

Greater San Jose Area Service Committee



Public Information Subcommittee



Service Guidelines

1. Definition

The Public Information (PI) subcommittee serves the Greater San Jose Area of Narcotics Anonymous (GSJNA) and its Area Service Committee (ASC) by carrying the message of recovery from the disease of addiction to the public by means of attraction rather than promotion.

2. Purpose

- A. To inform the public that Narcotics Anonymous (NA) exists and offers recovery from the disease of addiction.
- B. To ensure that accurate information about our fellowship is available to the public through various channels.
- C. To offer information about how and where to find NA meetings and its service structure.
- D. To maintain communication with the Northern California Regional Service Committee (NCRSC), including its public relations sharing forum, Narcotics Anonymous World Services (NAWS) and the World Service Conference (WSC).
- E. To assist and support other GSJNA subcommittees who may interact with the public.
- F. To conduct all PI activities in accordance with the methods described in the NAWS *Public Relations Handbook*, and in accordance with the 12 Steps and 12 Traditions of Narcotics Anonymous.

3. Responsibilities

- A. To exist as the resource and coordinating body for all GSJNA PI efforts and services, other than those carried out at the NCRSC and NAWS level. In some cases, these efforts and/or services may be provided in conjunction with the NCRSC or NAWS PI liaisons.
- B. To respond to any PI requests received by the GSJNA.
- C. To maintain a close working relationship with the other subcommittees of the GSJNA.
- D. To maintain a close working relationship with other Area PI subcommittees within the Northern California Region.
- E. Suggested attendance to the NCRSC Public Relations (PR) sharing forum.
- F. To maintain a close working relationship with NAWS and the WSC.

4. Function

- A. To hold a monthly subcommittee meeting at a time and place determined by this subcommittee. Meetings will be held in a public location accessible to all fellowship members.
- B. To send a representative to the monthly GSJNA ASC meeting and to give a report on the subcommittee's activities at the ASC meeting.
- C. To send a representative to the NCRSC PR sharing forum every other month.
- D. To inform and educate the public about NA through services including, but not limited to, the following:
 - Coordinate and respond to all requests from the media, including TV, radio, newspapers and the Internet.
 - Provide radio and television Public Service Announcements (PSAs), with the approval of the ASC, to the media.
 - Create and implement all NA PI poster campaigns in the geographical area covered by the GSJNA.
 - Coordinate all non-NA requests for NA speakers to community, healthcare, educational, governmental, and other agencies and organizations.
 - Conduct speaker pool training as needed in order to maintain and train a group of viable PI speakers.
 - Produce and print a ~~monthly~~ GSJNA meeting guide every other month, as well as provide an online version of the meeting guide on the GSJNA web site.
 - Maintain NA literature racks at public locations and conduct regular, ongoing informational mailings to community, healthcare, educational, governmental, and other agencies and organizations.
 - Maintain and update the GSJNA website and respond to or forward all e-mail inquiries, in accordance with Addendum A.
 - Operate, update and staff the GSJNA Phonenumber and conduct phonenumber volunteer orientations on a regular basis.
- E. This subcommittee functions under these guidelines. This subcommittee also adheres to the GSJNA guidelines, and the *Public Relations Handbook* published by NAWS.

5. Description

- A. This subcommittee consists of several elected positions, including Chairperson, Vice Chairperson, Secretary, Speaker Pool Coordinator, Media Outreach Coordinator, Phonenumber Coordinator, Assistant Phonenumber Coordinator, Webservant, and Assistant Webservant, as deemed necessary by this subcommittee. The subcommittee also includes any number of non-elected members and volunteers who help perform the tasks and services of the subcommittee.
- B. Any addict who attends a subcommittee meeting is considered a member of the subcommittee. Members attain the right to vote at their second consecutive meeting. Membership is without term. Regular attendance is suggested.
- C. The chair may appoint ad-hoc coordinators, as needed.
- D. All members are considered trusted servants of the subcommittee and are accountable to the subcommittee.

