

**South Hills
Public
Relations
Subcommittee
Guidelines of
Narcotics
Anonymous**

Revised July 2022

SHASCNA PUBLIC RELATIONS SUBCOMMITTEE GUIDELINES

I. DEFINITION:

The South Hills Area Service Subcommittee of Narcotics Anonymous Public Relations is made up of volunteer members from Narcotics Anonymous.

II. PURPOSE:

SHASCNA P.R. is a subcommittee of concerned N.A. members that exists to inform the public that N.A. offers recovery from the disease of addiction and how and where to find N.A. meetings. All of SHASCNA P.R. activities will be carried out in accordance with SHASCNA Guidelines, the 12 Traditions of N.A. and the 12 Concepts of N.A. Service. Members of this P.R. Subcommittee will be defined according to one or more of the following: Chairperson, Vice Chairperson, Secretary, Webmaster, Vice Webmaster, Project-Based Service Coordinator, Project-Based Service Member, & any other concerned member of Narcotics Anonymous as a whole.

III. FUNCTIONS AND RESPONSIBILITIES:

1. This P.R. Subcommittee shall open and maintain the lines of communication between N.A. & the public and between the Area, Regional, and World levels of N.A. service.
2. Is directly responsible to SHASCNA.
3. Shall prepare & provide introductory literature packets as the P.R. committee deems necessary.
4. Shall coordinate a minimum of two P.R. Learning Day / Workshops annually.
5. Shall maintain Project-Based Service Committees to work on specific projects such as, but not limited to the following: Informational Packet Mailing, Media PSA's, Posters, and Basic Text Donations to area libraries, Health Fairs, and Public Presentations.
6. Shall be (at the discretion of the P.R. committee members) responsible for or assist with any project not listed, which falls within the boundaries of public information as determined by these guidelines, SHASCNA, & the Narcotics Anonymous P.R. hand book "A Guide to Public Information."

IV. BUSINESS MEETING:

The SHASCNA Public Relations Subcommittee will be scheduled by the PR Committee and entered into the GSR report for interested members to attend. This will be announced within the N.A. fellowship, encouraging all N.A. members to attend.

V. FUNDING:

This P.R. Subcommittee will maintain a separate monthly budget funded by and in accordance with SHASCNA guidelines.

VI: AMENDING GUIDELINES:

These guidelines may be amended by the SHASCNA P.R. Subcommittee by a 2/3 majority vote & are subject to approval by SHASCNA.

VII. VOTING MEMBERSHIP:

1. Trusted Servants of this P.R. Subcommittee shall have the equal right of input & vote on decisions made by this P.R. Subcommittee with the exception of the Chairperson who carries a vote only in the case of a tie vote.
2. Any other N.A. member wishing to vote shall have attended the previous SHASCNA P.R. Subcommittee meeting.
3. Any N.A. member has the right to address this P.R. Subcommittee with P.R. related business.

VIII: TRUSTED SERVANTS QUALIFICATIONS / ELECTIONS / REMOVAL:

1. Trusted Servants of this P.R. Subcommittee are as follows: A. Chairperson, B. Vice Chairperson, C. Secretary, D. Webmaster, E. Vice Webmaster, F. Project-Based Service Coordinator.
2. Chairperson & Vice Chairperson: shall be elected in December by SHASCNA and is accountable and subject to SHASCNA guidelines.
3. Secretary, Webmaster, Vice Webmaster, & Project-Based Service Coordinator: shall be elected in January by this P.R. Subcommittee.
4. Regardless of when Trusted Servants are elected, all positions are open to nomination in January, except the Chairperson who is nominated in December.
5. No Trusted Servant shall be eligible to serve more than 2 terms consecutively in the same position.
6. Relapse constitutes automatic resignation of Trusted Servant.
7. Any P.R. Subcommittee member may be removed from service by a 2/3 majority vote of this P.R. Subcommittee, except the Chairperson who can only be removed by SHASCNA.
8. All Trusted Servants of SHASCNA P.R. shall attend at least one P.R. Learning Day/Workshop annually and have an N.A. home group.
9. All Trusted Servants shall attend the monthly SHASCNA P.R. Subcommittee meeting. Two absences constitutes a resignation of P.R. commitment.

10. All SHASCNA P.R. members shall keep in mind that they are seen as a representative of Narcotics Anonymous and should conduct themselves in a responsible manner.

IX. CHAIRPERSON:

Elected by majority vote of GSR's at the ASC for a one year term, in accordance with and accountable to SHASCNA policy.

