



# **SOUTHWEST AREA OF NARCOTICS ANONYMOUS**

## **PUBLIC RELATIONS GUIDELINES**

**September 2021**

## **MISSION STATEMENT**

In keeping with the current service methodology of Narcotics Anonymous World Services (NAWS), our mission as the Public Relations (PR) subcommittee is to maintain all of the responsibilities described below while developing positive, ongoing, cooperative relationships with community based organizations (including, but not limited to public media and communications, churches and religious organizations, professional associations, other 12 step fellowships, other self-help groups, various government branches including police departments, parole offices, and educational facilities, operating within the SWA of Narcotics Anonymous. We, the PR Subcommittee in particular, as well as all narcotics anonymous members in general are responsible for maintaining a positive public image of NA by increasing public awareness of our primary purpose and our good works.

This subcommittee is also responsible for raising fellowship awareness by providing an atmosphere of recovery. This is to be accomplished by encouraging NA members to exemplify positive behavior in their personal conduct wherever NA can be found. The subcommittee will also be prepared, if needed, to assist the groups in their relationships with the facilities where they meet. It must be kept in mind that maintaining good relationships with these facilities is essential to the survival of NA in our area. The relationship of these facilities is the foundation of our overall community relations effort.

## **PURPOSE**

The PR Subcommittee will serve as the primary point of public contact for NA within the SWA. In doing so, it will maintain area schedules, website, helpline, media and community contacts as needed, and coordinate projects that result in public awareness of NA.

- A. Carry the NA message of recovery in accordance with the 12 Steps, 12 Traditions, and 12 Concepts of NA
- B. Open and maintain lines of communication between the public and NA so the message of recovery is readily available to all addicts.
- C. Strengthen the unity within the SWA community.

## **FUNCTIONS:**

1. Hold one or more regular subcommittee meetings.
2. Be the resource and coordinating body for all SWA PR efforts, assisting with all PR functions upon request.
3. Respond to any request to PR within SWA, maintain caution not to interfere with other SWA subcommittees.
4. Maintain a close working relationship with other subcommittees within the SWA, thereby ensuring all requests for information are referred to and carried out by

- the appropriate subcommittee in accordance with the 12 traditions and 12 concepts of NA.
5. To provide information about NA to addicts, to professionals, and to the public by mailing directories to requested entities, dispersing welcome packets as requested, and managing SWANA website.
  6. To provide NA resources including, but not limited to presentations, booth sittings, and literature to non NA groups.
  7. To reach out to the community as a whole and by letting people know that NA exists and how we can be reached.
  8. Review and provide input on SWA and NAWS generated materials, as needed.
  9. To maintain SWA phonelines by providing information and training on how to respond to addicts seeking recovery and public relation concerns, as well participate in workshops as needed.
  10. Conduct an annual service inventory and review on the money we are spending on Phonelines expenses (copies, answering service, etc.) at January each year. This meeting shall be prior to elections of new officers in January.
  11. Conduct all business within the SWA approved working budget, as defined by the ASC.
  12. Manage and maintain the phone number 951-652-5326.

## **COMMITTEE MEMBERS AND OFFICERS**

### **Chairperson:**

#### **Qualifications:**

1. Minimum of three (3) years of continuous recovery
2. Set an example of recovery through the application of the 12 Steps, 12 Traditions and 12 Concepts for Service, and regular meeting attendance.
3. Willingness and available time to serve and travel.
4. One (1) year prior service in Area Service Position.
5. Ability to present themselves with a professional, public-appropriate appearance when needed.

#### **Duties:**

1. Arrange time and agendas for PR meetings.
2. Submit a written report to the ASC.
3. Keep the ASC informed of all ongoing PR activities.
4. Report to the ASC any plans for major PR projects or expenditures.
5. Take responsibility for all files, records, and overall functioning of the Subcommittee.
6. Attend all ASC meetings to represent the Subcommittee.
7. Follow all PR Subcommittee Guidelines.
8. Responsible for dispersing all public relations material.

