

GUIDELINES OF THE SACFNA PUBLIC RELATIONS TASK GROUP OF NARCOTICS ANONYMOUS

In keeping with the spiritual nature of Narcotics Anonymous, our structure should always be one of service, never of government. (12th Concept for NA Service)

PURPOSE OF THE PUBLIC RELATIONS TASK GROUP

This section defines our purpose—the reason we exist. Our purpose is based on NA’s 5th tradition, “Each group has but one primary purpose—to carry the message to the addict who still suffers,” and the 12th step, “we tried to carry the message to the addict who still suffers”. Everything we do in NA Service should be motivated by the desire to successfully carry the message of recovery—that an addict, any addict can stop using drugs, lose the desire to use, and find a new way to live. The SACFNA Public Relations Task Group is the working body for our combined group service efforts, and it is directly accountable to the ASC and the groups it represents in its actions, “The final responsibility and authority for NA Services rests with the NA Groups.” (2nd Concept)

The PR Task Group shall comply in all its actions with the following documents in order of priority as listed below:

1. The Twelve Traditions, Concepts, and Steps of Narcotics Anonymous
2. The current guidelines of the ASC
3. The current guidelines of this PR Task Group
4. A Guide to Local Services in NA, and NAWS approved service handbooks (Includes Public Relations Handbook, H&I Handbook and Phonenumber Handbook)

PUBLIC RELATIONS TASK GROUP MEETING & MEMBERSHIP

The PR meeting is a resource for groups and NA members interested in combining and coordinating efforts to reach the addict who still suffers, and improve NA’s reputation as a viable program of recovery in our community. It is also an opportunity for any task group member to receive information on public relations related issues they would like guidance on, and for our task group members to report on the effectiveness as well as any needs they have to continue and improve the services we currently provide. The PR task group establishes a time and place to meet that accommodates the needs of the groups and current or prospective task group members.

- 1) The PR business meetings will be held the 4th Tuesday of the month at 7pm.
- 2) Public Relations orientation shall be held at least once quarterly, at a time and place designated by the task group. The orientation will follow the format listed in Appendix B of these guidelines. The PR team can choose to schedule a PR orientation at a regularly scheduled PR task group meeting. The orientation will be conducted by each Working Group leader that is present at the scheduled orientation.
- 3) Any Narcotics Anonymous member or interested person may attend the PR task group meeting.

DECISION MAKING

As a spiritual body, we try to reach all decisions by consensus; we believe that a loving God’s will is expressed through our group conscience (2nd Tradition). One of the reasons we try to achieve consensus is it insures that we follow our 9th Concept, “All elements of our service structure have the responsibility to carefully consider all viewpoints in their decision-making process.” By carefully discussing and respectfully listening to all points of view we try to make sure this happens at the PR

task group meeting. If a decision cannot be made we will re-visit it at the next regularly scheduled business meeting until we have a consensus or discard the proposal.

- 1) Any voting member is eligible to vote at business meetings. A voting member is an NA member that holds an elected or service position within in the task group or working group of the PR service structure.
- 2) Any voting member can make a proposal.
- 3) Any voting member may propose an amendment to these guidelines, however all PR guideline changes are approved by the ASC.
- 4) All task group voting members have one vote regardless of number of positions held.

ELECTIONS

In our election process we use the 4th concept, "Effective leadership is highly valued in Narcotics Anonymous. Leadership qualities should be carefully considered when selecting trusted servants." We trust that our task groups conscience will select the coordinators and working group leader best suited to fulfill the responsibilities of the positions.

- 1) Elections of PR task group leaders other than PR task leader and Phone-line Task Leader shall be held annually in December and have a 1 month training with the exiting task leader and take position in January of the following year.
- 2) The task leader is elected by the ASC however the task group is encouraged to submit a recommendation for task leader to the ASC for their consideration. (Nominated in November takes position in January)
- 3) The elected positions of the PR task group are the Task Leader, Co-Task Leader, Literature Coordinator, Phone-line Coordinator (Elected at the ASC), Schools Presentation Working Group Leader, Booth Coordinator, and Postering Coordinator. They shall perform their duties as described in these guidelines and in other approved service handbooks.
- 4) No member of the PR Task Group can serve in 2 positions at the same time and no member will hold any position for more than 2 consecutive years.
- 5) Elections will be decided by a simple majority. In the case of more than two candidates for a position where no candidate receives a majority vote, the two candidates receiving the most votes will have a second election between only those two candidates.
- 6) Any PR trusted servant or Volunteer may be removed from their position for non-compliance by either letter or phone call from the PR task leader or other task leader or coordinator stating the concerns and reason they have been removed. There must be a 2/3 vote by the task group to make the decision of removal of elected position. If a member who is the subject of a proposal to be removed from an elected position is present, and can address the concerns of their non-compliance of their service responsibilities raised by the maker of the proposal, a letter or phone call will not be required. Non-compliance includes, but is not limited to:
 - a. Loss of abstinence from drugs.
 - b. Failing to perform the duties of the position.
 - c. Three consecutively missed PR meetings without calling or having a replacement to perform their duties.

