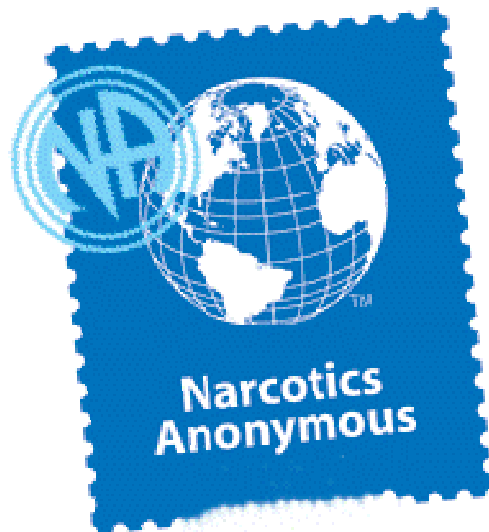


VANCOUVER ISLAND NORTH AND POWELL RIVER AREA

vinprana.ca

Public Relations Guidelines 2023



Approved

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.

- Public Relations Handbook

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Section One: The Basics (Procedures for Our Business)

Concept Three:

The NA groups delegate to the service structure the authority necessary to fulfill the responsibilities assigned to it.

Who We Are

PR Geographical Boundaries: The geographical boundaries of VINPRANA PR shall be. The Northern portion of Vancouver Island, up to and including all points between Fanny Bay to the Northern end of Vancouver Island, The Northern Gulf Islands and as far west as Holberg and east to Powell River and surrounding area.

PR Subcommittee Purpose: As the Fifth Tradition essay in It Work How and Why states, “carrying the NA message is so important to the survival of NA that it is called our primary purpose.” We work to fulfill our primary purpose within NA’s principles.

Every addict in the BC region has the chance to experience our message in their own language and culture and find the opportunity for a new way of life;

NA communities worldwide and the VINPRA PR work together in a spirit of unity and cooperation to carry our message of recovery;

Narcotics Anonymous has universal recognition and respect as a viable program of recovery;

PR Subcommittee Goal: For the public to recognize NA as a positive and reliable organization, while developing and maintaining valuable relationships with professionals and the public.

PR Subcommittee Responsibilities:

- a) We serve as a communication link between the fellowship Area, Region, Canadian Assembly and the larger Public community we serve.
- b) We clarify what services NA can and cannot provide to the community.
- c) We provide NA members with the awareness of their role in NA’s public image.
- d) We keep a record of all PR meetings, coordinate working groups and Panels and establish new contact with the public that promote community awareness.
- e) We are accountable for all PR disbursed literature.
- f) We maintain contact and coordinate any PR requests and initiatives in a timely fashion.
- g) We are responsible for operating and maintaining a telephone information service for VINPRANA.
- h) We are responsible for the area newsletter, gathering monthly area birthdays and events.
- i) PR is responsible for maintaining the area website, answering inquiries, posting events, and meeting changes. Meeting amendments will be directed by GSR’s to webcoordinator@vinprana.ca (Area), phone line coordinator. These changes shall be made to the BMLT.

Decision-Making:

Reports & acceptance of the minutes will pass with consensus of the PR committee.

All matters changing *VINPRPR Guidelines* will pass with consensus. Changes to *PR operating budget* must be sent back to the ASC for the group’s conscience prior to the decision.

The Area Guidelines Committee will hold the original copy of All committee guidelines for safe keeping and posterity.

Section Two: Choosing and Becoming a Trusted Servants: Election, Roles, and Responsibilities

Fourth Concept

Effective leadership is highly valued in Narcotics Anonymous. Leadership qualities should be carefully considered when selecting trusted servants.

Timing / Frequency:

In March of odd numbered years, PR standing subcommittee Admin will be up for election:

- PR Facilitator (*ratified election at the March ASC meeting*)
- PR Co-Facilitator
- PR Secretary

In March, PR Committee positions will be up for election:

- Literature Distributors, - Newsletter Liaison, - Panel Leaders, - Panel Coordinator,
- Literature Coordinator, - Website Coordinator, -Phoneline Coordinator.

