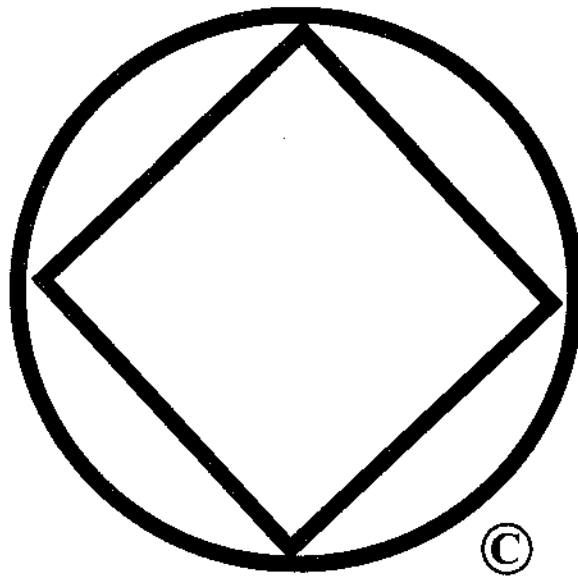


**Central Sierra South NA  
Public Relations Committee Guidelines**



**CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS  
PUBLIC RELATIONS SERVICE COMMITTEE**

The **C.S.S.N.A. Public Relations Service Committee** meets on the 1st Sunday of every month at ~~10:30 P.M.~~ *11:30 AM* at the SONORA ALANO CLUB ~ 19421 Village Drive ~ Sonora

OUR MAILING ADDRESS is:  
Post Office Box 5100  
Sonora, CA 95370

**C.S.S.N.A. Narcotics Anonymous**  
~24 HOUR HOTLINE~  
**(209) 533-2348**

REVISED 7/06

# **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

## **DEFINITION AND PURPOSE**

For our purposes in Narcotics Anonymous, **Public Relations** refers to all of the relationships we create and maintain with each other in our group and service communities, potential members, and the general public. We strive toward strong public relations so that addicts have the opportunity to learn about our program of recovery from drug addiction. It is our desire for Narcotics Anonymous to be alive and thriving in every local community, so that no addict seeking recovery need die without having had a chance to find a better way of life through the program of NA.

Public Relations is a subcommittee of Central Sierra South Narcotics Anonymous Area Service Committee and is directly responsible to that committee.

## **FUNCTION**

- A. To carry the NA message and fulfill the PR activities as outlined in the PR Subcommittee guidelines.
- B. To conduct a monthly business meeting.
- C. To report on PR activities at the monthly ASC meeting.
- D. To include in the monthly report to the ASC the following:
  - a. The names of the officers and members of the subcommittee
  - b. A financial report
  - c. A monthly update on activities of the subcommittee
  - d. Upcoming events
  - e. The next scheduled meeting date, time, and place

## **OFFICER STRUCTURE**

A service board of officers shall consist of:

- A. Chairperson
- B. Vice-chairperson
- C. Secretary

Elections of officers shall be held at the monthly PR business meeting upon completion of a term of office, or when that position becomes vacant.

Officer's positions shall be filled by a majority vote of the PR subcommittee's members.

A subcommittee officer or member who relapses will automatically be removed from the subcommittee. A subcommittee officer will be removed after missing two consecutive monthly PR meetings without due cause and prior notification to the subcommittee.

## **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

In cases where the Chairperson resigns or is otherwise unable to fulfill his/her commitment, the Vice-chairperson shall automatically assume the position of Chairperson until the PR subcommittee elects a new Chairperson.

### **VOTING PROCEDURES**

- A.** Elections of officers occur on an annual basis at the subcommittee meeting immediately before the ASC elections. All voting members of the PR subcommittee elect officers. Officers shall be elected by a majority vote.
- B.** Officers can be removed by a 2/3-majority vote of the subcommittee. Reasons for removal are missing 2 or more consecutive meetings without providing notification or failure to perform outlined responsibilities. In either case, the subcommittee prior to the vote must give notification of possible removal.
- C.** An election to fill a vacancy for an officer shall occur within two regular business meetings after the vacancy arises.

