

Santa Cruz Area Narcotics Anonymous
Public Relations Subcommittee Guidelines
05/15/2024

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1. DEFINITION

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

2. PURPOSE

- A. A. To open and maintain lines of communication between the public and Narcotics Anonymous (NA) so that the message of recovery is available to everyone.
- B. B. To carry the message in accordance with the Twelve Traditions and Twelve Concepts of NA.
- C. C. To open and maintain lines of communication between the Public Relations subcommittee, Area, Regional, **Zonal Forum**, and World Service.

3. 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 with this Area, thereby ensuring that all requests are referred to and carried out by the appropriate subcommittee in accordance with the Twelve Traditions.

4. 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 (presentation 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 (PSA's) with approval of SCASC.
7. Coordinating all requests from the media.
8. Providing literature to community and social service locations.
9. Maintain Area website to include current meeting schedules, events, service opportunities, helpline number, and any other information approved by SCASC.

5. DESCRIPTION OF SANTA CRUZ AREA SERVICE COMMITTEE (SCASC) PUBLIC RELATIONS SUBCOMMITTEE

- A. This subcommittee shall consist of those positions listed in Section 7.
- B. Members are defined as any NA member who has attended two consecutive PR meetings.
- C. The right to vote commences with the second meeting. Membership is subject to cease after being absent two consecutive meetings without prior communication with the Chair or Vice Chair.
- 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 SCASC.
- 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.
 2. Elections for committee positions shall be held at the PR meeting in June.
 3. In the case of a vacant position in any other month, nominations will be held with elections the subsequent month.
 4. Any inactive committee member (after missing two consecutive meetings) may be removed from their position by a two-thirds majority vote.
 5. Only active members shall vote.
 6. The chairperson may only vote in the event of a tie.

6. 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 Steps and the Twelve Traditions of Narcotics Anonymous.
- D. Actively working a program of Narcotics Anonymous with a sponsor.
- E. Willingness to complete a one-year commitment with an additional two months to mentor the next trusted servant.
- F. Reliable means of communication including an email address or the willingness to obtain one.
- G. Working knowledge of the PR Guidelines.

7. REQUIREMENTS AND DUTIES OF SUBCOMMITTEE OFFICERS

CHAIRPERSON

A. REQUIREMENTS

- 1. All requirements in Section 6.
- 2. Two years of clean time.
- 3. Previous experience at PR subcommittee and/or as a GSR for the SCASC.
- 4. Ability to organize and give the committee direction and incentive.
- 5. Computer access in order to facilitate hybrid meetings if needed.

B. DUTIES

- 1. Arrange times and agendas for meetings.
- 2. Initiates as necessary, correspondence, including communication between Areas, Region and other committees.
- 3. Ultimately responsible for files, records and overall functioning of the committee.
- 4. Attends monthly SCASC meetings and gives written and verbal report of PR activities.
- 5. Responsible for establishing and maintaining good working relationships with PR and other subcommittees.
- 6. Keeps both the PR Web Coordinator and PR Web Coordinator Assistant informed of all upcoming events.
- 7. In cooperation with the Vice Chairperson, distribution of printed schedules at Area Service.

VICE CHAIRPERSON

A. REQUIREMENTS

1. All requirements in Section 6.
2. Two years of clean time.
3. Prior service experience.
4. Ability to assume responsibilities in Chairperson's absence.

B. DUTIES

1. Substitutes for Chairperson as necessary.
2. Works closely and assists in all duties of the PR subcommittee.
3. Be responsible for, in close conjunction with the Volunteer Coordinator, delegation of task-based PR services, including but not limited to the following:
 - a. School presentations
 - b. Media requests
 - c. Public service announcements (PSA's)
 - d. Poster projects
 - e. Presentations to professionals
4. Ensures that volunteers are selected appropriately for their respective tasks as described in Section 8 and that they receive the appropriate training to perform the task assigned.
5. In cooperation and coordination with the Chair, distribution of printed schedules at Area Service.

