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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

- a. To open and maintain lines of communication between the public and Narcotics Anonymous so that the message of recovery is available to everyone.
- b. To carry the message in accordance with the Twelve Traditions & Twelve Concepts of NA.
- c. To open and maintain lines of communication between the Public Relations Subcommittee, Area, Regional, and World Service.

III. RESPONSIBILITIES

- a. The Public Relations Committee is the resource and coordinating body for all Santa Cruz Area PR efforts, assisting with all PR functions upon request and in a timely fashion.
- b. To respond to any PR request within the designated area, maintaining caution not to interfere with the responsibilities of other Area Subcommittees.
- c. To maintain a close working relationship with other PR Subcommittees of the region and with the Northern California Regional PR and H&I Sharing Forum.
- d. To maintain a close working relationship with other subcommittees within this Area, thereby ensuring that all requests are referred to and carried out by the appropriate Subcommittee in accordance with the Twelve Traditions.

IV. FUNCTION

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

V. DESCRIPTION OF SCASC PUBLIC RELATIONS SUBCOMMITTEE

- a. This subcommittee shall consist of those positions listed in section VII.
- b. Members are defined as any NA member who has attended two consecutive meetings.

- c. The right to vote commences with the second meeting. Membership subject to ceasing after being absent two consecutive meetings without prior arrangement.
- d. Members may temporarily fulfill the responsibilities of more than one position until the position can be filled. Open positions will be announced regularly at area.
- e. All meetings are open to all interested members of NA.
- f. Voting procedures:
 - 1. Nominations for committee member positions shall be made in May, or any month in case of an open position.
 - 2. Elections for committee positions shall be held at the PR meeting in June, or one month following nominations.
 - 3. Any inactive committee member (after missing two consecutive meetings) may be removed from their position by a two-thirds majority vote.
 - 4. Only active members shall vote
 - 5. The chairperson shall only vote in the event of a tie.

VI. REQUIREMENTS FOR SUBCOMMITTEE MEMBERS, General

- a. A stated willingness to serve.
- b. Time, resources, and ability to serve.
- c. Working knowledge and experience of the Twelve Traditions and the Twelve Steps of Narcotics Anonymous.
- d. Actively working a program of Narcotics Anonymous including sponsorship and step work.
- e. Willingness to complete a one-year term with an additional two months to train the next person.
- f. Reliable means of communication including email address or willingness to obtain one
- g. Read sections in the PR Handbook pertinent to their position.

VII. REQUIREMENTS AND DUTIES OF SUBCOMMITTEE OFFICERS

a. CHAIRPERSON

1. REQUIREMENTS

- a. All requirements in section VI,
- b. Two years of clean time,
- c. Previous experience at PR subcommittee and/or as a GSR for the S.C.A.N.A.,
- d. Ability to organize and give the committee direction and incentive.

2. DUTIES

- a. Arranges times and agendas for meetings.
- b. Initiates as necessary, correspondence, including communication between Areas, Region and other committees.
- c. Ultimately responsible for files, records and overall functioning of the committee.
- d. Attends monthly ASC meetings and gives written and verbal report of PR activities.
- e. Responsible for establishing and maintaining good working relationship with PR and other subcommittees.
- f. Keeps both the PR Web Coordinator and PR Web coordinator assistant informed of all upcoming events.

b. VICE CHAIR

1. REQUIREMENTS

- a. All requirements in section VI
- b. Two years of clean time.
- c. Prior service experience.
- d. Ability to assume responsibilities in Chairperson's absence.

2. DUTIES

- a. Substitutes for Chairperson as necessary,
- b. Works closely and assists in all duties of the PR Subcommittee,
- c. Be responsible for, in close conjunction with the Volunteer Coordinator, delegation of task-based PR services, including but not limited to the following:
 - 1.School presentations
 - 2.Media requests
 - 3.Public service announcements
 - 4.Poster projects
 - 5.Presentations to professionals
- d. Ensures that volunteers are selected appropriately for their respective tasks as described in section VIII and that they receive the appropriate training to perform the task assigned.

c. SECRETARY

1. REQUIREMENTS

- a. All requirements in section VI
- b. Six months of clean time.
- c. Prior service experience.
- d. Ability to develop written material in a clear concise manner.

2. DUTIES

- a. Record minutes of each meeting.
- b. Distribute copies of those minutes to Chair prior to next month's ASC meeting and
- c. Distribute minutes to members at the start of the next month's meeting.
- d. Maintain archive of meeting minutes, agenda, monthly Area report, and PR Guidelines on the santacruapna@gmail.com google drive.

d. REGIONAL PR REPRESENTATIVE

1. REQUIREMENTS

- a. All requirements in section VI
- b. 2 years of clean time
- c. Ability to travel to RSO every other month.

2. DUTIES

- a. Be the Santa Cruz Area PR Liaison to NorCal Region NAPR
- b. Submit reports to both bodies, the information received at each meeting.
- c. To attend Regional PR meeting. Either in person or by conference call if unable to travel.
- d. Maintain communication between NORCAL NA PR and Santa Cruz Area PR.

