



PALM COAST AREA
PUBLIC RELATIONS
SUBCOMMITTEE
POLICY GUIDELINES
REVISED AUGUST 2019



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Purpose

1. The Narcotics Anonymous message is “that an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live.” Our relations with the public enable us to share this message broadly so that those who might benefit from our program of recovery can find us.
2. We perform public relations service to increase the awareness and credibility of the NA program. We share our message openly with the public at large, with prospective members, and with professionals. Maintaining an open, attractive attitude in these efforts helps us to create and improve relationships with those inside and outside the fellowship. Establishing and maintaining a commitment to these relationships can help us to further our primary purpose.
3. The spiritual principles of our steps, traditions, and concepts guide us in pursuing our public relations aims and our efforts to enhance NA’s public image and reputation. These principles apply to our community and service efforts as well as to the personal behavior and attitude of individual NA members. (Revised from the [NA Public Relations Handbook](#)).

Agenda for Subcommittee Meetings

1. Opening prayer.
2. Read the purpose of the PR subcommittee.
3. Read the Twelve Concepts for NA Service.
4. Read the Twelve Traditions of NA.
5. Welcome any new members.
6. Open floor (any addict may speak).
7. Chairperson’s report.
8. Vice chairperson’s report.
9. Secretary’s report.
10. Orientation.
11. PR coordinators’ reports.
12. Old business.
13. Elections.
14. New business.
15. Closing prayer.

Subcommittee Structure

1. Administrative Committee

- 1 A. Chairperson
- 2 B. Vice chairperson
- 3 C. Secretary
- 4 2. PR coordinators
- 5 A. Internet
- 6 B. Presentations
- 7 C. Help Line
- 8 D. Outreach
- 9 E. Meeting List
- 10 F. Any other projects as established by group conscience of the committee
- 11 3. Voting members
- 12 4. General members
- 13 5. Presenters
- 14 A. Presentation leaders
- 15 B. Presentation participants
- 16 C. Presentation observers

Qualifications

18 Committee members should have a thorough understanding of the principle of attraction rather than promotion
 19 and personal anonymity as it relates to PR work.

20 ***PR CHAIRPERSON***

- 21 1. A minimum clean time requirement of four years continuous abstinence.
- 22 2. Willingness to serve.
- 23 3. Previous experience with a public relations subcommittee.
- 24 4. An understanding of the service structure of Narcotics Anonymous.
- 25 5. An understanding of the responsibilities of the project coordinators.
- 26 6. Time, abilities, and resources needed to meet the responsibilities of the position.

27 ***PR VICE CHAIRPERSON***

- 28 1. A minimum clean time requirement of three years abstinence.
- 29 2. Willingness to serve.
- 30 3. Previous experience with a public relations subcommittee.
- 31 4. An understanding of the service structure of Narcotics Anonymous.
- 32 5. An understanding of the responsibilities of the project coordinators.
- 33 6. Time, abilities and resources needed to meet the responsibilities of the position.

34 ***PR SECRETARY***

- 35 1. Minimum clean time requirement of six months continuous abstinence.
- 36 2. Willingness to serve.
- 37 3. Previous experience with secretarial and organizational functions.
- 38 4. Time, abilities, and resources needed to meet the responsibilities of the position, including basic
 39 computer skills, personal email account, and access to a computer.

1 **PR COORDINATORS**

- 2 1. All PR Coordinators must have two years clean.
3 2. Willingness to serve.

4 **VOTING MEMBERS**

- 5 1. Minimum of 90 days clean.
6 2. Willingness to serve.
7 3. A desire to develop a working knowledge of the Twelve Steps of NA, the Twelve Traditions of NA, and the
8 Twelve Concepts for NA Service.
9 4. Attendance at three consecutive subcommittee meetings.

10 **GENERAL MEMBERS**

- 11 1. A desire to stop using.
12 2. Willingness to serve.
13 3. A desire to develop a working knowledge of the Twelve Steps of NA, the Twelve Traditions of NA, and the
14 Twelve Concepts for NA Service.

