

# **Santa Clarita Area Narcotics Anonymous (SCANANA)**

## **PUBLIC RELATIONS (PR) SUBCOMMITTEE GUIDELINES**

**Revised July 2016**

SCANA PR Guidelines

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# SCANA PR Guidelines

## 1. Name

The name of this Committee shall be the **Santa Clarita Area Public Relations Subcommittee of Narcotics Anonymous**, hereinafter called the **PR Subcommittee** or **SCANA PR**.

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## 2. Purpose

The purpose of **SCANA PR** is to serve NA groups and the community at large in the Santa Clarita area to ensure that the message of recovery reaches all those who might benefit. The committee will accomplish this by coordinating services in the spirit of unity to maximize our ability to fulfill our primary purpose.

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## 3. Goals

The goals of this **PR Subcommittee** are to:

- Clarify what services NA can and cannot provide to the community in which we live.
- Make NA members aware of their role in NA's Public Image
- Aim for the public to recognize NA as a positive and reliable organization

### 3.1 Internal

- Provide education regarding the responsibilities of each service position
- Encourage and support our trusted servants
- Demonstrate leadership and training
- May provide traditions and concepts workshops

### 3.2 External

- Show NA is an effective, reliable and responsive program of recovery
- Inform professionals and the general public that NA is an effective, reliable and responsive program of recovery
- Work with professionals and the public to use their services to reach potential members (PSA's, Bus Signs, etc.)
- Create solid and reliable relationships via external interactions with the public.
- Carry the NA message of recovery to addicts with limited or no access to regular NA meetings by providing literature, H&I panel presentations, SBTW services, or other approved means.
- Reach out and help carry the NA message to new members through PI Presentations, Helpline services or other approved means.

#### 4. Fellowship Approval

As a service committee of Narcotics Anonymous, this body shall adhere to the Twelve Steps, Twelve Traditions, Twelve Concepts of Narcotics Anonymous, Guide to Local Services, the PR Handbook, and other current documents approved by the fellowship.

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#### 5. Participation and Voting

Participation and voting in this Subcommittee shall be open to all NA members in attendance with the exception of the chairperson.

This **subcommittee** uses consensus-based decision making.

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#### 6. Meetings

The Committee shall meet monthly in regular session on the 4th Sunday of every month unless changed by a motion and majority consensus.

A special meeting may be called by the PR Chairperson and/or by a written request submitted by any PR Admin member to the PR Chairperson.

In the event of a special meeting, the Chairperson and/or Vice-Chairperson must make all reasonable attempts to notify the service body of the change. (i.e. e-mail and telephone. Also notice posted at the facility at the regularly scheduled time, date and place notes the new location, time and/or date) if necessary.

When needed H&I, PI and Helpline, SBTW and/or Liaisons (Rep) shall hold pre-planning and coordinating meetings immediately preceding the full PR Subcommittee with their respective participants. This time should be used to focus on topics and details related to the effective administration of their tasks and ongoing training and reporting, unique to their service. Most of the details of coordination and coverage work necessary to provide ongoing services should be conducted during these preparation meetings, so that an overview report can be provided by the coordinator to the full PR Subcommittee meeting with all task work already defined and addressed. The intent is to keep the full PR Subcommittee from getting bogged down in the details of managing and coordinating the tasks associated with effectively providing H&I, PI and Helpline, and SBTW services while still ensuring that full accountability, training, and mentoring is provided for each of these forms of PR service.

A PR Subcommittee inventory shall be held at least, but not limited to, every two years and at the end of the PR chairperson's term of service.

## 7. Qualifications and Terms of Service

We recommend that all subcommittee admin members possess the following qualifications:

Be a member of Narcotics Anonymous

The willingness and desire to serve

Have a desire or willingness to understand the Twelve Steps, Twelve Traditions, Twelve Concepts of Narcotics Anonymous, and the content of the PR Handbook, other applicable NA handbooks.