5.1. Voting procedures

- A. Election of the positions in Section 6.1 occurs on an annual basis at the subcommittee meeting immediately following the ASC elections. All positions listed in Section 6.1 are filled by a vote of the committee with the following exceptions: the Chairperson is elected by the ASC; and the Webservant and Phonenumber Coordinator are filled by acclamation of the Assistant Webservant and Assistant Phonenumber Coordinator, respectively. In the event there is no acclamation for the Webservant or Phonenumber Coordinator, the positions will be filled by election. The subcommittee will make a recommendation to the ASC for the position of Chairperson before the annual ASC elections.
- B. Elected positions in Section 6.1 can be removed by a 2/3-majority vote by the subcommittee. Reasons for removal are: missing two or more consecutive meetings without providing notification to the subcommittee, or failure to perform the responsibilities required for a trusted servant of the subcommittee.
- C. Members attain voting privileges at the second consecutive subcommittee meetings they attend.
- D. The chairperson shall only vote in the event of a tie.

5.2. Financial responsibilities

In order to perform its function, the PI subcommittee is solely dependent on the GSJNA ASC for its funding. To facilitate funding of its activities, the PI subcommittee adheres to the following requirements:

- A. The PI Subcommittee shall present an annual budget to the ASC, either alone or combined with other subcommittee budgets, that lists all expected monthly expenditures. These monthly expenditures shall include the cost to print meeting guides, the costs to operate the phonenumber, the costs to operate the GSJNA website, the cost of rent for monthly subcommittee meetings, the cost of literature to spread the message of recovery, and other costs borne by this subcommittee. The GSJNA ASC will then either approve or reject the annual budget or approve it with modifications.

6. Requirements and Duties

6.1 Elected Positions

6.1.1 Chairperson

A. Requirements

1. Two years clean time.
2. Previous service experience, preferably in PI and/or with the ASC.
3. Ability to organize and give the subcommittee direction and incentive.

B. Duties

1. Arranges times and agendas for meetings.
2. Initiates all necessary correspondence to the GSJNA, NCRSC, NAWS and the WSC
3. Attends the ASC each month as the representative of the subcommittee.
4. Suggested attendance to the NCRSC PR sharing forum on a bi-monthly basis.
5. When required, acts as liaison to other GSJNA subcommittees.

6.1.2 Vice Chairperson

A. Requirements

1. One year clean time.
2. Previous service experience, preferably PI and/or with the ASC.

B. Duties

1. An ability to assume responsibility in the absence of the chairperson.
2. To closely work with and assist in all duties of the subcommittee.
3. When required, acts as liaison to other GSJNA subcommittees.

6.1.3 Secretary

A. Requirements

1. Six months clean time.
2. An ability to develop written material in a concise manner.
3. Previous service experience.

B. Duties

1. Record the minutes of the subcommittee meeting.
2. Provides written report for presentation at the monthly ASC meeting.
3. Maintain PI subcommittee archives (i.e., subcommittee guidelines, phonline handbook).
4. Maintain PI subcommittee contact list, including names, phone numbers and e-mail addresses.

6.1.4 Speaker Pool Coordinator

A. Requirements

1. Two years clean time.
2. Recovery from addiction centered in NA.
3. An ability to interact with the public within the scope of the 12 Traditions of NA.

B. Duties

1. Provide NA speakers for a variety of PI speaking engagements.
2. To insure that a clear NA message is always shared with the public.
3. Create and oversee the speaker pool, a list of NA members, not necessarily PI subcommittee members, who are eligible and trained to deliver PI presentations to the general public in accordance with the subcommittee's Speaker Pool Guidelines which is updated by the PI subcommittee and contains the policies, procedures and specific items of interest for making presentations, the *PR Handbook*, and other Regional and NAWS documents.
4. Provide orientations, learning days and speaker workshops as necessary to develop a speaker pool.

