

Serenity In The Mountains Area Service Committee (SITMANA) Public Relations (PR) Subcommittee

I. Purpose

To Inform the public that recovery from the disease of addiction is possible through the 12 Steps, 12 Traditions, and 12 Concepts of Narcotics Anonymous (NA).

II. Function and Responsibility

1. The purpose of the PR committee is to cooperate with the public by providing information about recovery from the disease of addiction. We also seek to increase awareness of NA's existence through all avenues of communication (media, presentations, mailings, posters, phone lines, etc.).
2. To inform the public of the existence of NA, what NA is, and where to find us.
3. Manages and updates the phone line with any changes to meeting locations and times.
4. Provides updated and accurate (Area) meeting lists to the SITMANA on a quarterly basis (December, March, June, September).
5. Provides information to all groups within the SITMANA regarding PR as requested

III. Meetings

1. The PR subcommittee will meet monthly at 11:15 before the ASC meeting and mid-month subcommittee meetings as determined by the PR subcommittee.

IV. Voting Procedures

1. The PR Chairperson, PR Vice Chairperson, PR Secretary, and any member who attends two consecutive subcommittee meetings may vote.
2. Voting privileges are lost if two consecutive meetings are missed and voting privileges would be regained after attending two consecutive meetings.

V. Trusted Servants: (All elected positions are for a term of one year)

1. Requirements for Eligibility:
 - A. Chairperson – 2 Years continuous clean time
 - B. Vice Chairperson – 1 Year continuous clean time
 - C. Secretary – 6 months continuous clean time
2. Working knowledge of the 12 Steps, 12 Traditions, 12 Concepts, the Public Relations Handbook, and the Guide to Local Service.
3. A willingness to serve.

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VI. Duties

A. Chairperson:

1. Attends SITMANA monthly meetings and provides a written report.
2. Attends MARSCNA meetings and provides a written report.
3. Follows all Area Policy Guidelines for a Subcommittee Chair.
4. Follows the Agenda and presides over the sub-committee meetings.
5. Coordinates all financial matters and issues.
6. Handles all PR correspondence for the area.
7. Maintains literature stock and answers all inquiries for literature from the PR committee.
8. Submits PR sub-committee policies annually to the SITMANA for review and approval.

B. Vice Chairperson

1. Assumes the role and duties of the chairperson and other offices of the sub-committee in their absence.
2. Coordinates all activities of PR and works with the committee and its members.

C. Secretary

1. Records minutes of each sub-committee meeting.
2. Gives a secretary report.
3. Tends to all archives.
4. Assumes the role and duties of the chairperson in both the chairperson and vice chairperson's absence.

D. General Members

1. Attends and participates in the SITMANA Public Relations committee.

VII. Funding

1. PR literature is paid automatically out of the PR prudent reserve as per SITMANA policy.

VIII. Minutes

1. Minutes will be taken, maintained, and read by the PR Secretary at each PR sub-committee meeting.

IX. Policy

1. When needed the PR sub-committee refers to the SITMANA Policy, Guide to Local Service and/or The Public Relations Handbook.

XI. General Guidelines for Speaking Engagements (Chapter 4 Pages 29-38 of the PR Handbook)

1. Types of Speaking Engagements
 - A. Schools
 - B. Health Fairs/Professional Organizations
 - C. Community Groups
 - D. Treatment Facilities
 - E. Fellowship

