removal are missing 2 or more consecutive meetings without providing notification or failure to perform outlined responsibilities. In either case, the subcommittee prior to the vote must give notification of possible removal.
- E. An election to fill a vacancy for an officer shall occur within 2 regular business meetings after the vacancy arises.

VII. QUALIFICATIONS AND DUTIES OF OFFICERS

A. CHAIRPERSON

There is a Chairperson requirement of 6 months active participation in P.R. service. The Chairperson shall be elected in accordance with the P.R. subcommittee guidelines. The Chairperson must have a clear message of Narcotics Anonymous.

Clean time requirement: Two years

Term of office: One year.

Responsibilities:

1. Preside over and be capable of conducting regular monthly subcommittee business meetings with good leadership skill.
2. Bring before the general meeting of the subcommittee matters that should be acted upon. Also notify the meeting schedule person of any changes.
3. Initiates and maintains communications between facility managers and P.R. subcommittee. Introduces new P.R. Chair to the facilities when the time comes that the current P.R. Chairs time of services is up.
4. Attend monthly ASC meetings and report on the activities of the P.R. subcommittee.
5. Maintain contact with the Regional Information Coordinator.
6. Shall have no regular vote on matters of subcommittee business, however, shall cast the deciding vote in the event of a deadlock.
7. Facilitates orientations and evaluation of panel members on proper Narcotics Anonymous P.R. procedures and facility requirements with help of other P.R. members.

B. VICE-CHAIRPERSON

There is a Vice-Chairperson requirement of 6 months active participation in P.R. service. The Vice-Chairperson must be able

to share a clear Narcotics Anonymous message.

Clean time requirement: Two years

Term of office: One year

Responsibilities:

1. Assume the responsibilities of the Chairperson in the Chairperson's absence.
2. In the absence of any service board officer or open position the Vice-Chair will assume that position until the position is filled.
3. Willingness to take over the Chairperson position upon completion of term.
4. Assist Chair in orientating and evaluating panel members on proper Narcotics Anonymous P.R. procedures and facility requirements.

C. SECRETARY

There is a secretary requirement of 6 months active participation on the P.R. subcommittee. The Secretary must be able to share a clear Narcotics Anonymous message.

Clean time requirement: One year.

Term of office: One year

Responsibilities:

1. Record all P.R. committee business meetings.
2. Copy and distribute those minutes to officers and coordinators.
3. Keep records of all P.R. committee members and their phone numbers.
4. Maintain a record of attendance at monthly P.R. committee business meetings.
5. Assume the responsibility of making a monthly report to the ASC in the absence of the Chairperson and Vice-chairperson.
6. Keeper of P.R. Archives.

D. TREASURER

There is a Treasurer requirement of 6 months active participation on the P.R. subcommittee. The Treasurer must be able to share a clear Narcotics Anonymous message.

Clean time requirement: One year.

Term of office: One year

Responsibilities:

1. Accountable for the management and distribution of all P.R. subcommittee funds.
2. The PR subcommittee budget shall be submitted to and approved by the CSNA ASC by the chairperson.
3. Responsible to make available upon request, records and account balance information of subcommittee funds.

VIII. QUALIFICATIONS AND DUTIES OF THE P.R. MEMBER

Listed are descriptions of positions within the P.R. subcommittee service structure that meet the current needs of our area. In the event that the need for more panel leaders or service positions arises, that information is in our archives and can be added.

A. JAIL PANEL LEADER

There is a panel leader requirement of 6 months active participation in PR service. Must be approved by the County Jail.

Clean time requirement: One year

Term of service: One year

Responsibilities:

1. Invite approved panel members to the P.R. meetings and do all things necessary to conduct the meeting.
2. Communicate regularly with the P.R. Chairperson, informing him/her of any problems with the meetings/presentations.
3. Make a monthly report to the P.R. committee at the scheduled meeting.
4. Obtain any supplies that are necessary for the meetings
5. Provide general information as well as the "Clarity Statement" to panel members and inform them of policies, rules and dress codes applicable to each facility.

B. RECOVERY HOUSE PANEL LEADER

There is a panel leader requirement of 6 months active participation in PR service.