Have the time and resources to be an active participant.

Each outgoing committee member will mentor incoming committee members for a minimum period of 60 days subsequent to the incoming members' election to their position.

In addition to the qualifications listed above, further requirements for each service position are as follows below.

### 7.1 PR Chair

- 3 years continuous clean time.
- Term of Service one year.
- 2 years previous PR Subcommittee or other relevant service experience.
- Coordinates all public relations efforts.
- Preside at all regular and special Subcommittee meetings.
- Makes regular reports to SCANA on the status of all proposed, current, or completed plans.
- Represents PR Subcommittee at the regular meeting of the SCANA ASC.
- Attends Regional Monthly Subcommittee meetings and needed and the Regional Service Works meeting. May at any time visit any meeting or presentation at any facility for any purpose beneficial to H&I or PI, including offering assistance to panel participants.
- Responsible for contacting web coordinator of any changes presented at ASC.

### 7.2 PR Vice-Chair:

- 2 years continuous clean time.
- Willing to move into PR Chair position.
- Term one year.

## SCANA PR Guidelines

- 1 year previous PR Subcommittee or other relevant service experience.
- In absence of the PR Chair assumes all those responsibilities normally carried
- Out by the chairperson until the chairperson can resume duty or the SCANA ASC has an election for that position.
- Works closely with the PR Chair.
- Attends the regular meetings of the PR Subcommittee.
- Works with all Subcommittee coordinators to assure the most effective and efficient use of available resources.
- Attends Regional Monthly Subcommittee meetings and the Regional Service Works meeting.
- If elected officer or coordinator position is vacant, insures the duties of that position are fulfilled.
- Conducts PR Subcommittee Orientations.
- May at any time visit any meeting or presentation at any facility for any purpose beneficial to H&I and PI, including offering assistance to panel participants.

### **7.3 PR Secretary:**

- 18 months continuous clean time.
- Term 1 year.
- Previous PR Subcommittee or other relevant service experience.
- Keeps a complete record in the form of minutes of every PR subcommittee meeting.
- Maintains records of attendance at PR subcommittee meetings.
- Prepares written committee correspondence.
- Maintains files of PR subcommittee.

### **7.4 PR Literature Coordinator:**

Purpose: To coordinate the purchasing and distribution of literature to supply the needs of the PR subcommittee including H&I, PI, and SBTW.

- 1-year continuous clean time.
- Term 1 year.
- Previous PR Subcommittee or other relevant service experience.
- Familiarity with NAWS and SCANA literature policies.
- Attend monthly PR Subcommittee meeting.
- Coordinates literature needs for all public relations activities
- Coordinates literature requirements with SCANA, SCRSC NA, and NAWS
- Makes a quarterly written literature report to the PR Subcommittee, which includes a financial statement and/or inventory of materials.
- Responsible for coordinating with the Schedules/Directory Coordinator.

## SCANA PR Guidelines

- In absence of the Schedules/Directory Coordinator, the Literature Coordinator will fulfill those duties/responsibilities.

### **7.5 Web Coordinator**

Statement of Purpose: Our purpose in maintaining a web site for the Santa Clarita Area of Narcotics Anonymous is to make information about the Santa Clarita Area and about Narcotics Anonymous as a whole available to the public, to addicts who might need NA, and to our current members.

- 2 years continuous clean time
- Term 1 year
- Previous PR Subcommittee or other relevant service experience.
- Possess the technical ability to update area website.
- Familiarity with all internet and website related NAWS handbooks.
- Attend monthly PR Subcommittee meetings.
- Coordinates all website activities.
- Makes monthly report to the PR Subcommittee on the status of the website.
- Assist Santa Clarita Area NA meetings in providing current information and verifying accuracy for both the Santa Clarita Area and WSO websites.
- Ensure Santa Clarita Area NA meeting information is current and accurate

### **7.6 Helpline Coordinator**

Purpose: To coordinate helpline services dedicated to the proposition that no addict seeking recovery need die without having had a chance to find a better way of life. We provide a medium in which a potential member can have immediate contact with a recovering addict for the express purpose of directing them to an NA meeting. We also provide a vehicle for callers to obtain meeting and event information, and we direct questions about our fellowship to the appropriate service member or subcommittee.

