



Capital Area Public Relations Subcommittee Internal Guidelines

Purpose

The Area Public Relations subcommittee's purpose is to effectively increase the awareness and recognition of NA as a viable program of recovery, so that addicts seeking help don't have to continue to suffer from active addiction. The committee will accomplish this by coordinating the services we provide to maximize our ability to fulfill our primary purpose. We will work to search out and build effective public relationships within the geographic boundaries of the Capital Area and provide fellowship development services to our membership as needed. We will work to help our members and groups more aware of how PR can aid in better carrying our message. The PRC shall utilize world approved service handbooks and materials written for Public Relations.

The PR subcommittee will utilize an approved work plan and the ideals of the Vision for NA Service Statement to guide them in their strategic decision making and prioritization of PR initiatives. Ideas for PR presentations, projects and/or tasks will be initiated through a project submission form, discussed and approved by the subcommittee before any resources can be extended. It will also conduct a monthly orientation session to help ensure a clear and consistent NA message is being carried and to orientate new members to PR service. Any NA member who desires to be involved with PR service must attend at least one (1) orientation session annually and have their name placed on the volunteer list.

General Duties

The Capital Area PR Subcommittee will publish meeting directories quarterly. (Jan, April, July, Oct) These directories will be printed on a least cost basis. The subcommittee may print more if the changes meet an established criterion or can suspend printing if the changes are not sufficient enough to warrant it

- Any changes to a meeting group location, time, name or format will be at the discretion of the group and submitted to PR with a meeting information form. This also includes new groups joining the area.
- The Outreach subcommittee will be informed of any changes to the meeting directory.
- Groups no longer meeting or requesting to be removed from the directory will be removed.
- The PR Chairperson will approve all deletions or additions to the directory and cannot delete meetings without direction from the ASC; unless confirmation by PR or Outreach has been made by a personal visit by either subcommittee.

It is fully understood that this policy does not affect a group's ability to be an NA meeting nor does it affect the group's membership in the Area.

For unity and accountability, only Capital Area groups should be listed in the Capital Area Meeting Directory. It is permissible to list phone line numbers for other Areas in the directory.

The Capital Area PR subcommittee will maintain an information phone line. The purpose of this information line is to provide current listings of meeting times and places; it is not a crisis line.

The PR subcommittee will be responsible for sending eblast emails/texts as needed to communicate changes in meetings during inclement weather, emergency service meetings, ect

Subcommittee Trusted Servant and Officer Positions

Terms of Office

The term of office for all PR Officers is one year and runs from July 1 to June 30 of each year. Any officer/chair elected at any point during a term, is only elected to complete the duration of that term. The Alternate Chairperson position is a two (2) year commitment.

Removal of PR Officers

Any officer may be removed by a simple majority vote of the subcommittee. Grounds for removal can include but are not limited to: failure to perform duties as indicated in this manual (or as assigned by PR), failure to follow PR attendance policy, misappropriation or embezzlement of PR funds, or relapse. A motion to remove a PR officer shall be handled in accordance with normal PR procedure. It is recommended that such a step not be taken lightly. The subcommittee should determine the validity of any charges before voting on a motion to remove any officer.

Other Alternate and/or Officer positions

The PR subcommittee may create alternate or other officer positions as needed. The responsibilities and clean time requirements would be similar to current positions

Elections

- Elections are held at the June PR meeting
- Any alternate, except the Alternate Chairperson, moves up automatically unless the subcommittee allows a challenge. The subcommittee may by a majority vote, allow a person slated to move up automatically, to be challenged by another nominee
- All nominees for offices must be present to be elected unless the subcommittee by a simple majority, allow a person not present to be nominated. Nominees must complete a service resume that is read prior to the vote

Chairperson

- The PR chairperson is elected by the area service committee as outlined in ASC Guidelines and must attend all ASC meetings. The PR subcommittee is directly responsible to the ASC through the PR chairperson. The chairperson will capture any updates to the meeting directories via the meeting information form. Also will collect any event fliers to be added to the website event calendar
- The PR chairperson must attend all PR subcommittee meetings and ASC meetings. The PR chairperson is a voting member of the regional PR subcommittee and should attend all of its meetings. He/she acts as a link of communication between the subcommittee, the ASC and the regional PR subcommittee.
- The chairperson is responsible for giving a monthly report of all previous activities, upcoming activities, budget expenditures and expenses except literature disbursements, which the vice chair reports. The chairperson should be aware of all matters that affect PR in the area.