Clean time requirement: One year

Term of service: One year

Responsibilities:

1. Invite qualified panel members to the P.R. meetings and or presentations and do all things necessary to conduct the meeting.
2. Communicate regularly with the P.R. chairperson and inform him/ her of any problems with the meetings and or presentations.
3. Make a monthly report to the P.R. coordinator of the P.R. subcommittee.
4. Obtain any supplies that are necessary for the meetings and or presentations.
5. Provide general information to panel members and inform them of policies, rules and dress codes applicable to each facility.

C. PHONE HELP LINE LEADER

There is a panel leader requirement of 6 months active participation in PR service.

Clean time requirement: Eighteen months

Term of service: One year

Responsibilities:

1. Advocate recovery from addiction centered in N.A.
2. Ensure that a clear N.A. message is always shared with the caller.
3. Maintain close contact with the Help Line Service and keep it up dated.
4. Provide a monthly report to the P.R. Committee.

D. P.R. LITERATURE CHAIRPERSON

There is a literature chairperson requirement of 6 month active participation in PR service.

Clean time requirement: One year

Term of service: One year

Responsibilities:

1. Respond to literature and merchandise requests from the PR subcommittee.
2. Acquire and distribute written and recorded approved NA literature.
3. Communicate regularly with the PI coordinator and provide a monthly report to the PR subcommittee.
4. Assume financial responsibility in regards to all PR literature/merchandise.
5. Be able to delegate responsibility to others willing to aid in the distribution of literature to facilities in our area.

E. MEETING SCHEDULE PERSON & CSNA MEMBER
PHONE LIST COORDINATOR

There is a meeting schedule person requirement of 3 months active participation in PR service.

Clean time requirement: One year

Term of service: One year

Responsibilities:

1. Produce and maintain the CSNA meeting schedule & member phone list.
2. Produce and maintain a hard copy of the meeting schedule & member phone list in a commonly available software format.
3. Collect "Meeting Information Change Form" from ASC and update the meeting schedule & member phone list.
4. Provide the meeting change information to the web servant in a timely manner.
5. Produce a quantity of meeting schedules as determined by the PR subcommittee available for delivery to ASC.
6. Provide a monthly report to the PI Coordinator.

F. WEB SERVANT

There is a web servant requirement of 6 months active

participation in PR service.

Clean time requirement: One year

Term of service: One year

Responsibilities:

1. Strong working knowledge of the Twelve Steps and Twelve Traditions of N.A.
2. Maintain web site in accordance with the N.A.W.S. Web Contact and the Twelve Concepts of N.A. with constant contact approved by the P.R. Committee.
3. Personal time and abilities necessary to maintain the web site.
4. Maintain contact with the meeting schedule person to update web site meeting schedule.
5. Meeting directory pages should be checked for updates at least every thirty days.
6. Chats, forums, discussions, and other similar content concerning personal recovery issues are not posted on the web site.
7. Images of any identifiable person, whether an N.A. member or not, are never used.
8. Sales of merchandise will not be made on the web site.
9. Copyrighted material will not be used on the web site without specific permission from the owner.
10. Provide a monthly report to the P.R. subcommittee.
11. Keep copies of all guidelines, rules and regulations pertaining to all outside facilities.

G. PR PANEL MEMBERS

General members shall be approved by a majority vote of the PR subcommittee. Panel members shall be cleared by facilities whenever required.

Clean time requirement: Six months, except when clean time is stipulated by the institution.

Term of service: 6 months

Responsibilities:

1. Be familiar with the PR meeting/presentation format.
2. To promote recovery from addiction centered in Narcotics Anonymous.
3. Working knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts of N.A.
4. Be present at PR subcommittee business meetings once every six months to be considered "active" for PR service. (Regular attendance at subcommittee meetings is encouraged.)
5. Adhere to the rules and dress codes of the facilities they are entering.
6. Present a clear Narcotics Anonymous message.
7. In the event a panel member cannot attend a scheduled meeting, that member will be responsible to contact the panel leader in a timely manner to make arrangements for that member's substitution.
8. Insure there are always 2 members scheduled to bring meetings into a facility. In the event that the second member does not show up the first member may take that meeting in although only one meeting a month will be allowed with a single member. That member should then contact the Panel Leader to make them aware. This is not an excuse for the second member to not attend and is merely in place to protect our commitment to carrying the message to the still suffering addict.

IX. PR SUBCOMMITTEE SERVICE STRUCTURE

A. Officers:

1. Officers are voting members with the exception of the Chairperson who shall cast the deciding vote in the event of a deadlock.
2. The Chairperson shall hold no other service structure positions.

