

**NARCOTICS ANONYMOUS**  
**BAY CITIES AREA PUBLIC RELATIONS COMMITTEE GUIDELINES**  
**Approved January 2024**

**I. DEFINITION:**

The Bay Cities Area Public Relations Committee (BCAPRC) is a sub-committee of the Bay Cities Area Service Committee (BCASC) of Narcotics Anonymous (NA). The BCAPRC is comprised of elected officers and interested NA members from within the Bay Cities Area who have the desire and willingness to be of service consistent with the Twelve Traditions of NA, Twelve Concepts of Service of NA, and these guidelines.

**II. PURPOSE:**

The purpose of the Public Relations Committee is to inform the public that NA exists as a resource in their community. To this end, the clarity and quality of our public image and presentation have a direct bearing on whether addicts who need us will be able to find us.

**III. MISSION:**

The mission of the BCAPRC is to make information about the NA program available to the public in a clear and objective fashion. Special emphasis will be placed on providing information about what N.A. is, where we can be located, what our primary purpose is, how the Traditions can help us, and why the 12 Steps are important in the recovery process. We shall do so in accordance with the Eleventh Tradition: "Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films."

Committee members will participate in accordance with the Seventh Concept of Service: "All members of a service body bear substantial responsibility to that body's decisions and should be allowed to fully participate in its decision-making process." Our objective is to fulfill Narcotics Anonymous' primary purpose in accordance with our Fifth Tradition: "...to carry the message to the addict who still suffers."

**IV. RESPONSIBILITIES:**

1. To open and maintain lines of communication between the BCAPRC and BCASC, Southern California Regional Service Committee (SCRSC) and World Services Committee (WSC).
2. To open and maintain lines of communication between NA and the Public.
3. To respond to all requests for information in a timely and effective manner.
4. To be sure that those requests are handled at the appropriate level of service.
5. To coordinate service efforts with other service committees as necessary.

**V. FUNCTIONS:**

1. To provide information about NA to the public via Public Service Announcements (PSAs) in press, radio, television, and other appropriate media.
2. To provide information about NA to those who may have contact with addicts (e.g., doctors, lawyers, teachers, therapists, judges, probation officers, parole officers, counselors, etc.).
3. To provide speakers and/or information regarding NA to community groups upon request and according to venue (e.g., high schools, health fairs, public fairs, etc.).

4. To provide information about NA to the public by placing cards and/or flyers in highly visible places. These flyers will display the BCA hotline number and website info.
5. To provide information booths at NA functions held in venues which are open to the public.
6. To conduct a monthly BCAPRC meeting virtual, in person or hybrid.
7. To provide a representative at the Southern California Regional Public Information Committee (SCRPRC) meetings.
8. To maintain communication with the BCA Phonelines Committee (BCAPLC) and provide training on how to handle PR calls.
9. To maintain communication with other sub-committees of the BCASC and groups within the BCA.
10. To provide a representative at the monthly BCASC policy and business meetings.
11. To provide PR orientation meetings to NA members interested in PR work.
12. To provide PR workshop meetings to inform NA members how to perform PR work.

## **VI. QUALIFICATIONS AND DUTIES OF OFFICERS:**

Officers of BCAPRC shall be limited to NA members. It is suggested that they have at least six (6) months of continuous clean time and maintain their clean time throughout their term of office. Additionally, they should have a working knowledge of the Twelve Steps, Twelve Traditions, Twelve Concepts of Service, and a willingness and desire to serve.

At the June monthly meeting, the committee shall elect a Chairperson, Vice Chairperson, Secretary, Community Project Coordinator, and Assistant Community Project Coordinator who will assume their duties immediately. Elected trusted servants may serve for a term of one (1) year. Two consecutive one-year terms is the maximum one can serve in the same position. If an officer can no longer fulfill his/her commitment, that office will be filled by electing a replacement as soon as possible. Until such a time, the most available trusted servant may fill the position. The following are qualifications and duties for the PR trusted servant officers:

### **1. CHAIRPERSON**

Qualifications: Suggested three (3) years' continuous clean time and one (1) year experience in PR work and working knowledge of area service.

Responsibilities include:

- A. Preside over all BCAPRC meetings.
- B. Provide an agenda for all BCAPRC meetings.
- C. Responsible for all correspondence for BCAPRC.
- D. Serve as a Custodian for the BCAPRC files,
- E. Responsible for ordering and distributing PR Literature according to need.
- F. Serve as Custodian of the BCAPRC funds.

- G. Represent BCAPRC at the monthly BCASC policy and business meetings.
- H. Vote at BCAPRC meetings only in the case of a tie.
- I. Ensure that all discussions and decisions consider the principles inherent to the 12 Traditions and 12 Concepts of Service.

## **2. VICE-CHAIRPERSON**

Qualifications: Suggested two (2) years' continuous clean time and six (6) months experience in PR work and working knowledge of area service.

