

# Northern Counties Area Public Relations

## Subcommittee Guidelines

Revised January 2017

### I. PURPOSE

Northern Counties Area Public (herein referred to as NCAPR) is a subcommittee of Northern Counties Area Service Committee (herein referred to as the NCASC). Our aim is to carry out our Fifth Tradition: "Our primary purpose is to carry the message to the addict who still suffers," with the proposition that no addict seeking recovery need die without having a chance to find a better way of life. We do this by providing information about Narcotics Anonymous to the public, to professionals who come in contact with addicts, and to the addicts themselves. We fulfill our goals in accordance with our Eleventh Tradition: "Our public relations policy is based on attraction rather than promotion. We need always maintain personal anonymity at the level of press, radio and films."

### II. FUNCTIONS

- A. To reach out the the community as a whole, letting people know that NA exists and how we can be reached.
- B. To provide information about NA to the addict and others by posting cards and/or flyers with the Northern Counties Area helpline number and website address in highly visible places within the Northern Counties Area boundaries.
- C. To provide information about NA to professionals who work with addicts (i.e. lawyers, teachers, therapists, judges, law enforcement officials, etc.). We do this by reaching out to such professionals and by responding to their requests for information.
- D. To provide NA Public Relations speakers with PR experience to groups requesting them.
- E. To maintain communication with the Northern Counties fellowship of NA through the NCASC.
- F. To provide Public Relations training to such members when deemed necessary.

### III. COMMITTEE OFFICERS

1. Chairperson
2. Vice Chairperson
3. Secretary
4. Regional Representative
5. Website Coordinator
6. Website Co-Coordinator
7. Phone Lines Coordinator
8. Phone Lines Co-Coordinator
9. School Presentation Coordinator
10. Community Relations Coordinator

### IV. COMMITTEE MEMBERS AND OFFICERS

- A. The NCAPR subcommittee is made up of recovering addicts who are interested in carrying the NA message to the addict who still suffers and to the public at large in accordance with the Twelve Steps, Twelve Traditions, and these guidelines.
- B. Committee officers should have a willingness to be of service and a working knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts of NA.
- C. No clean time is required to be a PR member but it is suggested that a working knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts of NA be developed.

- D. At its January meeting the subcommittee elects its officers for the coming year; Chair, Vice Chair, Secretary, Regional Phone Lines Representative, and Website Coordinator. Newly elected officers attend all NCAPR subcommittee meetings.
- E. Absence at two consecutive subcommittee meetings by any elected officer is cause for removal from that office at the next NCAPR subcommittee meeting.
- F. Subcommittee officers serve for a one year term. They may succeed themselves in office, if re-elected, but no one may serve more than two consecutive terms in a particular office.

#### V. MOTIONS AND VOTING PROCEDURES

- 1. Each PR member will carry one vote except for the Chairperson who may only vote in the case of a tie.
- 2. Attendance of three consecutive meetings is required to establish voting privileges for group representatives and general members.
- 3. All motions will require a simple majority vote.
- 4. Quorum must be established in order for votes to be taken and must consist of at least fifty percent of the total present voting members at the time roll call is taken.
- 5. Absence of three consecutive meetings will result in a loss of voting privileges and can result in removal from roll call.

#### VI. ELECTED POSITIONS

- 1. CHAIRPERSON: Suggested 2 years continuous clean time, 1 year PR experience.
  - A. Presides over NCAPR meetings
  - B. Receives all PI correspondence and coordinates with the Secretary, the subcommittees' response.
  - C. Votes only in the event of a tie at subcommittee meetings.
  - D. Reports to the NCASC and provides information to other subcommittees when asked to do so.
  - E. Provides NCASC executive body with a written and oral report.
  - F. Subcommittee Chair will assume duties on interim basis pending affirmation by the NCASC.
  - G. Chairperson will create, copy, and distribute the agenda for each NCAPR subcommittee meeting.
- 2. VICE CHAIR: Suggested 1 year continuous clean time, 6 months PR experience.
  - A. Perform duties of Chair and other officers in their absence.
  - B. Willingness to serve as PR Chair, if elected to do so.
  - C. Chair all subcommittee ad hoc meetings.
  - D. Keeps the subcommittees supply of NA literature.
  - E. Helps the Chair with all NCAPR subcommittee correspondence.
  - F. Subcommittee Vice Chair will assume duties on interim basis pending affirmation by the NCASC.
  - G. Suggested attendance at all NCASC meetings and meetings of the Southern California Regional Public Information Committee.
  - H. Conducts monthly PR service training at NCAPR subcommittee meeting.
- 3. SECRETARY:: Suggested 1 year continuous clean time, access to the internet, computer experience, working knowledge of MS Word / Excel, 6 months PR experience.
  - A. Records, copies and distributes the NCAPR meeting minutes to all subcommittee members.
  - B. Arranges for printing as the need arises.
  - C. Keeps a copy of the PR archives two years prior..

