

COASCNA

PUBLIC RELATIONS SUBCOMMITTEE POLICY

Version 2.0

February 2025

PUBLIC RELATIONS STATEMENT

(Public Relations Handbook, © 2006, 2007 by Narcotics Anonymous World Services, Inc.)

Why Public Relations is Important to the NA Member

The Narcotics Anonymous message is "that an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live." Our relations with the public enable us to share this message broadly so that those who might benefit from our program of recovery can find us. We perform public relations service to increase the awareness and credibility of the NA program. We share our message openly with the public at large, with prospective members, and with professionals. Maintaining an open, attractive attitude in these efforts helps us to create and improve relationships with those outside the fellowship. Establishing and maintaining a commitment to these relationships, can help us to further our primary purpose, "to carry the message to the addict who still suffers."

The spiritual principles of our steps, traditions, and concepts guide us in pursuing our public relations aims and our efforts to enhance NA's public image and reputation. These principles apply to our community and service efforts as well as to the personal behavior and attitude of individual NA members.

NA AND PUBLIC RELATIONS

(Public Relations Handbook, © 2006, 2007 by Narcotics Anonymous World Services, Inc.)

"The principle of service, critical to the application of our Eleventh Tradition, is not a passive principle. To be of maximum service to the still-suffering addict, we must energetically seek to carry our message throughout our cities, towns, and villages. ...We must take vigorous steps to make our program widely known. The better and broader our public relations, the better we will be able to serve."

Tradition Eleven, It Works: How and Why

The concept of public relations is not new to the Fellowship of Narcotics Anonymous. The above passage, from the essay on the Eleventh Tradition in *It Works: How and Why*, reminds us that active efforts to form strong relationships with the public are essential to NA's growth. Strong relationships with the public make it possible for more addicts to have the opportunity to experience freedom from active addiction. Our vision is for NA to thrive in every community around the world.

MISSION STATEMENT

The **Central Ohio Area Service Committee of Narcotics Anonymous (COASCNA) Public Relations (PR) Subcommittee** will serve as the link between NA and the general public in Central Ohio. The **PR Subcommittee** will be responsible for establishing contact with organizations, agencies, educational institutions, businesses, groups or individuals who, through their contact with active drug users and/or the general public, can help to create awareness of NA, its program, purpose, availability and the potential benefits of the NA program to them and the addicts they are in contact with.

SOCIAL MEDIA POLICY

The purpose of NA public relations is to increase awareness that Narcotics Anonymous is a credible program of recovery and to share the message of NA to the public. The Narcotics Anonymous message is "that an addict, any addict, can stop using drugs, lose the desire to use, and find a new way to live." This message is broadly shared so that those who might not know NA exists can find us and benefit from the NA program. We carry this message into our social media outlets, so it is imperative to have social media guidelines to ensure that the social media public relations efforts follow NA traditions and principles. The guidelines are as follows:

- For all COASCNA PR social media, including NA members only groups, private pages, and public pages, permission must always be obtained by every person visible in a photo, whether a member of NA or the public. Disclosure to photo participants should be explicitly given, to include what the photo will be used for and where it may be disseminated (public or private group).
- For COASCNA social media pages accessible to the public, the personal anonymity of NA members must be maintained. We do this by leaving NA member faces out of posts or using a blurring tool over faces to remove identity. Anonymity helps keep the focus of our public relations on the NA message.
- The PR Subcommittee Chair, Vice Chair, Webmaster, and vetted PR Subcommittee Members can post on COASCNA PR social media pages.
- Social media communication is simple, direct, and respectful. Unity is the core of the message.
- Any NA member with questions or concerns regarding a social post will contact the Chair or attend a Subcommittee Meeting or Area Meeting for discussion.

FUNCTIONS

The **PR Subcommittee** will work to fulfill the **Mission Statement** by providing the following functions on behalf of the **COASCNA Groups**:

- 1.) Establish and maintain contact with organizations, agencies, educational institutions, businesses, groups or individuals who have contact with using addicts who can benefit from the NA program.
- 2.) Respond to requests for information and services received in the U.S. Mail at our **Area Service Office**, by phone through our **COASCNA Phone Line**, through the **Contact** feature of the **COASCNA** web site and at **PR Subcommittee** presentations and events in a timely manner.
- 3.) Provide information to the aforementioned through presentations and community events, providing **NA** information tailored to the audience. Provide **COASCNA** posters and meeting schedules as needed.
- 4.) When interest in our **Hospitals & Institutions Service** is received from an institution, work with the **Chairperson of the COASCNA Hospitals & Institutions Subcommittee** to respond to the request appropriately, following the guidelines for **H&I/PI Cooperation** in the **Hospitals & Institutions Handbook**.
- 5.) Ensure that the **COASCNA Meeting Schedule** is updated as follows:
 - Updated and printed quarterly and/or as needed
 - Distributed to community agencies and institutions by email, in person and U.S. mail as arranged with those agencies and institutions
 - New, changed and closed meeting information is sent by email to the **Ohio Region Webmaster** for updating on www.naohio.org

