

# GOLD COAST AREA POLICY MANUAL

## PUBLIC RELATIONS SUBCOMMITTEE POLICY

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## PUBLIC RELATIONS

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# GOLD COAST AREA POLICY MANUAL

## PUBLIC RELATIONS

### SUBCOMMITTEE POLICY

#### 1. PURPOSE

01 To effectively carry the message of recovery to the still sick and suffering addict by increasing the  
02 recognition of NA by informing the public that Narcotics Anonymous exists, offer recovery from  
03 addiction and provide information about how and where to find it. To maintain and provide accurate  
04 meeting lists to the literature distribution subcommittee. The area's PR subcommittee should  
05 adequately inform the fellowship about PR efforts and what to do when someone outside of NA  
06 requests information. PR provides Web Support maintaining and updating Gold Coast Area website  
07 information. PR provides Helpline services to maintain and coordinate an effective 24 hour/7 days a  
08 week answering service. Through our volunteers we form a link between Narcotics Anonymous and  
09 the general public.

## 2. SUBCOMMITTEE MEMBERSHIP

01 **A. GENERAL MEMBERS**

02

03 1) One (1) day clean time.

04

05 2) The willingness to serve.

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07 DUTIES: Active participation in the service subcommittee.

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12 **B. VOTING PRIVILEGES**

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14 1) Voting privileges are granted to members who have attended at two (2) consecutive  
15 meetings; privilege is established at the start of the third meeting.

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17 2) Any member who is absent from two (2) consecutive meetings without contacting the PR  
18 Chairperson, Vice-Chairperson, and/or Secretary will forfeit their voting privileges. Privilege  
19 is reestablished after attending two (2) consecutive meetings at the start of the next meeting.

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24 **C. MEMBERSHIP**

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26 1) Chairperson

27 2) Vice-Chairperson

28 3) Secretary

29 4) Website Development Coordinator

30 5) Website Information Coordinator

31 6) Helpline Orientation Coordinator

32 7) Helpline Volunteers

33 8) General Volunteers

### 3. SUBCOMMITTEE TRUSTED SERVANTS

01 **A. CHAIRPERSON**

02 Nominated and elected by the ASC.

- 03
- 04 1) Two (2) years clean time.
  - 05 2) Two (2) years prior ASC experience.
  - 06 3) Six (6) months prior involvement in the Public Relations Subcommittee.
  - 07 4) An understanding of PR Policy.
  - 08 5) An understanding of the service structure of Narcotics Anonymous.
  - 09 6) Willingness to serve.
  - 10 7) An example of living recovery through application of the Twelve Steps and Twelve Traditions
  - 11 of Narcotics Anonymous.
- 12

13 DUTIES: Arranges times and agendas for all subcommittee meetings, and is ultimately responsible

14 for the functioning of the subcommittee and the maintenance of files and records. Responsible for

15 providing and maintaining accurate Gold Coast Area meeting lists including revision. Acts as liaison

16 between the area and the answering service. Must attend all ASC subcommittee meetings, ASC

17 meetings, and Regional PR meetings. Responsible for all money transactions. Can only serve two

18 consecutive terms.

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24 **B. VICE-CHAIRPERSON**

25 Nominated and elected by the Public Relations Subcommittee.

- 26
- 27 1) One (1) year clean time.
  - 28 2) Three (3) months prior involvement in the Public Relations Subcommittee.
  - 29 3) Familiar with PR Policy.
  - 30 4) An understanding of the service structure of Narcotics Anonymous.
  - 31 5) Willingness to serve.
  - 32 6) An example of living recovery through application of the Twelve Steps and Twelve Traditions
  - 33 of Narcotics Anonymous.
- 34

35 DUTIES: Fills in for the Chairperson when needed. Responsible for inventory and order of literature

36 for subcommittee. Attends ASC meetings with PR Chairperson.

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**C. SECRETARY**

Nominated and elected by the Public Relations Subcommittee annually.

- 1) Six (6) months clean time.
- 2) Secretarial experience.
- 3) Familiar with PR Policy.
- 4) Willingness to serve.
- 5) An example of living recovery through application of the Twelve Steps and Twelve Traditions of Narcotics Anonymous.

