



® GUIDELINES OF THE ROGUE REDWOOD AREA PUBLIC RELATIONS COMMITTEE OF NARCOTICS ANONYMOUS

® REVISED May, 2021 in keeping with the spiritual nature of Narcotics Anonymous, our structure should always be one of service, never of government. (12 Concept for NA Service)

PURPOSE OF THE PUBLIC RELATIONS SERVICE COMMITTEE

This section defines our purpose and 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 must 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 Rogue Redwood Area Public Relation's Committee is the working body for our combined group service efforts, and it is directly accountable to the RRASC and the groups it represents in its actions, "The final responsibility and authority for NA Services rests with the NA Groups." (2nd Concept)

1.1 Our public relations committee's purpose is to effectively communicate and demonstrate Narcotics Anonymous ability to help addicts stop using drugs, lose the desire to use, and find a new way to live. The committee will accomplish this by coordinating the services we provide to maximize our ability to fulfill our primary purpose.

1.2 The name of this committee shall be the Rogue Redwood Area Public Relations Committee of Narcotics Anonymous, hereafter referred to as the PRC.

1.3 The PRC is a standing sub-committee of the Rogue Redwood Area Service Committee.

1.4 The PRC shall perform all functions historically performed by the Hospitals and Institutions Committee, Public Information Committee, and Phonenumber Committee. It will utilize local, regional, and world approved service handbooks and materials that are written for those committees.

1.5 The PRC 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 Rogue Redwood Area Service Committee

3. The current guidelines of the PRC
4. A Guide to Local Services in NA, and NAWS approved service handbooks

PUBLIC RELATIONS COMMITTEE MEETINGS & MEMBERSHIP

The PRC 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 committee member to receive information on public relations related issues they would like guidance on, and for our committee members to report on the effectiveness as well as any needs they have to continue and improve the services we currently provide. The PRC establishes a time and place to meet that accommodates the needs of the groups and current or prospective committee members.

- 2.1 Business meetings shall be held at least once monthly, at a time and place designated by the membership. No business meeting shall last for more than two hours, except when a decision to extend this time limit is made by the members present.
- 2.2 Any Narcotics Anonymous member or interested person may attend the PRC meeting.
- 2.3 Any Narcotics Anonymous member will become a committee member by attending at least two meetings in a row and informing the Recording Secretary they desire to be a committee member.

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). In the event we cannot reach consensus, we utilize a simplified version of Robert's Rules of Order as printed in A Guide to Local Services in NA to reach our decision. One of the reasons we try to achieve consensus is to ensure 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 PRC. The reason all committee members are allowed to vote is the 7th concept, which states, "All members of a service body bear substantial responsibility for that body's decisions and should be allowed to fully participate in its decision-making processes."

- 3.1 All PRC motions and decisions except elections will first be considered using consensus-based decision-making. For the PRC's purposes, the process for consensus-based decision-making allows for points of view to be heard and fairly considered within the PRC, If at the end of the discussion the PRC has not reached agreement, those dissenting from the majority will be given the opportunity to state the reason for their dissent if they choose. If their rationale does not persuade the majority to change their view, the dissenting member(s) may be

asked if they can support the majority view, even though they themselves do not agree with it. In matters where the dissenters agree with the majority, a decision will be reached using these guidelines and the short form of Robert's Rules of Order from A Guide to Local Services in NA.

3.2 Any member, except for the Chair, is eligible to vote at business meetings. The Chair only votes to break a tie.

3.3 Any member can make a second motion.

3.4 During the guideline review, any member may propose an amendment to these guidelines; however, all PRC guideline changes must be approved by the PRC committee, and the RRASC.

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 committee's group conscience will select the coordinators and officers best suited to fulfill the responsibilities of the positions.

4.1 Elections of all Officers and Resource Coordinators other than Chairperson shall be held annually in May. The Chairperson is elected by the RRASC, however the committee is encouraged to submit a recommendation for the Chairperson to the RRASC for their consideration.

4.2 Elections of all Panel Coordinators shall be held annually in May.

4.3 All terms of service are one year. In the event a member cannot complete their term of service, the PRC shall vote someone to fill the vacancy until the next regularly scheduled election. Terms begin at the end of the meeting where the election is held. Limited to two elected terms.

4.4 The officers of the PRC are the Chairperson, Vice-Chairperson and Recording Secretary. They shall perform their duties as described in these guidelines and in other approved service handbooks.