VIII. DUTIES AND REQUIREMENTS OF PROJECT COORDINATORS

a. Volunteer Coordinator

1. REQUIREMENTS

- a. All requirements in Section VI
- b. Six months of clean time
- c. Skills necessary to maintain a list of volunteers

2. DUTIES

- a. Attend a variety of NA meetings in the SC Area to actively seek volunteers for various PR tasks.
- b. Educate the fellowship about available task-based PR service opportunities, including but not limited to:
 - 1. School panels
 - 2. Postering / PSAs
 - 3. Literature distribution
 - 4. Presentations to professionals
 - 5. Booth-sitting
- c. Maintain updated list of volunteer information, including:
 - 1. Name
 - 2. Clean date
 - 3. Phone number
 - 4. Email address
 - 5. Service interests
 - 6. Coordinate with Vice Chair to ensure volunteers are available for PR tasks as needed.

b. HELPLINE COORDINATOR

1. REQUIREMENTS

- a. All requirements in section VI
- b. Two years of clean time.
- c. Skills necessary to maintain a database of names, phone numbers, and addresses (50+).

2. DUTIES

- d. Provide answering service with updated phone list on a monthly basis.
- e. Provide answering service with monthly-updated meeting schedules.
- f. Recruit and train phone line volunteers as needed.

- g. Maintains Helpline Volunteer Handbook, updating as necessary, keeps phone numbers current.
- h. 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.
- i. Using a drug will be taken as a resignation from any phone line position.
- j. 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.

c. WEBSITE COORDINATOR

1. REQUIREMENTS

- a. All requirements in section VI
- b. Two years of clean time.
- c. Is computer-savvy, experience with web site maintenance.
- d. Access to computer and internet
- e. Have necessary web editing tools

2. DUTIES

- a. Backs up the website on a monthly basis.
- b. Maintains software updates.
- c. Provides any format or content changes, outside of meeting change information, to the PR subcommittee for their approval.
- d. Adheres to the Fellowship Intellectual Property Trust (FIPT) to protect all fellowship copyrights and trademarks. This includes seeking, receiving and retaining approval by the NAWA, Inc., for all fellowship literature or logos used on the website.
- e. Protects the SCANA from association with non-service structure approved websites that may use our name, literature or in any other way infer affiliation in violation of the 12 Traditions of NA.
- f. Acts as the contact for the SCANA with an Internet Service Provider (ISP). Makes sure that all bills for charges, such as website hosting and domain registration, are paid in a timely manner. Autopay is the current, recommended method.
- g. Makes sure that the ISP provides sufficient service quality and orders any services as required.
- h. Maintains all software and instructions necessary to develop, maintain and otherwise support the website.
- i. Any changes to meeting information on the web site, as well as changes to meeting information in the printed meeting guide and on the phone line, may only be conveyed to the PR subcommittee by:
 - i. trusted servants from the meeting which is conveying a change,
 - ii. the ASC vice chairperson.
- j. Maintain basic security provisions to protect website from common assaults.
- k. Ensures that the website adheres to the 12 Steps and 12 Traditions of Narcotics Anonymous and carries the message to the newcomer.
- l. Work with Assistant Web Coordinator and PR Chair to supply printed schedules to H&I and others as necessary.
- m. Maintains the Software on the Area's laptop used by the Administration Committee's Treasurer. This includes maintaining the administration password for it@santacruzna.org required to install new SW on the area laptop.

d. ASSISTANT WEB COORDINATOR

1. REQUIREMENTS

- a. All requirements in section VI

- b. Willingness to serve.
- c. One-year of clean time.
- d. Computer skills necessary to maintain the website.
- e. Access to computer and internet.
- f. Fluency with MS Word or equivalent, and MS Excel or equivalent.

2. DUTIES

- a. Schedule
 - 1. Makes routine monthly changes to meetings and events pages.
 - 2. Assist Web Coordinator in maintenance, modification, & testing of website & related computer assets.
 - 3. Print schedules quarterly, deliver monthly to ASC meetings or PR Chair prior to meeting for distribution to groups and area subcommittees.
- b. Text Alerts
 - 1. Operate the Text Message system to send out announcements of new or changed meetings, & special notifications as necessary.
 - 2. Text announcement of meeting change notifications are typically sent out the morning of the meeting being changed; for morning meetings, the evening before.
 - 3. Correspond with trusted servants from the meeting which is conveying a change or the Admin Vice Chair, per section VIII C 2 i), to resolve any schedule or Text Message issues.
- c. Text Notification categories
 - 1. Monthly Birthday Speaker meeting
 - 2. Existing meeting changes to schedule – day, time, location, format
 - 3. Area approved requests – for instance subcommittee/event announcements
 - 4. New meetings approved by Area – any meeting that isn’t currently on the schedule or wasn’t on the schedule pre covid require Area approval.
 - 5. Communicable Disease exposure – meeting trusted servants can request a text announcement in the case a member attended a meeting and it was determined they were positive for a communicable disease.

e. LITERATURE PROJECT COORDINATOR

1. REQUIREMENTS

- a. One year of clean time.
- b. Ability to coordinate a pool of volunteers to deliver literature throughout Santa Cruz County

2. DUTIES

- a. Orders NA literature on as necessary to maintain an adequate supply for distribution.
- b. Responsible for delegating literature delivery to volunteers, or delivering personally in the absence of available volunteers
- c. In charge of finding new distributing locations.
- d. Maintain a list of current volunteers and which locations they are covering for literature delivery

IX. GENERAL VOLUNTEER POOL (TASK BASED SERVICE)

A. Description

May not need to attend PR Subcommittee meetings, but the different types of task-based service lend themselves to different clean time requirements and different types of training required to perform those tasks.

