

Public Relations Guidelines

PURPOSE OF PR—To inform the public about who, what, and where we are. All Buckeye Region PR activities will be carried out in accordance with the BRSCNA Guidelines, the Twelve Traditions, and the Twelve Concepts.

RESPONSIBILITIES OF THE PUBLIC RELATIONS COMMITTEE:

- Maintain and Update Website www.nabuckeye.org
- Maintain and Update Phone Line List & Training
- Maintain and Update Regional Meeting Schedule
- Poster Drives
- To reach out to the community as a whole by letting people know that NA exists, and how we can be reached
- To provide a NA Public Relations booth at events

CHAIRPERSON REQUIREMENTS:

- Suggested 2 years of continuous clean time, and 1 year of Public Relations experience
- A working knowledge of the 12 Steps, 12 Traditions, and 12 Concepts of NA
- A working knowledge of BRSCNA Guidelines
- A Basic Understanding of websites and basic computer skills
- A Basic Understanding of the Phonenumber
- A Basic Understanding of the Schedule Update process

CHAIRPERSON DUTIES:

- The Chairperson reports bi-monthly to the Regional Service Committee Meetings held in Feb. April, June, August, October & December
- Presides at Public Relations subcommittee meetings (Normally held the opposite months of the Regional Meeting)
- Updates Website, if no Vice Chair
- Updates Regional Schedule, if no SECRETARY / REGIONAL SCHEDULE COORDINATOR
- Coordinates Public Relations speaking engagements
- Maintains phone line list & coordinates phone line training
- Responds to emails when VICE CHAIR / WEBSERVANT is unable

VICE-CHAIRPERSON / WEBSERVANT REQUIREMENTS:

- Suggested 2 years of continuous clean time, 6 months of Public Relations experience
- A working knowledge of the 12 Steps, 12 Traditions, and 12 Concepts of NA
- A working knowledge of BRSCNA Guidelines
- A Basic Understanding of websites and basic computer skills
- A Basic Understanding of the Phonenumber
- A Basic Understanding of the Schedule Update process

VICE CHAIR / WEBSERVANT DUTIES:

- Performs duties of chairperson and other officers in their absence
- Co-coordinator to events
- Updates Website
- Updates Schedule, if Secretary / Regional Schedule Coordinator is unavailable
- The VICE CHAIR / webservant is directly responsible to the PR subcommittee
- Responsible for keeping an accurate meeting schedule posted on the site. Reports all meeting updates to the SECRETARY / REGIONAL SCHEDULE COORDINATOR
- Responsible for posting calendar events/activities on the site. Activities posted will include both the Buckeye and Ohio Regions
- Responsible for posting the Regional Newsletter to Members Page of site
- Will answer/respond to the website email account and carbon copy the PR Chair on the return email
- Note on Privacy - Since information made accessible by the Internet can be accessed by the general public worldwide, we will not use full names of individual members
- Needs to inform anyone whose number is on a flyer that it is publicly searchable

SECRETARY / REGIONAL SCHEDULE COORDINATOR REQUIREMENTS:

- Suggested 1 Year of continuous clean time

SECRETARY / REGIONAL SCHEDULE COORDINATOR DUTIES:

- Maintains Minutes/Archives
- Records Public Relations meeting minutes
- Helps Chairperson with all subcommittee correspondence
- Responds to emails if CHAIR or VICE CHAIR are unable
- Coordinates Regional Schedule Books with Updates from the VICE CHAIR
- Contacts the Printer and Orders Schedule Books
- Keeps inventory of the Schedule Books
- Picks up the Schedule Books from the printer OR coordinates to have a Member of the PR Subcommittee pick up the schedule books

SUBCOMMITTEE MEMBERS:

- The Public Relations sub-committee is made up of recovering addicts who are interested in carrying the message of recovery to the still suffering addict, and the public at large.
- This is done in accordance with the Twelve Traditions, Twelve Concepts and these guidelines
- Subcommittee members should have a willingness to be of service and have a working knowledge of the Twelve Steps, Twelve Traditions and Twelve Concepts

BUSINESS MEETINGS:

- The BRSCNA PR Subcommittee will normally meet during the months opposite the Regional meeting. These months are January, March, May, July, September, & November. The meeting time will be well publicized and also announced within in the PR Subcommittee Report at each regional meeting.

WEB SITE www.nabuckeye.org

PURPOSE OF WEBSITE

To serve as a central source of information for all things directly pertaining to NA in Northeast Ohio. These things include an accurate schedule of meetings and activities taking place within the eight areas of our region: GLASCNA, LEGS, NCCASCNA, NEOASCNA, STACSNA, TASCNA, WAGS, and WRASCNA.

Geographically, these areas include the following Counties: Ashtabula, Trumbull, Mahoning, Columbiana, Lake, Geauga, Portage, Stark, Cuyahoga, Summit, Medina, Lorain, Wayne & Carroll.