- 2 years continuous clean time
- Term 1 year
- Previous PR Subcommittee or other relevant service experience.
- Familiarity with all Helpline related NAWS handbooks.
- Coordinate all Helpline activities.
- Attend monthly PR Subcommittee meeting.
- Prepare and submit required budget requests to PR Subcommittee.
- Make monthly report to the PR Subcommittee on the status of all completed and ongoing Helpline plans.
- Attend and support regional subcommittee meetings.
- Maintain current awareness of the telephone services we employ.

## SCANA PR Guidelines

- Act as primary representative between the PR Subcommittee and the service providers.
- Shall be available on an "on call" basis to answer questions and concerns by carriers, and to troubleshoot and rectify problems with ensuring the ability to answer calls.
- Can assist with PR Committee Orientations
- Updates automated helpline meeting directory and voicemail system as required.
- Responsible for ensuring messages left on the voicemail system are forwarded to appropriate service members and requests for services are adequately delegated and reported on in the monthly PR Helpline report to the PR Subcommittee.

### 7.7 Helpline Carriers

- Clean time requirement of six months.
- The ability to carry a clear Narcotics Anonymous Message to the addict and/or public calling into the helpline.
- Be familiar with the Do's and Don'ts handout.

### 7.8 Twelve Step Volunteers

- Clean Time Requirement of 2 years.
- Volunteers should purchase and become familiar with the H&I handbook, as well as become familiar with NAWs Public Facilities Handbook and facility guidelines.

### 7.9 H&I Coordinator

Purpose: To coordinate H&I resources dedicated to the proposition that no addict in a hospital or institution seeking recovery need die without having had a chance to find a better way of life. The purpose of an H&I meeting is to carry the NA message of recovery to addicts who do not have full access to regular Narcotics Anonymous meetings: i.e., prisons, jails, in-patient treatment centers, psychiatric hospitals, detox centers, etc. H&I meetings are intended simply to introduce those attending to some of the basics of the NA program.

- 2 years continuous clean time
- Term 1 year
- Previous hospital and institution panel leader experience.
- Familiarity with the NAWS Public Relations Handbook, all current H&I related publications, and all facility guidelines.
- Attend monthly PR Subcommittee meeting.
- Attend monthly regional subcommittee meetings.
- Assist with PR Committee Orientations.



## SCANA PR Guidelines

- Submit motions to PR subcommittee for any incremental literature requirements.
- Keeps in contact and works with PR Subcommittee officers, facility Liaison and panel leaders regarding all panel presentations.
- Makes monthly written report to the PR Subcommittee on the status of panel presentations
- Insures regularly scheduled panels are held
- Keep panel leaders informed of current facility rules and policies.
- May at any time visit any meeting or presentation at any facility for any purpose beneficial to H&I, including offering assistance to panel participants.

### 7.10 H&I Panel Members

- Member must meet facility clean time requirements and/or clearance criteria. If
- Facilities do not establish clean time requirements; the panel member must meet the PR Subcommittee panel member clean time requirement of six months.
- The ability to carry a clear Narcotics Anonymous Message of Recovery to the addict.

### 7.11 PI Coordinator

Purpose: To inform the public of Narcotics Anonymous' existence and its offer of recovery from addiction, and how and where to find Narcotics Anonymous.

