

**BEACH AREA SERVICE COMMITTEE**

**OF**

**NARCOTICS ANONYMOUS**

**PUBLIC RELATIONS POLICY**

**Originated October 3, 2020**

## Definition and Purpose

**Purpose** - The Public Relations service provided by the Beach Area Service Committee of NA (BASCNA) is an effort to share the message of Narcotics Anonymous to the public so that those who might benefit from the NA program of recovery can access It.

**Definition** - The Public Relations subcommittee is a project-based committee that establishes means and methods for communicating NA's message and services to the still-suffering addict, local communities, institutions, medical professionals, other Narcotics Anonymous groups, and the broader public to better carryout the primary purpose of Narcotics Anonymous.

## Core Principles

1. Cooperation - The PR subcommittee shall serve in the spirit of cooperation with other NA groups and outside organizations that it may work with.
2. Endorsement and Affiliation - The PR subcommittee shall never endorse, finance, or lend the NA name to any related facility or outside enterprise.
3. Self-Support - The PR subcommittee shall decline outside contributions.
4. Anonymity - PR shall maintain personal anonymity at the level of press, radio, and films.

## Function of Public Relations Service

1. Establish Public Relations projects with the intent of sharing the Narcotics Anonymous message and services to those that might benefit from the recovery program but who may not otherwise be aware of the program's function or availability.
  - a. All projects are to be communicated to the Area Service Committee at inception
  - b. Public Relations projects may include, but are not limited to the following:
    - i. Media
    - ii. Criminal justice
    - iii. Treatment
    - iv. Phonelines
    - v. Internet technology (social media)
    - vi. Event planning
    - vii. Fellowship development
    - viii. Hospitals
    - ix. Literature distribution
2. Work with Hospitals & Institutions subcommittee to present NA's services to new facilities.
3. Orientate new PR subcommittee members.
4. Respond to all inquiries for information that are brought to BANA by media and/or other outside organizations.
5. Prepare and maintain an informational presentation to be shared with the public.
6. Represent Narcotics Anonymous professionally when interacting with the public.

## **Membership**

A service board of members shall consist of a PR chairperson, PR vice chairperson, PR treasurer, PR secretary, project coordinators, and committee members.

Membership is open to all NA members. For specific membership and service qualifications see Qualifications and Duties of Members.

PR members that relapses will immediately be removed from their service commitment.

PR members missing two monthly PR meetings will be removed from their service commitment.

In the case of resignation or dismissal, the ENC vice chairperson shall automatically assume the position of project coordinator until the body elects a new project coordinator for that specific task.

If the ENC vice chairperson cannot or will not assume the position, the area vice chairperson will act as PR project coordinator until the PR committee fills the position.

## **Qualifications and Duties of PR Members**

### **A. PR Chair**

1. The PR subcommittee elects the PR chair and then presents the nominee to BASCNA for approval.
2. PR chair serves a 1-year term with election cycle to replicate BASCNA policy.

#### **Qualifications:**

1. Three (3) years clean time.
2. Clear commitment to the message of NA.
3. A strong NA message of recovery to include understanding of the 12 steps and 12 traditions of NA.
4. One (1) year previous experience with service at the area level.

#### **Duties:**

1. Hold regularly scheduled meeting with PR subcommittee and project coordinators (at least once a month).
2. Must attend all regular BASCNA meetings.
3. Reviews and approves all new public relations efforts and helps to facilitate their implementation.
4. Must submit a written report to BASCNA secretary prior to each month's area service meeting.
5. Holds at least (2) PR orientations per term.
6. Is strongly encouraged to attend bi-monthly regional sub-committee meetings via telephone conference or in person. See [car-na.org](http://car-na.org) for dates and times. And report news from Regional and World H&I to ENC.
7. Engage perspective NA members interested in PR and encourage them to attend PR orientations.
8. Announce all PR happenings at meetings attended, on the Area Website and by any other means necessary (i.e. flyers, pamphlets, posters).

9. Assigns project members to various commitments.
10. If a project coordinator cannot fulfill their commitment the PR Chair finds a replacement member or attends the meeting/presentation.
11. Along with PR Vice Chair, selects project coordinators for PR initiatives.

## B. PR Vice Chair

1. The PR subcommittee elects the PR Vice Chair internally. No BASCNA approval is required.
2. PR Vice Chair serves a 1-year term.

### Qualifications:

1. Two (2) years clean time.
2. Clear commitment to the message of NA.
3. A strong NA message of recovery to include understanding of the 12 steps and 12 traditions of NA.
4. One (1) year previous experience with service at the area level.