- New, changed and closed meeting information is updated on www.na.org
- New, changed and closed meeting information is updated on www.nacentralohio.org
- 6.) Order inserts for schedules taken to Hospitals & Institutions commitments.
- 7.) Maintain the **COASCNA web site** www.nacentralohio.org with up-to-date meeting information, **COASCNA Group and Area Events** flyers and information, **COASCNA Newsletter**, **Service Committee** information, **NA Resource Materials** and **Links** to other **NA** web sites as requested by **COASCNA Groups**, **COASCNA Subcommittees** and in accordance with **COASCNA Policy**.
- 8.) Coordinate the ordering and distribution of **COASCNA Posters**
- 9.) Coordinate the ordering of **NA Public Service Announcements (PSAs)** from **Narcotics Anonymous World Services, Inc.** and/or local video production companies authorized to produce said **PSAs** for submission to Central Ohio television stations.
- 10.) Participate in **COASCNA and Ohio Regional Service Committee of Narcotics Anonymous (ORSCNA) Learning Days and Newcomer Workshops**.
- 11.) Participate as requested and available in **ORSCNA Public Relations** presentations and events.

PR SUBCOMMITTEE GUIDELINES

The **PR Subcommittee** will operate under a set of guidelines utilized to help us serve the community in the most effective manner possible as outlined in the Public Relations Handbook, © 2006, 2007 by Narcotics Anonymous World Services, Inc. This **PR Subcommittee Policy** is not intended to and shall not, in whole or in part, supersede policy set by **COASCNA**.

The **PR Chairperson** is elected by all the **Groups** associated with the **Central Ohio Area Service Committee of Narcotics Anonymous**, as represented by their **GSRs**, and is responsible for overseeing the election of the other Trusted Servants of the **PR Committee**. The **PR Committee** is comprised of the **Chairperson**, **Vice-Chairperson**, **Secretary**, **NAWS Web Contact**, **Webmaster**, **Vice-Webmaster** all **PR Committee Members**, and all concerned **NA** members

PR SUBCOMMITTEE GUIDELINES (continued)

wishing to participate. All **PR Subcommittee Trusted** Servants and **Members** will be expected to attend regularly scheduled **PR Subcommittee** meetings. All other concerned **NA** members are invited and encouraged to do attend.

A. Chairperson

- 1.) Elected to serve a one-year term.
- 2.) Recommended to have served as **Vice-Chair** for one year and/or have at least three years clean-time.
- 3.) Attends and submits written report to the **ASC** monthly meetings.
- 4.) Prepares the meeting agenda for and chairs regularly scheduled **PR Subcommittee** meetings.
- 5.) Oversees all Central Ohio Area **PR** activities, including but not limited to:
 - Written communication with the public
 - Scheduling presentations and event participation
 - Requests for funds from **ASC Treasurer** for literature and other expenses related to **PR** activities
 - Fills out all **COASCNA Financial Report Forms** and submits to **ASC Treasurer** as required by **COASCNA Policy**
- 6.) Responsible for scheduling and ensuring the training and orientation of all new **PR Subcommittee** members.
- 7.) Answer's inquires about **NA** and requests for presentations or information from the public in a timely manner.
- 8.) Attends and prepares written report for quarterly **Regional Public Relations Committee** meeting, usually held in January, April, July and October.

B. Vice-Chairperson

- 1.) Requires a working knowledge of **PR Subcommittee** policy guidelines.
- 2.) Acts as **Chair** in the event of the elected **Chair's** absence.
- 3.) Attends monthly **ASC** meeting with **Chair**.
- 4.) Attends quarterly **Regional Public Relations Committee** meeting with **Chair**.
- 5.) Recommended two years clean-time.

C. Secretary

- 1.) Records and distributes minutes of all **PR Subcommittee** meetings, retaining copies for office files.
- 2.) Reads minutes and motions at **PR Subcommittee** meetings.
- 3.) Tallies votes.
- 4.) Maintains an updated list of **PR Subcommittee** members.
- 5.) Maintains an updated list of **PR Subcommittee** projects and distributes list with minutes after each **PR Subcommittee** meeting.
- 6.) Maintains an updated list of **COASCNA Meeting Schedule** distribution to Central Ohio agencies and institutions through both H&I and PR committee efforts.

PR SUBCOMMITTEE GUIDELINES (continued)

7.) Recommended one year clean-time.

D. NAWS Web Contact(s)

- 1.) Requires a working knowledge of **PR Subcommittee** policy and **NA World Services (NAWS)** web site guidelines.
- 2.) Recommended one year clean-time.
- 3.) Proficient with and regular access to Microsoft Word and Excel.
- 4.) Has regular internet and email access, and the ability to update meeting information on www.na.org.
- 5.) Elected by **COASCNA PR Subcommittee**.
- 6.) Can serve more than one one-year term.
- 7.) May also be the **PR Subcommittee Member** responsible for updates to the Meeting Schedule and **COASCNA** web site www.nacentralohio.org.
- 8.) Can hold one other **COASCNA PR Subcommittee** Trusted Servant position.
- 9.) Adds new **COASCNA Group** meeting information for new **COASCNA Groups** approved by **COASCNA GSRs** to www.na.org in a timely manner.
- 10.) Updates changed information for existing **COASCNA Groups** on www.na.org in a timely manner.
- 11.) Removes closed **COASCNA Group** meeting information from www.na.org in a timely manner.