15 **HELPLINE MEMBERS**

- 16 1. Must have one year clean.
17 2. Willingness to serve.
18 3. Must have a strong NA program and message.
19 4. The person must go through orientation or have previous PCA helpline experience.
20 5. Must reporting any problems to the helpline project coordinator.
21 6. Contact the helpline project coordinator if you will not be available during your scheduled call time.
22 7. Female calls will be handled by females and males by males whenever possible.
23 8. Contact the helpline project coordinator monthly to go over any minor problems or if you are not receiving
24 any calls, or if there are meeting changes that you may be aware of. Failure to do so will be addressed in
25 PR subcommittee meeting for discussion, which could result in removal of rotation schedule.

26 **PRESENTERS**

- 27 1. Presentation leaders:
28 A. Shall have a minimum of two years clean time in Narcotics Anonymous.
29 B. Shall always be accompanied by at least one other qualified member. No member shall ever
30 conduct a presentation alone.
31 C. Shall have observed at least two presentations.
32 D. Shall have a working knowledge of the Twelve Steps of NA and the Twelve Traditions of NA, with
33 special emphasis on a thorough understanding and ability to apply the following principles:
34 a. Having no opinion (either positive or negative) on any outside issue or organization,
35 including other Twelve Step fellowships.
36 b. Attraction rather than promotion.
37 c. Personal anonymity, including the ability to set aside one's own opinions and effectively
38 communicate the NA message as published in our conference-approved literature.
39 E. Shall carry a clear, focused, NA message, with a thorough understanding of powerlessness over
40 addiction and the importance of not separating or giving special emphasis to certain drugs.

- 1 F. Shall dress appropriately. Please check with pages 33, 52, 61, and 68 of the [PR Handbook](#) for
2 further dress code information.
3 G. Shall have prior subcommittee approval.

4 **PRESENTATION PARTICIPANTS**

- 5 1. All participants must have one year clean.
6 2. Shall be accompanied by a qualified presentation leader (see above). No member shall ever conduct a
7 presentation alone.
8 3. Shall have observed at least two presentations.
9 4. Have a desire to develop a working knowledge of the Twelve Steps of NA and the Twelve Traditions of
10 NA, with special emphasis on a thorough understanding and ability to apply the following principles:
11 A. Having no opinion (either positive or negative) on any outside issue or organization, including
12 other Twelve Step fellowships.
13 B. Attraction rather than promotion.
14 C. Personal anonymity, including the ability to set aside one's own opinions and effectively
15 communicate the NA message as published in our conference approved literature.
16 5. Shall carry a clear, focused NA message, with a thorough understanding of powerlessness over addiction
17 and the importance of not separating or giving special emphasis to certain drugs.
18 6. Shall dress appropriately. Please check with pages 33, 52, 61, and 68 of the [PR Handbook](#) for further
19 dress code information.
20 7. Shall have prior subcommittee approval.

21 **PRESENTATION OBSERVERS**

- 22 1. General committee members and any other interested NA members are encouraged to observe
23 presentations.
24 2. Shall not participate in the presentation other than by observing and learning.
25 3. Shall dress appropriately. Please check with pages 33, 52, 61, and 68 of the [PR Handbook](#) for further
26 dress code information.
27 4. Shall have prior subcommittee approval.

28 **Responsibilities**

29 **PR CHAIRPERSON RESPONSIBILITIES**

- 30 1. Arranges the time and agenda for all subcommittee meetings.
31 2. Shall be ultimately accountable for the functioning of the subcommittee.
32 3. Shall maintain all files and records.
33 4. Gives guidance, direction, encouragement, and support to all project coordinators and all subcommittee
34 members.
35 5. Represents the subcommittee at all ASC meetings and submits a monthly written report.
36 6. Signs or approves all correspondence before being sent (with the exception of meeting list changes and
37 flyer approvals).
38 7. Attends six fellowship development regions, if possible and reasonable.
39 8. Must attend monthly PR Meeting. Missing two months consecutively may result in removal of position.