- a. Within the category of “task-based service” there are “presenting tasks” and “non-presenting tasks”. For the purposes of these Guidelines, we define “presenting tasks” to be those which require speaking to non-addicts about NA and being able to field questions (e.g. schools panels, presentations to professionals, responses to media requests, booths at health fairs, etc.), while “non-presenting tasks” are those which don’t require this (putting up flyers, distributing literature, putting out business cards, etc.)

B. TASK LEADER FOR A “PRESENTING” TASK

1. REQUIREMENTS

- a. Two years of clean time.
- b. Previous experience at the PR or Area level.
- c. Previous presentation training or willingness to undergo presentation training
- d. Ability to train other participants once having received presentation training.
- e. Ability to organize, coordinate, and perform a task which involves speaking to non-addicts and answering questions about NA (such as a school panel, a presentation to professionals, a response to a media request, etc.)

2. DUTIES MAY INCLUDE, ON A TASK-BY-TASK BASIS:

- a. Arrange time and agendas for group meetings and presentations.
- b. Report to PR Subcommittee, via Vice Chair, about plans for projects and expenditures.
- c. Coordinate non-NA requests for NA speakers.
- d. Holds presentations at schools in accordance with School’s Project Guidelines.
- e. Train additional participants for presentations as needed to perform task at hand.

C. TASK PARTICIPANT FOR A “PRESENTING” TASK

1. REQUIREMENTS:

- a. Six months of clean time.
- b. Active member of NA with a working knowledge of the Twelve Steps and Twelve Traditions.
- c. Willingness to receive training for the task at hand

2. DUTIES MAY INCLUDE, ON A TASK-BY-TASK BASIS

- a. Participate in presentations or other activities under the guidance and supervision of the current volunteer Task Leader.

D. TASK LEADER FOR A “NON-PRESENTING” TASK

1. REQUIREMENTS:

- a. Six months of clean time.
- b. Active member of NA with a working knowledge of the Twelve Steps and Twelve Traditions.
- c. Willingness to serve, and willingness to ask for help as needed.

2. DUTIES MAY INCLUDE, ON A TASK-BY-TASK BASIS:

- a. Coordinate task as requested by the PR Subcommittee.
- b. Delegate responsibilities to other Task Participants as needed.

E. TASK PARTICIPANT FOR A “NON-PRESENTING” TASK

1. REQUIREMENTS:

- a. 24 hours of clean time.

b. Willingness to serve.

2. DUTIES MAY INCLUDE, ON A TASK-BY-TASK BASIS:

a. Participates in PR task (such as literature distribution, putting up flyers, or other tasks which do not require speaking to non-addicts about NA) as requested by Task Leader.

F. HELPLINE VOLUNTEER

1. REQUIREMENTS

- a. One year of clean time.
- b. Active member of NA with a working knowledge of the Twelve Steps and Twelve Traditions.
- c. Has been trained by Helpline Coordinator
- d. Willingness to help the addict who still suffers.

2. DUTIES

- a. Attend and cooperate in yearly Helpline volunteer training.
- b. To a reasonable extent, be available during “on-call” hours.
- c. Keep updated meeting schedule and Helpline Volunteer’s Handbook for reference when receiving calls.
- d. Update phone line coordinator when phone number, address, or times available change

X. Public Relations Google Account Usage santacruznapr@gmail.com

1. Password rotation

a. Annually

- 1. At the beginning of every service term, June 1, the PR Google account password will be rotated by the PR Chair.
- 2. The PR Chair will supply that password to the Admin committee as soon as the new password is generated.
- 3. The Google account recovery email address will be set to scnaadm@gmail.com. This is not to be changed for any reason.
- 4. The Google account recovery phone number can be either the PR Chair or the Admin PR liaison. The recovery phone for the current term will be set at the time of the password rotation.

b. Members stepping down

- 1. If a PR member steps down from the subcommittee prior to the end of the term, or if requested by the member, the member’s device will be deleted from the Google account.

2. Google Account Access

- a. Google account access is granted to all duly elected trusted servants of the PR subcommittee.
- b. Google account access can be granted to general members that does not hold a PR service position on the PR subcommittee by vote of the subcommittee.

3. Email usage

a. All PR subcommittee members with Google account access can use the PR gmail.

- 1. So as to provide timely responses to member inquiries all PR subcommittee members with Google account access can respond to PR gmail.

b. Sending/Responding to PR Email

1. Include your service position title ex “In Server PR Web Assistant”.
2. If not holding an elected service position the subcommittee will designate a unique identifier for use by any general member granted Google Account access.