4. REGIONAL REPRESENTATIVE Suggested 1 year continuous clean time, 6 months PR experience.
  - A. Attends all NCAPR meetings.
  - B. Represents the NCAPR subcommittee at all Regional Public Information meetings.
  - C. Reports news obtained from the Regional Public Information at next NCAPR meeting.
  - D. Responsible for training Regional Representative Alternate.
  
5. REGIONAL REPRESENTATIVE ALTERNATE Suggested 6 months continuous clean time.
  - A. Attends all NCAPR meetings.
  - B. Represents the NCAPR subcommittee in the absence of the Regional Representative at all Regional Public Information meetings.
  - C. Reports news obtained from the Regional Public Information at next NCAPR meeting in the absence of the Regional Representative.
  - D. Suggested attendance at all Regional Public Information meetings.
  - E. Willingness to serve as Regional Representative if elected the following term.
  
6. PHONELINES COORDINATOR  
Suggested 1 year continuous clean time, 6 months PR experience.
  - A. Attends all NCAPR meetings and Southern California Regional Phone Lines Committee meetings.
  - B. Reports developments from NCAPR to the Regional Phone Lines Committee.
  - C. Reports developments at the Regional level back to the NCAPR subcommittee.
  - D. Responsible for training Phonelines members.
  - E. Responsible for training Phonelines Co-Coordinator.
  
7. PHONELINES CO-COORDINATOR  
Suggested 6 months continuous clean time, 6 months PR experience.
  - A. Attends all NCAPR meetings and Southern California Regional Phone Lines Committee meetings.
  - B. Voting member in good standing.
  - C. Willingness to serve as Phonelines Coordinator if elected the following term.
  - D. Have a working phone.
  - E. Must be available for contact at all times by Phonelines Coordinator.
  
8. WEBSITE COORDINATOR: Suggested 1 year continuous clean time, access to the internet, computer experience, 6 months PR experience.
  - A. Enters Area meeting information on the web.
  - B. Updates and prints monthly directories.
  - C. Coordinates with the PR Chair to receive monthly meeting updates.
  - D. Attends Southern California Regional Website meeting.
  - E. Reports developments at the Regional level back to the NCAPR subcommittee.
  - F. Maintains northerncountiesna.org website and hosting.
  - G. Responsible for training Website Co-Coordinator.
  - H. Must attend all NCAPR subcommittee meetings.
  
8. WEBSITE CO-COORDINATOR Suggested 6 months continuous clean time, access to the internet, computer experience, 6 months PR experience.
  - A. Voting member in good standing.
  - B. Must attend all NCAPR subcommittee meetings.

C. Willingness to serve as Website Coordinator if elected the following term.

9. SCHOOL PRESENTATION COORDINATOR Suggested 3 years continuous clean time, 1 year PR experience.
- A. Must be familiar with the PR Handbook
  - B. Must have presentation/panel experience.
  - C. Must establish and maintain good relations with school contacts.
  - D. Must coordinate presentation schedules in accordance with the availability of schools.
  - E. Must find members of NA with at least 1 year clean time or sufficient experience to speak at school presentations. Speakers should relate to target audience and have a clear NA message of recovery.
  - F. Attends all NCAPR subcommittee meetings and gives verbal report.
  - G. Must conduct all presentations in accordance with the Public Relations Handbook.
10. COMMUNITY RELATIONS COORDINATOR Suggested 2 years continuous clean time, 1 year PR experience.
- A. Must be familiar with PR Handbook.
  - B. Must maintain professional manner and appearance by dressing appropriately to make a positive impression. Will use respectful, clear, and direct language in all communications. (Refer to PR Handbook page 34 for more information).
  - C. Coordinate all external Public Relations activities not already maintained by other members of the NCAPR subcommittee.
  - D. Deliver follow-up correspondence to community contacts after all activities.
  - E. Establish and maintain outreach efforts approved by the subcommittee.
  - F. Attends all NCAPR subcommittee meetings and gives verbal report.
  - G. Attends all local service workshops.

## VII. OPERATIONAL GUIDELINES

1. In accordance with our Traditions, PR displays of any form such as cards, flyers, and public service announcements are aimed at letting the addict know that NA exists and how we can be reached. All displays are to avoid making claims about the effectiveness of NA and shall not mention any other organizations or programs.
2. Public service announcements should be targeted to media covering the Northern Counties Area. In the event that the media extends into other areas of the Southern California Region, we shall inform those areas and confirm that we are not interfering with their own PR efforts.
3. Correspondence with professionals who work with addicts include:
  - a) Cover letters briefly describing NA.
  - b) Meeting directories.
  - c) Sample literature.
  - d) Information about ordering more literature.
  - e) Contact numbers and addresses for further information.
4. Speakers shall have 1 year continuous clean time and be approved by the NCAPR subcommittee.
5. Speakers who address non NA organizations should restrict their sharing to recovery in NA. They must adhere to the principle of anonymity. In particular, special care must be taken to avoid expressing opinions on outside issues, lest these be taken as NA policy.