A. QUALIFICATIONS:

1. A minimum of Three years continuous abstinence.
2. A working knowledge of the 12, 12 & 12 of N.A.
3. A working knowledge of SHASCNA guidelines & policy.
4. The ability to organize & serve this P.R. Subcommittee.
5. The willingness to give the time & resources necessary to conduct the business of this P.R. Subcommittee.
6. One year previous involvement in Public Relations.

B. DUTIES:

1. Coordinate all SHASCNA P.R. Subcommittee business and generates enthusiasm for projects planned by this P.R. Subcommittee.
2. Prepare the monthly subcommittee agenda, bringing before the subcommittee matters they should act upon.
3. Attend Regional P.R. Subcommittee business meetings.
4. Make regular monthly reports to SHASCNA on the status of P.R. projects, Regional P.R. business meetings, or any other responsibility of this P.R. Subcommittee.
5. Maintain P.R. Subcommittee archives that are to be given to the next P.R. Chairperson.
6. Establish and maintain contact between this P.R. Subcommittee and other P.R. Subcommittees on an Area, Regional, and World level of N.A. service.
7. Work closely with this P.R. Subcommittee to uphold the integrity of N.A. in all correspondence with the general public.
8. Report monthly all P.R. expenditures to SHASCNA and this P.R. Subcommittee and validate by receipts.

X. VICE CHAIRPERSON:

Elected by majority vote of GSR's at the ASC for a one year term, in accordance with and accountable to SHASCNA policy.

A. QUALIFICATIONS:

1. A minimum of Two years continuous abstinence.
2. A working knowledge of the 12, 12 & 12 of N.A.
3. A working knowledge of SHASCNA guidelines & policy.
4. Willingness to give the time and resources necessary.
5. Six months previous P.R. experience.

B. DUTIES:

1. Take an active part in the direction of this P.R. Subcommittee working closely with the Chairperson and assisting with organizational duties.
2. In the absence of the P.R. Chairperson, will chair the P.R. Subcommittee business meeting.
3. In the event of the inability of the P.R. Chairperson to perform or upon the resignation of the P.R. Chairperson, the P.R. Vice Chairperson will assume P.R. Chairperson's duties until a qualified Chairperson is elected.
4. Act as a Project-Based Service Coordinator and assist this P.R. Subcommittee in upholding the integrity of N.A. in all correspondence with the general public.
5. Attend Regional P.R. Subcommittee business meetings.

XI: SECRETARY:

Elected by majority vote of this P.R. Subcommittee for a 1 year term.

A. QUALIFICATIONS:

1. A minimum of Six months continuous abstinence.
2. A working knowledge of the 12, 12, & 12 of N.A.
3. Willingness and desire to serve.
4. Willingness to give the time and resources necessary.

B. DUTIES:

1. Record accurate meeting minutes and make them available to any N.A. member upon request.
2. Keep a complete record of minutes of every regular and special P.R. Subcommittee meeting.
3. Maintain minutes and submit them to the P.R. Chairperson no later than one week following each monthly P.R. Subcommittee meeting.
4. Keep a continuing roster of monthly attendance at the SHASCNA P.R. Subcommittee meeting.
5. Assist This P.R. Subcommittee in developing or creating an informational data base for use in SHASCNA P.R. efforts.

6. Keep a record of all P.R. Subcommittee member names, phone numbers, and e-mail addresses.
7. Maintain all necessary stationary supplies needed.
8. Keep in close contact with the P.R. Chairperson.

XII: WEBMASTER:

Elected by majority vote of this P.R. Subcommittee for a 1 year term.

A. QUALIFICATIONS:

1. A minimum of Two years continuous abstinence.
2. A working knowledge of the 12,12, & 12 of N.A.
3. Willingness and desire to serve.
4. Willingness to give the time and resources necessary.
5. Attendance of at least one previous P.R. workshop.
6. Knowledge of relevant technologies (HTML).

B. DUTIES:

1. Update website as new information becomes available.
2. Communicate with SHASCNA Chairperson, SHASCNA Secretary, and P.R. Chairperson to discuss website content.
3. Ensures that all website content is in accordance with SHASCNA Guidelines, the 12 Traditions of N.A. and the 12 Concepts of N.A. Service.
4. Attend all P.R. Subcommittee meetings.

XIII: VICE WEBMASTER:

A: QUALIFICATIONS:

1. A minimum of One year continuous abstinence.
2. A working knowledge of the 12, 12, & 12 of N.A.
3. Willingness and desire to serve.
4. Willingness to give the time and resources necessary.
5. Attendance of at least one previous P.R. workshop.
6. Knowledge of relevant technologies (HTML).