### **QUALIFICATIONS AND DUTIES OF OFFICERS**

#### **CHAIRPERSON**

There is a Chairperson requirement of one-year active participation in PR service. The Chairperson shall be elected in accordance with the PR subcommittee guidelines.

Clean time requirement: Two years

Term of office: One year.

#### **Responsibilities:**

- a. Preside over monthly subcommittee business meetings.
- b. Bring before the general meeting of the subcommittee matters that should be acted upon by the subcommittee, appoint ad hoc committees to carry out PR tasks, and update the meeting schedule person of any changes.
- c. Keep copies of all guidelines, rules and regulations pertaining to all outside facilities.
- d. Accountable for the management and distribution of all PR subcommittee funds.
- e. The PR subcommittee budget shall be submitted to and approved by the CSSNA ASC by the chairperson.
- f. Attend monthly ASC meetings and report on the activities of the PR subcommittee.
- g. Maintain contact with the Regional PR representative.
- h. Shall have no regular vote on matters of subcommittee business, however, shall cast the deciding vote in the event of a deadlock.

## **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

### **VICE-CHAIRPERSON**

There is a Vice-chairperson requirement of one-year active participation in PR service.

Clean time requirement: Two years

Term of office: One year

#### **Responsibilities:**

- a. Assume the responsibilities of the Chairperson in the Chairperson's absence.
- b. Help coordinate PR meetings and presentations by acting as the meeting facilitator.
- c. Willingness to take over the Chairperson position upon completion of term.

### **SECRETARY**

There is a secretary requirement of active participation on the PR subcommittee.

Clean time requirement: One year.

Term of office: One year

#### **Responsibilities:**

- a. Record all subcommittee meetings.
- b. Copy and distribute those minutes to officers and coordinators.
- c. Keep records of all subcommittee members and their phone numbers.
- d. Maintain a record of attendance at monthly PR subcommittee business meetings.
- e. Assume the responsibility of making a monthly report to the ASC in the absence of the Chairperson and Vice-chairperson.

## **QUALIFICATIONS AND DUTIES OF COORDINATORS**

### **H&I COORDINATOR**

There is an H&I coordinator requirement of one-year active participation in PR service.

Clean time requirement: Two years

Term of office: One year.

## **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

### **Responsibilities:**

- a. Promote recovery from addiction centered in Narcotics Anonymous.
- b. Coordinate all H&I activities through the respective panel leaders and ensure their proper training.
- c. Make a monthly report on the H&I activities and submit that report to the PR subcommittee.
- d. Provide general information to panel leaders and inform them of policies, rules and dress codes applicable to each facility.
- e. In cases where the panel leader resigns or is otherwise unable to fulfill his/her commitment, the H&I coordinator shall automatically assume the position of panel leader until the PR subcommittee elects a new panel leader.

### **PI COORDINATOR**

There is a PI coordinator requirement of one-year active participation in PR service.

Clean time requirement: Two years

Term of office: One year

### **Responsibilities:**

- a. Promote recovery from addiction centered in NA.
- b. Coordinate all PI activities through the respective panel leaders and ensure their proper training.
- c. Make a monthly report on the PI activities and submit that report to the PR subcommittee.
- d. Have an ability to coordinate and interact publicly within the scope of the Twelve Traditions of NA.
- e. Ensure that a clear NA message is always shared with the public.
- f. In cases where the panel leader resigns or is otherwise unable to fulfill his/her commitment, the PI coordinator shall automatically assume the position of panel leader until the PR subcommittee elects a new panel leader.

### **SERVICE TRAINING COORDINATOR**

There is a Service Training coordinator requirement of 6 months active participation in PR service.

Clean time requirement: Two years

Term of office: One year

**CENTRAL SIERRA SOUTH  
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**Responsibilities:**

- a. Promote recovery from addiction centered in NA.
- b. Coordinate all service training activities and provide materials necessary to carry out those activities.
- c. Maintain a strong working relationship with the H&I and PI coordinators to benefit the PR subcommittee.
- d. Plan and prepare an annual training activities calendar to include but not limited to the following:
  - i. GSR/Secretary training workshops
  - ii. Conference Agenda Report workshop
  - iii. H&I and PI special training
- e. Provide a monthly report to the PR subcommittee.

