

Susquehanna Area of  
Narcotics Anonymous

**Public Relations  
Subcommittee Guidelines**

## Susquehanna Area Public Relations Subcommittee Guidelines

### I. Statement of Purpose

We serve to further NA's primary purpose to carry the message to the addict who still suffers by informing the public and increasing awareness of Narcotics Anonymous in the community. We seek to help the still suffering addict find the NA program, clarify the role of NA in the community, develop a positive image of NA to society, increase NA members' awareness about their role in protecting our image, and develop cooperative relationships with professionals through presentations, media exposure, and telephone services. Our cooperative efforts with the public enhance our relationships with those outside the fellowship.

We are a subcommittee of the Susquehanna Area Service body of Narcotics Anonymous. We are supported by SASC and are accountable to that body. We operate in accordance with the current edition of the Public Relations Handbook, SASC guidelines, and the following subcommittee guidelines. We are guided by the spiritual principles of the Twelve Steps, Traditions, and Concepts of Narcotics Anonymous.

### II. Contingency Plan

When an NA member receives a request for interviews, literature, speaker, or any other information for public purposes, we ask that they contact the Subcommittee Chairperson of the Area at [SASCNA.PR@gmail.com](mailto:SASCNA.PR@gmail.com). Remember:

- A. No individual represents NA. The community is best served by allowing our Special Service committees to handle public information.
- B. No one person should participate in speaking engagements, press, radio, media interviews, or other means of initiating a public interaction on their own.
- C. Maintain personal anonymity at the level of press, radio, films, and other media.
- D. Our 12th Tradition states that, "Anonymity is the spiritual foundation of all our Traditions. It ever reminds us to place principles before personalities."

### III. Subcommittee Structure

- A. Subcommittee Meetings: The Susquehanna PR subcommittee meets on the second Thursday of every month at 6:00pm at St. Mark's Episcopal Church in Perryville, MD.
- B. Budget: **\$185.00 per month** for literature expenses.
- C. Subcommittee Body
  1. Chairperson - elected by the Area Service body.
    - a) Suggested qualifications outlined in Area guidelines.
      - (1) Two years clean time.
      - (2) Working knowledge of the program, Steps, Traditions, and Concepts.
      - (3) Willingness and desire to serve.

- b) Main Responsibilities
  - (1) Run subcommittee meeting in an orderly and productive manner.
  - (2) Prepare written and verbal monthly reports at Area Sen.ice and bi-monthly reports at Regional Ser.ice.
  - (3) Regularly check email and respond to inquiries for information.
  - (4) Ensure all commitments are being fulfilled, adherence to the Traditions, and maintain focus on statement of purpose.
  - (5) Attend Free State Regional Sen.4ce subcommittee meetings the second Saturday of every other month at 1BD.
  
- 2. Vice-Chairperson - -.oted in by the Area PR subcommittee.
  - Suggested Qualifications
    - (1) One year clean time.
    - (2) Working knowledge of the program, Steps, Traditions, and (preferably) Concepts.
    - (3) Willingness and desire to serve.
  - b) Main Responsibilities
    - (1) Attend Area subcommittee meeting and other PR subcommittee assignments.
    - (2) Attend Regional SeNce in the e1.ent the Chair is unable to do so.
    - (3) Work closely with Chair to ensure commitments are being fulfilled.
  
- 3. Outreach/Drop Coordinators - -.oted in by the Area PR subcommittee.
  - a) Suggested Qualifications
    - (1) Six months clean time.
    - (2) Willingness and desire to serve.
  - b) Main Responsibilities
    - (1) Contact facilities on drop list for replenishment.
    - (2) Coordinate literature drops/deli1.eries.
  
- 4. Volunteers - recruited by the subcommittee to aid in literature drops, flyer postings, presentations, and other miscellaneous PR functions.
  - a) No clean time requirement for members wishing to deliver literature or other NA approved materials to facilities.
  - b) It is strongly suggested that any member wishing to participate in a presentation on behalf of the subcommittee have a minimum of one year clean time, a working knowledge of the Tweli.e Steps, Traditions, and Concepts .
  - c) It is at the discretion of the subcommittee to use any person that fits the abo-e criteria.

#### IV. Functions

##### A. Literature Drops

*Literature packets are provided and delivered to various facilities around the community.*

1. Each facility should be contacted once per month by the PR Drop Coordinator to determine if their supply needs replenishment.

2. Volunteers are needed to deliver literature packets. \*\*\*SEE *Volunteer Guidelines - Section III.C.4*\*\*\*
3. Packets should contain the following pieces of literature: "Welcome to NA", "Am I An Addict?", "For the Newcomer", "Just For Today", "Who, What, How, and Why", Area Meeting Schedules AND Regional Meeting Schedules.
4. Quantity: At least ten (10) of each literature pamphlet and schedule.
5. Facilities requesting additional pieces of NA literature other than those included in the packets should be directed to the Regional Service Center to place a purchase order.