- 2 years continuous clean time
- Term 1 year
- 1 year previous PR Subcommittee or other relevant service experience.
- Familiarity with all current public information related NAWS handbooks.
- Attend monthly PR Subcommittee meeting.
- Coordinate all public information activities.
- Makes monthly report to the PR Subcommittee on the status of public information presentations
- Prepare and submit required budget requests to PR Subcommittee.
- Attend monthly regional subcommittee meeting.
- Will assist with PR Subcommittee Orientations, as required.
- Coordinate with SCRSCNA for all regional public information activities.
- May at any time visit any meeting or presentation at any facility for any purpose beneficial to PR.
- Coordinate with SCRSCNA for all regional special projects activities.

## SCANA PR Guidelines

- Initial Kick-off of all new public relations activities external to the SASC fellowship
- Research for new public relations activities
- Initial facilitation of new PSAs
- Bus Signs campaign
- Initial facilitation of literature racks provided external to NA community
- Research for new public relations activities
- Identify individuals to support requests to facilitate inventories or audits external to Santa Clarita Area NA

### 7.12 PI Panel Members

- Clean time requirement of six months.
- The ability to carry a clear Narcotics Anonymous Message to the general public.

### 7.13 SBTW Liaison/Rep

Purpose: To work as a liaison between SCRNA SBTW, SCANA SBTW Sponsors, and SCANA PR.

- 2 years continuous clean time.
- Term 1 year.
- 1 year previous PR Subcommittee or other relevant service experience.
- Familiarity with SCRNA regional SBTW guidelines.
- Attend monthly SBTW SCRNA regional subcommittee meeting.
- Attend monthly SCANA PR Subcommittee meeting.
- Inform SCANA PR of all SCRNA SBTW activities.
- Makes monthly report to the PR Subcommittee on the status of SCRNA SBTW, and SCANA SBTW Sponsors and Sponsees.
- Will assist with PR Subcommittee Orientations, as required.
- Facilitates sustaining SCANA SBTW activities handed off from SCRNA SBTW.

### 7.14 Youth Rep. Coordinator

- Requirements:
- Be a member of Narcotics Anonymous.
- 1 year clean.
- Term of service 1 year.
- Active contact with NAYC/Regional Youth Task Force.

## SCANA PR Guidelines

- Monthly report to PR Chair.
- Attend monthly meetings with NAYC/Regional Youth Task Force.
- Working knowledge of NA 12 Steps and 12 Traditions.
- Be present for all PR events requiring NAYC participation.

### **7.15 Alternate Youth Rep. Coordinator**

- Be a member of Narcotics Anonymous.
- 1 year clean.
- Term of service 1 year.
- Willing to move into Youth Coordinator position after term is fulfilled.
- Give a monthly report – received from Coordinator – to SCANA PR committee.
- Be present for all PR events requiring NAYC participation.
- Coordinate with SCRSCNA for all regional special projects activities.
- Initial Kick-off of all new public relations activities external to the SASC fellowship
- Initial facilitation of new PSA's
- Initial facilitation of new Bus Signs campaign
- Initial facilitation of literature racks provided external to NA community
- Research for new public relations activities
- Identify individuals to support requests to facilitate inventories or audits external to Santa Clarita Area NA

### **7.16 Newsletter Coordinator**

Purpose: Will serve the addicts of the Santa Clarita Area of Narcotics Anonymous by producing a quarterly Newsletter that will inform the Santa Clarita Area addict of fellowship business, happenings, and issues. Newsletter coordinator will strive to create a productive resource for our service area.

- 1-year continuous clean time.
- 1-year term of service.
- Familiar with the NAWS "Guide to N.A. Newsletters", "A Guide to Local Service", "Public Relations Handbook", "Santa Clarita Area NA Guidelines," and the "PR Subcommittee Guidelines.
- Have adequate access to a computer and a working knowledge of its operating system.
- Possess a working knowledge of publication or word processing software. Serve as an editor and be held accountable as such.
- Promote and solicit newsletter content from within the fellowship of Narcotics Anonymous.