B: DUTIES:

1. Assist in fulfillment of Webmaster duties.

2. In the event of the inability of the Webmaster to perform or upon the resignation of the Webmaster, the Vice Webmaster will assume the Webmaster's duties until a qualified replacement is elected.

XIV: PROJECT-BASED SERVICE COORDINATOR:

Elected by majority vote of this P.R. Subcommittee for a 1 year term

A. QUALIFICATIONS:

1. A minimum of One year continuous abstinence.
2. A working knowledge of the 12, 12, & 12 of N.A.
3. Willingness and the desire to serve.
4. Willingness to give time and resources necessary.
5. Six months previous P.R. experience.

B. DUTIES:

1. Coordinates the efforts of their Project-Based Service Committee.
2. Act as a liaison between their Project-Based Service Committee and this subcommittee.
3. Maintain communication and work closely with the P.R. Chairperson, Vice Chairperson, and Secretary.
4. Make a written monthly report on the progress of any current project to this P.R. Subcommittee.
5. Make available to the Secretary all accumulated data pertaining to any current projects for data base purposes.
6. Appoint needed Project-Based Service Members, to be reported to and approved by this P.R. Subcommittee.
7. Offer suggestion for replacement Project-Based Service Coordinator near the end of his/her commitment.

XV. PROJECT-BASED SERVICE MEMBERS:

Selected by Project-Based Service Coordinator in cooperation with this P.R. Subcommittee.

A. QUALIFICATIONS:

1. A minimum of 6 months continuous abstinence.
2. A working knowledge of the 12, 12 & 12 of N.A.
3. Willingness and the desire to serve.
4. Willingness to give the time and resources necessary.

B. DUTIES:

1. Rigorously adhere to section XV. of SHASCNA P.R. Guidelines.
2. Take an active role in this P.R. Subcommittee in whatever acceptable capacity as may be requested by this subcommittee.
3. Keep in mind that they are seen as a representative of N.A. and should conduct themselves responsibly.

XVI. P.R. PRESENTATIONS / PUBLIC SPEAKING ENGAGEMENTS:

1. All N.A. Members that qualify for SHASCNA P.R. presentations or public speaking engagements will be selected by this P.R. Subcommittee using the qualifications listed below.

A. QUALIFICATIONS:

1. A minimum of One year continuous abstinence.
2. Attendance of at least one P.R. Workshop / Learning day within 1 year of presentation / speaking engagement.
3. Attendance of at least two public speaking engagements or P.R. presentations as an observer.
4. Working Knowledge of the Twelve Steps & Twelve Traditions of NA.
Keep in mind that they are a representative of N.A. and should conduct themselves responsibly.
5. Have a Narcotics Anonymous home group.

XVII. SHASCNA P.R. CONTIGENCY PLAN:

A. THE N.A. MEMBER, GROUP, AND PUBLIC RELATIONS:

The SHASCNA Public Relations Subcommittee shall adequately inform the N.A. fellowship about P.R. efforts so that any N.A. member knows what to do when someone outside of N.A. requests general information, speaking engagements, literature, etc.:

1. Group Secretaries and Group Service Representatives (GSR) should have on hand phone numbers for the P.R. Chair or P.R. Vice Chair. In the event that P.R. cannot be reached, the SHASCNA Area Chair or Vice Chair may be contacted.
2. All request for information from outside the fellowship should be referred to these Trusted Servants.
3. Remember that no individual member can ever represent N.A. that is why we have service committees to handle Public Relations.

4. Never do speaking engagements or media interviews on your own. Refer them to the appropriate Trusted Servant(s).

B. SHASCNA P.R. RESPONSE:

Once a request has been received or when plans are being drawn for a P.R. Project-Based Service, the Trusted Servants shall respond within 48 hours and the following information must be obtained and appropriate action taken:

1. Determine the audience level the P.R. request or Project-Based Service is likely to receive and whether it is going to be used in a local, regional or national engagement.
2. Determine whether broadcasting and/or printing will occur.
3. If the P.R. request or Project-Based Service needs to be handled at the regional or world level of Narcotics Anonymous it will be forwarded to the appropriate committee.
4. Determine the scheduling and deadline requirements of the P.R. request.
5. Remember that the SHASCNA P.R. Subcommittee shall always contact the Regional P.R. Chair or the World P.R. Chair in the event that any P.R. request results in a radio, film or TV interview with any Narcotics Anonymous member.

NOTE: In the event that an issue arises that is not addressed in our guidelines, we will use the policy from the current WSC P.R. Handbook, “A GUIDE TO PUBLIC INFORMATION “.