4.5 The Resource Coordinators for the PRC are Hospital and Institutions Coordinator, Public Information Coordinator, Literature Coordinator, Phonenumber Coordinator and Website Coordinator. They shall perform their duties as described in these guidelines and in other approved service handbooks.

- 4.6 No member of the committee can serve in more than one elected officer position simultaneously.
- 4.7 Any member or officer of the committee can serve as any Resource Coordinator or panel leader regardless of other positions held.
- 4.8 During elections of PRC trusted servants, the nominees shall leave the room following all discussion and prior to voting.
- 4.9 All committee members have one vote in elections for any position regardless of the number of positions a committee member holds.
- 4.10 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.
- 4.11 A PRC trusted servant may be removed from their office for non-compliance only after the person has been notified by either letter or phone call from the PRC Chairperson or designee stating that concerns about their fulfillment of service responsibilities have been raised. If a member who is the subject of a motion to be removed from office is present, and can address the concerns of their fulfillment of their service responsibilities raised by the maker of the motion, 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. Two consecutively missed PRC meetings without contacting the Chairperson

PUBLIC RELATIONS PLAN

In order to ensure 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 committee using the public relations plan submission form contained in these guidelines. Using this form allows the committee to thoroughly analyze and prioritize each proposed project. The plan submission form helps ensure all our communications and interactions are professional, consistent and mutually beneficial.

- 5.1 All proposed PRC action plans will be submitted on the plan submission form included in these guidelines.
- 5.2 Each plan will be reviewed and either approved, approved when resources are available, referred to the ASC with a recommendation to approve, or rejected by the PRC

committee. In the event the plan potentially affects the groups and/or area as a whole, the plan will be referred to the ASC with recommendation for approval.

5.3 All plan submission forms will be kept by the recording secretary.

SPECIAL RULES

From time to time the PRC will make special rules to assist in carrying out its projects. Those that are permanent are recorded in this section of the guidelines.

6.1 Ex-residents of a correctional treatment institution or members who may have restrictions on what kind of facilities, schools, or any other kind of professional services they may attend must notify the committee and receive approval from both the committee and outside organization or facility prior to participation in any PRC events which could be affected by their restrictions.

6.2 Only NA approved literature will be used in PRC projects, meetings, presentations, etc.

6.3 Public Relations orientation will normally be held thirty minutes prior to the regularly scheduled monthly PRC meeting. The orientation will follow the format listed in Appendix B of these guidelines. At any regular PRC meeting, the committee may choose to schedule a future Public Relations orientation at a place and time convenient for those attending. At least two qualified PR trusted servants (the orientation facilitator (PR Chair or appointee) and one of the following trusted servants: PR Vice-Chair, H&I Coordinator, PI Coordinator, Phonenumber Coordinator) presence is required to hold a PR orientation.

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 trusted PRC servants. 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.

7.1 Chairperson

- a. Coordinates all public relations efforts.
- b. Presides at all regular, and special subcommittee meetings.

- c. Makes regular reports to RRASC on the status of all proposed, current or completed plans.
- d. Represents PRC at the regular meeting of the RRASC.
- e. Attend the quarterly regional subcommittee meeting.
- f. If an elected officer or coordinator position is vacant, ensure the duties of that position are fulfilled.
- g. Clean time requirement of two years.
- h. Familiarity with all public relations related NAWS approved handbooks (Includes Public Relations Handbook when approved., H&I Handbook, PI Handbook, and Phone Line Handbook).
- i. Facilitate or appoint someone to facilitate PR Committee Orientations.
- j. Previous PRC or other relevant service experience.
- k. Coordinates all public information activities.
- l. Makes a monthly written report to the PRC on the status of all completed and ongoing public information plans.

7.2 Vice Chairperson

- a. In absence of the Chairperson, the Vice Chairperson assumes all those responsibilities normally performed by the Chairperson. In the case of a vacancy of the Chair, the Vice Chair will assume all duties until the RRASC has an election for that position.
- b. Works closely with the chairperson.
- c. Attends the regular meetings of the PRC and RRASC.
- d. Works with panel leaders to assure that volunteers are placed as panel members.
- e. Attend the quarterly regional subcommittee meeting with the Chairperson.
- f. In absence of an elected officer, chairperson or coordinator assists Chairperson in ensuring the duties of that position are fulfilled.
- g. Clean time requirement of eighteen months.
- h. Familiarity with all public relations related NAWS approved handbooks. (Includes Public Relations Handbook when approved, H&I Handbook, PI Handbook, and Phone Line Handbook).
- i. Can assist with PR Committee Orientations.
- j. Previous PRC or other relevant service experience.

