

Santa Barbara Area Service Committee of Narcotics Anonymous
Public Relations Subcommittee Guidelines

I. Definitions and Purpose:

The Public Relations (hereinafter PR) subcommittee of the Santa Barbara Area Service Committee of Narcotics Anonymous (hereinafter SBASC) is a group of men and women from the fellowship of Narcotics Anonymous (hereinafter NA) who believe in the concept “to assure that no addict seeking recovery need ever die without having had the chance to find freedom from active addiction through working the program of NA. From this day forward may we better provide the necessary services to fulfill that goal.”

This concept should always be our primary purpose, so that when an addict who is housed in a correction institution, hospital, or recovery house reaches out for recovery, NA will be there.

This subcommittee shall service panels in the Santa Barbara area as outlined in the SBASC guidelines: Gaviota State Beach up Highway 101 to Zaca Station Road, to Fox Canyon Road, To Tepequet Road, Southeast to the Santa Barbara/Ventura County line, south to the coast, then up the coast to Gaviota State Beach.

This subcommittee shall also inform the public within these geographic boundaries that NA exists, offers recovery from addiction, and provides information about how and where to find it.

All activities directed to that end shall be carried out in accordance with the Twelve Traditions and Twelve Concepts of NA Service. This subcommittee is responsible to the SBASC and shall maintain active liaison with the SBASC in the spirit of cooperation. Contact will also be maintained with other Area level Hospitals & Institutions, Public Information and Public Relations subcommittees within the Central Coast Region, as well as the Central Coast and World Service Office (hereinafter WSO) Hospitals and Institution and Public Relations Committees, as need arises. Thus, requests for information about NA received at the Area level will be responded to by the Public Relations Coordinator; or if it affects more than our area, will be referred to neighboring Area, Regional, or World Service Public Relations Committees, as appropriate.

II. Functions of the PR Subcommittee:

- a. To conduct a monthly bi-monthly business meeting at a day, time, and location agreed to by members of the subcommittee and to be published in the Santa Barbara Area meeting directory as found on the Santa Barbara Area NA Website.
The business of the Subcommittee will be discussed and decisions made by recognized voting participants in attendance. Recognized voting members are defined as PR Coordinator, H & I Coordinator, Panel Coordinators, Secretary, and Task force Leaders/ Members. Minimum attendance to vote is 2/3 of voting subcommittee members.
- b. To carry the message of NA and to disburse NA Literature to all the facilities within the Santa Barbara area that serve addicts and who request our services through Hospitals and Institutions (H & I) panels.

- c. To maintain open lines of communication between NA and the general public with a specific focus upon informing entities that the subcommittee identifies as serving addicts regarding the NA program and the specific services that the SB area NA offers. This work can be conducted through publishing a Santa Barbara Area Meeting Directory, maintaining an active telephone help line, by conducting Public Relations presentations, overseeing SB area H & I panels, and by responding to all requests for information about NA received by SBASC in a timely manner.
- d. Online, digital and print SB Area Meeting Directories will be updated as needed by the SB Area Meeting Directory Coordinator. New SB Area Meeting Directories to be printed when updated, and on an as needed basis; labeled as “Last revised on”, followed by the date that the revision was made.
- e. To provide a PR Subcommittee representative at area level. This will allow the subcommittee to act in concert with and receive assistance from the SBASC, Central Coast Regional Service Committee (CCRSC), the World Service Conference (WSC), and the WSO in fulfilling its purpose.

III. Structure of Elected Officers:

- a. A service board shall consist of a Chairperson, Vice Chairperson, (PR) Coordinator, H & I Coordinator, Webmaster, and Secretary. All officers are to be elected by a majority vote of the subcommittee in attendance, as defined in Article II, Section A of this committee’s guidelines.
- b. Eligible voter include: Vice Chairperson, PR Coordinator, H & I Coordinator, Secretary, Panel Coordinators, and Task Force Members. The PR subcommittee Chairperson will vote only in the case of a tie.
- c. Panel coordinators are to be elected by a majority vote of the subcommittee in attendance, as defined in Article II, Section A of this committee’s guidelines.
- d. In the event that neither the Chairperson nor Vice Chairperson is able to attend the bi-monthly subcommittee meeting, the PR Coordinator or Secretary will assume the duty of the Chairperson.
- e. Any subcommittee officer, panel coordinator, panel leader, or task force member may be removed if he or she relapses, or by majority vote of the subcommittee in attendance as defined in Article II, Section A of this committee’s guidelines.
- f. In the case of resignation of the Chairperson, the Vice Chairperson shall automatically assume the position. If the Vice Chairperson cannot or will not assume the position, a special election will then be held.