**DUTIES:** Takes roll call, establishes voting membership, records, prints, and distributes subcommittee minutes and makes copies available upon request. Prepares and circulates draft minutes in advance of the next monthly meeting to subcommittee members. Handles all correspondence on behalf of the subcommittee and maintains contact with all subcommittee members. Should email a copy of subcommittee minutes to all subcommittee members within fourteen days of each past subcommittee meeting.

**D. WEBSITE INFORMATION COORDINATOR**

Nominated and elected by the Public Relations Subcommittee annually.

- 1) One (1) year clean time.
- 2) Website management experience.
- 3) Six (6) months prior involvement in the Public Relations Subcommittee.
- 4) Familiar with PR policy, Narcotics Anonymous FIPT, and copyright laws.
- 5) Working knowledge of the Twelve Traditions of Narcotics Anonymous and the Twelve Concepts for NA Service.
- 6) Willingness to serve.
- 7) An example of living recovery through application of the Twelve Steps and Twelve Traditions of Narcotics Anonymous.

**DUTIES:** Responsible for maintaining the Gold Coast Area website by keeping all information up to date using the most current information made available to the PR Subcommittee. Responsible for assisting visitors and providing basic usage instructions. Responsible for answering any email inquiries received regarding the website. Communicates with the PR Website Development Coordinator or hired webmaster, notifies them of any issues with the website, and works together to resolve any support requests. Reports monthly to the PR Subcommittee. Updates information upon receipt in timely fashion to the website (commonly within 7 days).

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**E. WEBSITE DEVELOPMENT COORDINATOR**

Nominated and elected by the Public Relations Subcommittee annually.

- 1) Two (2) years clean time.
- 2) Website design and development experience.
- 3) Six (6) months prior involvement in the Public Relations Subcommittee.
- 4) Familiar with PR policy, Narcotics Anonymous FIPT, and copyright laws.
- 5) Working knowledge of the Twelve Traditions of Narcotics Anonymous and the Twelve Concepts for NA Service.
- 6) Working knowledge of appropriate website development languages and technologies.
- 7) Willingness to serve.
- 8) An example of living recovery through application of the Twelve Steps and Twelve Traditions of Narcotics Anonymous.

DUTIES: Responsible for the development, administration, and maintenance of the Gold Coast Area website and email system. Responsible for gathering input and making changes and/or new additions to the website design and functionality. Responsible for tracking any issues with the website and resolving them in a timely manner. Should stay up to date with the latest website technologies and design practices to ensure that the Gold Coast Area website remains current and user friendly. Monitors website traffic and email subscriptions. Reports monthly to the PR Subcommittee.

**F. HELPLINE ORIENTATION COORDINATOR**

Nominated and elected by the Public Relations Subcommittee annually.

- 1) One (1) year clean time.
- 2) Six (6) months prior involvement in the Public Relations Subcommittee.
- 3) Six (6) months prior involvement as a Public Relations Helpline Volunteer.
- 4) Familiar with PR policy, Narcotics Anonymous FIPT, and copyright laws.
- 5) Willingness to serve.
- 6) An example of living recovery through application of the Twelve Steps and Twelve Traditions of Narcotics Anonymous.
- 7) Ability to convey the phone shift guidelines, requirements, and responsibilities to new volunteers.

123 DUTIES: Responsible for conveying phone shift guidelines to new PR Helpline Volunteers and  
124 explaining the requirements and responsibilities of the position to them. If the PR Subcommittee  
125 currently has an approved orientation packet, a printed copy should be made available to each new  
126 PR Helpline Volunteer. The Helpline Orientation Coordinator should make best efforts to attend  
127 each monthly meeting.

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## 132 **G. HELPLINE SHIFT VOLUNTEERS**

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134 1) Six (6) months clean time.

135 2) Knowledge of the Twelve Steps and Twelve Traditions of Narcotics Anonymous.

136 3) Willingness to serve.

