

***PUBLIC RELATIONS SUBCOMMITTEE  
GUIDELINES FOR SANTA CRUZ COUNTY  
(Formerly Public Information)***

**I. DEFINITION**

We are an operating subcommittee of the Santa Cruz Area Service Committee of Narcotics Anonymous. We are supported by the SCASC and thus fully accountable to that committee.

**II. PURPOSE**

1. To open and maintain lines of communication between the public and Narcotics Anonymous so that the message of recovery is available to all addicts.
2. To carry the message in accordance with the Twelve Traditions of NA.
3. To open and maintain lines of communication between Public Relation Committee, Area, Regional, and World Service.

**III. RESPONSIBILITIES**

1. To be the resource and coordinating body for all Santa Cruz Area Public Relation efforts, assisting with all PR functions upon request and in a timely fashion.
2. To respond to any PR request within the designated area, maintaining caution not to interfere with the responsibilities of other Area Subcommittees.
3. To maintain a close working relationship with other PR subcommittees of the region and with the Northern California Regional Service Committee PR Subcommittee.
4. To maintain a close working relationship with other subcommittees within this Area, thereby insuring that all requests are referred to and carried out by the appropriate Subcommittee in accordance with the Twelve Traditions.
5. To maintain an operating balance of \$600, plus a \$200 prudent reserve, to be used by the PR subcommittee.

**IV. FUNCTION**

1. To hold a monthly meeting at a time and place determined by the PR subcommittee.
2. To inform the public about NA through service including, but not limited to the following:
  - Coordinating Helpline volunteers and services.
  - Creating and maintaining all NA PR posters in the area.
  - Coordinating NA poster volunteers and events.
  - Coordinating all non-NA requests for NA speakers (presentations in schools, jails, etc.) or referring them to the proper SCASC Public Relation project committees or SCASC H&I subcommittee.
  - Cooperating with H&I in matters affecting PR.
  - Providing all radio and television Public Service Announcements with approval of SCASC.
  - Coordinating all requests from the media.
  - Providing literature to community and social service locations.

**V. DESCRIPTION OF S.C.A.S.C. PUBLIC RELATION SUBCOMMITTEE**

1. This subcommittee shall consist of those positions listed in section VII.
2. Members are defined as any person who has attended two consecutive meetings. The right to vote commences with the second meeting. Membership ceases after being absent two consecutive meetings without prior arrangement.
3. Members may hold more than one position if the subcommittee approves by majority vote.
4. All meetings are open to all interested members of NA, but only the persons listed, as the members of the PR Committee, including the officers shall vote.
5. The chairperson shall only vote in the event of a tie or to meet quorum.
6. Voting procedures:
  - Nominations for officer positions should be made in May.
  - Election of officers shall be held at the PR meeting of June.
  - Any inactive officer (after missing two consecutive meetings) may be removed from office by a two-thirds majority vote of members participating.
  - Only active members shall vote.

**VI. REQUIREMENTS FOR SUBCOMMITTEE MEMBERS**

1. A stated willingness to serve.
2. Time, resources, and ability to serve.
3. Working knowledge and experience of the Twelve Traditions and the Twelve Steps.
4. Willingness to complete a one-year term.

**VII. OFFICER REQUIREMENTS AND DUTIES**

**CHAIR REQUIREMENTS**

1. Two years clean time.
2. Previous experience at PR subcommittee and/or as a GSR for the S.C.A.N.A.
3. Ability to organize and give the committee direction and incentive.
4. Possess a strong knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts.

**CHAIR DUTIES**

1. Arrange times and agendas for meetings.
2. Initiate as necessary, correspondence, including communication between Areas, Region and W.S.C.P.R. (or delegates).
3. Ultimately responsible for files, records and over-all functioning of the committee.
4. Co-signer of PR subcommittee's bank account.
5. Attend monthly ASC meetings and give written and verbal report of PR activities.
6. Responsible for establishing and maintaining good working relationship with PR subcommittees and other subcommittees.
7. Gathers any changes in the schedules and/or help-line and give to Project Coordinator.
8. Keep Regional PR informed of all ongoing Area PR activities.
9. Keep Area PR informed of all ongoing Regional PR activities.
10. Keep the PR Web Coordinator informed of all upcoming events.