MONTHLY/YEARLY PR BUDGET

1. Townhall 231 per month, \$2772 per year
2. PO Box \$144 per year – RENEWS March 2014
3. First communications apx \$125 per month, \$1500 per year
4. White pages \$10 per month, \$120 per year
5. Go daddy web \$120 per year
6. Schedule Books \$1300 quarterly, \$5200 annually, however this should cover itself

MOTIONS PERTAINING TO SUBCOMMITTEE

Motion #487 from February 2010 Buckeye Region Minute's regarding the combining of Website with PR.

- **“To remove the regional webservant position/subcommittee. In place of a webservant, the Regional PR Subcommittee will coordinate the website. Anyone interested in updating, changing or supporting the website should attend the Regional PR subcommittee meeting.”**
- **Intent:** To follow the PR Handbook suggestion that websites are a part of PR AND to unify and consolidate Regional Subcommittees”
- 3-for 0- 3-abstain **MOTION PASSED**

REGIONAL MEETING SCHEDULE PROCEDURES

REGIONAL SCHEDULES:

- To coordinate quarterly updates and printing of the Regional Meeting Schedule.
- If a group wishes to change their meeting info or be added to the regional schedule, they should contact their PR Chair, vice Chair or come to their monthly ASC meetings. Or send the updates via the website to webmaster@nabuckeye.org
- Before adding or removing a meeting from the regional schedule, two verifications will be confirmed.
- Keep a copy of the previous schedule booklet on your person to track verbal meeting updates.
- Make a List—in order by PAGE NUMBER—of changes to be made to the current schedule so that when it is time to print the schedules all updates are orderly.
- A monthly copy of this List should be emailed to PR Subcommittee members so that all members are aware of the updates.
- From page 25 in A Guide to Local Services in NA “When two or more addicts come together to help each other stay clean, they may form a Narcotics Anonymous group. Here are six points based on our traditions which describe an NA group:
 - a. 1. All members of a group are drug addicts, and all drug addicts are eligible for membership.
 - b. 2. As a group, they are self-supporting.
 - c. 3. As a group, their single goal is to help drug addicts recover through application of the Twelve Steps of Narcotics Anonymous.
 - d. 4. As a group, they have no affiliation outside Narcotics Anonymous.
 - e. 5. As a group, they express no opinion on outside issues.
 - f. 6. As a group, their public relations policy is based on attraction rather than promotion.

CURRENTLY WHAT WE ORDER

- Although we order 5,000 from Abbott they almost always send more, last order was 5, 150. The unit price we pay is .25 and the total bill was \$1,287.50. We have 30 days to pay the bill.

WHEN TO ORDER

- Suggested ordering on a quarterly basis. March, June, September & December.
- Ordering 3,000 would cost .30 each
- Ordering 4,000 would cost. .27 each

HOW TO ORDER REGIONAL SCHEDULES

- Email the Updated Meeting List by Page Number to Jim Hoffman at jhoffman@pioneercom.com Pioneer Printing. Be sure to update the Month/Year for the front cover and request a cover color. Pioneer Corporate Printers, 1330 Lloyd Rd., Wickliffe, OH 44092. Jim’s number is 440-943-2373. (Please allow at least 5-7 business days to get a proof)
- Pioneer will email a copy of the proof to be approved before printing. Review this proof with a few addicts to ensure accuracy.
- Email the Proof back to Jim at Pioneer to execute printing.

- After printing is completed the booklets are forwarded to: Abbott Bindery, Inc., 2800 E. 55th Street #2, Cleveland, OH 44104, 216-361-7555 (Abbott has strict scheduling hours, so when scheduling a pick-up time, end of day is not recommended)
- Please allow 7-10 business days for Binding. Bob or Jeff will call to confirm when order is ready.

PICKING UP SCHEDULES

- Schedules are picked up at Abbott Bindery, Inc., 2800 E. 55th Street #2, Cleveland, OH 44104, 216-361-7555.
- Check schedules for accuracy. Take a physical count.
- Set aside 300 schedules for Townhall II, and ship same. Include an Invoice for Townhall II. Townhall will send Region a check to pay for their order—shipping is about \$10.
- Deliver remainder of schedules to the PR Chair at the Regional Meeting for distribution.

Notes:

- Updates are made at all times between orders.
- Maintaining communication with the Webmaster and other PR Chairs is essential. Unfortunately, sometimes it is hard to verify schedule updates, which is why it is important to have contacts with active members in other areas.
- The website is currently the most effective way to follow-up on the most recent schedule changes.

DISTRIBUTING THE SCHEDULES

- Schedules may be purchased at the Regional Meetings in Feb. April, June, August, October & December.
- Schedules will be stored at Townhall 2
- Areas purchasing schedules need to provide a money order/check made out to the Buckeye Region.
- Schedules sold at the cost of .30 cents each.