IV. Qualifications and Duties of Officers:

- a. **Chairperson:** required two (2) years of clean time plus a minimum of six (6) months previous PR subcommittee or SB area service work. Responsibilities include:
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1. Preside over and provide an agenda for the SBASC PR subcommittee, including but not limited to recognizing members in an orderly manner, calling for seconds, discussion, and votes on matters before the subcommittee.
 2. Ensure that the PR subcommittee abides by the 12 Traditions, the 12 Concepts of NA Service, and the PR Guidelines.
 3. Notify and express concern to any PR subcommittee officer, Panel Coordinator, or Task Force member who has not attended two general subcommittee meetings in succession.
 4. Attend the quarterly Regional H & I committee meeting and the monthly SBASC business meeting.
 5. Train the Vice Chairperson in the performance and duties of the Chairperson.
- b. **Vice Chairperson:** required 18 months clean time and six (6) months previous PR subcommittee or area service work. Responsibilities include:
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1. Be prepared to perform the duties of the Chairperson and to do so in case of the Chairperson's absence.
 2. Help coordinate new and existing panels and presentations until coordinators are assigned.
- c. **Public Relations Coordinator:** required two (2) years of clean time and a minimum of six (6) months previous PR subcommittee or SB area service work. Responsibilities include:
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1. Be prepared to perform the duties of the Chairperson, and to do so in the event of the Chairperson's or Vice Chairperson's absence.
 2. Respond to any inquiries received by SBASC for information about NA from any outside entities. Delegate response assignments to subcommittee members as needed, and give PR subcommittee Secretary a (**digital and print**) copy of those requests received by the subcommittee and the responses to those requests.
 3. Liaison with Regional and WSO PR subcommittees and report to SBASC PR subcommittee on projects, issues, and opportunities for service as they arise.
 4. Assist the PR subcommittee Chairperson in coordinating projects as well as the PR aspects of H & I panels. Provide leadership, coordination, and guidance to members serving the NA Area Helpline, maintaining the NA website, publishing and distributing the SB Area NA Meeting Directory, as well as maintaining SB Area NA information racks located at facilities serving addicts. In this effort, the PR Coordinator may refer to the Public Relations Handbook.
 5. Electronically submit monthly report to subcommittee Secretary, including but not limited to updates regarding subcommittee funds and any and all requests received by the subcommittee and the responses to those requests.

d. H&I Coordinator: required two (2) years of clean time plus a minimum six (6) months of either P.R. or SBAC subcommittee service. Responsibilities include:

1. Be prepared to preform duties of Chair, Vice Chair or PR coordinator in the event of absence.
2. To help support and advocate for the H&I Panel Coordinators.
3. Attend bi-monthly PR meetings.
4. Electronically submit monthly reports to the PR Secretary.

e. Webmaster: required two (2) years of clean time. Responsibilities include:

1. Attend bi-monthly PR subcommittee meeting.
2. Update and maintain Santa Barbara Narcotics Anonymous website, including but not limited to Santa Barbara Area Meeting Directories, events and activities, and various subcommittee contact information.
3. Advise Public Relations subcommittee of matters relating to Website, Website Hosting, and other related matters.
4. Forward any inquiries and requests received through the SBNA to PR subcommittee Chairperson and PR Coordinator.
5. Train Vice Chairperson or other subcommittee officer how to navigate website and update the SB Area Meeting Directory.
6. Proficient in Web design principles and tools.
7. Work with subcommittee Secretary to maintain a master digital database of all pertinent subcommittee information including but not limited to passwords, guidelines, templates, as well as individual H&I panel information containing facility contact information, address, and the name and phone numbers of the panel coordinator and leaders.
8. Electronically submit monthly report to subcommittee Secretary, including but not limited to Meeting Directory updates, additional expenses, inquiries submitted through the SBNA Website, Website changes, or other Web related issues.
9. 4 months prior to the end of the 2-year term, help in good faith to find a suitable replacement.
10. Train any newly elected Webmaster in the performance and duties of the Webmaster position.

f. Phone Lines Coordinator: required two (2) years of clean time year and six (6) months of previous PR subcommittee or SB area service work. Responsibilities include:

1. Keep an updated phone lines caller list (replacing call takers if necessary).
2. Liaison between Echo for new information such as list changes, directory changes and monthly charges.
3. Monitor monthly Verizon bill.
4. Attend bi-monthly PR subcommittee meeting.
5. Electronically submit reports to the PR Secretary.