#### VICE CHAIR REQUIREMENTS

1. Two years clean time.
2. Prior service experience.
3. Ability to assume responsibilities in Chairperson's absence.

#### VICE CHAIR DUTIES

1. Is a co-signer of PR subcommittee's bank account.
2. Substitutes for Chairperson if necessary.
3. Works closely and assists in all duties of the PR committee

#### TREASURER REQUIREMENTS

1. Two years clean time.
2. Steady income.
3. Bookkeeping ability.

#### TREASURER DUTIES

1. Bookkeeper.
2. Co-signer of PR subcommittee bank account.
3. Prepare monthly financial report prior to ASC meeting and give to Chairperson for ASC meeting.
4. Write checks.
5. Keep all records of PR's bank account and receipts for all checks written.

#### SECRETARY REQUIREMENTS

1. Six months clean time.
2. Some prior service experience.
3. Ability to develop written material in a clear concise manner.

#### SECRETARY DUTIES

1. Record minutes of each meeting.
2. Distribute copies of those minutes to Chair prior to next month's ASC meeting and distribute minutes to members at the start of the next months meeting.

### **VIII. DUTIES AND REQUIREMENTS OF PROJECT COORDINATORS**

#### HELPLINE COORDINATOR REQUIREMENTS

1. Two years clean time.
2. Skills necessary to maintain a database of names, phone numbers, and addresses (50+).

#### HELPLINE COORDINATOR DUTIES

1. Provide answering service with updated phone list on a monthly basis.
2. Provide answering service with monthly-updated meeting schedules.
3. Recruit and train phone line volunteers as needed.
4. Maintains Helpline Volunteer Handbook, update it as necessary making sure that phone numbers are current.
5. Monitor helpline volunteer's performance, keeping in mind, that while the only requirement to be a member of NA is the desire to stop using, service workers have additional requirements. Using a drug will be taken as a resignation from any phone line position.
6. Monitor answering services performance, keeping in mind that it is a competitive business, shopping around occasionally to make sure NA is getting the best deal.

#### HELPLINE VOLUNTEER REQUIREMENTS

1. Six months clean time.
2. Active member of NA with a working knowledge of the Twelve Steps and Twelve Traditions.
3. Trained.
4. Willingness to help the addict who still suffers.

#### HELPLINE VOLUNTEER DUTIES

1. Attend and cooperate in yearly Helpline volunteer training.
2. To a reasonable extent, be available during “on-call” hours.
3. Keep updated meeting schedule with the Helpline volunteer’s handbook for reference when receiving calls.
4. Update phone line coordinator when phone number, address, or times available changes.

#### LITERATURE PROJECT COORDINATOR REQUIREMENTS

1. One year clean time.
2. Ability to deliver literature throughout Santa Cruz County.

#### LITERATURE PROJECT COORDINATOR DUTIES

1. Order NA literature on a monthly basis.
2. In charge of distributing the literature to specified locations in Santa Cruz County.
3. In charge of finding new distributing locations.
4. In charge of overseeing the project.

#### LITERATURE DISTRIBUTER REQUIREMENTS

1. 24 hours clean time.
2. Willingness to serve.

#### LITERATURE DISTRIBUTER DUTIES

1. Distribute literature to areas as the Project Coordinator sees fit.

#### PRESENTATION COORDINATOR REQUIREMENTS

1. Two years clean time.
2. Previous experience at the PR or Area level.
3. Ability to organize and give the group direction and incentive.

#### PRESENTATION COORDINATOR DUTIES

1. Arrange time and agendas for group meetings and presentations.
2. Report to PR subcommittee about plans for projects and expenditures.
3. To be responsible for representation and participation at all PR subcommittee meetings.
4. Coordinate non-NA requests for NA speakers.
5. Holds presentations to schools in accordance with School’s Project Guidelines.

#### WEBSITE COORDINATOR REQUIREMENTS

1. One year clean time.
2. Be computer-savvy, experience with databases helpful.
3. Have access to the Internet.

#### WEBSITE COORDINATOR DUTIES

1. Update meeting, contact, Service Committee, and event information as necessary.

#### MEETING SCHEDULE COORDINATOR REQUIREMENTS

1. One year clean time.
2. Knowledge of layout software helpful.

#### MEETING SCHEDULE COORDINATOR DUTIES

1. Update meeting schedules monthly.
2. Print schedules and deliver to ASC meetings or PR Chair prior to meeting for distribution to groups and area subcommittees.

#### PR COORDINATOR REQUIREMENTS

1. Two years clean time.
2. Previous experience at the PR or Area level.
3. Good communication skills.

#### PR COORDINATOR DUTIES

1. Coordinate all requests from the media.
2. Provide Public Service Announcements to radio and TV stations with approval of SCASC.
3. Coordinate poster projects.
4. Coordinate and S.C.A.N.A. presence on the Internet.