7.3 Secretary

- a. Keeps a complete record in the form of minutes of every PRC meeting.
- b. Maintain records of attendance at PRC meetings.
- c. Notify committee members about PRC business.
- d. Prepares written committee correspondence.
- e. Maintains files of all PRC plans, minutes and correspondence.
- f. Clean time requirement of one year.
- g. Maintains record of name and contact information for committee members and oriented members.

7.4 Literature Coordinator

- a. Attend monthly PRC subcommittee meetings.
- b. Coordinates literature needs for all public information activities.
- c. Obtain funds from RRASC treasurer and order literature.
- d. Makes monthly written literature reports to the PRC.
- e. Clean time requirement of one year.

7.5 Website Coordinator

- a. Attend monthly PRC subcommittee meetings.
- b. Coordinates all website activities.
- c. Makes a monthly written report to the PRC on the status of the website.
- d. Clean time requirement of one year.
- e. Monthly update of meeting list and coordinates with PR Literature for distribution.
- f. Technical ability to update websites.
- g. Familiarity with all internet and website related NAWS handbooks.

7.6 Phone Line Coordinator

- a. Attend monthly PRC subcommittee meetings.
- b. Coordinates all phone line activities.
- c. Makes a monthly written report to the PRC on the status of all completed and ongoing phone line plans.
- d. Clean time requirement of one year.
- e. Assist with PR Committee Orientations.
- f. Familiarity with all phone line related NAWS handbooks.

7.7 H & I Coordinator

- a. Attend monthly PRC subcommittee meetings.
- b. Keeps in contact and works with PRC officers and panel leaders for the meeting presentations for which he/she is coordinator.
- c. Make a monthly written report to the PRC on the status of the meeting.
- d. Keep panel leaders informed of facility rules and policies.
- e. Appoint panel leaders for meeting and notify PRC.
- f. Clean time requirement of one year.
- g. Familiarity with all H&I related NAWS handbooks.
- h. Pick up and distribute literature for the facilities.
- i. Coordinates all Hospital and Institution activities.
- j. Makes a monthly written report to PRC on the status of all completed and ongoing H&I plans.
- k. Previous H&I experience .
- l. Familiarity with H&I related NAWS handbooks.

7.8 Panel Leaders

- a. Participates in an active role in meeting/presentations in facility served, according to NA handbooks and service guidelines.
- b. Informs Panel Coordinator as soon as possible when unable to attend meetings.
- c. Adheres to all applicable rules of the facilities and procedures for that meeting.
- d. Ensures the panel is filled for meetings for which he/she is leading.
- e. Go over "Do's and Don'ts" with the panel members.

Appendix A: Rogue Redwood Area 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 human 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** _____ **REJECTED**

_____ **APPROVED WHEN RESOURCES ARE AVAILABLE**

_____ **REFERRED TO AREA WITH RECOMMENDATION TO APPROVE**

RESOURCE COORDINATOR ASSIGNED TO REPORT ON PLAN TO PRC: _____

APPENDIX B: Public Relations Committee Orientation Format

1. Open with prayer of choice (serenity prayer, 3rd step prayer, etc.)
2. Welcome and Introductions
3. Read Internal and External Public Relations Statement (Pg. 1 NA World Service PR Basics packet)
4. Introduce Rogue Redwood Area Public Relation Committee and distribute PR Committee Guidelines.
5. Introduce Public Relations Handbook and distribute Chapter 2 Core Principles & Philosophies' handout.
6. Introduce H&I handbook and distribute 'Sample Panel Member Orientation' handout.
7. Introduce Phone Line handbook and distribute 'Phone Line Flow Chart handout.
8. Distribute Public Information FAQ (frequently asked questions) handout.
9. Distribute current PR Committee Contact sheet.
10. Distribute current Rogue Redwood Area Schedule.
11. Questions and Answers.
12. Close with Prayer of Choice. (Serenity prayer, 3rd Step prayer, etc.)

OLT, 06/20/21