

REGIONAL PUBLIC RELATIONS GUIDELINES

Updated 4/8/2018

INTRODUCTION:

The MRSCNA Public Relations Sub-committee serves as an umbrella comprised of 4 areas of service:

- Public Relations (PR)
- Hospitals and Institutions (H&I)
- Phone Line
- Website

Each area of service will have a trusted servant responsible for that area of service. The PR Chairperson is the point of accountability for these services.

OUR PURPOSE:

- To serve as a liaison between the MRSCNA and the public and to carry out the directives of the MRSCNA.
- To maintain & distribute schedules, books, informational materials & media including but not limited to Public Service Announcements, Billboards and the NA PR Display.
- To produce, maintain and distribute a list of all meetings held in the MRSCNA. This list will be updated on a quarterly basis and made available to the Areas within the RSC.
- To provide an out-reach to Hospitals and Institutions in order to distribute literature and facilitate meetings where individuals are not afforded the opportunity to attend outside NA meetings.
- To maintain a Toll-Free Phone Line by which individuals and organizations can contact the MRSCNA regarding Narcotics Anonymous Meetings & Information.
- To maintain a regional website at MRSCNA.ORG. This will make available resources and archives to support our PR efforts and to further our Primary Purpose.
- To answer any PR request that does not fall under the responsibilities of the Areas.

OFFICERS

CHAIR

Requirements:

- A commitment to serve.
- Service experience
- Willingness, time, and resources necessary to serve and fulfill the obligations of the position.
- A suggested minimum of 5 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities:

- To chair the regional PR sub-committee and to report to the MRSCNA Committee Quarterly.
- To oversee all sub-committee responsibilities.
- To serve as the contact between the Areas and the sub-committee.
- To direct contact with media outlets, advertising executives and to coordinate the maintenance and distribution of media materials, PSAs, and the NA PR display.
- To regularly check the regional PR Chair email account.
- To follow-up on any PR presentation requests which are made to the MRSCNA.

- To coordinate with the Vice Chair the production of meeting schedules in the MRSCNA and the distribution of them to the Area RCMs. 200 Schedules will be provided at no charge to the Areas with more available at cost upon request.
- To make provisions for storing the PR display and accompanying literature, and to coordinate with members of the Mountaineer Region to transport the display when it is scheduled for activities or events.
- To keep a supply of literature available for use with the display.
- To report to the RSC quarterly and to submit this report to the Regional Secretary for inclusion into the regional minutes no later than 2 weeks following the RSC quarterly meeting.

VICE-CHAIR

Requirements:

- A commitment to serve.
- Service experience.
- Willingness, time, and resources necessary to serve.
- A suggested minimum of one year experience as a PR sub-committee member
- A suggested minimum of 3 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities:

- To fulfill the duties of the chair when the chair is unavailable.
- To assist the PR Chair in coordinating and carrying out the duties and the tasks assigned by this sub-committee.
- To be responsible for the printing of the Regional Schedules and bringing them to the quarterly RSC Meeting.
- To take minutes of all sub-committee meetings and submit them to the PR Chair and have them available at the following sub-committee meeting.
- To have available all past minutes and motions pertaining to the PR sub-committee for reference.
- To update Regional Public Relations Guidelines to reflect any changes approved by the PR Sub-committee

H&I SERVANT

Requirements:

- A commitment to serve.
- Service experience
- Willingness, time, and resources necessary to serve.
- A suggested minimum of 3 years continuous abstinence from all drugs.
- A suggested minimum of one year experience as an H&I committee member.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities:

- To serve as a contact point for Areas seeking literature and/or information about Hospitals & Institutional services in NA.
- To assist the Areas when requested to present H&I workshops & information to facilities.
- To regularly check the regional H&I email account.

- To report to the PR sub-committee & RSC quarterly and to submit this report to the Regional Secretary for inclusion into the regional minutes no later than 2 weeks following the RSC quarterly meeting.

H&I SERVANT II

Requirements:

- A commitment to serve.
- Service experience, preferably H&I related.
- Willingness, time, and resources necessary to serve.
- A suggested minimum of one year experience as a PR sub-committee member
- A suggested minimum of 2 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities

- To facilitate the H&I portion of the PR Subcommittee meeting when the H&I Servant is not available.
- To assist the H&I Servant in coordinating and carrying out the duties and the tasks assigned by this sub-committee.

PHONE LINE SERVANT

Requirements:

- A commitment to serve.
- Service experience
- Willingness, time, and resources necessary to serve.
- A suggested minimum of 3 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities:

- To maintain the Phone Line as directed by the PR sub-committee and/or the RSC using the guidelines listed in the Phone Line Policy Section of this Document.
- To serve as a contact point for anyone seeking information about the Phone Line.
- To assist the Areas when requested to present Phone Line workshops.
- To regularly check the regional Phone Line email account.
- To report to the PR sub-committee & RSC quarterly and to submit this report to the Regional Secretary for inclusion into the regional minutes no later than 2 weeks following the RSC quarterly meeting.