SECRETARY

A. REQUIREMENTS

1. All requirements in Section 6.
2. Six months of clean time.
3. Prior service experience.
4. Ability to develop written material in a clear concise manner.

B. DUTIES

1. Record minutes of each meeting.
2. Distribute copies of those minutes to the PR subcommittee prior to next month's SCASC meeting.
3. Maintain archive of meeting minutes, agenda, monthly Area report, and PR Guidelines on the santacruzprna@gmail.com Google drive.
4. Support other administrative duties as needed.

REGIONAL PR REPRESENTATIVE

A. REQUIREMENTS

1. All requirements in Section 6.
2. 2 years of clean time.
3. Ability to attend the H&I/PR Sharing Forum every other month, either in person or virtually.

B. DUTIES

1. Be the SCASC PR representative to the Northern California Region of Narcotics Anonymous (NCRNA).
2. Submit a report to both the PR subcommittee and the Regional Sharing Forum.

8. DUTIES AND REQUIREMENTS OF PROJECT COORDINATORS

VOLUNTEER COORDINATOR

A. REQUIREMENTS

1. All requirements in Section 6.
2. Six months of clean time.
3. Skills necessary to maintain a list of volunteers.

B. DUTIES

1. Attend a variety of NA meetings in the Santa Cruz Area to actively seek volunteers for various PR tasks.
2. Educate the fellowship about available task-based PR service opportunities, including but not limited to:
 - a. School panels
 - b. Postering/PSA's
 - c. Literature distribution
 - d. Presentations to professionals
 - e. Tabling at community events
3. Maintain updated list of volunteer information, including:
 - a. Name
 - b. Clean date
 - c. Phone number
 - d. Email address

- e. Service interests
- f. Coordinate with Vice Chair to ensure volunteers are available for PR tasks as needed.

HELPLINE COORDINATOR

A. REQUIREMENTS

1. All requirements in Section 6.
2. Two years of clean time.
3. Skills necessary to maintain a list of names, phone numbers, availability and email addresses.

B. DUTIES

1. Provide answering service with an 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, updating as necessary, keeps phone number current.
5. Communicate with the helpline volunteers to provide support and updated information.
6. Relapse will serve as a resignation from any phone line position.
7. Ensure efficient and cost effective phone services.

WEBSITE COORDINATOR

A. REQUIREMENTS

1. All requirements in Section 6.
2. Two years of clean time.
3. Has experience with or is willing to be trained in WordPress and GoDaddy.
4. Access to a computer and the internet.

B. DUTIES

1. Ensure that the website is backed up on a monthly basis. (Schedule automatic back-ups).
2. Adheres to the Fellowship Intellectual Property Trust (FIPT) to protect all fellowship copyrights and trademarks. This includes seeking, receiving and retaining approval by the NAWS, Inc., for all fellowship literature or logos used on the website.
3. Protects the SCASC from association with non-service structure approved websites links.

4. Acts as the contact for the SCASC 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.
5. Any changes to meeting information on the BMLT (website, printed meeting guide and phone line) may only be conveyed to the PR subcommittee by:
 - a. Trusted servants from the meeting requesting a change
 - b. The ASC Vice Chairperson
6. Maintain basic security provisions to protect SCASC website from common assaults.
7. Ensures that the website adheres to the 12 Steps and 12 Traditions of Narcotics Anonymous and carries the message to the newcomer.
8. Work with Assistant WebCoordinator and PR Chair to supply printed schedules to H&I and others as necessary.
9. 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 software on the area laptop.

ASSISTANT WEB COORDINATOR

A. REQUIREMENTS

1. All requirements in Section 6.
2. Willingness to serve.
3. One-year of clean time.
4. Computer skills necessary to maintain the website.
5. Access to a computer and the internet.
6. Fluency with MS Word or equivalent, and MS Excel or equivalent.

B. DUTIES

1. Schedule
 - a. Makes routine monthly changes to meetings and events pages.
 - b. Assist Web coordinator in maintenance, modification, & testing of website & related computer assets.
 - c. Confirm that all new meetings have met SCANA guideline requirements prior to being included on the meeting schedule.
2. Text Alerts
 - a. Operate the Text Message system to send out announcements of new or changed meetings, & special notifications as necessary.