6.1.5 Webservant

A. Requirements

1. Willingness to serve.
2. Two years clean time.
3. Previous service experience, preferably PI and/or with the ASC.
4. Computer skills and/or wherewithal necessary to maintain the GSJNA website.
5. Working knowledge of the 12 Steps and 12 Traditions of NA.

B. Duties

1. Maintains the GSJNA website in accordance with the guidelines in Addendum A.
2. Produce an updated, printed meeting guide every other month that reflects any changes collected at the previous month's ASC meeting.
3. Produces a meeting information change form and gives it to the PI Chairperson to be used at the ASC to collect any changes required.
4. Save and archive a digital copy of the meeting guide in a commonly available software format.
5. Produces a camera-ready copy or digital master copy of the meeting guide each month, and instructs a printing company to reproduce a quantity of meeting guides every other month, as directed by the ASC for the GSJNA's consumption.
6. Provides the new meeting guides to the PI chairperson in a timely manner for distribution at the ASC meeting.
7. Two months prior to the start of each fiscal year, the web servant will ensure that the current expense for the scheduled printing of meeting guides is competitive.
8. Works with Assistant Webservant to prepare him/her for acclamation.

6.1.6 Assistant Webservant

A. Requirements

1. Willingness to serve.
2. One year clean time.
3. Working knowledge of the 12 Steps and 12 Traditions of NA.
4. Computer skills and/or wherewithal necessary to maintain the website.

B. Duties

1. Helps Webservant maintain website in accordance with the guidelines in Addendum A.
2. Works with Webservant to prepare for acclamation.

C. Commitment

1. Two years: one year as the assistant, then one year as the Webservant.

6.1.7 Media Outreach Coordinator

A. Requirements

1. Two years clean time.
2. Recovery from addiction centered in NA.
3. An ability to interact with the public within the scope of the 12 Traditions of NA.

B. Duties

1. Serve as a liaison to local media outlets, such as radio, TV and newspapers.
2. Conduct PSA campaigns for local radio and television stations.
3. Maintain and refill GSJNA literature racks that are placed in local, public locations.
4. Other media-related activities as determined by the subcommittee.

6.1.8 Phonenumber Coordinator

A. Requirements

1. Two years clean time.
2. Recovery from addiction centered in NA.
3. Previous service experience, preferably with the PI Subcommittee.
4. Has sufficient technical skills required to monitor and update the Web interface of the Cloud services that provide the Phonenumber.
5. Served as Assistant Phonenumber Coordinator for one year.

B. Duties

1. Recruit, train and manage Phonline volunteers and keep active volunteer list.
2. Arrange times and agendas for meetings of Phonline volunteers as needed.
3. Conduct Phonline orientations once a month, or as necessary, that are based on the Phonline Volunteer Handbook, which is updated by the PI subcommittee and contains the policies, procedures and specific items of interest for the use of Phonline Volunteers.
4. Obtain any changes, such as meeting changes or upcoming activities or other events, and reflect those changes on the Phonline each month, or as required.
5. Ensure that personnel, time slots, and phone numbers are correct and updated as needed for all phonline volunteers who receive calls from callers using the transfer-to-a-live-addict feature of the Phonline.
6. Be present and provide a verbal or written report at the monthly PI subcommittee meeting.
7. Delegate assignments when necessary.
8. Convey monthly changes to the Phonline Technician for updating of the Phonline computer.

6.1.9 Assistant Phonline Coordinator

A. Requirements

1. One year continuous clean time.
2. Willingness to learn how to recruit and manage Phonline volunteers.
3. Has sufficient technical skills required to monitor and update the Web interface of the Cloud services that provide the Phonline.
4. Assistant Phonline Coordinator will acclimate to Phonline Coordinator after serving one year.