### Duties:

1. Attends regularly scheduled meeting with PR subcommittee and project coordinators (at least once a month).
2. Reviews and approves all new public relations efforts and helps to facilitate their implementation.
3. Attends all PR orientations.
4. Is strongly encouraged to attend bi-monthly regional sub-committee meetings via telephone conference or in person. See [car-na.org](http://car-na.org) for dates and times. And report news from Regional and World H&I to ENC.
5. Engage perspective NA members interested in PR and encourage them to attend PR orientations.
6. Announce all PR happenings at meetings attended, on the Area Website and by any other means necessary (i.e. flyers, pamphlets, posters).
7. Assists with assigning project members to various commitments.
8. Along with PR Chair, selects project coordinators for PR initiatives.

## C. Project Coordinator

1. The PR Chair and PR Vice Chair choose project coordinators.
2. Project coordinators serve a term from inception to completion of their assigned project. For on-going projects, project coordinators should serve a one-year term, but can be reinstated if there are no other willing and qualified PR members.

### Qualifications:

1. One (1) year clean time.
2. Clear commitment to the message of NA.
3. A strong NA message of recovery to include understanding of the 12 steps and 12 traditions of NA.
4. Six (6) months previous experience with PR service.
5. Ability to qualify for entry into any of the facilities that their position might require them to enter.
6. Public speaking experience and/or willingness to speak publicly.

#### Duties:

1. Establish a timeline and strategy for completing their assigned project and accomplishing the project's goals.
2. Provide direction and organize project team members to efficiently complete the project while offering opportunities to serve to the full project team.
3. Engage addicts to serve as a part of their project team.
4. Communicate regularly with the PR Chair informing them of any problems or opportunities with their project.
5. Submit a monthly report to the PR Chairperson. Report can be written, electronic, or verbal at the chairperson's discretion.
6. Obtain any supplies that are necessary for the execution of their project. Any purchases that need to be made should be reviewed with the PR Chairperson and PR Treasurer prior to being made.
7. Attend monthly PR meeting.
8. Fill out or collect meeting report sheets for their commitment on a weekly basis.

#### D. PR Members

1. The PR Members are anyone that meets the below qualifications.
2. NA members that wish to serve as PR Members should inform the PR Chairperson, PR Vice Chairperson, or PR Project Coordinator of their desire and work to obtain the below qualifications.

#### Qualifications:

1. Six (6) months clean time.
2. Clear commitment to the message of NA.
3. A strong NA message of recovery to include understanding of the 12 steps and 12 traditions of NA.
4. Completed PR Orientation given by the PR Chairperson.

#### Duties:

1. Be familiar with the PR purpose and principles.
2. Be familiar with subcommittee and facility rules.
3. Be able to share a message of recovery in Narcotics Anonymous.
4. Attend monthly PR meeting.

#### **General Member Considerations**

The Public Relations arm of Narcotics Anonymous may be the first or only exposure that many sectors of the public have to the Narcotics Anonymous program and services. It is imperative that all PR members conduct themselves in a way that represents the principles of Narcotics Anonymous. The following should be considered when interacting with the public in a PR capacity:

1. Consult the NA Public Relations handbook for situational guidance.
2. No smoking or overwhelmingly smelling like tobacco products.
3. Do not use profanity when carrying the message. Use tactful, respectful language.
4. Members should have appropriate attire for the respective setting:
  - i. Minimize the amount of visible tattoos
  - ii. Cover any offensive tattoos
  - iii. Collared shirts, slacks, blouses, closed toe shoes may need to be worn depending on the event

## General Information

2. Any member of the PR subcommittee 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. Being clean for the purposes of this PR subcommittee shall be defined as complete abstinence from all drugs.
3. Any member not conforming to these requirements or any others which might be added later, or who refuses to abide by the rules and regulations of the facility being served, shall automatically be relieved of any PR subcommittee assignments.
4. The Public Relations subcommittee is a self-guided, project-based subcommittee of the BASCNA. Projects and public relations initiatives are to be communicated to the area service body through monthly reporting but do not require area approval to be pursued. The Area service body may task the PR subcommittee with specific assignments.
5. PR activities may include, but are not limited to, the following areas:
  - i. Media
  - ii. Criminal justice
  - iii. Treatment
  - iv. Phonelines
  - v. Internet technology (social media)
  - vi. Event planning
  - vii. Fellowship development
  - viii. Hospitals
  - ix. Literature distribution
6. The Public Relations subcommittee should take an active role in assisting the Hospitals and Institutions subcommittee with their outreach and introduction to new facilities.
7. Inquiries from media, institutions, municipalities, religious groups, addicts, families of addicts, and into Narcotics Anonymous service at the Beach Area should be directed to the PR subcommittee for response.

You are reminded that the PR subcommittee exists to share the Narcotics Anonymous message—our experience, strength, and hope. This body's purpose is to make those communities who might benefit from our program aware of the message and available services of Narcotics Anonymous. Since this committee's members will serve as the face of Narcotics Anonymous, doing so in a principled way is of the utmost importance.