B. Posters/Flyers

*These notices are used to inform the public about how and where to contact us. They may contain the Regional hotline number and Web address. They also may or may not include phone tags. It is important to consider the following when posting:*

1. ALWAYS obtain permission before posting.
2. Maintain records of locations and name(s) of those who granted permission.
3. "Attraction rather than promotion": Refrain from provocative statements or artwork that may create a negative image of NA or appear to be promotional.
4. Contents of notices, prospective locations, and process of posting should be evaluated before commencing.
5. Contents should adhere to the guidelines outlined in the Public Relations Handbook and Area Planning Tool.
6. Some possible posting locations include (but are not limited to): detoxification facilities, hospitals, police stations, schools, universities, churches or missionary outreach offices, government service offices, or drug treatment centers.
7. To avoid wasting resources, prospective locations should be determined based on these criteria:
  - a) Locations in which still suffering addicts and/or individuals who help or interact with addicts might congregate; AND/OR
  - b) Locations with high traffic to gain maximum exposure.

C. Presentations

1. Presentation Requests:

- a) All requests should be made to the subcommittee through the Area P.O. Box, email address, or in person at one of the subcommittee meetings.
- b) They should be made to the subcommittee as a whole and then voted on by the subcommittee.
- c) Presentations will be made by two members of the subcommittee and will be in accordance with the guidelines set forth in the PR Handbook, page 34 "What we want to communicate about NA".
- d) Any requests to speak about any other topic besides NA should be appropriately rejected.
- e) If an individual member receives a request they should refer the requester to the Area PR subcommittee email or Chairperson. The Chairperson will decide whether to pursue the request on short notice.
- f) Any request that is turned down should be responded to with a letter stating the reasons for the decline.

2. Presenters:

- a) Suggested Qualifications
  - (1) A minimum of 1 year clean time.
  - (2) Intricate knowledge of NA, and a working knowledge of the steps and traditions.
- b) Presenters should be approved by the subcommittee.
- c) Prospective Presenters should also be chosen to best fit the audience and should be chosen based on the guidelines set forth in the PR handbook, page 35 "The Presenters".
- d) When speaking to groups of non-addicts the Presenters should follow the outline in the PR Handbook which shall be kept at all our subcommittee meetings.

D. Introductory Mailings

*These are used to spread awareness and introduce the program to professionals in health organizations, social services, and others who work and/or associate with addicts.*

- 1. Contents should consist of a letter explaining who we are, a point of contact where we may be reached, and some basic information about Narcotics Anonymous in the Community.
- 2. Pamphlets such as "Information About NA", "NA: A Resource In Your Community", "Who, What, How, and Why", the NA White Booklet, and "Welcome to NA" are good materials to include in an introductory mailing packet.
- 3. Other pamphlets such as "Am I An Addict?", "For the Newcomer", and "Sponsorship" are also helpful, if and only if the budget and resources permit.

E. Public Service Announcements (PSA's)

*Notices that reach the public by way of press, radio, and television. They are commonly posted or broadcast by various media in areas where members of the public are permitted to announce items of interest of the community free of charge.*

- 1. PSA's posted or broadcast free of charge are an acceptable method of informing the public about NA according to the Traditions, as it is not a direct contribution by an outside source.
- 2. Announcements that require a sponsoring organization's name (i.e. "presented by...") are unacceptable in light of the Traditions.
- 3. NAWS has conference approved scripts for radio and TV PSA's which can be adapted for use in the local community.

F. Learning Days & Workshops

*Internal services offered to members of the Fellowship in which dedicated members share their experience with other interested members about the basics of the PR committee.*

- 1. Inform the Fellowship at large about the committee's function in NA service.
- 2. Provide information on contacting the committee should anyone be contacted by the public or the media.

G. Community Fairs, Events, and Literature Booths

*Upon requests, NA sets up booths, tables or stands containing literature at various community fairs and events in the area. The purpose is to inform the public of NA in the*

community by offering literature pamphlets, meeting schedules, and answering questions about NA.

1. These booths/tables/stands should always be staffed by at least two members of NA. No one person should stand as a representative for NA.
2. The same literature used for drops with the addition of (including, but not limited to): NA - A Resource in Your Community, Information About NA, Membership Survey, P # 27 For Parents and Guardians of Young People in NA, and An Introductory Guide to NA.
3. At least one PR subcommittee member should be staffed at the booth at all times.
4. It is suggested that other members staffing the booth should have at least six months clean time and a working knowledge of the NA program.

H. Internet/Information Technology - *SEE Section V*

V. Internet/Information Technology

A. Susquehanna Area website - *SEE Area Web Committee Policy/Guidelines*

B. Area PR Email (Gmail) Account:

Purpose: Maintain anonymity (not from members personal email address) and unity (email address/account represents the subcommittee body; effective and efficient communication; organization (streamline and consistently fulfill PR functions). Stored and accessed from a central account, allow for seamless transition between Trustees assuming new positions.

1. Login Credentials:

Username/Email: SASCNA.PR@gmail.com  
Password: anonymity

2. Functions

- a) Email - both internal communication within NA and external communication with the public.
- b) Drive/Docs: Documents, spreadsheets.etc associated
- c) Maps
  - (1) Literature Drops
  - (2) Flyer Postings
  - (3) Facilities where any other NA Public Information materials are located.

3. Privacy and Security

- a) Access and Sharing:
  - (1) Public Relations Subcommittee: Chairperson, Vice-Chairperson, and Drop Coordinator.
  - (2) Area Service Body: Chairperson, Vice-Chairperson, Secretary.