40 **PR VICE CHAIRPERSON RESPONSIBILITIES**

- 41 1. Shall be in training for chairperson position.

- 1 2. Shall perform the duties of the chairperson in his or her absence.
- 2 3. Shall attend at least nine ASC meetings per year.
- 3 4. Attends all project coordinator meetings.
- 4 5. Shall, when possible, attend PR presentations.
- 5 6. Must be able to work hand in hand with chairperson.
- 6 7. Attend two fellowship development regions.
- 7 8. Must attend monthly PR Meeting. Missing two months consecutively may result in removal of position.

8 ***PR SECRETARY RESPONSIBILITIES***

- 9 1. Maintains and distributes accurate minutes of each committee meeting.
- 10 2. Prepares all correspondence.
- 11 3. Maintains mailing lists, if any, for subcommittee.
- 12 4. Must attend monthly PR meeting. Missing two months consecutively may result in removal of position.

13 ***PR COORDINATORS RESPONSIBILITIES***

- 14 1. With input from interested members, develops a written action plan for subcommittee approval.
- 15 2. Must attend monthly PR meeting. Missing two months consecutively may result in removal from
- 16 coordinator's position.
- 17 3. Obtains prior subcommittee approval for any and all projects, including any and all verbal and written
- 18 contacts, etcetera. Prior approval by the subcommittee is an absolute requirement. There are no
- 19 exceptions.
- 20 4. Gathers the people required to do the project work (i.e. envelope stuffers, etcetera).
- 21 5. Schedules and chairs project meetings as needed.
- 22 6. Supervises the work of all project members.
- 23 7. Establishes contact with those in their particular field of coverage when necessary.
- 24 8. Serves as the single point of accountability for any related contacts, responding to all inquiries in a timely
- 25 manner.
- 26 9. Arranges presentations, functions, and events for those in their particular field of coverage.
- 27 10. Prepares correspondence to those in their particular field of coverage for committee approval and
- 28 signature by PR chairperson prior to distribution.
- 29 11. Sends follow-up thank you letter (typed by secretary, signed by chairperson) within a week after each
- 30 contact.
- 31 12. Evaluates all projects as they are underway, reporting any questions or problems to the PR chairperson
- 32 and/or to the subcommittee as a whole.
- 33 13. Maintains business relationships with service providers (i.e. printers, publishers, internet service
- 34 providers, etcetera) submitting all expenses to the subcommittee in a timely manner in order to convey a
- 35 positive impression of Narcotics Anonymous and in order to prevent discontinuation or interruption of
- 36 service.
- 37 14. Provides information and assistance as needed in the subcommittee's budgeting procedures.
- 38 15. Submits a written and verbal report to each subcommittee meeting.
- 39 16. Keeps accurate records so that information can be passed on to the next project coordinator.
- 40 17. Any additional projects, as needed, will adhere to NAWS Guidelines.
- 41 18. All members need to contact project coordinators at a minimum of every two months.
- 42 19. See the specific project coordinator descriptions for more guidelines and information.

1 **PR VOTING AND GENERAL MEMBERS**

- 2 1. Participate in discussions, contributing to the process of consensus and/or group conscience.
3 2. Provide assistance with various projects as necessary.

4 **PRESENTERS**

- 5 1. Attend and/or participate in presentations as needed and when possible.
6 2. Assist in the training of new presenters as needed and when possible.