PUBLIC RELATIONS PLAN

In order to insure the best use of our limited resources, it is essential to use good planning in our Public Relations efforts. All proposed projects will be submitted to the task group using the Public Relations plan submission form (APPENDIX A) contained in these guidelines. Using this form allows the task group to thoroughly analyze and prioritize each proposed project and make an informed decision. The plan submission form helps insure all our communications and interactions are professional, consistent, and mutually beneficial.

SPECIAL RULES

From time to time the PR team will make special rules to assist in carrying out its Primary Purpose. Those that are permanent are recorded in this section of the guidelines.

- 1) Primarily a reminder that these are Guidelines to help us fulfill our 5th and 11th Traditions. We do not govern We are but trusted servants.
- 2) Only NA approved literature will be used in PR projects, meetings, presentations, etc.
- 3) Any member of the PR task group is automatically disqualified from further PR activity upon relapse, but may again become eligible when he or she can conform to the requirements in these guidelines.
- 4) Dress Code- Remember that you are representing the fellowship of Narcotics Anonymous and may be the first contact that the professionals or public has with us.
 1. Don't wear revealing clothing. No halter tops, No shorts, No tank tops or No very tight clothes, sandals are not preferred as well
 2. No advertising logos on clothing. NA approved Logos are allowed.

ALL OF THE FOREGOING SHALL BE REVIEWED WITH ANY SPEAKER BEING TAKEN TO ANY PR MEETING/PRESENTATION.

TRUSTED SERVANTS

“For our group purpose there is but one ultimate authority—a loving God as he may express Himself in our group conscience. Our leaders are but trusted servants; they do not govern.” (2nd tradition). Being of service to the fellowship of Narcotics Anonymous is recognized as a valuable tool for the addict seeking recovery. This section lists many of the basic responsibilities for those members who serve as a PR trusted servant. Our groups have shown their trust in these individuals by, “delegating to the service structure the authority necessary to fulfill the responsibilities assigned to it.” (3rd Concept). Once we select them, we trust our trusted servants.

The officers of the PR task group are the Task Leader, Co-Task Leader, Literature Coordinator, Phonenumber Coordinator, School Presentation Task Leader, Booth Task Leader, and Postering Task Leader.

PR Task Leader

- 1) Coordinates all public relations efforts.
- 2) Presides at all regular and special meetings and provides an agenda of the business at hand for said meeting.
- 3) Represents PR at the regular meeting of the ASC by regular reports to ASC on the status of all proposed, current or completed plans.
- 4) Responsible for maintaining open line of communication with all PR trusted servants.

- 5) Clean time requirement of three years per ASC guidelines. Previous PR or other relevant service experience preferred.
- 6) Familiarity with all public relations related NAWS approved handbooks. (Includes Public Relations Handbook, H&I Handbook, and Phonenumber Handbook).
- 7) Facilitate or appoint someone to facilitate PR Orientations.
- 8) Must Attend the regular meetings of the PR task group, Admin, and ASC or find a replacement to complete this service task.
- 9) Must Attend 6 Regional PR Forum Meeting or find a replacement to fulfill this task. .

PR Co-Task Leader

- 1) In absence of the Task Leader assumes all those responsibilities normally carried out by the Task Leader until the ASC has an election for that position.
- 2) Works closely with the PR Task Leader.
- 3) Responsible for maintaining open line of communication with all PR Task Leaders
- 4) Clean time requirement of 3 years and previous PR or other relevant service experience.
- 5) Familiarity with all public relations related NAWS approved handbooks. (Includes Public Relations Handbook when approved, H&I Handbook, PI Handbook, and Phonenumber Handbook).
- 6) Can assist with PR Task Group Orientations.
- 7) Must Attend the regular meetings of the PR Task Group
- 8) Encouraged to attend the ASC meeting.