137

138 DUTIES: All Helpline Shift Volunteers must complete orientation before being placed on a shift. You  
139 are required to attend each monthly PR Subcommittee meeting. If you are unable to attend, you  
140 must contact the PR Chairperson, Vice-Chairperson, and/or Secretary to report how you are doing  
141 with the shift and to confirm that you want to keep the shift. If you do not call or attend the PR  
142 Subcommittee meeting for two consecutive meetings, you will lose your phone shift; you will also  
143 lose your voting privileges until reestablished.



## 4. SUBCOMMITTEE MEETINGS and FINANCES

### 01 A. AGENDA FOR MEETINGS

02

03 1) Open the meeting (with Serenity Prayer)

04

05 2) Reading of the Twelve Traditions of Narcotics Anonymous

06

07 3) Read the Twelve Concepts for NA Service

08

09 4) Read the Helpline Guidelines

10

11 5) Welcome any new members

12

13 6) Establish voting membership

14

15 7) Review and accept minutes from last meeting

16

17 8) Old business

18

19 9) New business

20

21 10) Review Helpline phone shifts and make any necessary changes

22

23 11) Establish next meeting time and place

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25 12) Close meeting (with Serenity or Third Step Prayer)

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### 30 B. MOTIONS

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32 1) Motions may only be made and seconded by Subcommittee members.

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**C. QUORUM and VOTING**

- 1) A quorum is a simple majority of the voting members. Once a quorum is established at each meeting, it stays throughout the meeting.
- 2) A simple majority of the current meeting’s voting members is required for a motion to pass. In the event of a tie, the PR Chairperson will act as the tie-breaker.

**D. BUDGET**

- 1) Budget should include all general operating expenses as line items as follows: Rent; PSAs; Travel; Workshops; Printing/Miscellaneous; Literature; Website; Phone System; Meeting Lists. The PR Chairperson (or Vice-Chairperson in the Chairperson's absence) is reimbursed for travel and hotel expenses according to Area policy. Monies can be obtained in advance upon request at the previous month's Area Service Committee meeting.
- 2) **CONTRACT GUIDELINES:** All contracts committing the Gold Coast Area Service Committee or any of its subcommittees (except the Convention Subcommittee) to amounts larger than five hundred dollars (\$500.00) must be submitted to and reviewed by the ASC Chairperson, ASC Vice-Chairperson, and the ASC Treasurer in cooperation with the designated member(s) of the PR Subcommittee. All such contracts must be signed by the ASC Chairperson or the ASC Treasurer in the ASC Chairperson's absence.

# 5. PUBLIC RELATIONS GUIDELINES

## 01 A. MEETING LISTS

- 02
- 03 1) A digital copy of the Gold Coast Area meeting list will be made available to the Gold Coast
- 04 Area Literature Distribution Subcommittee for print.
- 05
- 06 2) The Literature Distribution Subcommittee should contact the PR Subcommittee in advance
- 07 before printing any new meeting lists to be sure they have the latest and most current copy.
- 08
- 09 3) Meeting list will be updated in a timely fashion using information provided by Gold Coast Area
- 10 groups or Area Service Committee.
- 11
- 12 4) The Gold Coast Area meeting list must include a disclaimer in accordance with our third
- 13 tradition which reads as follows: "The formats of many meetings are designed to meet the
- 14 special interest and needs of its members; however, in keeping with our third tradition, any
- 15 addict seeking recovery in need of a meeting may attend any meeting of Narcotics
- 16 Anonymous."
- 17
- 18 5) Any changes, additions, deletions, corrections, etc., to group and/or meeting information must
- 19 be submitted in writing at the Gold Coast Area Service Committee, by email to
- 20 [pr@goldcoastna.org](mailto:pr@goldcoastna.org) or [webinfo@goldcoastna.org](mailto:webinfo@goldcoastna.org).
- 21
- 22 6) The PR Subcommittee is responsible for notifying the Narcotics Anonymous World Service
- 23 Office of any such changes to group and/or meeting information
- 24
- 25
- 26
- 27

## 28 B. HELPLINE GUIDELINES

- 29
- 30 1) If a phone shift goes uncovered, and the backup receives the call, they should contact the
- 31 primary after taking the call; if they are unable to reach the primary shift holder, they should
- 32 notify the PR Chairperson, Vice-Chairperson, and/or Secretary.
- 33
- 34 2) The PR Chairperson, Vice-Chairperson, and/or Secretary will attempt to contact any Helpline
- 35 Volunteer who misses their phone shift before they begin their next phone shift.
- 36
- 37 3) If any Helpline Volunteer misses a phone shift and is unable to be reached before the
- 38 beginning of their next phone shift, all of their phone shifts will be reassigned.