PHONE LINE SERVANT II

Requirements:

- A commitment to serve.
- Service experience, preferably Phone Line related.
- Willingness, time, and resources necessary to serve.
- A suggested minimum of one year experience as a PR sub-committee member
- A suggested minimum of 2 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities

- To facilitate the Phone Line portion of the PR Subcommittee meeting when the Phone Line Servant is not available.

- To assist the Phone Line Servant in coordinating and carrying out the duties and the tasks assigned by this sub-committee.

WEB SERVANT

Requirements:

- A commitment to serve.
- Service experience
- Willingness, time, and resources necessary to serve.
- A suggested minimum of 3 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.
- Working knowledge of web page design, construction and maintenance.

Responsibilities:

- To maintain the regional website as directed by the PR sub-committee and/or the RSC using the guidelines listed in the Regional Website Policy Section of this Document.
- To regularly update the web site to reflect requests made by the MRSCNA, sub-committees, areas, and groups. This includes, but is not limited to, meeting changes to the web site and to the downloadable list of NA meetings, as well as, to activities, minutes, policy documents, and clean time celebrations.
- To regularly check the regional web servant email account.
- To report to the PR sub-committee & RSC quarterly and to submit this report to the Regional Secretary for inclusion into the regional minutes no later than 2 weeks following the RSC quarterly meeting.

WEB SERVANT II

Requirements:

- A commitment to serve.
- Service experience.
- Working knowledge of web page design, construction and maintenance.
- Willingness, time, and resources necessary to serve.
- A suggested minimum of one year experience as a PR sub-committee member
- A suggested minimum of 2 years continuous abstinence from all drugs.
- A working knowledge of the Twelve Steps. Twelve Traditions and Twelve Concepts.

Responsibilities

- To facilitate the Web Servant portion of the PR Subcommittee meeting when the Web Servant is not available.
- To assist the Web Servant in coordinating and carrying out the duties and the tasks assigned by this sub-committee.

REGIONAL WEBSITE POLICY

The regional website is to be maintained by the web servant. The passwords for the website are to be kept by the PR chair, Web Servant, Web Servant II, and the RSC treasurer. On the changing of the officers, new passwords are to be acquired.

The web site is to be used for information only as follows:

- A link to the NA world page.
- Area and Meeting Information

- An updated, downloadable list of all NA meetings in the MRSCNA. This will be used to print the Quarterly Regional Meeting Schedules. Non-affiliated meetings may request to be on the list provided they follow the 12 steps, Traditions & Concepts.
- A list of upcoming events (Group, Area and Regional Activities).
- Upcoming convention information
- A history of the region.
- A page for information to the general public (Information for Professionals).
- An Archive of updated MRSCNA Meeting Minutes and Policy documents.
- Upcoming RSC meeting dates and Order of the Day
- Space for each area to be used for a brief history of their Area if desired
- The regional website is to be fully self contained with no links to outside pages except the World site.
- The web servant will have the authority to use his/her discretion as to what is appropriate to be on the activities page and report any concerns to the PR Sub-committee.
- The website must not contain any references to outside enterprises.

PHONE LINE POLICY

The primary purpose of the MRSCNA Phone Line is to get addicts to Narcotics Anonymous meetings. The Regional Phone Line will be maintained by the Phone line Servant. The MRSCNA uses One Box software to carry out the assignment of calls to volunteers and to direct other sub-committee calls to the appropriate chair person. The passwords for the One Box website are to be kept by the PR chair, Phone Line Servant, Phone Line Servant II and the RSC treasurer. On the changing of the officers, new passwords are to be acquired.

- Volunteers for the phone line should have attended a phone line workshop prior to being scheduled to answer calls.
- The Phone Line Servant and Servant II will hold regular phone line workshops at the request of the areas and the RSC.
- The Phone Line Servant and Servant II will have the authority to update call routing based on volunteer requests for scheduling. The volunteers in these time slots should be rotated to afford them experience in answering calls.
- The Phone Line Servant and Servant II should coordinate to monitor the effectiveness of the answering service and provide a report that includes a statistical breakdown of calls and changes made between regional meetings. This will be reported to the PR sub-committee quarterly at the RSC.

PR DISPLAY

The display is stored by the PR Chair when not in use; the PR Chair keeps track of who is using the display and its location.

A request to the PR Chair for use of the display can be made at any time by a member of the Mountaineer Region. The request will be granted as long as it doesn't conflict with PR sub-committee use or other prior Area requests, and as long as the member asking is in good standing with their Area.

VOTING PROCEDURES

Participation and voting:

- All members of the MRSCNA can participate in decision-making process.
- Lacking consensus, a motion is carried by a simple majority.
- Only motions affecting regional policy or funding need to be taken to the RSC.