7 **Responsibilities**

8 **WEB COORDINATOR RESPONSIBILITIES**

- 9 1. Maintains PCA website in accordance with NA World Services Public Relations Resource Paper on PR
10 and the World Wide Web. For more information, refer to chapter ten of the NAWS [PR Handbook](#).
11 2. Regularly monitors all links to determine if they are still active and following our guidelines.
12 3. Maintains PCA website passwords and email passwords.
13 A. Other than the area chair, area vice chair, and PR chair, shall have the information and
14 passwords necessary to access and maintain the website and all email accounts.
15 B. Makes updated password list available at the request of any of these members as needed.
16 4. Keeps content management system updated.
17 A. Views history or releases at <https://wordpress.org/news/>
18 B. Updates WordPress preview site when new WordPress updates are available. (monthly)
19 C. Applies updates to preview site first, then applies updates to the live site. (monthly)
20 D. Updates preview site with information from production site quarterly.
21 E. Checks logs biweekly for any pages that are showing 404 errors (pages not found). Note that 404
22 errors can also be found in Google analytics.
23 F. May add monitoring service to receive text/email notifications if site goes down frequently. If this
24 involves cost, it may need to be approved by ASC depending on amount (see Financial
25 Responsibility).
26 5. Maintains backups.
27 A. Performs monthly backup of database and saves to DVD.
28 B. Gives database backup DVD to PR chair or appropriate person quarterly.
29 C. Performs backup of site's files and saves to DVD quarterly.
30 D. Gives site backup DVD to PR chair or appropriate person quarterly.
31 E. Performs backup of all emails quarterly, or every six months at minimum.
32 6. Confirms presence of an up-to-date PDF of PCA recovery meeting lists on the site as generated by the
33 BMLT.
34 7. Posts event information
35 A. Updates listing of ASC approved activities and events on the site weekly or biweekly as needed,
36 including flyers and details.
37 B. Promptly removes events as they have passed.
38 8. Posts ASC minutes promptly and tests from computer and phone to verify that they posted correctly.
39 9. Performs miscellaneous tasks as requested and approved by PR chair. Example: Posting a link for NA
40 survey.
41 10. Administers PCASC email addresses (see attached chart).
42 A. Checks for storage space of email accounts monthly.
43 B. Goes into email accounts and looks for spam bi-weekly and applies to items below.

- 1 C. Creates global email filters as spam rules to prevent spam.
- 2 D. Routes spam rules to spambox@palmcoastna.org.
- 3 E. Routinely checks the spam email to make sure nothing important was sent there by mistake.
- 4 F. Responds to internal emails that relate to technical and/or site-administration issues.
- 5 G. Responds to all emails received through the contact form on the website addressed to
- 6 webservant@palmcoastna.org or events@palmcoastna.org.
- 7 11. Obtains subcommittee approval for any changes other than updates to the area website.
- 8 12. Delivers monthly report of web coordinator and website activities at PR subcommittee meeting.
- 9 A. Report can be a template edited as needed. Template may include:
- 10 a. Completed WordPress updates.
- 11 b. Include any information on outages (dates, duration, etc.)
- 12 c. Number of events posted or removed, and observations.
- 13 d. Google Analytics: Monthly report from Google Analytics regarding pages most visited,
- 14 amount of traffic to site, things discovered.
- 15 e. Accounting of email responses to fellowship members and public.
- 16 f. Number of spam filters created
- 17 g. General topics: Miscellaneous items to report, observations made (example: emails not
- 18 being read, site activity increased, broken links found, suggestions if any, etc.)
- 19 13. Trains alternate web coordinator to perform all responsibilities of web coordinator.
- 20 14. See PR project coordinators responsibilities above for additional guidelines and information.

21 **ALTERNATE WEB COORDINATOR RESPONSIBILITIES**

- 22 1. Trains in all responsibilities of web coordinator.
- 23 2. Assists web coordinator as needed.
- 24 3. Takes over responsibilities of web coordinator if web coordinator is unavailable.
- 25 4. See PR project coordinators responsibilities above for additional guidelines and information.

26 **HELPLINE PROJECT COORDINATOR RESPONSIBILITIES**

- 27 1. Supervises phone lines/accounts activity.
- 28 2. Give orientation of do's and don'ts to new helpline member.
- 29 3. Covers all calls as a backup.
- 30 4. Maintains schedule of members who cover the calls.
- 31 5. Distributes current meeting lists to all member of the helpline.
- 32 6. Will communicate with members regarding changes or problems.
- 33 7. See PR project coordinators responsibilities above for additional guidelines and information.