## SCANA PR Guidelines

- Maintain an open policy of communication with the Santa Clarita Area PR subcommittee and other appropriate arms of NA.
- Support any related committee meetings at the Regional level when appropriate.
- Attend all PR Subcommittee meetings, prepare and submit the required budget requests and give a report regarding newsletter publication.
- Will manage communications within Santa Clarita Area NA Newsletter e-mail account
- Serve as purchasing agent for Newsletter copy services and supplies
- Accept responsibility of the appropriate nature of all expenditures of SCANA funds and maintain receipts for PR Subcommittee accountability

### **7.17 Facility Liaison**

Purpose: The purpose of the Facility Liaison is to make contact with each facility, develop a contact that facility, and establish that they are the preferred contact person for Santa Clarita Area NA for the purpose of creating long term relationships with these facilities.

- 3 years continuous clean time
- 2 year term of service
- Willing to mentor new incoming Liaison
- Serve as a Single Point of Contact for all facilities engaged in H&I and PI activities.
- Attend the monthly PR Subcommittee meeting and submit a report.
- May, at any time, visit any meeting/presentation at any facility or within the limits and guidelines of that facility.

### **7.18 Schedules/Directory Coordinator**

Purpose: Responsible for printing schedules from the SCANA website.

- 1-year continuous clean time
- 1-year term of service
- Work with the P.R. web coordinator to keep updated directories.
- Have adequate access to a computer and a working knowledge of its operating system.
- Possess a working knowledge of publication or word processing software.
- Responsible print schedules.
- Directly responsible to the SCANA PR Subcommittee
- Attend all regularly scheduled PR Subcommittee meetings and submit actual expenditures.

## SCANA PR Guidelines

- Provide PR Subcommittee with quarterly budget as noted in Funding section.
- Maintains close communication with the SCANA PR Subcommittee Web Coordinator.

### 7.19 H&I Panel Leaders

- Clean time requirement of one year or greater dependent on the facility requirements
- Term 1 year
- Minimum of 6 months previous panel member experience or relevant service experience
- Willingness to become familiar with the NAWS Public Relations Handbook, all H&I related publications, and all facility guidelines. @ Conducts facility panel meetings/presentations according to facility guidelines, NA handbooks, and service guidelines
- Conducts panel presentations with at minimum one additional qualified member.
- Responsible for taking all possible action, exhausting all resources, to ensure the H&I panel is conducted as scheduled (i.e. contacting all qualified Panel Leaders prior to cancellation of the meeting).
- If unable to conduct meeting as scheduled, notify both the facility and the H&I coordinator.
- Go over "Do's and Don'ts" with panel members.
- Attend the quarterly P.R. meeting and submit a report.
- Pickup and distribute literature for facility.
- It is strongly suggested that all Panel leaders attend the regularly PR Subcommittee meeting as well.

NOTE: Any unfilled Coordinator position may be either set aside or incorporated into another Coordinator position on an interim basis until filled with approval of PR committee members present at regular committee meeting.

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## 8. Elections

### 8.1 General

Election for PR Subcommittee Chair, Vice-Chair, H&I Coordinator, PI Coordinator, SBTW Liaison/Rep, Youth Rep Coordinator, Helpline Coordinator, Website Coordinator and Newsletter Coordinator will be conducted by the SCANA ASC. Voting is held at the PR Subcommittee for a recommendation of our nominee to the SCANA ASC. Any participant may nominate an individual for election to a PR service member position who meets the qualifications of that position as outlined in these guidelines. Nominees must be present to be elected. A simple majority is required to elect service members.

## SCANA PR Guidelines

### 8.2 Non-Compliance

A SCANA PR service member will be removed from office for noncompliance defined as:

- Loss of abstinence
- Failure to attend three consecutive PR Subcommittee meetings.

A SCANA PR service member may be removed by a 2/3 majority vote for noncompliance defined as:

- Inability to meet the outlined qualifications or perform duties as defined in roles and responsibilities.