g. **Secretary:** required one (1) year of clean time year. Responsibilities include:

1. Be prepared to perform the duties of the Chairperson, and to do so in the event of the Chairperson's, Vice Chairperson's or PR Coordinator's absence.
2. Record minutes of bi-monthly and special PR subcommittee business meetings. Type and e-mail said minutes to the PR subcommittee members and SBASC Secretary before monthly SBASC meeting. Copy and distribute minutes at the following bi-monthly PR business meeting.
3. Keep and maintain all hospital, institution and recovery house (H & I) guidelines, rules and regulations as well as an archive of all requests for information received by the subcommittee and the responses to those requests.
4. Keep a master (electronic and print) copy of all panels and task force projects including but not limited to Panel Coordinator, Panel Leader, Task Force Leader, day and time of panels, address and contact information for each facility and institution.
5. Compile monthly reports from PR Coordinators and Task Force Leaders, and bring to the following subcommittee meeting.
6. Electronically submit monthly report to subcommittee Chairperson, including but not limited to panel attendance, changes of Panel Leaders, requests, requirements or correspondence to and from facility and any changes to facility guidelines

h. **Panel Coordinators:** suggested one (1) year of clean time and six (6) months of involvement in area PR subcommittee service work. Responsibilities include:

1. Attend bi-monthly PR subcommittee meeting.
2. Qualify those desiring to serve as Panel Leaders.
3. Oversee direction of his/her panels
4. Instruct Panel Leaders regarding institutional requirements, regulations, and general rules covering institutional meetings and panels.
5. Call each Panel Leader ahead of his/her meeting as a reminder.
6. Keep posted on institutional meetings, attendance, and problems; report to the subcommittee membership for any assistance.
7. In case a Panel Leader cannot keep his/her commitment for a panel, or when such panel does not have a Panel Leader, the Panel Coordinator shall take on the responsibility of such panel until such time as a Panel Leader can be selected.
8. Panel Leaders and Coordinators shall call upon the officers and PR subcommittee membership, as well as the H & I Handbook for any necessary assistance.
9. Maintain a database of Panel Leader Contact information.
10. Electronically submit monthly report to subcommittee Secretary, including but not limited to panel attendance, changes of Panel Leaders, request, requirements or correspondence to and from facility and any changes to facility guidelines

i. **Panel Leaders:** suggested one (1) year of clean time; subcommittee can waive half of that with majority vote. Responsibilities include:

1. Attend assigned panel.
2. Adhere to all panel facility guidelines as suggested by Panel Coordinator and assure all panel participants comply as well.
3. . Select panel participants from NA membership with minimum 30 days clean time.
4. Notify Panel Coordinator a.s.a.p. if unable to attend assigned panel so he/she can find a suitable replacement. If Panel Coordinator is unavailable, then contact the PR Chairperson. **Under no circumstance shall Panel Leader attend a panel on his/her own.**
5. Notify Panel Coordinator of any adverse incidents occurring during/at a panel.
6. Advise panel participants on how to carry the clear message of NA sharing their experience, strength and hope.

j. **Task Force Leaders:** suggested one (1) year of clean time required and six (6) months of area level service. Responsibilities include:

1. Attend bi-monthly PR subcommittee meeting.
2. Designate Task force Members and assign specific tasks, providing training and guidance to Task Force Members as needed to fulfill their assignments.
3. Maintain contact with members and facilitate communication between members.
4. Report to PR subcommittee and contact PR Coordinator and/or Chairperson as needed if question or issues arise within the Task Force; especially as they relate to maintaining awareness of the Twelve Traditions and Twelve Concepts of NA Service in performance of designated tasks.
5. Maintain pertinent task force information and continuity of tasks on an ongoing basis so that when the time arises to pass the project along to a succeeding leader, that leader and the members of the Task Force are informed of the Task Force's current status.
6. Retain a database of Task Force member contact information.
7. Electronically submit monthly report to subcommittee Secretary

k. **SB Area Meeting Directory Coordinator/Officer:** required one (1) years of clean time. Appointed to an existing PR subcommittee member. Responsibilities include:

1. Keeping web/digital/hard copies of SB Area Meeting directories up to date, reconciling and making appropriate changes when needed.
2. Order and distribute directories at SB Area Meetings, printing update directories, as needed containing any changes, which shall be labeled as "Last revise on" followed by the date that the latest revision was made.
3. Coordinate with Webmaster to publicize any changes
4. New meetings, meetings that need support, etc.

General Information on Hospitals and Institutions and Public Relations

Any member of the PR subcommittee is automatically disqualified from further service work upon relapse, but may again become eligible when he or she can conform to the requirements set forth above.