E. Webmaster

- 1.) Requires a working knowledge of **PR Subcommittee** policy.
- 2.) Proficiency in web site design and maintenance.
- 3.) Ability to learn and become proficient in programs used to design and maintain www.nacentralohio.org
- 4.) Proficient with and regular access to Microsoft Word and Excel.
- 5.) Has regular internet and email access, and the ability to update www.nacentralohio.org as outlined in **Functions section 7.)** in this policy.
- 6.) Elected by **COASCNA PR Subcommittee**.
- 7.) Can serve more than one one-year term.
- 8.) May also be the **PR Subcommittee Member** responsible for updates to the Meeting Schedule and **COASCNA** web site www.nacentralohio.org.
- 9.) Adds approved event flyers to the **COASCNA** website and forwards the event flyer to webmaster@naohio.org.

F. Vice-Webmaster

- 1.) Requires a working knowledge of **PR Subcommittee** policy.
- 2.) Proficiency in web site design and maintenance.
- 3.) Ability to learn and become proficient in programs used to design and maintain www.nacentralohio.org
- 4.) Proficient with and regular access to Microsoft Word and Excel.
- 5.) Has regular internet and email access, and the ability to update www.nacentralohio.org as outlined in **Functions section 7.)** in this policy.
- 6.) Elected by **COASCNA PR Subcommittee**.

PR SUBCOMMITTEE GUIDELINES (continued)

- 7.) Can serve more than one one-year term.
- 8.) May also be the **PR Subcommittee Member** responsible for updates to the Meeting Schedule and **COASCNA** web site www.nacentralohio.org.
- 9.) Acts as **Webmaster** in the event of **Webmaster's** inability to perform duties in a timely manner.

G. PR Subcommittee Members

- 1.) Each **prospective PR Subcommittee Member** should have the willingness to serve and all of the following:
 - 2.) The communications skills required to represent **NA** to the public: strong writing, speaking and interpersonal skills are essential.
 - 3.) Willing to follow all **PR Subcommittee Requirements** related to representing **NA** in a professional manner to the public, including but not limited to:
 - Dress code
 - Grooming
 - Use of appropriate language
 - 4.) Recommended one year clean-time.
 - 5.) Working knowledge of **The Twelve Steps and Traditions of NA**.
 - 6.) Reads **Public Relations Handbook** and attends all **Formal Training and Orientation Meetings for New PR Subcommittee Members** as scheduled by the **PR Subcommittee**.
 - 7.) Willing to observe **PR** presentations and events as part of training.
 - 8.) Willing to attend planning meetings and practice run-throughs prior to **PR** presentations and events.
 - 9.) Available to attend day time, weeknight and/or weekend presentations and **PR** events.
 - 10.) Attendance at the most recent previous **PR Subcommittee** meeting is required to vote at the meeting in session.

H. Voting

- 1.) Voting body consists of all attending **PR Subcommittee Members** who were present at the at the most recent previous **PR Subcommittee** meeting, with the exception of the **Chair**, who votes only in the event of a tie.
- 2.) A two-thirds majority of the voting body in attendance is required to amend **PR Subcommittee** policy.
- 3.) Motions can be made and seconded only by voting **PR Subcommittee Members**.
- 4.) Input and discussion is welcome from all attending **NA** members.

PR SUBCOMMITTEE GUIDELINES (continued)

I. Removal

- I.)** PR Subcommittee Trusted Servants and Members shall be subject to removal from their Trusted Servant Position and the PR Subcommittee member list for any of the following:

- 1.) **Relapse.**
- 2.) Excessive absence
- 3.) Neglect of duties as outlined in this policy.

(continued)

- 4.) Failure to show up at a scheduled PR Subcommittee
- 5.) presentation or event the Member was schedule to attend as a
- 6.) representative of the PR Subcommittee
- 7.) Inappropriate behavior, dress, grooming and/or language at **PR Subcommittee** presentations and events
- 8.) Violence, theft or any other act that is a threat to the welfare of, or public image of, any individual, facility and/or **NA** as a whole.

- II.)** The procedure for removal shall be as follows:

- 1.) A majority vote of **PR Subcommittee Members** shall be required for removal of any **PR Trusted Servant** or **Member**.
- 2.) On an interim basis, the **PR Subcommittee Chair** shall have the authority to remove a **PR Subcommittee Trusted Servant** or **Member** for any reason stated under heading **I** of the **REMOVAL** section until such time as the **PR Subcommittee** can vote on the **Trusted Servant** or **Member's** removal.