

GUIDELINES OF THE WESTERN NORTH CAROLINA AREA PUBLIC RELATIONS SUBCOMMITTEE OF NARCOTICS ANONYMOUS

REVISED APRIL 2014

In keeping with the spiritual nature of Narcotics Anonymous, our structure should always be one of service, never of government. (12th Concept for NA Service)

1. PURPOSE OF THE PUBLIC RELATIONS SUBCOMMITTEE

This section defines our purpose-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 recover- that an addict, any addict can stop using drugs, lose the desire to use, and find a new way to live. The Western North Carolina Area Public Relations Subcommittee is the working body for our combined group service efforts, and it is directly accountable to the Area Service Committee 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 Subcommittee'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 Subcommittee 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 Western North Carolina Area of Narcotics Anonymous, Public Relations Committee and shall be referred to as the PRC.

1.3 The PRC is a standing subcommittee of the Western North Carolina Area.

1.4 The PRC shall perform all functions historically performed by the Public Information Committee, Helpline Committee, and Website Committee.

1.5 The PRC shall comply in all its actions with the following documents in order of priority as listed below:

- 10 The Twelve Traditions, Twelve Concepts, and 12 Steps of Narcotics Anonymous.
- 20 The current guidelines of the Area Service Committee.
- 30 The current guidelines of the PRC.
- 40 A guide to Local Services in NA, and NAWS approved service handbooks.

2. PUBLIC RELATIONS COMMITTEE MEETINGS AND 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 to 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 accomodates 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 more than one and one half 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 one PRC meeting and informing the Recording Secretary they desire to be a committee member. Regular (once per 3 months) attendance is encouraged to maintain membership. If a member misses 3 consecutive meetings, the PRC reserves the right to remove the member from a held position. This would be done by a group conscience.

3. 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." 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 process.

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 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 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.

3.2 Any member, except for the Chair, is eligible to vote at business meetings.

3.3 Any member can make or second a motion.

3.4 Any member may propose an amendment to these guidelines, however all PRC guideline changes are made by the Area Service Committee.

3.5 All committee members have one vote regardless of number of positions held.

4 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 January. The Chairperson is elected by the ASC however the committee is encouraged to submit a recommendation for Chairperson to the ASC for their consideration.

4.2 All terms of service are one year. In the event a member cannot complete his or her term of service, the Chairperson shall appoint someone to fill the vacancy until the next regularly scheduled election. Terms begin at the end of the meeting where the election was held.

4.3 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.

4.4 The Resource Coordinators for the PRC are Public Information Coordinator, Meeting Schedule Coordinator, Helpline Coordinator, and Website Coordinator. They shall perform their duties as described in these guidelines and in other approved service handbooks.

4.5 No member of the committee can serve in more than one elected officer position simultaneously.

4.6 Any member or officer of the committee can serve as any Resource Coordinator regardless of other positions held.

4.8 All committee members have one vote in elections for any position regardless of number of positions a committee holds.

4.9 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.

4.10 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 designated person 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 positions
- c. Three consecutively missed PRC meetings

5. PUBLIC RELATIONS PLAN

In order to insure 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 insure 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 ASC with a recommendation to approve, or rejected by the PRC. In the event the plan potentially significantly 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.

6. 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 of 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.

7. 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 a PRC trusted servant. 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 ASC on the status of all proposed, current or completed plans.
- d. Represents PRC at the regular meeting of the ASC
- e. Attend the quarterly regional all subcommittee meeting.
- f. If elected officer or coordinator position is vacant, insures 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 experience.

7.2 Vice Chairperson

- a. In absence of the chairperson, assumes all of those responsibilities normally carried out by the chairperson until the ASC has an election for that position.
- b. Works closely with the chairperson.
- c. Attends the regular meetings of the PRC and ASC.
- d. Works with panel leaders to assure that volunteers are placed as panel members.
- e. Attend the quarterly regional all subcommittee meeting.
- f. In absence of an elected officer, chairperson or coordinator assists Chairperson in insuring the duties of that position are fulfilled.
- g. Clean time requirement of 18 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 PRC meetings.
- b. Maintain records of attendance at PRC meeting.
- c. Sends letters or makes calls to 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 Public Information Coordinator

- a. Attend monthly PRC Subcommittee meeting.
- b. Coordinates all public information activities.
- c. Makes monthly written report to the PRC on the status of all completed and ongoing public information plans.
- d. Encouraged to attend quarterly regional PI subcommittee meeting.
- e. Clean time requirement of eighteen months.
- f. Previous public information experience.
- g. Can assist with PR Committee Orientations.
- h. Familiarity with all public information related NAWS handbooks.

7.6 Meeting Schedule Coordinator

- a. Attend monthly PRC subcommittee meeting.
- b. Coordinates meeting list needs for all PRC service efforts.
- c. Obtain funds from ASC treasurer and orders printings of schedules.
- d. Makes monthly updates to meeting schedules at ASC.
- e. Clean time requirement of one year.
- f. Familiarity with committee literature policies.

7.8 Website Coordinator

- a. Attend monthly PRC subcommittee meeting.
- b. Coordinates all website activities.
- c. Makes monthly written report to the PRC on the status of the website.
- d. Clean time requirement of one year.
- e. Previous public information or other relevant service experience.
- f. Technical ability to update website.
- g. Familiarity with all internet and website related NAWS handbooks.

7.8 Helpline Coordinator

- a. Attend monthly PRC meeting.
- b. Coordinates all helpline activities.
- c. Makes monthly written report to the PRC on the status of all completed and ongoing Helpline plans.
- d. Clean time requirement of one year.
- e. Previous public information or other relevant service experience.
- f. Plans and holds regular helpline orientations.
- g. Familiarity with all Helpline related NAWS handbooks.