Any member not adhering to the foregoing requirements, or to any other requirements which might be added hereafter, or refusing to abide by the rules and regulations of the institution being served, shall automatically be relieved of any PR subcommittee assignments granted previously.

No NA panel regularly conducted under the auspices of the subcommittee will be held in any institution except under the direct supervision of a regularly delegated Panel Leader. He or she must also be acceptable to the authorities of the institution being served.

Any NA member who is involved with a given facility on a professional or volunteer basis should not participate in the panels serving the addicts in that facility. This is intended to avoid possible conflict and the resulting damage to:

(1) the inmate or patient inside, or (2) the working ability and privilege of the subcommittee to carry the message into that facility. Of course, these members may participate on panels going into other facilities.

For these same reasons, no PR member will interfere with or use influence in any facility, court, or hospital; nor with any judge, doctor, probation, or parole officer. Furthermore any PR member will not make any comments or promises about employment, probation, parole, or medical issues. We only carry the message of NA: recover from addiction through our spiritual program.

Length of clean time required by each institution is to be honored by all Panel Coordinators, Panel Leaders, and Panel Participants.

NA case histories/life stories and/or NA principles or NA general information are to be the main topics of the NA panels conducted within all institutions served by this subcommittee. All Panel Speakers and Panel Leaders must comply with this regulation, confining their topics solely to NA.

The authorities of all institutions served by this committee prohibit excessive use of vile or profane language or filthy stories. All Panel Speakers and Leaders must comply with this regulation.

Nothing will be given to or taken from an inmate, patient, or client – including messages – during any H & I Panel.

A member of NA on parole will be allowed to participate in or attend an NA panel in any institution being served by the subcommittee with the expressed clearance of the institution when requested.

Panel Leaders shall be responsible for the conduct of any speakers taken into any institutions and they shall instruct said speakers in advance regarding the regulations of the institutions being served.

When institution guidelines are available, instructions will be furnished to each Panel Leader, so that he/she will be fully informed about his/her responsibilities in connection with his/her assignments.

Failure to comply with the foregoing regulations will be sufficient grounds for review of the suitability of the Panel Coordinator, Leader, and Panel Participants.

It is suggested further that to assist the purpose of NA in carrying the message of recovery, the Panel Leaders present the staff of each institution with the NA literature and related information, stamped with the NA helpline telephone number.

It is suggested that all subcommittee members and Panel Leaders have a working knowledge of the 12 Steps and 12 traditions of NA and have a working relationship with an NA sponsor.

It is suggested that all offices be held for a term of one year, but no longer than two years or until a successor can be elected.

Panel members will be of the same gender as the clients or inmates served where the institution separates the population based on gender (*i.e.*, male to male or female to female.)

Panel Coordinators, Leaders, and Members serving on panels of the SBASC PR subcommittee are NOT to give out personal contact information. They are to encourage potential new members of NA to attend established NA groups upon release, to provide meeting directories, and to make available the local helpline telephone number. They may mention groups they attend regularly. PR panels are meant to introduce NA to those in hospitals and institutions that do not have full access to established NA groups or meetings. Attendance and membership in an NA group are the foundation of recovery for most members.

**RULES ISSUED BY SANTA BARBARA COUNTY SHERIFF'S TREATMENT PROGRAM FOR N.A.
MEMBERS TAKING PANELS TO THE JAIL AND MSF**

So the rules are:

1. No necklaces or hanging jewelry.
2. No open toed shoes or sandals.
3. No jean type material.
4. No cell phones or anything along those lines.
5. No pocketknives or walking sticks, canes, crutches...anything that can be made into a weapon.
6. No pens or pencils to be used or borrowed by the inmates.
7. No material with staples attached.
8. No books unless they go through sheriff liaison first (books need to come directly from the publisher or the sheriff liaison).
9. No low cut (or even close) blouses.
10. No pants hanging off the bottom of the butt.
11. No hair ornaments i.e. clips, barrettes, rubber bands or the squeegee things for pony tails, etc.
12. No purses.
13. No short skirts, actually no skirts at all, only slacks that are not denim.
14. Always refer to the Officer that is escorting you.
15. Problems, get the name of the Officer off their shirt and let the Sheriff liaison know whom it is.

I hope that helps a bit, it is just about being patient and knowing that there will be times when stuff comes at you that really isn't about you but about the situation that some folks are involved in....

Thanks,

Chuck McLain, CADC II, LAADC, CCJP, CCCS
Supervisor Sheriff's Treatment Program