B. Panel Leaders:

1. Panel leaders may hold up to three panel positions within the H&I and PI service structure.
2. Literature, Meeting Schedule, and Web Servant shall be held to the same Panel Leader requirement.

X. **GENERAL INFORMATION FOR PR MEMBERS**

- A. Any member of the PR subcommittee is automatically disqualified from further PR activity upon relapse. Being clean for the purposes of this PR subcommittee shall be defined as complete abstinence from all drugs.
- B. All new subcommittee panel members must observe a panel meeting before sitting on a panel.
- C. Any Panel Leader has the right to question a panel member's participation in an activity if that panel leader feels the member's participation would be detrimental to the lifesaving message of NA. Any decisions will go through the committee.
- D. Any NA member who is involved with a given facility on a professional or volunteer basis should not participate on the panel serving the addicts in that facility. This is intended to avoid possible conflict and the resulting damage to:
1. The inmate or client inside
 2. The working ability and privilege of the subcommittee to carry the message inside the facility.
- E. No PR subcommittee member will interfere with or use influence in any facility, court or hospital, nor with any judge, doctor, probation or parole officer. Furthermore, PR subcommittee members will not make any comments or promises regarding employment, parole, probation or medical problems.
- F. We carry only the message of NA: recovery from addiction through our spiritual program. Of course these members may participate on panels going to other facilities.
- G. Excessive use of profanity or the use of vulgar stories is strictly prohibited by the authorities of all facilities, and strongly discouraged

by the PR subcommittee.

- H. PR panel members shall be responsible for their conduct in any facility, and they shall take responsibility to become informed in advance regarding the regulations of the facilities being served.

What We Do and What We Don't Do in Public Relations

When we act on our own in public relations we can lose the spirit of humility inherent in a "we" program. The damage that can be done to NA's reputation by individuals acting on their own can take a long time to repair. Being of service in PR we get a glimpse of humility every time a newcomer walks through the door of an NA meeting. We can then recognize the spiritual aim of the fellowship and our own place within it. We are grateful to be able to carry the message of recovery and can acknowledge the actions of a power greater than ourselves.

We Do:

- Follow our traditions, public relations plans, and guidelines.
- Be consistent. We follow through on our plans of action.
- Consult with members experienced in PR work before contacting the media.
- Stress our common welfare and the importance of unity.
- Stress that the only requirement for membership is the desire to stop using.
- Make directories of outside meetings available to clients/inmates.
- Start and end on time.
- Obey all dress codes and exercise common sense.
- Keep the staff aware of your whereabouts at all times.
- Stamp all literature you bring into a facility with the local help line number and Area PR address.

We Don't:

- Do it by yourself
- Take a stand on any controversial issues.
- Break another person's anonymity.
- Debate which drugs are acceptable. NA is a program of complete abstinence from all drugs.
- Discuss conditions within the facility or opinions about staff members.
- Carry excessive cash or expensive flashy jewelry.
- Show favoritism to any inmate or client.
- Give anyone your personal address or phone number.

Format approved by the CSNA PR Subcommittee: 4/11/2009

*CENTRAL SIERRA AREA SERVICE
COMMITTEE
MEMORANDUM OF FINANCIAL
RESPONSIBILITY*

DATE: _____

I, _____, a trusted servant of the fellowship of the
Central
Sierra Area of Narcotics Anonymous agrees to use property and keep safe any money or
other asset
entrusted to me by the Fellowship of NA.

I agree to avoid mixing Fellowship money with my own money or the money of anyone else.

I agree to use Fellowship money or other assets only as directed by the Fellowship of NA.

*I agree that if I misuse or lose Fellowship money or other assets because of my personal
negligence or*

dishonesty that I will accept full responsibility for their replacement.

I agree that as a trusted servant I serve as a volunteer and will not be paid for my work When I complete my term of service or if I am removed from service I agree to promptly turn over any Fellowship money, assets, records or any other Fellowship property.

I agree to follow and adhere to the CSASC Anti Theft Policy.

*Signed,
Financial Custodian*

Date: _____

Print Name _____

CSASC Officer

Title: _____

This document was created to implement the recommendations made in World Service Board of Trustees Bulletin #30 - "Theft of NA Funds".

The Central Sierra Area Service Committee has adopted guidelines and operational policies which apply to and shall guide the conduct of NA Trusted Servants. Current copies of these document are available on request.