

Bee Hive Area Service Committee (BHASCNA)

Public Relations (PR) Subcommittee

Policy Guidelines

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 BHASCNA Literature Subcommittee on a quarterly basis (December, March, June, September) as required by the BHASCNA policy.
5. Provides information to all groups within the BHASCNA regarding PR, the 12 Traditions and 12 Concepts as requested.

III. Meetings

1. The PR subcommittee will meet monthly 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 – 1 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 BHASCNA 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 BHASCNA 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 Bee Hive Area Public Relations committee.

VII. Funding

1. PR literature is paid automatically out of the PR prudent reserve as per BHASCNA 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 BHASCNA 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 Phonenumber
 - 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, 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 Bee Hive Area 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/Bee Hive area business cards
 - p. World literature order form

XIII. Phone Line Guidelines

- A. The Bee Hive Area Phone Number is 1-866-935-4762, the phone line is provided by One Box www.onebox.com, and the phone number (1-866-935-4762) is “owned” by the BHASCNA and can be transferred to any service as desired, the phone line is paid per month automatically by the BHASCNA Debit Card.
- 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 Bee Hive area phone line remain accurate at all times
- C. To revise the messages, do the following:
- a. Log in to: <https://www.onebox.com/signup/login>
 - b. Enter the Phone Number and Customer PIN. (PR Chair/Vice Chair)
 - c. Select “Manage Phone System”.
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
7 Info Only = Sunday
 - a. Select the correct number for day of week to be updated
 - b. Select Next

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- c. Select Yes
- d. Update meeting information in the “Greeting text to be read by computer voice” field
- e. Listen to audio and confirm information is accurate and sounds correct

XIV. Meeting List Updates and Distribution

- A. The Bee Hive Area Meeting List is to be distributed quarterly to the Literature Subcommittee at the March, June, September, and December Bee Hive Area Service Committee Meeting.
- B. The current Bee Hive Area meeting list will be passed by the PR committee to the GSRs at the February, May, August, and November Bee Hive 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 Bee Hive Meeting list, 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 by the Literature Subcommittee. The reimbursement for the meeting lists is sent from Pittston Printery to the BHASCNA for payment by the Treasurer.

XV. Email

- A. The Email Address for the PR committee is beehivenapr@gmail.com. The PR Chair/Vice Chair or committee member 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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Bee Hive 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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Attachment #2 IP Rack Locations

Facility	Address	Special Notes	Phone	Restock Date	PR Members
Drug Court	33 E Northampton St, Wilkes-Barre	Ask where our literature goes	(570) 829-3489		
Choices Recovery (Methadone Clinic)	307 Laird Street Rear, Wilkes-Barre	No Rack. Lay literature out.	(570) 408-9320		
Miners Medical (Methadone Clinic)	43 South Main Street, Suite 2, Ashley	No Rack. Lay literature out.	(570) 822-5145		
Courthouse	200 N River St, Wilkes-Barre	Literature in NA rack on the first fl. By the security guards	(570) 825-1500		
Adult Probation	20 N Pennsylvania Ave, Wilkes-Barre		(570) 825-1724		
Juvenile Probation	20 N Pennsylvania Ave, Wilkes-Barre		(570) 825-1552		
Ruth's Place	425 N Pennsylvania Ave Wilkes-Barre		(570) 822-6817		

* 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.