**QUALIFICATIONS AND DUTIES OF PANEL LEADERS**

**RECOVERY HOUSE PANEL LEADER**

There is a panel leader requirement of 6 months active participation in PR service.

Clean time requirement: One year

Term of service: One year

**Responsibilities:**

- a. Invite qualified panel members to the H&I meetings/presentations and do all things necessary to conduct the meeting.
- b. Communicate regularly with the H&I coordinator and inform him/her of any problems with the meetings/presentations.
- c. Make a monthly report to the H&I coordinator of the PR subcommittee.
- d. Obtain any supplies that are necessary for the meetings/presentations.
- e. Provide general information to panel members and inform them of policies, rules and dress codes applicable to each facility.

**JAIL PANEL LEADER**

There is a panel leader requirement of 6 months active participation in PR service. Must be approved by Tuolumne County Jail.

Clean time requirement: One year

Term of service: One year

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**Responsibilities:**

- a. Invite approved panel members to the H&I meetings/presentations and do all things necessary to conduct the meeting.
- b. Communicate regularly with the H&I coordinator and inform him/her of any problems with the meetings/presentations.
- c. Make a monthly report to the H&I coordinator of the PR subcommittee.
- d. Obtain any supplies that are necessary for the meetings/presentations.
- e. Provide general information to panel members and inform them of policies, rules and dress codes applicable to each facility.
- f. One panel leader must perform liaison duties to include but not limited to the following:
  - i. Consistent contacts with the TC Jail volunteer coordinator.
  - ii. Deliver approved literature to the Jail volunteer coordinator.
  - iii. Deliver to the Jail volunteer coordinator the NA approved applicant list along with member applications for final approval by TC Jail.

**PRISON PANEL LEADER**

There is a panel leader requirement of 6 months active participation in PR service. Must be approved by Sierra Conservation Center.

Clean time requirement: One year

Term of service: One year

**Responsibilities:**

- a. Invite qualified panel members to participate in meetings.
- b. Communicate regularly with the H&I coordinator and inform him/her of any problems with the meetings/presentations.
- c. Make a monthly report to the H&I coordinator of the PR subcommittee.
- d. Obtain any supplies necessary for the meeting.
- e. Provide general information to panel members and inform them of policies, rules and dress codes applicable to each facility.
- f. Panel leader assumes responsibility of prison liaison.

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**HOSPITAL PANEL LEADER**

There is a panel leader requirement of 6 months active participation in PR service.

Clean time requirement: One year

Term of service: One year

**Responsibilities:**

- a. Invite qualified panel members to the H&I meetings/presentations and do all things necessary to conduct the meeting.
- b. Communicate regularly with the H&I coordinator and inform him/her of any problems with the meetings/presentations.
- c. Make a monthly report to the H&I coordinator of the PR subcommittee.
- d. Obtain any supplies that are necessary for the meetings/presentations.
- e. Provide general information to panel members and inform them of policies, rules and dress codes applicable to each facility.
- f. Panel leader assumes responsibility of hospital liaison.

**MENTAL HEALTH SERVICE PANEL LEADER**

There is a panel leader requirement of 6 months active participation in PR service.

Clean time requirement: One year

Term of service: One year

**Responsibilities:**

- a. Invite qualified panel members to the H&I meetings/presentations and do all things necessary to conduct the meeting.
- b. Communicate regularly with the H&I coordinator and inform him/her of any problems with the meetings/presentations.
- c. Make a monthly report to the H&I coordinator of the PR subcommittee.
- d. Obtain any supplies that are necessary for the meetings/presentations.
- e. Provide general information to panel members and inform them of policies, rules and dress codes applicable to each facility.
- f. Panel leader assumes responsibility of mental Health Services liaison.

juvenile Probation

## **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

### **PUBLIC PRESENTATION PANEL LEADER**

There is a panel leader requirement of one-year active participation in PR service.

Clean time requirement: Two years

Term of service: One year

#### **Responsibilities:**

- a. Promote recovery from addiction centered in NA.
- b. Ensure that a clear NA message is always shared with the public.
- c. Have an ability to interact with the public within the scope of the Twelve Traditions of NA.
- d. Provide NA speakers as requested to the general public.
- e. Inform and educate the speaker pool on appropriate guidelines for public presentations.
- f. Serve as a liaison for local media outlets and provide public service announcements as approved by the PR subcommittee.
- g. Make a monthly report to the PI Coordinator.