Responsibilities include:

- A. Perform the duties of the Chairperson in his/her absence.
- B. Attend SCRPRC meeting once a month.
- C. Serve as liaison to other BCASC subcommittees as needed.
- D. Represent BCAPRC at Southern California Regional PR Committee (SCRPRC) meetings.
- E. Make reports to the SCRPRC regarding the operations of the BCAPRC.
- F. Relay to this committee any relevant business occurring at the SCRPRC.
- G. Vote on behalf of BCAPRC at SCRPRC.
  - a. If the Vice Chairperson is absent, or the position is vacant the BCAPRC may designate a representative to vote.

## **3. SECRETARY**

Qualifications: Suggested one (1) year continuous clean time and a desire to learn PR work and gain working knowledge of area service.

Responsibilities include:

- A. Record, type and distribute the minutes of all BCAPRC meetings.
- B. Coordinate all BCAPRC mailings.
- C. Arrange for necessary printing.
- D. Maintain and update mailing lists.
- E. Keep library of BCAPRC minutes, agendas, mailing lists and any PR generated correspondence.

## **4. COMMUNITY PROJECT COORDINATOR**

Qualifications: Suggested three (3) years continuous clean time and suggested 1 year of PR work and working knowledge of area service. Should possess good communication skills and appropriate phone etiquette.

Responsibilities include:

- A. Provide information about NA to those who may have contact with addicts.

(e.g., doctors, lawyers, teachers, therapists, judges, probation officers, parole officers, counselors, etc.)

- B. Contact local public and/or private middle schools, high schools, community colleges, vocational schools, and universities to inform them about NA, the BCAPRC and the services that it provides.
- C. Maintain current contact list
- D. Assess and evaluate school requests with Chair and Assistant Community school project coordinator.
- E. Report to the BCAPRC on the result of these contacts.
- F. Maintain and respond to emails in the BCAPR email account.

## 5. ASSISTANT COMMUNITY PROJECT COORDINATOR

Qualifications: Suggested six (6) months continuous clean time, and a desire to learn PR work and gain working knowledge of area service.

Responsibilities include:

- A. To assist the Community Project Coordinator in all their duties.
- B. Perform the duties of the Community Project Coordinator in his/her absence.
- C. Attend at least one other BCA Subcommittee meeting per month (prior to the monthly BCAPR meeting) to open and maintain communications with the other subcommittees, inform the subcommittees that the BCAPR Committee is available as a resource to the other subcommittees, and to assess possible PR needs/opportunities (e.g. supplying a booth for an area event, providing correspondence to organizations outside the Fellowship, etc.).

## VII. REQUIREMENTS AND DUTIES FOR VOTING PARTICIPANTS:

A voting status will be acquired by attending two (2) consecutive committee meetings. Voting status will be considered in jeopardy of becoming inactive after missing two (2) consecutive committee meetings. Voting status can be reinstated by committee review. It is generally suggested that all voting participants be BCAPRC members and meet the following criteria:

1. Shall allocate personal time and possess the ability to perform their duties.
2. Have a willingness and desire to serve.
3. Maintain their clean time throughout term of office or participation.
4. Complete at least one (1) PR Workshop.

## VIII. REQUIREMENTS FOR NON-VOTING PARTICIPANTS:

Non-voting participants are N.A. members who would like to volunteer their time to help with PR functions and activities. A non-voting status can be acquired by attending one (1) Committee meeting or activity. It is generally suggested that all non-voting participants shall have the following:

1. A willingness and desire to serve.

2. Completion of PR orientation.

## **IX. OPERATIONAL GUIDELINES:**

This section is intended to provide the committee with information on how to do Public Information work. More specifically, this section describes basic PR projects and how to stay focused on the 12 Traditions and 12 Concepts of Service.

### **1. NA and the Public**

**A. Communicating with the public:** The BCAPRC should periodically mail information about NA to members of the community who come in contact with addicts, adhering to the following suggestions:

- a. Initial Contact shall include the following Introduction Packet:
  - i. A cover letter briefly describing NA.
  - ii. Sample literature. (e.g., IP's # 1, 7, 13, 16, 22, 29, 30, and A Resource in Your Community- one of each)
  - iii. Locations of local meetings. (3-5 meeting directories)
  - iv. Area Business Cards (1-2)
  - v. A contact number for future information.
- b. Follow-up contact shall include the following:
  - i. Completed using telephone/letter/e-mail.
  - ii. Assessment of literature needs.
  - iii. Coordinate other services (e.g. presentation, booth sitting, etc.)

**B. Community Events (College Health Fairs, Community Fairs, etc.):** To begin or participate in a Community Events project, the committee should develop a database to keep track of community event dates and maintain continuous communication with agencies involved. The database should consist of the following:

- a. Type of event
- b. Date and location of event.
- c. Event coordinator information.
- d. Contact person information (title, phone number, fax, e- mail and mailing address).
- e. Event guidelines.
- f. Comment section to keep track of communications/activities.

Contact each by phone and follow up with a letter in the appropriate format.

**Note:** Narcotics Anonymous shall participate in community events for the sole purpose of carrying the NA message by providing information that NA exists. At no time shall NA members or NA booths endorse any other event or agency (e.g., wearing event/agency T- Shirts or displaying any banners/flyers other than NA's).