34 **MEETING LIST COORDINATOR RESPONSIBILITIES**

- 35 1. Updates, prints, and distributes to either PR chair or Literature chair before monthly ASC meeting.
- 36 2. Keep BMLT ([Basic Meeting List Toolbox](#)) current.
- 37 3. Keeps NAWS (Narcotics Anonymous World Service) PR contact updated with current Palm Coast
- 38 meeting information.
- 39 4. Places order and picks up meeting lists in time for monthly ASC (bimonthly printing).
- 40 5. Monitor the PR email daily for any emails pertaining to meeting changes, make those changes within 24
- 41 hours, and responds by email to the person who sent the change to acknowledge that it was done or to
- 42 ask for clarification if there is a question or problem with the request.
- 43 6. See PR project coordinators responsibilities above for additional guidelines and information.

1 **OUTREACH COORDINATOR RESPONSIBILITIES**

- 2 1. Coordinates functions connecting PR with groups and members isolated from PCA.
3 2. The purpose of outreach is help overcome the isolation that hinders the growth and survival of our
4 groups. The focus tends to be on groups that are geographically isolated, but may also include assistance
5 to groups isolated by such things as personal choice, language, cultural differences, or location within a
6 locked facility not served by H&I. While the main emphasis is on outreach efforts that are aimed at
7 bringing geographically isolated NA members into the larger community, outreach committees are not
8 limited to those activities. What outreach does should depend on the local need.
9 3. See PR project coordinators responsibilities above for additional guidelines and information.

10 **PRESENTATION COORDINATOR RESPONSIBILITIES**

- 11 1. Actively coordinates presentations including but not limited to, presentation booths, professional
12 organizations, treatment centers/facilities, health organizations, government entities, and poster days.
13 2. Conducts New Comer Orientation including PR Do's and Don'ts (NAWS [PR Handbook](#), page 61) and
14 What is PR? For more information, see NAWS [PR Basics](#).
15 3. Assists with PR learning days.
16 4. Maintains contacts of presentation leaders, participants, and observers.
17 5. Shall conduct two mock presentations a year for PCA, one every six months.
18 6. See PR project coordinators responsibilities above for additional guidelines and information.
19 7. Any other project coordinator deemed necessary shall be subject to project coordinators responsibilities
20 as listed above.

21 **Guidelines for General Contacts**

- 22 1. Initial contact
23 A. Explains to the contact that we want to let them know of the existence of Narcotics Anonymous –
24 that our primary purpose is to help suffering addicts by making them aware of NA.
25 B. Offers to set up a face to face meeting or to send information.
26 C. If information is requested, sends pre-approved literature and meeting lists with pre-approved
27 cover letter, signed by the PR chairperson.
28 D. If a meeting is requested, attempts to schedule an appointment after our next PR meeting. If this
29 is not possible, contacts the PR chairperson or PR vice chairperson immediately.
30 E. Also see contingency plan for media contacts (below) for additional guidelines and information.
31 2. Keeping records of contacts
32 A. Name of person contacted.
33 B. Address.
34 C. Phone number.
35 D. Date of contact.
36 E. Your name.
37 F. Presentation date or information sent (if any).
38 G. Follow-up dates.

39 **Decision Making Procedures: Consensus-Based Decisions**

- 40 1. It is suggested that all subcommittee members:
41 A. Should strive to remember that our personal recovery depends on unity.
42 B. Should strive to utilize their personal recovery in all discussions, remembering that part of
43 effective communication is listening with an open mind to all viewpoints.