PR Literature Coordinator

- 1) Coordinates literature needs for all PR activities.
- 2) Takes orders from PR Task Leaders and coordinates with PR Task Leader to order literature.
- 3) Contacts facilities to see if they have needs for NA Literature and if we can be a viable resource for them.
- 4) Finds volunteers to fulfill the literature distribution around Sacramento and Yolo County.
- 5) Makes monthly written literature report to the PR Task Group and keeps records for audit purposes.
- 6) Clean time requirement of one year plus general service experience.
- 7) Must Attend the regular meetings of the PR Task Group.

PR Phonenumber Coordinator

See SACFNA Guidelines

PR Booth Coordinator

- 1) Coordinates Booth sittings at health fairs and events around Sacramento and Yolo County.
- 2) Orders from the PR Literature Coordinator any literature needed to fulfill their task.
- 3) Contacts local events and health fairs to inquire about how we can be of service to the community.
- 4) Clean time requirement of one year plus general service experience.
- 5) Must attend the regular meetings of the PR Task Group.

PR Schools Presentation Working Group Leader

- 1) Responsible for facilitating schools presentation working group meetings (see Schools presentation Working Group guidelines for additional responsibilities).
- 2) Must attend the PR meeting and the schools presentation working group meeting or find a replacement to fulfill the service task.
- 3) Clean time requirement is one year plus general service experience.
- 4) Reports any planning via planning form to Task Group for archive purposes and feedback.

PR Postering Coordinator

- 1) Recruit, train, and organize pairs of volunteers to help you cover your neighborhood.
- 2) Monitor postering efforts to be sure volunteers have what they need and that all portions of the neighborhood are targeted with some regularity.
- 3) Keep the PR Task Leader informed regarding vicinity covered, volunteers and their contact information, number of posters distributed, public reception, problems experienced, and the general impressions of the volunteers.
- 4) Must attend the PR meeting or find a replacement to fulfill this service task.
- 5) Clean time requirement is one year.

APPENDIX A

SACFNA PR Plan Submission Form

Name of plan: _____

Is this plan one time or recurring? _____ If recurring, how frequent? _____

Describe plan: _____

NA member responsible to communicate with public contact: _____

Public contact name and phone: _____

Did public contact request this plan from NA? _____ If yes, when? _____

Is ongoing contact necessary or recommended? _____ If yes, how frequently and for what purpose?

What resources are needed? (for example how many people are needed? How often are they needed? Are there clean-time or orientation requirements? Are any special skills, abilities or experience needed?) _____

Is NA literature needed? _____ If so, what:

Lit. Cost: _____

Are there specific project resources other than literature (such as a meeting room or microphone) needed? If so, what are they and what are the financial costs?

Does the public contact or facility have any special rules or conditions for this plan?

Does the plan adhere to NA's traditions and concepts? _____

How does this project specifically fulfill NA's primary purpose? _____

Is any special research or planning needed to implement this plan? _____ If so, what?

Are there any special considerations of dress or language which will help our message be better received? _____

Should this plan be referred to the Area and/or Groups for their approval? _____

Total approximate cost: \$ _____ Total approximate hours:

**plan status: _____ approved _____ approved when resources are available
_____ rejected _____ referred to area with recommendation to approve
PR Task Group member assigned to report on plan to PR Task Group or ASC: _____**

General PR Volunteer Information

Due to the wide range of service opportunities in the PR Task Group, different orientations are required for different kinds of service within the Task Group.

The General PR Orientation is required for those interested in doing service for the SACFNA PR Task Group. This orientation covers a lot of general information and takes approximately 45-min.

The Phonenumber Orientation is required in addition to the General PR Orientation for those interested in volunteering to answer the NA Phonenumber. Due to the specialized nature of this service work this orientation is performed by the Phone-line Coordinator. Please contact the Phone-line Coordinator for more information.

Schools Presentations is also a specialized orientation and will be conducted by the Schools Presentation Task Leader. Please contact this member for more information.

Service work is a privilege and requires commitment and follow-through. We as a task group would never be so bold as to think we could inform and educate you on all of the vast information available from NAWS. We ask that you make the commitment to educate yourself with the appropriate Handbooks and encourage you to ask questions.

General PR Volunteer Orientations Format.

Open with serenity prayer.