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2. Orientation
 - A. Read Pages 29-38 of the PR Handbook
 - B. Attended a minimum of one (1) PR presentation with an experienced PR member
3. Introduction
 - A. Introduce ourselves as recovering addicts.
 - B. Explain that no one person represents NA, rather that we are there to share our experience, strength, and hope on how NA has helped us to find a way of life without the use of drugs.
 - C. Remember, anonymity is to protect the membership and reputation of NA and to ensure confidentiality.
4. Speakers:
 - A. A Working knowledge of the 12 Steps, 12 Traditions, and 12 Concepts.
 - B. A minimum of two (2) speakers at each commitment (Do Not Go Alone), each speaker must have a minimum of one (1) year clean time.
 - C. Dress neatly, speak intelligently, and use appropriate language.
 - D. Use common terminology, be careful not to glorify addiction. Carry the message of NA.
5. Possible Points of Discussion are:
 - A. Disease concept of addiction
 - B. Total Abstinence
 - C. Different meeting formats
 - D. NA literature and the Basic Text
 - E. Help line telephone numbers
 - F. Distinguish NA from other fellowships
6. Question and Answer Period
 - A. Never just guess on an answer, it is okay to say "I don't know".
 - B. Do not give opinions on outside issues (other fellowships, treatment centers, drug replacement therapy, etc.).
 - C. Remember that NA is non-professional. We do not provide counseling services or treatment.

XI. General Guidelines for Presentations (Chapter 4 Pages 29-38 of the PR Handbook)

1. Preparation
 - A. Always have two (2) PR members, preferably a male and female. Some people may find it easier to relate to one gender than another.
 - B. All presenters must meet the requirements as outlines in this policy (clean time, orientation, etc.).
 - C. Presenters must be able to be reached by telephone.
 - D. Presenters should have a working knowledge of the 12 Steps, 12 Traditions, and 12 Concepts of NA.
 - E. Present a good image of recovery in NA; being on time and courteous go a long way in carrying the message.
 - F. Individuals best qualified to speak in public are those that value anonymity and are willing to serve out of love of the NA fellowship.
2. Delivery

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- A. Avoid war /shock stories.
 - B. Do not use slang or profanity in your presentation.
 - C. Always remember we are a program of recovery not prevention.
 - D. Do not break your anonymity by referring to where you live or your profession.
 - E. Do not break anyone else's anonymity.
 - F. Leave ample time for questions and answers.
 - G. If two (2) speakers are not present, reschedule the presentation and leave literature for reference.
3. Content
- A. Present information regarding NA (NA: A Resource in Your Community, Roman Numeral II in the Basic Text (The History of NA) and your personal experience, strength and hope. We are not experts or paid professionals only members of NA.
 - B. Stress that NA is a fellowship of addicts who meet regularly to help each other stay clean.
 - C. Emphasize that NA is open to anyone seeking recovery from the disease of addiction; the only requirement for membership is a desire to stop using, and that there are no dues or fees.
4. Possible Presentation Topics Include:
- A. How you found NA
 - B. The Phone line
 - C. How you felt at your first meeting
 - D. The only requirement for membership is the desire to stop using.
 - E. The benefits of one addict helping another
 - F. What the 12 steps, traditions and concepts mean to you and how they are learned, practiced, and applied.
 - G. The benefits of sponsorship
 - H. That NA is a spiritual not religious program.
5. Content:
- A. Do not argue with those whose views differ from that of NA.
 - B. Use discretion when giving out any personal information (Phone number)
 - C. Be familiar with what NA is not. NA is not a religious movement, NA is not an employment agency, a social services organization, have no counselors, and does not prescribe or pay for treatment for addicts.
 - D. Become familiar with Chapter two of the Basic Text "What is Narcotics Anonymous". The PR Handbook, NA: A Resource in Your Community, etc.
 - E. Do not accept any contribution from anyone outside the NA fellowship.

XII. General Guidelines for Information Booths

- A. There must be two (2) individuals at the booth at all times, do not allow members of the fellowship to congregate at the booth.
- B. Be respectful and maintain a "professional" atmosphere, do not be loud, obnoxious, do not use any profanity, be well dressed (clean, no holes, etc.) while at the booth and at the event.