### 8.3 Moratorium

A one-year moratorium shall be required of PR Subcommittee Admin member resigning or removed from their elected position prior to completion of their term unless they resigned in order to fill another position within the PR Subcommittee and/or SCANA ASC

### 8.4 Terms of Service

An elected PR Subcommittee Admin member shall assume the duties of the office in October of each year per the SCANA Guidelines, or if elected at another point in the term of service, at the end of the meeting at which s/he was elected. In the event a PR Subcommittee Admin member is unable to fulfill their term, the PR Committee will elect a member who may serve until the next regularly scheduled election for that position. Exceptions to this appointment would occur with any position where an appointment conflicts with SCANA Guidelines. Any PR Subcommittee Admin member fulfilling an interim position shall be considered as having completed their term of service. No individual shall hold more than one PR Subcommittee Admin position at any given time.

The following PR Subcommittee Administrative positions shall be nominated in the months of August and September and elected in the month of September via the SCANA ASC meeting:

PR Subcommittee Chair, PR Subcommittee H&I Coordinator, PI Coordinator, SBTW Liaison/Rep., Website Coordinator, Newsletter Coordinator, & Youth Coordinator.

The following PR Subcommittee Admin positions shall be nominated in the months of August and September and elected in the month of September via the SCANA PR meeting:

P.R. Vice Chair, Helpline Coordinator, PR Literature Coordinator, Schedules/Directory Coordinator & Recording Secretary.

## 9. Funding

### Budgets

During the 11th month of the year, the SCANA ASC holds the yearly Budget meeting to formulate and approve the SCANA budget for the following year. All PR Subcommittee Admin members are required to submit budgetary requests the month before the SCANA Budget meeting for approval by the PR Subcommittee service body. The approval will be signified by a 2/3 majority vote of all PR service members in attendance. The budgetary requests will then be submitted by the PR Chair to the SCANA ASC for approval by the Santa Clarita Area Service Members.

Budgets are simply a projection of anticipated expenses for the upcoming year and should be prepared according to the following as appropriate. All funding needs in excess of the approved budgeted amount for the PR Subcommittee shall be brought before the SCANA ASC by the PR Chair for approval by the GSR's.

- Prepare a list of what items require funds, such as rent, food, merchandise (breakdown the list to specific items), etc.
  - Determine actual costs of above items.
  - Remember, a budget is only a "guess" but care should be made to stay under
  - Budget and if that is not possible, get the full committee's and the ASC's approval before further expenditures.
  - Complete 'Actual' expenditure report after each function for future historical use.
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## 10. Amendment of Guidelines:

Any PR Service Member may propose an amendment to the guidelines at a regular monthly SCANA PR Subcommittee meeting. The proposal must be seconded and submitted in writing. A 2/3 majority of voting members present is necessary to amend. The amendment shall go into effect immediately upon its adoption, unless the motion to adopt specifies a time otherwise or relates to a required modification to the SCANA guidelines (i.e. Items relating to officer positions and responsibilities). Motions that require SCANA guideline modification must be submitted and approved by the SCANA body in compliance to the SCANA guidelines.

Guidelines changes shall be submitted in writing to the SCANA ASC and Web Coordinator to be updated on the website.

Debate on motions to amend guidelines shall occur during the SCANA PR meeting in which the amendment is proposed

## 11. Grievance Procedure:

The last item of new business on the agenda at each regularly scheduled SCANA PR Subcommittee monthly meeting will be Grievances. This will be a standing item and is provided for anyone having a grievance against the PR Subcommittee or its members.

Format is as follows –

To be heard, a grievance must:

- Be written.
- Clearly state the problem.
- Propose a resolution.
- Discussion

PR Subcommittee will discuss and attempt to resolve the grievance.

### Review

In the event, that the aggrieved party is not satisfied with the SCANA PR Subcommittee's actions, they may present the grievance to the SCANA ASC as stated in the SCANA Area guidelines.

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Revised by Santa Clarita Area NA PR AdHoc