Welcome and Introductions of current trusted servants

Hand out Volunteer Information from APPENDIX E

Read General PR Volunteer Information (APPENDIX B)

(Read) Internal and External Public Relations Statement

(Read) NAWS Vision Statement

10 minutes

Questions and Answers

Brief introduction to different kinds of

PR service work and PR resources

Guide to Local Service/12 Traditions and 12 Concepts

***PI* --- Phonline, Literature, Presentations at Schools, Drug Courts, PACT**

Meetings, Medical Professionals.

Area Newsletter, Area Web Page

PR and Phonline Handbooks

15 minutes

Questions and Answers

Review SACFNA PR Guidelines

Voting Membership Sections, Special Rules Section 6,

Trusted Servants Minimum Requirements Section 7

5 minutes

Questions and Answers

Review World Service Board of Trustees Bulletin #13, #29

15 minutes

Questions and Answers

Close with 3rd step prayer.

45 minutes total

APPENDIX D

Information to be handed out for General PR Orientations

General PR Volunteer Information (APPENDIX B)
Internal and External Public Relations Statement (*from PR Handbook*)
NAWS Vision Statement (*from PR Handbook*)
12 Traditions and 12 Concepts (*short essay sheet from NAWS*)
SACFNA PR Guidelines
World Service Board of Trustees Bulletins #13, #29(*from NAWS*)
PR Task Leader Contact sheet
Handbook Price Sheet

Member shall complete the General PR Orientation prior to attending the Phonline Orientation

Information to be handed out for Phonline Orientations

General PR Volunteer Information (APPENDIX B)
Internal and External Public Relations Statement (*from PR Handbook*)
NAWS Vision Statement (*from PR Handbook*)
12 Traditions and 12 Concepts (*short essay sheet from NAWS*)
Chapter 2 & 4 (*from Phonline Handbook*)
Referral Forms - Flow Chart, Community Service Referral List, Call Logs (*from PR Handbook*)
SACFNA Meeting Schedule
World Service Board of Trustees Bulletin #13 (*from NAWS*)
FAQ-Phonline Volunteers' experience with calls (*from PR Handbook*)
PR Task Group Contact sheet
Handbook Price Sheet

APPENDIX E

SACFNA PR APPROVED LITERATURE

BECAUSE THE SCOPE OF OUR PR TASK GROUP IS BROADER THAN OTHER TASK GROUPS WE HAVE ADOPTED THE FOLLOWING LITERATURE.

**NA WHITE BOOKLET
NA WHITE BOOKLET (SPANISH)
IP #6 RECOVERY AND RELAPSE
IP #7 AM I AN ADDICT?**

**IP #8 JUST FOR TODAY
IP #11 SPONSORSHIP
IP #13 BY YOUNG ADDICTS
IP #17 FOR THOSE IN TREATMENT**

**PUBLIC RELATIONS HANDBOOK
GUIDE TO PHONELINE SERVICE
NA BASIC TEXT 6TH EDITION –HARD OR
SOFT COVER**

**IP 1 WHO, WHAT, HOW, & WHY
IP 12 THE TRIANGLE OF SELF OBSESSION
IP 16 FOR THE NEWCOMER
IP 22 WELCOME TO NA**

BELOW ARE SUGGESTIONS OF THE LITERATURE TO BE USED IN DIFFERENT TYPES OF FACILITIES.

******* Please note all items below are available in other languages also. *******

**NA BASIC TEXT 6TH
NA WHITE BOOKLET
IP 6 RECOVERY AND
RELAPSE
IP 7 AM I AN ADDICT
IP 11 SPONSORSHIP
IP 12 THE TRIANGLE OF
SELF OBSESSION
IP 13 BY YOUNG ADDICTS
IP 16 FOR THE
NEWCOMER
IP 22 WELCOME TO NA**

TREATMENT:

**IP 6 RECOVERY AND
RELAPSE
IP 7 AM I AN ADDICT
IP 11 SPONSORSHIP
IP 12 THE TRIANGLE OF
SELF OBSESSION
IP 16 FOR THE NEWCOMER
IP #17 FOR THOSE IN
TREATMENT
IP 22 WELCOME TO NA
IP 23 STAYING CLEAN ON
THE OUTSIDE**

SCHOOLS:

**IP 1 WHO, WHAT, HOW, &
WHY
IP 7 AM I AN ADDICT
IP 8 JUST FOR TODAY
IP 11 SPONSORSHIP
IP 13 BY YOUNG ADDICTS
IP 16 FOR THE NEWCOMER
IP 22 WELCOME TO NA**

GENERAL: