

**UNCOAST AREA OF NARCOTICS**

**ANONYMOUS**

**AREA SERVICE COMMITTEE**

**PUBLIC RELATIONS**

**SUBCOMMITTEE POLICIES &**

**PROCEDURES**



## Public Relations Policy

To be of maximum service to the still-suffering addict, we must energetically seek to carry our message throughout our cities, towns, and villages. ...We must take vigorous steps to make our program widely known. The better and broader our public relations, the better we will be able to serve.

Tradition Eleven, *It Works: How and Why*

### Purpose

As members of the Uncoast Area Public Relations Subcommittee,

- We clarify what services NA can and cannot provide to the community.
- We make NA members more aware of their role in NA's public image.
- We aim for the public to recognize NA as a positive and reliable organization.
- We develop valuable relationships with professionals and the public.

### Handbook Clause

The *Public Relations Handbook* (NAWS, 2007) has been adopted by the Subcommittee and should therefore be considered the policy of the UNCOAST Area Public Relations Subcommittee unless otherwise stipulated in the following ASC approved policy.

The PDF version is available at

[http://www.na.org/admin/include/spaw2/uploads/pdf/handbooks/PR-Handbook\\_2010.pdf](http://www.na.org/admin/include/spaw2/uploads/pdf/handbooks/PR-Handbook_2010.pdf)

## Membership

### Subcommittee Positions

Holders of positions in Public Relations

- Must have an NA sponsor, attend meetings regularly, work the 12 steps of NA, and have a clear NA message
  - Must be able to meet transportation needs (All Public Relations Subcommittee Positions require transportation at some point)
  - Must be able to meet communications needs (telephone, email, etc.)
  - Have the willingness to give the time and resources to do the job
  - Have the leadership ability to perform the duties of the Facilitator in that person's absence.
  - Have a working knowledge of the 12 Steps, Traditions and Concepts of NA
  - Have an awareness of the uses and risks of social networking sites, especially regarding the 12<sup>th</sup> Tradition
  - Have a working knowledge of current ASC policy and procedures
  - Have a working knowledge of the *Public Relations Handbook*
  - Have a minimum one year clean time
  - Have at least six months' active involvement with the subcommittee or equivalent
  - Possess at least basic level computer skills<sup>1</sup>
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This level of skills is sufficient to perform daily word processing tasks, such as, producing routine letters, memorandums, and informal reports. A person with this level of skills is able to use basic formatting, editing, printing functions, and understands the document page setup. This person is able to navigate web pages, conduct online searches, and use email.

## **Administrative Positions and Functions**

### **The Facilitator (Chair)**

- Meets all the qualifications for a Subcommittee Chair in ASC Policy VIII.B.9
- Has a working knowledge of the *Public Relations Handbook*
- Is the single point of accountability for all matter related to Public Relations in the Uncoast Area
- Reports to the Area Service Committee (ASC) both a written and oral report of the activities, plans, challenges, and budget at its regularly scheduled meetings
- Prepares an agenda for and presides over each subcommittee meeting
- Upholds the Traditions, the Concepts, and ASC Policy in all matters
- Submits annual budget to ASC in October
- Coordinates service events where PR is represented

### **The Co-facilitator (Vice-Chair)**

- Is training to be the Facilitator the following term.
- Has the willingness to give the time and resources to do the job
- Has the leadership ability to perform the duties of the Facilitator in that person's absence.
- Has the knowledge, skills, and aptitudes to perform the duties of any vacant subcommittee positions

### **The Recording Secretary**

- Keeps the records of the subcommittee, including minutes, presentations, activities, and literature rack locations
- Has the willingness to give the time and resources to do the job
- Has the leadership ability to perform the duties of the Facilitator in that person's absence.

### **Presentations coordinator**

- Acts as liaison to the ASC Hospitals and Institutions subcommittee

- Coordinates presentations with other subcommittees and members with the appropriate knowledge, skills, and aptitudes for each presentation
- Has the willingness to give the time and resources to do the job

### **Literature Coordinator**

- Coordinates literature distribution to all public literature racks in the Uncoast Area
- Tracks inventories
- Orders supplies within budgetary guidelines

### **Helpline Coordinator**

- Acts as liaison between the helpline service and the subcommittee
- Maintains up-to-date records on people engaged in taking Helpline calls
- Provides the subcommittee with periodic evaluations of Helpline services

### **Training Coordinator**

- Develops curriculum and workshops to raise awareness of Public Relations within the Uncoast Area membership
- Provides information training for members interested in service at the Area level
- Has a working knowledge of NAWS conference approved training materials

### **Elections**

- Facilitator's term renews in accordance with ASC Policy VIII.C.9
- Subcommittee terms renew in January
- Subcommittee positions may be combined or divided according to needs
- Elections for vacant positions may be held at any time
- All addicts seeking a position in the Public Relations Subcommittee must attend the Subcommittee's regularly scheduled meeting (posted on [www.uncoastna.org](http://www.uncoastna.org)) to declare willingness to be nominated for the desired position.
- Subcommittee elections require a 4/5 majority of those present
- Any NA member who has attended two or more subcommittee meetings in the previous 12 months may vote.
- If any voting member objects to a voice vote, the vote will be by secret ballot

### **Panel Members**

- Must have an NA sponsor, attend meetings regularly, work the 12 steps of NA, and have a clear NA message
- Must be able to meet transportation needs (All Public Relations Subcommittee Positions require transportation at some point)
- Have the willingness to give the time and resources to do the job
- Have a minimum six months clean time