Alternate Chairperson

- The PR subcommittee alternate chairperson is elected by the subcommittee for a one (1) year term. They have the option of serving consecutive terms if they choose or if needed. Requirements are one (1) year clean, a minimum of six (6) months experience doing PR work and a strong NA message of recovery. The vice chair assumes the duties of the chairperson if the chairperson is unable to serve, or until a new chair is elected.
- The vice chair works with the chairperson to maintain the smooth operation of this subcommittee.
- The vice chair must attend all PR subcommittee meetings as well as the ASC meetings. It is suggested that the vice chair attend regional PR subcommittee meetings if possible.

Secretary

- The PR subcommittee secretary is elected by the subcommittee for a one (1) year term. They have the option of serving consecutive terms if they choose or if needed. The secretary must have one (1) year continuous abstinence from all drugs. The position's responsibilities include keeping an accurate set of minutes of all subcommittee meetings. These minutes are to be properly typed, approved by the chairperson, and distributed to all subcommittee members within two weeks following the subcommittee meeting.
- The secretary is also responsible to keep these records:
 - A file of all correspondence to and from the subcommittee
 - Copies of all report forms, subcommittee guidelines
 - An updated list of all subcommittee members
 - An updated volunteer list of all members willing and eligible to do PR presentations

School Coordinator

- The PR subcommittee School Coordinator is elected by the subcommittee for a one (1) year term. They have the option of serving consecutive terms if they choose or if needed. Requirements are one (1) year clean, a minimum of six (6) months experience doing PR work and a strong NA message of recovery
- The School coordinator tasks include:
 - Work with PRC to develop appropriate PR presentations to local schools
 - Coordination of all PR requests for presentations in local schools
 - Provide a written report to the PRC on any planned activities

Literature Coordinator (still needed???)

The Literature Coordinator will be responsible for contact with the Regional Literature Review Committee, maintenance of schedules, literature racks in facilities, and events and contact with parties who need literature. Will coordinate with other subcommittees that might need meeting directories. Also checks phone numbers for surrounding areas and maintain schedules for other areas. Requirements are one (1) year continuous abstinence from all drugs.

Phone Line Coordinator

The PLC will respond to calls that come to the phone line. All calls require a response and the PLC will provide information to the caller and as needed, contact other members of PR for assistance and forward any requests to appropriate PR members as applicable. PLC will also maintain and update the meetings listed with the phone service. Requirements are one (1) year clean, a minimum of six (6) months experience doing PR work and willingness to give time and resources for the job.

Communications Coordinator

The CC is responsible for developing a list of public entities to contact via mailing of contact letter to share information about NA and possible presentations. The coordinator will also conduct orientations to help members become familiar with PR. Requirements are one (1) year clean, a minimum of six (6) months experience doing PR work and willingness to give time and resources for the job

Web Servant

- The Web Servant is responsible for updating and maintaining the Capital Area Website. The various areas of the website that shall be updated include but not limited to:
 - The website contact form
 - The online meeting directory
 - The sub-committee pages
 - The NA literature page
- The Web Servant will reply to all contact requests that come in to the website via the area contact form. If the request would be better responded to from another Capital Area trusted servant, the Web Servant shall pass that information along to the most appropriate trusted servant.
- An event calendar will be maintained on the area website. It will be only for Capital Area events and conventions that are regional to Raleigh. Requirements are one (1) year continuous abstinence from all drugs.
- Additional duties include sending eblast and/or text messages unless these duties are delegated to other subcommittee members

Facebook

The Web Servant will maintain the Area Facebook group titled “Official Capital Area Serenity”. The purpose of the group will be to help facilitate communication between members, groups and subcommittees of the Capital Area about current and upcoming announcements. Some examples of this are event announcements such as: home group anniversaries, open service commitments, upcoming subcommittee events, group closures, ASC announcements, etc.