- 1 C. Strive to establish unity, common respect and trust for one another.
- 2 2. Whenever possible the subcommittee chair shall seek a plan of action which all subcommittee members
- 3 can “live with.” This plan may not turn out to be anyone’s ideal plan, but if all members can live with the
- 4 plan, we can move forward in unity.
- 5 3. The chair shall encourage members with opposing viewpoints to suggest compromises which they will be
- 6 able to support. This type of discussion shall be encouraged until common ground is discovered and
- 7 adopted
- 8 4. If after extensive discussion, common ground cannot be arrived at, the chair shall suggest prayer and
- 9 meditation on the issue and shall table the discussion until later in the meeting, or until the following
- 10 meeting.
- 11 5. If, after extensive discussion and prayer and meditation, common ground still cannot be found, the
- 12 subcommittee will resort to the motion and voting guidelines below. However, all members should
- 13 remember that by resorting to these guidelines, we risk a loss of unity.

14 Proposals

15 A proposal can be made by any subcommittee member, including a general member.

16 Voting

- 17 1. All members with the exception of the chairperson and general members may vote on proposals.
- 18 2. In the event of a tie, the chairperson may cast a tie breaking vote.

19 Contingency Plan for Media Contacts

- 20 1. It is essential that all public relation efforts of Narcotics Anonymous be well prepared and carried out. The
- 21 clarity and quality of our public image has a direct effect whether or not addicts who need us will be able
- 22 to find us. For that reason, PR is undertaken with patient, careful planning.
- 23 2. In order to handle requests for public relations in the PCA, we have set up a contingency plan.
- 24 3. Any NA member receiving a request for information from an outside contact should immediately call one
- 25 of the following:
 - 26 A. PCA PR chair
 - 27 B. PCA PR vice chair
 - 28 C. Florida regional PR chair
- 29 4. One of the individuals listed above will respond to the contact within a reasonable period.
- 30 5. When a request is made by the media, PCA public relations subcommittee will handle the request.
- 31 6. If determined, the Florida region or world PR committees may handle the request; the appropriate one will
- 32 be contacted.
- 33 7. There are some basic rules in public relations that need to be understood by every NA member:
- 34 8. Never do outside speaking engagements on your own.
- 35 9. Never do media interviews on your own.
- 36 10. Remember that no individual member can ever represent NA.

37 Prior Clarifications

38 Motion as written and approved:

- 39 • 03/09/2003 – To clarify our committee guidelines and our commitment to the Seventh Tradition by stating
- 40 that regardless of the source of our funding, this committee will not exceed our approved budgeted line
- 41 items without prior approval from the groups of the PCA. Also, all unused funds will be turned in to the
- 42 ASC treasurer at each ASC. (Seventh Tradition)

- 1 • 2003/59 – In order to be included on our meeting lists, a group must appear at the ASC at least once to
2 announce the formation of the group and request inclusion on the meeting list. (Passed 10/12/2003)
- 3 • 2003/66 – That the PR subcommittee will be the single point of accountability for maintaining Palm
4 Coast’s information on the NA.org database, including meeting and trusted servant information, and that
5 unless otherwise instructed by a group, the ASC PO box will be used as the mailing address for all
6 groups on the Palm Coast meeting list. (Passed 10/12/2003)
- 7 • 8/13/2006 – *Motion passed by the committee:* Prospective project coordinators be required to attend two
8 consecutive PR meetings before proceeding in that position.
- 9 • 20072 – To change the name from “Public Information Committee” to “Public Relations Committee” to
10 reflect the changes World has made. (Passed 22/0/3, 01/14/2007)
- 11 • 2008/1 – To place on our meeting list and website the following information: In the spirit of cooperation
12 not affiliation for support for families and friends of addicts please contact Nar-Anon at 1-800-477-6297 or
13 <http://nar-anon.org>.
- 14 • 2014/17 – Bills/Invoices incurred to be paid directly by PCA should be emailed to the PCA treasurer at
15 treasurer@palmcoastna.org. If emailing bill is absolutely unavailable, bills should be mailed to the area
16 PO box. Responsible party will review invoice.
- 17 • 2014/18 – All essential area bills be set to autopay with area debit card/EFT with area bank account.
- 18 • 2019/009 – Add position of alternate web coordinator.
- 19 • 2019/10 – Clarify duties and responsibilities of web coordinator.
- 20