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- C. In addition to the banner, TV and VCR with the approved VHS tape playing. Only provide the following handouts (if all of the IPs are not available that is okay, just do not provide any items that are not listed below) :
- a. Most recent version of the SITMANA meeting list
 - b. NA: A Resource in Your Community
 - c. The Narcotics Anonymous Little White Booklet
 - d. By Young Addicts for Young Addicts
 - e. For The Parents or Guardians of Young People in NA
 - f. IP #1 Who, What, How and Why
 - g. IP#6 Recovery and Relapse
 - h. IP#7 Am I an Addict
 - i. IP#8 Just For Today
 - j. IP#9 Living the Program
 - k. IP#11 Sponsorship
 - l. IP#14 One Addicts Experience
 - m. IP#16 For the Newcomer
 - n. IP#22 Welcome to NA
 - o. Phone Line Information/ SITMANA business cards
 - p. A world literature order form

XIII. Phone Line Guidelines

- A. The SITMANA Phone Number is 1-866-253-4988, the phone line is provided by Grasshopper www.grasshopper.com, the phone line is paid (\$) plus any fees and taxes) per month automatically by the **SITMANA**.
- B. To update the Phone Line
 - a. The phone line must be updated ASAP after the PR committee is notified of a Bee Hive Area meeting change (location, day, time, if a meeting is permanently cancelled, or when a new meeting starts) it is imperative that the SITMANA phone line remain accurate at all times
- C. To revise the messages, do the following:
 - a. Call 1-866-253-4988 & hit *
 - b. Enter the corresponding number (0-6) for the day of the week you would like to update.
 - Select day to update information
 - 1 Info Only = Monday
 - 2 info Only = Tuesday
 - 3 Info Only= Wednesday
 - 4 Info Only = Thursday
 - 5 Info Only = Friday
 - 6 Info Only = Saturday
 - 0 Info Only = Sunday
 - a. Select the correct number for day of week to be updated

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- b. Press * and Enter PIN---- then enter #
- c. Press 2 to manage Greeting
- d. Press 1 to record greeting for that day & press * when finished recording
- e. Listen to audio and confirm information is accurate and sounds correct
- f. Press 3 to Save & Activate Greeting
- g. Hang up & Repeat steps to update for another day

XIV. Meeting List Updates and Distribution

- A. The SITMANA Meeting Lists are to be distributed quarterly at the March, June, September, and December SITMANA ASC Meeting.
- B. The current SITMANA Area meeting list will be passed by the PR committee to the GSRs at the February, May, August, and November SITMANA Area Service Committee Meeting. For any required updates or changes. If a GSR/Alt GSR, or Proxy is not in attendance at said meeting it is the groups' responsibility to inform the PR committee of any required changes or updates to their meeting information.
- C. Once all applicable changes have been made to the SITMANA Meeting lists, the list is- then sent to be printed with the number of lists needed for all groups, H&I and PR for the quarter. The meeting list is then picked up at the printer and distributed to the groups and H&I as stated above.

XV. Email

- A. The Email Address for the PR committee is SITMANAPA@yahoo.com The PR Chair or Vice Chair will check the PR email frequently and respond to any inquires ASAP.

XVI. Literature Racks

- A. The PR committee fills literature racks with a limited selection of IPs from the list in section XII subsection C of this policy a on a quarterly basis.
- B. See attachment #2 for literature rack locations and addresses.
- C. When filling the literature racks never go alone, there must be 2 members of NA present at all times.

****Any media contact should be immediately referred to the Area PR chairperson before any response is given.**

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SITMANA Area PR Committee Meeting Format

Meeting Opening

Moment of silence followed by the Serenity Prayer

Read the Following:

The 6th and 11th Traditions

The 12 Concepts

Minutes from last meeting

Corrections or Deletions from last month's minutes

Chair Report

Vice-Chair Report

Secretary Report

Old Business

New Business

Open Forum

Meeting Closed

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Facility	Address	Special Notes	Phone	Restock Date	PR Members
Courthouse					
Adult Probation					
Juvenile Probation					

* Locations are listed in order of importance based on last known time filled.
 ** It is PR's Policy to have 2 people fill literature
 *** Literature is in a white and gray floor standing rack. We can section our literature within the rack.