The following are guidelines for the Facebook Group to follow when moderating the group:

- No posting pictures of other members. Pictures that don't include faces but that are NA related are acceptable. An example of this might be a picture of where an area event might be held or a meeting space without members in the picture
- No posting about non-announcement topics such as: inspirational quotes, discussion topic debates, personal attacks on other members, groups or service bodies
- No posting anything that breaks any of our 12 steps, 12 traditions or 12 concepts
- The Group is intended for members of Narcotics Anonymous
- Regarding Facebook's privacy settings, it will remain a “Closed” group. This means that someone must request to join. It also means that the group IS searchable on Facebook
- We ask that members not blindly add other members to the group that have not expressed an interest in being added to the group
- Any NA member may post to the group, not just members of PR or Administrators
- At least one other PR member will be added as an Admin in addition to the Web Servant. The admins will help ensure that the postings done in the group are in line with the agreed upon and approved guidelines

Subcommittee Meeting

All subcommittee meetings shall be open to any interested member of NA, but closed to the general public as well as friends and family of addicts (excluding dependent children). In keeping with our purpose, our meetings will be focused on serving our member areas in their PR efforts by providing solutions, ideas, collaboration and training. The chairperson may call a second meeting to meet a specific need*. The agenda itself will be driven by updates/tasks/projects and sharing rather than strictly reports. It will be flexible enough to be responsive to our member's needs while cultivating unity and inclusiveness. General format of the agenda will be:

- Read Traditions/Concepts
- Attendance/Roll call taken
- Minutes from previous meeting read and approved
- Budget expenditures report
- Tasks/Project Updates
- Open Forum
- New Proposals
- Training/Orientation as needed

*Note: The ASC should be notified of any second meeting

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 Roberts Rules of Orders as printed in A Guide to Local Services in NA to reach our decision. One of the reasons we try to achieve consensus is it insures 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." Additionally CBDM is more consistent and aligned with our spiritual principles of discussion and working together for our common welfare.

All subcommittee ideas and/or proposals except elections will first be considered using consensus-based decision-making. The process for consensus-based decision-making allows for points of view to be heard and fairly considered. If at the end of discussion the subcommittee 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 cannot assent to the majority, a decision will be reached using these guidelines and the short form of Roberts Rules of Order from A Guide to Local Services in NA. Any voting member is eligible to vote, as needed, at business meetings. Any voting member may propose an amendment to these guidelines. All subcommittee officers (excluding chairperson) and coordinators are considered to be voting members. Other interested NA members in attendance at two (2) consecutive subcommittee meetings can exercise voting privileges. All ideas and/or proposals should be submitted to the before New Business begins and should be written on an appropriate proposal form.

Voting Procedures

- Each voting member of PR shall have only one vote no matter how many offices held
- A simple majority vote of the total number of officers present will be required to pass a motion
- Motions must be in written form and submitted before new business.
- Motions may be made and seconded only by members of the subcommittee to be considered
- Motions without a second will be considered a dead motion
- Motions can be tabled by the chairperson
- Motions can be declared out of order and not considered
- After being recognized, members can state a pro or con and/or offer an amendment to a motion
- Amendments may be made at any time after the motion has been made and seconded. An amendment is voted on before the motion. If the motion does not pass, the amendment also fails

PR Event Request and Fact Sheet

- 1) Name of event _____
- a. Name of organization hosting the event: _____
- b. Service requested for event: _____
- i. Point of contact for event
1. Name: _____
2. Phone number: _____
3. E-mail address: _____
4. Fax number: _____
- 2) Address of event:
- a. Address _____
- b. City or County _____
- c. Zip Code _____
- 3) Date(s) of event: _____
- 4) Time of event: _____
- 5) Purpose of event _____
- 6) Target audience _____
- 7) Resources needed for event:
- World
 - Regional
 - Area-Local
- 8) Name of Area(s) asked to provide support for event _____
- 9) Cost associated _____
- Volunteer Schedule _____