Nominations

- a) During the “Elections” phase of the PR agenda, the PR facilitator will ask for nominations. All nominations, including self-nominees are accepted. The facilitator will ask the standard election questions of each candidate present for nomination. The candidates must be present for eligibility, this includes virtually.
- b) Any PR member may nominate administrators or committee positions.
- c) After the election questions are asked of each candidate, the PR body will then be given the chance to ask any additional questions for the candidates.
- d) Admin members and Coordinators may serve a second term.
- e) All nominees must give verbal or written agreement to stand for election.
- f) All nominees are required to present a verbal or written resume of their qualifications for the position.
- g) The PR facilitator ***will not*** allow questions that are inappropriate.

Elections

- a) PR administrators are elected from members of Narcotics Anonymous who have prior PR/PI/H&I service experience.
- b) Elections of the VINPRPR administrators are held every two years.
- c) Coordinators, Liaisons are held yearly.
- d) Elected PR committee members may not serve if they are holding service positions in other 12 step fellowships.
- e) When an administrator, Coordinator or Liaison is removed during their term of office and a new PR member elected, this abbreviated term of office shall not count as a full term of office if it is less than six months of service.
- f) All elections will be conducted by secret ballot.
- g) Secret ballots will be counted by preferably two non-voting members.
- h) No PR member shall hold more than one PR position at any one time, except for facilitating the appointment of a special event.
- i) In keeping with our ninth tradition and the principal of rotating leadership, no PR administrator or event chairperson shall serve more than two consecutive terms.
- j) All seated PR participants may vote during elections. This includes all PR admin committee members, Coordinator or Liaison

Resignation and Removal from Office

Our First Tradition concerns unity and our common welfare. One of the most important things about our new way of life is being a part of a group of addicts seeking recovery. Capable NA leadership exhibits the full range of personal characteristics associated with a spiritual awakening. We depend on those who serve us to report on their activities completely and truthfully. The development of a group conscience is an indispensable part of the decision-making process in Narcotics Anonymous; however, group conscience is not itself a decision-making mechanism. Developing a collective conscience provides us with the spiritual guidance we need for making service decisions.

Voluntary Resignation

Voluntary resignations are given in writing to the PR facilitator in advance of the next PR meeting.

Removal from Service

A person may be removed from service in the following situations: 1. Admitted interruption in clean time; 2. theft of misappropriation of funds.

[Refer to Bulletin #30](#)

Any elected PR member can be removed from their term of office by a 2/3 majority vote, by secret ballot, where the PR Administrator, Coordinator or Liaison:

- 1) Failure to perform their duties.
- 2) Failure to attend and/or report to three (3) consecutive, regularly, scheduled VINPRPR meetings.

NOTE: *In the event an elected PR administrator, coordinator or Liaison is on the verge of missing a 3rd consecutive meeting the PR Facilitator must contact the member and inquire as to why they have been unable to fulfill their duties. The member must be given the information on the consequence of missing a 3rd meeting and reminded of their position requirements.*

PR Administrators, Coordinator or Liaison resigning or removed from office will not be eligible for election to any PR positions for six months.

NOTE: *when resignation is intended to facilitate a newly elected position with agreement of VINPRPR.*

Any Public Relations committee position left vacant from an early resignation removal shall remain vacant for one month so that the vacancy may be announced to the Fellowship.

Qualifications and Duties for Activities Trusted Servants

Concept Seven:

All members of a service body bear substantial responsibility for that body's decisions and should be allowed to fully participate in its decision-making processes.

Limits of Guidelines

The qualifications suggested here are meant as a guide to members in selecting trusted servants for the PR Committee. Some individuals nominated will not fit all the criteria set forth and it should not disqualify them from consideration. It should be stated however, that these guidelines come from previous experience and should be weighed as such when considering a nominee for a particular trusted servant position.