- b. Text announcements of meeting change notifications are typically sent out the morning of the meeting being changed; for morning meetings, the evening before.
 - c. 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.
3. Text Notification Categories
- a. Monthly Birthday Speaker meeting.
 - b. Existing meeting changes to schedule - day, time, location, format
 - c. Area approved requests - for instance subcommittee/event announcements.

LITERATURE PROJECT COORDINATOR

A. REQUIREMENTS

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

B. DUTIES

1. Orders NA literature on as necessary to maintain an adequate supply for distribution.
2. Responsible for delegating literature delivery to volunteers, or delivering personally in the absence of available volunteers.
3. In charge of finding new distributing locations.
4. Maintain communication with existing sites to determine literature needs.
5. Maintain a list of current volunteers and which locations they are covering for literature delivery.

9. 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.

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 presenting (putting up flyers, distributing literature, putting out business cards, etc).

TASK LEADER FOR A “PRESENTING” TASK

A. REQUIREMENTS

1. Two years of clean time.
2. Previous experience at the PR or Area level.
3. Previous presentation training or willingness to undergo presentation training.
4. Ability to train other volunteers.
5. Ability to organize, coordinate, and perform a task which involves speaking to non-addicts and answering questions about NA (school panel, a presentation to professionals, a response to a media request, etc.).

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

1. Arrange time and agenda for group meetings and presentations.
2. Report to PR Subcommittee, via Vice Chair, about plans for projects and expenditure.
3. Attends PR Subcommittee meetings at the request of the Vice Chair.
4. Coordinate non-NA requests for NA speakers.
5. Holds presentations at schools in accordance with School’s Project Guidelines.
6. Trains volunteers as needed.
7. For School Panels: Will check registered sex offenders portal to clear all volunteers.

TASK VOLUNTEER FOR A “PRESENTING” TASK

A. REQUIREMENTS

1. One year of clean time.
2. Active member of NA with a working knowledge of the Twelve Steps and Twelve Traditions.
3. Willingness to receive training for the task at hand.

B. DUTIES

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

TASK VOLUNTEER FOR A “NON-PRESENTING” TASK

A. REQUIREMENTS

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

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

1. Participate in PR tasks such as literature distribution, putting up flyers, or other tasks which do not require speaking to non-addicts about NA as requested.

HELPLINE VOLUNTEER

A. REQUIREMENTS

1. One year of clean time.
2. Active member of NA with a working knowledge of the Twelve Steps and Twelve Traditions.
3. Has been trained by Helpline Coordinator.

B. DUTIES

1. Maintains knowledge of SCASC guidelines for phonenumber service.
2. Maintains agreed upon hours of availability.
3. Keep updated meeting schedule and Helpline Volunteer’s Handbook for reference when receiving calls.
4. Update phone line coordinator when phone number, email address, or times available change.

10. PUBLIC RELATIONS GOOGLE ACCOUNT santacruznapr@gmail.com

A. PASSWORD ROTATION

1. ANNUALLY

- a. At the beginning of every service term, June 1, the PR Google account password will be rotated by the PR Chair.
- b. The PR Chair will supply that password to the SCASC Administration Committee as soon as the new password is generated.

- c. The Google account recovery email address will be set to scnaadm@gmail.com. This is not to be changed for any reason.
- d. The Google account recovery phone number will be held by both the Web Coordinator and the SCASC Administration PR liaison.
- e. If one of the recovery phone contacts steps down from PR service, the member's device will be deleted from the Google account.

B. GOOGLE ACCOUNT ACCESS

1. Google account access is granted to all duly elected trusted servants of the PR subcommittee.

C. EMAIL ACCESS

1. All PR subcommittee members with Google account access can use the PR gmail.
2. Sending/Responding to PR Email
 - a. Committee members will only respond to emails related to their service positions.
 - b. Include your service position title ex "In Service, PR Web Assistant".
 - c. PR correspondence should be sent through the PR email account.