B. Duties

1. Assists in the recruiting of volunteers and managing of the volunteer list and schedule.
2. Perform the duties of Phonline Coordinator when necessary.
3. Assists the Coordinator with volunteer orientations.
4. Obtain any changes, such as meeting changes or upcoming activities or other events, and reflect those changes on the Phonline each month, or as required.
5. Ensure that personnel, time slots, and phone numbers are correct and updated as needed for all phonline volunteers who receive calls from callers using the transfer-to-a-live-addict feature of the Phonline.
6. Assists the Phonline Coordinator in staffing and scheduling Phonline volunteers.

C. Commitment

1. Two years: one year as the assistant, then one year as the Phonline Coordinator.

6.2 Non-elected Positions

6.2.1 Members

A. Requirements

1. Willingness to serve.
2. Working knowledge of the 12 Steps and 12 Traditions of NA.
3. The time, resources and ability to serve. Previous service experience of any type is helpful.
4. Continuous abstinence is the only clean time requirement.

6.2.2 Phonenumber Volunteers

A. Requirements

1. One year continuous clean time.
2. Have and maintain a phone number to which Phonenumber calls can be forwarded.
3. Must be familiar with the geography of the GSJNA.
4. Possess and maintain a current GSJNA meeting guide or have internet access to www.sjna.org.
5. Have an understanding of the 12 Steps and 12 Traditions and attend NA meetings.

B. Duties

1. Notify Phonenumber Coordinator of any changes in status.
2. Attend a Phonenumber orientations to become a volunteer.
3. Read and understand the GSJNA PI subcommittee Phonenumber Volunteer Handbook.
4. Provide current meeting and activity information to callers.
5. Assists in recruitment of other volunteers.
6. Use good judgment when taking calls.

C. Commitment

1. 6 month commitment with consecutive terms available.

Addendum A: Website Guidelines

The Webservant and the Assistant Webservant, are responsible for the maintenance of the GSJNA website. These responsibilities include the following:

- Ensures that the website adheres to the 12 Steps and 12 Traditions of Narcotics Anonymous.
- Ensures that the website adheres to the website guidelines published by NAWS.
- Produces and maintains the website code in a commonly available and understandable format.
- Archives the web site on a quarterly basis.
- Provides any format or content changes, outside of meeting change information, to the PI subcommittee for their approval.
- Make changes to online meeting and other information as needed on a monthly basis.
- Adheres to the Fellowship Intellectual Property Trust (FIPT) to protect all fellowship copyrights and trademarks. This includes seeking, receiving and retaining approval by the NAWS, Inc., for all fellowship literature or logos used on the website.
- Protects the GSJNA from association with non-service structure approved websites that may use our name, literature or in any other way infer affiliation in violation of the 12 Traditions of NA. When confronted with this situation, a direct, loving correspondence with the other party is first tried. It is in the fellowship's best interests if we can solve these situations at a local level. If unfavorable results are found, further correspondence with the PI committee for the location of the party's site, the other party's Internet Service Provider (ISP) and, finally if necessary, the NAWS, Inc., may be required. In all cases, a loving but firm hand must be used to protect the GSJNA and NA as a whole.
- Acts as the contact for the GSJNA with an Internet Service Provider (ISP). Makes sure that all bills for charges, such as website hosting and domain registration, are forwarded to the ASC treasurer for payment in a timely manner. When possible, these bills should be sent directly to the ASC post office box.
- Makes sure that the ISP provides sufficient service quality and orders any services as required.
- Maintains email addresses and mailboxes for all GSJNA subcommittees. As e-mails are sent and received through these mailboxes, the Webservant will provide e-mail services to the appropriate trusted servants of the GSJNA.
- Maintains all software and instructions necessary to develop, maintain and otherwise support the GSJNA website.
- Any changes to meeting information on the web site, as well as changes to meeting information in the printed meeting guide and on the phonenumber, may only be conveyed to the PI subcommittee by (a) trusted servants from the meeting which is conveying a change, (b) the Outreach subcommittee, which is charged with communicating with groups, and/or (c) the ASC vice chairperson.