### **PHONE LINE PANEL LEADER**

There is a panel leader requirement of one-year active participation in PR service.

Clean time requirement: Eighteen months

Term of service: One year

#### **Responsibilities:**

- a. Promote recovery from addiction centered in NA.
- b. Ensure that a clear NA message is always shared with the caller.
- c. Have an ability to interact with the caller within the scope of the Twelve Traditions of NA.
- d. Recruit and train members of the PR subcommittee to staff the phone line.
- e. Maintain close contact with the answering service and keep their member list updated.
- f. Provide a monthly report to the PI Coordinator.

### **LITERATURE PERSON**

There is a literature person requirement of one-year active participation in PR service.

Clean time requirement: Two years

Term of service: One year

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### **Responsibilities:**

- a. Respond to literature and merchandise requests from the PR subcommittee.
- b. Acquire and distribute written and recorded approved NA literature.
- c. Communicate regularly with the PI coordinator and provide a monthly report to the PR subcommittee.
- d. Assume financial responsibility in regards to all PR literature/merchandise.

### **MEETING SCHEDULE PERSON**

There is a meeting schedule person requirement of one-year active participation in PR service.

Clean time requirement: One year

Term of service: One year.

### **Responsibilities:**

- a. Produce and maintain the CSSNA meeting schedule.
- b. Produce and maintain a hard copy of the meeting list in a commonly available software format.
- c. Collect "Meeting Information Change Form" from ASC and update the meeting schedule.
- d. Provide the meeting change information to the web servant in a timely manner.
- e. Produce a quantity of meeting schedules as determined by the PR subcommittee available for delivery to ASC.
- f. Provide a monthly report to the PI Coordinator.

### **WEB SERVANT**

There is a web servant requirement of 6 months active participation in PR service.

Clean time requirement: One year

Term of service: One year

## **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

### **Responsibilities:**

- a. Strong working knowledge of the Twelve Steps and Twelve Traditions of NA.
- b. Maintain web site in accordance with the NAWS Web Contact and the Twelve Concepts of NA.
- c. Personal time and abilities necessary to maintain the web site.
- d. Maintain contact with the meeting schedule person to update web site meeting schedule.
- e. Meeting directory pages should be checked for updates at least every thirty days.
- f. Chats, forums, discussions, and other similar content concerning personal recovery issues are not posted on the web site.
- g. Images of any identifiable person, whether an NA member or not, are never used.
- h. Sales of merchandise will not be made on the web site.
- i. Copyrighted material will not be used on the web site without specific permission from the owner.
- j. Provide a monthly report to the PR subcommittee.

### **PR PANEL MEMBERS**

To obtain approval for PR service, members must appear in person before the PR subcommittee at the regular monthly meeting. General members shall be approved by a majority vote of the PR subcommittee. Panel members shall be cleared by facilities whenever required.

Clean time requirement: Six months

### **Responsibilities:**

- a. Be familiar with the PR meeting/presentation format.
- b. To promote recovery from addiction centered in Narcotics Anonymous.
- c. Working knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts of NA.
- d. Be present at PR subcommittee business meetings once every six months to be considered "active" for PR service. (Regular attendance at subcommittee meetings is encouraged.)
- e. Adhere to the rules and dress codes of the facilities they are entering.

## **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

### **WAVIER OF CLEAN TIME REQUIREMENT**

All PR subcommittee members must have six months clean time. It is recommended that all other PR subcommittee positions clean time requirements not be waived. However, if any clean time is to be waived it shall not exceed 25% of total clean time.

### **PR SUBCOMMITTEE SERVICE STRUCTURE**

**A. Officers:**

- a. Officers are voting members with the exception of the Chairperson who shall cast the deciding vote in the event of a deadlock.
- b. The Chairperson shall hold no other service structure positions.
- c. The Vice chairperson and Secretary shall hold no Coordinator positions.