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- 4) The PR Chairperson and Vice-Chairperson and one member of the Gold Coast Area Administrative Committee shall be privy to all phone line account information and passwords required to access the account.
- 5) You are performing a valuable service when you answer the phone for Narcotics Anonymous. Your job requires compassion and reliability. You can express your compassion when addicts or their loved ones call NA to ask for help. It will require patience to effectively listen to the needs of the caller and to provide the appropriate referral. Your commitment is vitally important to suffering addicts. Addiction is a disease that affects the whole family, and for that reason, we can expect to receive calls from family and friends of active addicts. We need to treat callers with respect and to talk to anyone who reaches out for help. Families and friends of addicts often feel isolated and ashamed. It is important to take a little time with these people because they may be reaching out for the first time. They need and deserve encouragement.
- 6) REMEMBER: WE ARE NOT COUNSELORS! We need to refer people to the appropriate service, **such as 211**. It is important to determine if the caller is in immediate physical danger, or in need of immediate medical assistance. ***If you feel a life threatening situation is happening, get the caller's name and address, and then call 911.***
- 7) Our primary purpose is to stay CLEAN and to carry the message of Narcotics Anonymous to the addict who still suffers. Our Helpline has been set up through a phone service and is listed in the phonebook and online.

**C. PRESENTATION and BOOTH GUIDELINES**

- 1) Anyone who speaks about Narcotics Anonymous on behalf of the Gold Coast Area PR Subcommittee must have a minimum of one (1) year clean time in Narcotics Anonymous and a working knowledge of the Twelve Steps and Twelve Traditions of Narcotics Anonymous, and prior presentation experience.
- 2) Anyone with six (6) months clean time may accompany the qualified presenter and assist them with the presentation / booth.
- 3) All presentations/ booths must be coordinated and approved by the PR Subcommittee.
- 4) Anyone attending a presentation/ booth must dress appropriately (Example: "Business Casual").

81 5) Anyone attending their first presentation/ booth must be accompanied by someone who has  
82 previous experience in Public Relations presentations/ booths.

83

84 6) All presentations/ booths should focus on the Narcotics Anonymous message.

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86

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#### 88 **D. GOLD COAST AREA WEBSITE**

89

90 1) The domain name GoldCoastNA.org must be registered in the name of the Gold Coast Area  
91 of Narcotics Anonymous.

92

93 2) All fees and costs related to the website and email system will be paid by the Gold Coast  
94 Area using funds allocated in the PR Subcommittee budget.

95

96 3) At least two (2) members of the PR Subcommittee and one (1) member of the Gold Coast  
97 Area Admin Committee shall be privy to all account information and passwords required to  
98 access the website hosting account.

99

100 4) The PR Subcommittee is responsible for reviewing and approving any changes to the content  
101 of the Gold Coast Area website.

102

103 5) The website may link to the Narcotics Anonymous World Services website (na.org), the Gold  
104 Coast Convention of Narcotics Anonymous (GCCNA) website (gccna.org), and/or any other  
105 website belonging to a Narcotics Anonymous area, region, or convention committee within  
106 the State of Florida.

107

108 6) The website may not link to or otherwise endorse, finance, or lend the NA name to any  
109 related facility or outside enterprise.

110

111 7) If any related facility or outside entity is mentioned on any web page, attachment, or  
112 document on the website, a disclaimer must be conspicuously placed stating that "NA is not  
113 affiliated with [name of related facility or outside enterprise]" and an approved NA logo must  
114 also be present on the form or page.