9. Orders directories from SWQ ASC.
10. Shall attend all public relations subcommittee meetings.

**Vice Chairperson:**

Qualifications:

1. Minimum of two (2) years of continuous recovery
2. Set an example of recovery through the application of the 12 Steps, 12 Traditions and 12 Concepts for Service, and regular meeting attendance.
3. Willingness and available time to serve and travel.
4. One (1) year prior service in Area Service Position.
5. Ability to present themselves with a professional, public-appropriate appearance when needed.

Duties:

1. Performs duties of Chair Person and other Officers in their absence.
2. Co-coordinator to all events.
3. Presumed to transition into Chair position upon election by PR subcommittee.
4. Co-coordinates public relations presentations.
5. Shall attend all public relations subcommittee meetings.

**Phonelines Coordinator:**

Qualifications:

1. Minimum of two (2) years of continuous recovery
2. Set an example of recovery through the application of the 12 Steps, 12 Traditions and 12 Concepts for Service, and regular meeting attendance.
3. Willingness and available time to serve and travel.
4. One (1) year prior service in Area Service Position.
5. Familiarity with the Phonelines Handbook (by NAWS) and working knowledge of the 12 steps and 12 traditions.

Duties:

1. Ensures all phonelines members receive proper training and materials.
2. Maintains phone service provider.
3. Manages members numbers and contact information, as well as scheduling forwarded calls.
4. Shall attend all public relations subcommittee meetings.
5. Arrange time and agendas for PR meetings.
6. Submit a written report to the ASC.
7. Keep the ASC informed of all ongoing PR activities.<sup>4</sup>
8. Report to the ASC any plans for major PR projects or expenditures.
9. Take responsibility for all files, records, and overall functioning of the Subcommittee.

## **Phonelines Volunteer:**

### Qualifications:

1. Minimum of six (6) months of continuous recovery.
2. Set an example of recovery through the application of the 12 Steps, 12 Traditions and 12 Concepts for Service, and regular meeting attendance.
3. Carries a clear message of Narcotics Anonymous Recovery.
4. Must attend a volunteer orientation with the phonelines coordinator.
5. Familiarity with the Phonelines Handbook (by NAWS).

### Duties:

1. Must be willing to be of service and give personal time.
2. Must be willing to follow committee guidelines.
3. It is the volunteers responsibility to cover their slot and notify the phonelines coordinator if they cannot fulfill their commitment.
4. Phonelines volunteers who fail to honor their commitment without notifying the coordinator for two consecutive weeks without finding a replacement may forfeit their slot position at the discretion of the subcommittee.
5. All phonelines volunteers must attend PR subcommittee meeting immediately following their commitment to serve.

## **Webmaster:**

### Qualifications:

1. Suggested three (3) years of continuous recovery
2. 6 months of Public Relations experience
3. Set an example of recovery through the application of the 12 Steps, 12 Traditions and 12 Concepts for Service, and regular meeting attendance.
4. Knowledge of Weebly website builder in order to maintain SWA website, or willingness and ability to learn.
5. Access to a secure computer capable of holding the necessary material for the maintenance of the SWA website.

### Duties:

1. Issues and maintains email ID's and the webmail functions under the swanarcoticsanonymous.com domain. Requests funds from ASC for fees to renew domain as needed.
2. Maintain SWANA website and provide updates as needed.
3. Forward all emails to corresponding parties as needed.
4. Post activities from SWA to SWANA website.
5. Reviews and keeps record of any subcommittee supplied material posted on the website.

**Motion and Voting procedures:**

- A. All eligible voting members carry one vote.

## Elections:

1. Nominations and elections for all trusted servants will be held in December of each year. The Chair will assume their duties on an interim basis, pending affirmation by the Area at the next regularly scheduled ASC meeting
2. All nominees must be present at the time of their nomination for election to a position.

**Guidelines:**

These guidelines may be waived or amended at any time by two thirds vote of the voting participants present and with the ASC approval.