**B. Coordinators:**

- a. Coordinators shall not hold any Officer positions.
- b. H&I Coordinators may hold one additional panel position within the H&I service structure.
- c. PI Coordinators may hold one additional panel position within the PI service structure.
- d. Service Training Coordinator may hold one additional panel position within the H&I and PI service structure.

**C. Panel Leaders:**

- a. Panel leaders may hold up to two panel positions within the H&I and PI service structure.
- b. Literature, Meeting Schedule, and Web Servant shall be held to the same Panel Leader requirement.

### **GENERAL INFORMATION FOR PR SUBCOMMITTEE MEMBERS**

- A. Any member of the PR subcommittee is automatically disqualified from further PR activity upon relapse. Being clean for the purposes of this PR subcommittee shall be defined as complete abstinence from all drugs.
- B. All new subcommittee panel members must observe a panel meeting before sitting on a panel.
- C. Any Panel Leader has the right to excuse a panel member from participating in an activity if that panel leader feels the member's participation would be detrimental to the lifesaving message of NA.

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- D. Any NA member who is involved with a given facility on a professional or volunteer basis should not participate on the panel serving the addicts in that facility. This is intended to avoid possible conflict and the resulting damage to:
  - a. The inmate or client inside
  - b. The working ability and privilege of the subcommittee to carry the message inside the facility.
- E. No PR subcommittee member will interfere with or use influence in any facility, court or hospital, nor with any judge, doctor, probation or parole officer. Furthermore, PR subcommittee members will not make any comments or promises regarding employment, parole, probation or medical problems. We carry only the message of NA: recovery from addiction through our spiritual program. Of course these members may participate on panels going to other facilities.
- F. Excessive use of profanity or the use of vulgar stories is strictly prohibited by the authorities of all facilities, and strongly discouraged by the PR subcommittee.
- G. PR panel members shall be responsible for their conduct in any facility, and they shall take responsibility to become informed in advance regarding the regulations of the facilities being served.

# **CENTRAL SIERRA SOUTH NARCOTICS ANONYMOUS PUBLIC RELATIONS GUIDELINES**

## **What We Do and What We Don't Do in Public Relations**

When we act on our own in public relations we can lose the spirit of humility inherent in a "we" program. The damage that can be done to NA's reputation by individuals acting on their own can take a long time to repair. Being of service in PR we get a glimpse of humility every time a newcomer walks through the door of an NA meeting. We can then recognize the spiritual aim of the fellowship and our own place within it. We are grateful to be able to carry the message of recovery and can acknowledge the actions of a power greater than ourselves.

### **We Do:**

- Follow our traditions, public relations plans, and guidelines.
- Be consistent. We follow through on our plans of action.
- Consult with members experienced in PR work before contacting the media.
- Stress our common welfare and the importance of unity.
- Stress that the only requirement for membership is the desire to stop using.
- Make directories of outside meetings available to clients/inmates.
- Start and end on time.
- Obey all dress codes and exercise common sense.
- Keep the staff aware of your whereabouts at all times.
- Stamp all literature you bring into a facility with the local help line number and Area PR address.

### **We Don't:**

- Do it by yourself.
- Take a stand on any controversial issues.
- Break another persons anonymity.
- Debate which drugs are acceptable. NA is a program of complete abstinence from all drugs.
- Discuss conditions within the facility or opinions about staff members.
- Carry excessive cash or expensive flashy jewelry.
- Show favoritism to any inmate or client.
- Give anyone your personal address or phone number.

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**CSSNA PR SUBCOMMITTEE MEETING AGENDA**

- Date
- Call to order
- Serenity Prayer
- Twelve Concepts of NA
- Roll Call
- Seventh Tradition of NA
- Minutes from Secretary
- Officer Report
  - Chairperson
  - Vice chairperson
- H&I Coordinator Report
- PI Coordinator Report
- Service Training Coordinator Report
- Literature Requests
- Old Business
- New Business
- Open Forum (Chairperson to establish time limit)
- Next Subcommittee Meeting Date \_\_\_\_\_
- Close – Third Step Prayer

Format approved by the CSSNA PR Subcommittee: July 2006

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PUBLIC RELATIONS SUBCOMMITTEE**

**SERVICE STRUCTURE**