**C. Design Guidelines for PR Media Materials (Bulletins, Flyers, Billboards, Bus Bench and transit signs):** Materials should adhere to the following criteria:

- a. Media should always include the full name--Narcotics Anonymous, and the use of any NA logo must include the registered trademark emblem.
- b. Phoneline number and BCA website address should be included.
- c. The message should be tasteful and in keeping with NA's positive message.
- d. The message should be simple and easy to comprehend. Media should not be cluttered with extraneous material. Layout and artwork should be limited to two font types. (Examples may be found in the PR Handbook)

**D. Training Workshops:** Basic training will focus on how to do PR work as well as describing its service structure. This will include but not be limited to the following: service philosophy, language, role playing and Q&A for different scenarios of PR activities, dress code, issues dealing with affiliation, attraction, promotion, anonymity, and committee organization.

Other things to consider:

- a. **Area Trainings:** The committee will facilitate one training session per year. To promote unity in service the committee will invite Phonelines, H&I, and other subcommittees to participate in these sessions.
- b. **PR Presentation Training:** The committee will provide specialized training sessions to fulfill presentation requests for Schools, Parole, Probation, Health Service Agencies, Treatment Centers, etc., (as necessary).
- c. **Booth Sitting Training:** The committee will provide specialized training sessions for public events where PR activities are limited to information tables (e.g. community events).
- d. **Distribution Event Training:** The committee will provide specialized training sessions for PR activities limited to the distribution of PR-generated material (e.g. flyers).
- e. **Sub-Committee Training:** The committee will work closely with other subcommittees to ensure that the BCAPRC becomes the central point of contact for any person not affiliated with NA (e.g. print media, radio, etc.) in public events (e.g., conventions, Picnics, concerts, etc.). This information may be passed on to subcommittees holding public events by the following methods:
  - i. Attend Subcommittee meeting to request that PR have a space for a booth and be the point of contact for the public.
  - ii. Hold a Training Workshop for subcommittee members participating in the event.

**2. Communication within NA**

**A. Area Level**

- a. All BCAPRC meetings shall be open to any NA member who wishes to attend but shall be closed to the public. However, at the discretion of the committee, non-NA guests may participate as deemed appropriate or necessary.
- b. This committee shall give a monthly report at the BCASC meeting to inform the fellowship of the BCAPRC's projects, issues, and future events.

- c. This committee will provide workshops for interested NA members as the need arises. (See training workshop section)
- d. This committee shall provide liaisons to other subcommittees to open and maintain lines of communication.

**B. Regional Level**

- a. This committee will attend the SCRPRC meetings on a regular basis.
- b. This committee will host Regional Learning Days when feasible.
- c. This committee will work closely with the RCM when needed for the purpose of maintaining regional level communication.

**C. World Level**

This committee will maintain close communication with the region or regional delegate as needed, for the purpose of obtaining and maintaining world level communication.

**X. RESPONDING TO COMMUNITY REQUEST CONTINGENCY PLAN:**

Area Request: The following information must be obtained for appropriate assessment of the request:

1. Assessment of Information Request:

- A. Type of request (e.g., Speaker, Literature, Booth, Panel, etc.).
- B. Type of audience.
- C. Scheduled deadline for request.
- D. Review event guidelines.

2. Assessment of Fulfillment Requirements:

- A. Determine if appropriate resources are available.
- B. Assess the availability of trained members to fulfill the request.
  - i. Assess the possibility of holding a training workshop for the event.
  - ii. Assess the training capability (e.g., region, area or other trained members to hold workshop).
  - iii. Determine if appropriate literature is available.

Out of Area Request: Contact appropriate area or the region, inform them about the request and assist to the extent possible.

**XI. INTERNAL PUBLIC RELATIONS**

- 1. This committee shall abide by the operating budget of \$450 per month as approved by the BCASC. These funds do not include the monthly allowance for NA literature distribution of \$350. These funds shall be appropriated to meet the committee's needs for existing projects such as information cards, postage for literature distribution, and flyer distribution materials). If additional funds are required for special projects, a group conscience of the BCASC will be required.

2. Any committee member or officer may be removed during their term in office by a majority vote of the BCAPRC.
3. Committee officers shall serve for a term of one (1) year. All committee officers may succeed themselves in office, but none may serve more than two (2) consecutive terms in a particular office.
4. The BCAPRC shall hold regular monthly meetings. Special meetings may be called by (1) a majority of committee members or (2) the Chairperson when a special need arises; reasonable notice of special meetings must be given to all committee members.
5. Every May the BCAPRC shall hold a "Group Inventory" meeting to review what it has done in the past year. The format shall be the approved "Inventory Guidelines," examples of which are available in the BCASC guidelines and/or archives.
6. A two-thirds vote of the BCAPRC and the approval of the BCASC may amend these guidelines at any time.

7. These Guidelines will be reviewed a minimum of every 3 years or as deemed necessary by the BCASC