PR Facilitator:

- a) 2-year commitment.
- b) Minimum 4 years continuous abstinence.
- c) Minimum of one year participating in the PR subcommittee.
- d) An understanding of the Twelve Traditions, the Twelve Concepts for NA service, and the ASC & PR guidelines.
- e) Available to attend at least one Regional Service Committee meeting per year.
- f) Unable to hold any other service positions at the Area level.
- g) Available to attend ASC meetings.
- h) Submits a written report of all subcommittee activity and inactivity to the ASC monthly, and quarterly to the Regional PR committee.
- i) Reports to the ASC all expenditures, providing receipts and coordinating reimbursement.
- j) Has a working knowledge of the Public Relations subcommittee.
- k) An understanding and the ability to use Consensus Based Decision Making.
- l) Oversee workgroups formed to accomplish tasks.
- m) Responsible to ensure committee obligations are met when positions are vacant or needing help.
- n) Orientates and or mentors newly elected PR members with VINPRANA PR guidelines & the NA PR Handbook
- o) Attends all PR subcommittee meetings

PR Co-Facilitator

- a) 4-year commitment- first two years as PR Co Facilitator with the intent of serving the second term as the PR facilitator.
- b) Minimum 2-year continuous abstinence.
- c) An understanding of the Twelve Traditions of NA, the Twelve Concepts for NA service, and the PR guidelines.
- d) Assumes duties of PR Facilitator in their absence, removal or resignation.
- e) Orientates and or mentors newly elected PR members to the VINPRANA PR guidelines & the NA PR Handbook.
- f) Attends PR subcommittee meetings & available to attend ASC meetings.
- g) Available to attend one Regional Service Committee meeting per year for mentorship purposes.
- h) Available to assist with one service workshop per year (Learning Days)
- i) Submits a monthly report to the PR secretary, prior to the subcommittee meeting

PR Secretary

- a) 2 year commitment.

- b) Minimum 1 year continuous abstinence.
- c) An understanding of the Twelve Traditions of NA, the Twelve Concepts for NA service, and the PR guidelines.
- d) Computer and word processing skills are necessary, along with access to a computer or smartphone.
- e) Receives and prepares reports submitted in advance for circulation before the PR subcommittee meeting.
- f) Prepare and email the agenda, including the reports and previous month's minutes, to all subcommittee members on the Sunday prior to the PR meeting.
- g) Attends all PR meetings.

Panel Coordinator

- a) 2-year commitment.
- b) Minimum 2 year continuous abstinence.
- c) Attends all PR subcommittee meetings
- d) Submits monthly reports to the PR secretary prior to the subcommittee meeting
- e) Responsible to provide a current and up-to-date contact list of all orientated members to panel leaders
- f) Ensures panel leaders have current copy of the facility contract with PR
- g) Appoints panel leaders as necessary
- h) Has a clear understanding of NA language and the NA message
- i) Orientates members
- j) Is the facility contact person

Panel Leaders

- a) 1-year commitment
- b) Minimum 1 year of continuous abstinence
- c) Informs panel coordinator, of any issues or difficulties
- d) has a clear NA message
- e) Invites ORIENTATED panel members, and ensures they are aware of facility rules
- f) Reviews DO's & DON'TS with panel members prior to meeting
- g) Facilitate the panel presentation with the provided format

Panel Members

- a) Orientated before attending panel
- b) Minimum 3 months complete abstinence to attend and observe
- c) 6 month of complete abstinence to share and observe 3 times;
- d) Has a clear NA message

Note: some facilities may require 1 year of complete abstinence.

Phone Line Coordinator

- a) 2-year commitment.
- b) Minimum 1 year of continuous abstinence
- c) The Phone Line Coordinator is responsible for operating and maintaining a telephone information service for Narcotics Anonymous that helps addicts and others in the community find us easily and quickly.
- d) The Phone Line coordinator keeps a record of all phone line meetings, coordinates with working groups and panels.
- f) Point of contact for the area phonenumber service
- e) Maintains contact with the Regional Phone Line representative.
- f) Makes monthly written reports to the PR Committee.
- g) The phone line coordinator answers directly to the PR Committee.
- h) Attends all PR meetings

Phone Line Volunteer

- a) Minimum 1 year of continuous abstinence, orientation can occur at 9 months of continuous clean time, activation to be confirmed by follow up phone call from phone line coordinator.
- b) Orientation required to answer the phone line and do 12 step calls.

PR Literature Coordinator

- a) 1-year commitment.
- b) Minimum one year complete abstinence.
- c) The Literature Distribution Coordinator is responsible for coordination of all literature in VINPRANA Area, including panel coordinator, literature distributors and PR events.
- d) Literature Distribution answers directly to the PR Committee.
- e) Literature coordinator orders and keeps record of literature purchased from VINPRANA literature chair.
- f) Makes monthly written reports to the PR Committee.
- g) Keeps inventory of all PR literature
- h) Keeps a detailed list of all facilities and organizations literature is distributed
- h) Attends all PR meetings

Literature Distributors

- a) 1-year commitment.
- b) Minimum six months complete abstinence.
- c) Responsible for predetermined delivery and maintenance of Information Pamphlets, Meeting Lists, and Pull-tab posters to designated locations in their local communities.
- d) The literature distributors obtain literature from the PR Literature Coordinator
- e) Knowledge of community for literature distribution

Newsletter Liaison

- a) 1-year commitment.
- b) Minimum one year complete abstinence.
- c) The Newsletter Coordinator is responsible for gathering monthly area birthdays and events.
- d) All material gathered for area newsletter
- e) Shares information with the Vancouver Island Multi-Area Newsletter (SVIA & CVIA)
- f) Newsletter Liaison answers directly to the PR Committee.
- g) Picks up newsletters from designated location and ensures delivery to VINPRAN Area meeting.

Website Coordinator

- a) 2-year commitment.
- b) Minimum one year complete abstinence.
- c) The website coordinator is responsible for maintaining and updating the website vinprana.ca
- d) The web coordinator is responsible for answering inquiries, posting events and meeting changes to the area website and BMLT.
- e) Technical and administrative duties surrounding website administration.
- f) Technical aspects to be added as position is filled and Website Coordinator can provide technical details.

Fellowship Development Coordinator

- a) 2-year commitment.
- b) Minimum two-year complete abstinence.
- c) The FD coordinator is responsible for supporting growth of NA service bodies in the area.
- d) Provides information, training and support to area committees and groups.
- e) Development and implementation of best practices in the local community.
- f) Technical aspects to be added as position is filled and Website Coordinator can provide technical details.

PR Admin Committee

- a) The PR admin committee is comprised of the PR facilitator, Co-facilitator, secretary, Panel Coordinator.
- b) The Admin Committee is responsible for administering the general affairs of the PR committee
- c) Foster unity and continuity of Public Relations in the area.
- d) Meets regularly in between PR meetings to set agendas, yearly budget proposals.
- e) Monitors and evaluates PR activities.
- g) Holds regularly scheduled service training and mentoring sessions at the PR meeting.
- h) Ensures the PR meeting is regularly scheduled each month.

Section Three: Public Relations Financial Policies

Concept Eleven:

NA funds are to be used to further our primary purpose and must be managed responsibly.

Activities Budget

An operating budget is a detailed projection of what the Public Relations Committee expects to expense over the coming year. The Operating Budget will be prepared by the PR Admin Committee and submitted to the ASC Treasurer at the August ASC meeting. The budget must be approved by majority consensus of the ASC to be accepted.

- a) The subcommittee will have a yearly budget of six thousand dollars per year (\$6000.00) to pay for all activities of PR. This includes:
- b) Yearly payment of Website Domain, Web Hosting, email hosting, virtual Meeting platforms, Phonenumber, and monthly printing.
- c) If the entire yearly budget amount is not used it is not to be carried over to the following years allotted monies.
- d) The PR Facilitator must keep track of all expenditures with the assistance of the ASC Treasurer so as not to go over their yearly allotment.
- e) Funds are to be used to ensure that the Vancouver Island North Powell River Area is served by the Public Relations Subcommittee and should not be directed or held for any other purpose.
- f) Any surplus monies from the PR committee must be contributed to the ASC.

Point of Accountability

The PR Facilitator will collect report and distribute all funds received by the ASC treasurer.

PR Service-Related Materials

[Public Relations Handbook](#)

[A Guide to Phonenumber Service](#)

[Narcotics Anonymous Newsletters](#)

[Hospitals & Institutions Handbook](#)

[Outreach Resources Information](#)

[Narcotics Anonymous Logo Style and Guidelines](#)

[Disruptive & Violent Behavior](#)

Record of Corrections & Changes to Activities Guidelines

