

Iowa Regional Public Relations Committee of N.A.

Guidelines November 2011 – v1.21

Draft proposal of the Iowa Regional Public Relations Committee Guidelines. This document is for discussion and approval of the Iowa Regional Public Relations Committee of NA.

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Article I - Vision Statement:

“Through all of our service efforts and our cooperation with others seeking to help addicts, we strive to reach a day when every addict in the world has an opportunity to experience our message of recovery in his or her own language and culture.” (NAWS PR Vision Statement)

Article II - Purpose:

The purpose of the Iowa Regional Public Relations Committee (IPRC) is to strengthen PR efforts in the areas of the Iowa Region. The IPRC is responsible to the Iowa Regional Service Committee; Areas and Groups within the Iowa Region. Unity of purpose is vital to all efforts.

Article III - Description:

The Iowa Regional Public Relations Committee shall strive to fulfill the following goals in making NA a visible and attractive choice for addicts.

1. Work together. When we don't, we divert ourselves from our primary purpose.
2. We clarify what services NA can and cannot provide to the community.
3. We make NA members more aware of their role in NA's public image.
4. We aim for the public to recognize NA as a positive and reliable organization.
5. We develop valuable relationships with professionals and the general public.

(Adapted from the H&I Handbook, p. 3 & Public Relations Handbook, ch. 1, p. 4)

Article IV - Function:

1. The IPRC is a resource for the members, groups and areas within the Iowa Region to strengthen PR efforts.
 - a. Maintain a Human Resource list of experienced members available for trainings and to answer questions as they may arise.
2. The IPRC will create work groups to strengthen PR efforts. Work group functions include but are not limited to:
 - a. Provide a forum for Area H&I Representatives and members to share their collective experience, strength and hope.
 - b. Maintain an updated listing of all appropriate H&I facilities within the Iowa Region and record which ones are served by which area & the type of services being performed.
 - c. Shall plan their yearly events and proposed budget at the Annual Planning Session.
 - d. Maintain a listing of professional contacts.
 - e. Maintain regular communication with these professionals where needed.
 - f. Plan and implement proposed projects.
3. The IPRC shall meet prior to the quarterly Iowa Regional Service Committee Meeting, unless special circumstances indicate a need for additional meetings.
4. The IPRC shall follow NAWS Guidelines in all their efforts.

Article V - Agenda for the Iowa Regional Public Relations Committee of NA

1. Opening: Open meeting with moment of silence for the still suffering addict followed by the Serenity Prayer.
2. Readings:
 - a. 12 Traditions
 - b. 12 Concepts
 - c. Vision for NA Services
3. Roll Call:
 - a. Facilitator
 - b. Co-Facilitator
 - c. Secretary

- d. Web Servant
- e. Web Servant Alternate
- f. Work Group Coordinators
- g. Areas
4. Approval of Minutes
5. Reports:
 - a. Facilitator
 - b. Co-facilitator
 - c. Web Servant / Web Servant Alternate
 - d. Areas
6. New ideas/new proposals/new work groups
7. Break into work groups
8. (Meet back together as one group) hear work group facilitator reports
9. Old Service
10. New Service
11. Close

Article VI - Trusted Servants Requirements:

1. Facilitator:
 - a. Clean time of 2 years.
 - b. Previous experience in Public Relations at the Area & Region Level.
 - c. The desire to serve NA.
 - d. Knowledge of the 12 Steps, 12 Traditions & 12 Concepts of NA.
 - e. The resources needed to serve in this role.
 - f. Prepares and distributes an agenda with the order of business for the day to all members 30 days prior to the IPRC meeting to Full Participating Members.
 - g. Attend all scheduled IPRC meetings.
 - h. Attend and report to the IRSC on the status of IPRC projects/activities and request budgeted funds in a written report.
 - i. If need to be absent from a meeting, the Facilitator shall inform all members of this situation no later than 24 hours prior to the scheduled meeting.
2. Co-Facilitator:
 - a. Clean time of 2 years.
 - b. Previous PR experience at the Area & Region level.
 - c. The desire to serve NA.
 - d. Knowledge of the 12 Steps, 12 Traditions & 12 Concepts of NA.
 - e. The resources to serve in this role.
 - f. Attend all scheduled IPRC meetings.
 - g. In the absence of the Facilitator, shall assume all responsibilities of the Facilitator.
 - h. If need to be absent from a meeting, the Co-Facilitator shall inform all members of this situation no later than 24 hours prior to the scheduled meeting.
3. Secretary:
 - a. Clean time of 1 year.
 - b. Attend and accurately record proceedings of all IPRC meetings.
 - c. Previous experience at the Group and/or Area level.
 - d. The desire to serve NA.
 - e. Knowledge of the 12 Steps, 12 Traditions & 12 Concepts of NA.

- f. The resources to serve in this role.
 - g. Sends out minutes to the Facilitator for approval and then to all members no later than 2 weeks after IPRC meeting.
 - h. If need to be absent from a meeting, the Secretary shall inform all members of this situation no later than 24 hours prior to the scheduled meeting.
4. Web Servant:
- a. Clean time of 2 years.
 - b. Previous experience at the Area and or Regional level as a Web Servant.
 - c. The desire to serve NA.
 - d. Knowledge of the 12 Steps, 12 Traditions, & 12 Concepts of NA.
 - e. Working knowledge of Internet protocols.
 - f. Maintain and update a listing of all NA meetings in the Iowa Region.
 - g. Post all Area flyers, IPRC minutes, and IRSCM minutes.
 - h. Adheres to the 12 Traditions of NA in all postings to www.iowa-na.org.
 - i. Attend all scheduled IPRC meetings.
5. Web Servant Alternate:
- a. Clean time of 2 years.
 - b. Previous experience at the Area and or Regional level as a Web Servant.
 - c. The desire to serve NA.
 - d. Knowledge of the 12 Steps, 12 Traditions, & 12 Concepts of NA.
 - e. Working knowledge of Internet protocols.
 - f. Attend all scheduled IPRC meetings.
6. Work Group Coordinators
- a. Clean time of 1 year.
 - b. Previous PR experience.
 - c. A desire to serve NA.
 - d. Knowledge of the 12 Steps, 12 Traditions & 12 Concepts of NA.
 - e. Prepares and distributes an agenda of the order of business for the day to all members.
 - f. Attends all scheduled IPRC meetings and reports the status of their projects to the committee.
 - g. If unable to attend a scheduled meeting, the Coordinator shall inform all members of this situation no later than 24 hours prior to this situation.
 - h. A work group may select a Co-Coordinator in case of absence of the Coordinator to maintain continuity of work progress.
7. Work Group Recorders
- a. No clean time requirement.
 - b. A desire to serve NA.
 - c. Records notes/minutes of the work group and provides same to Work Group Coordinator and Co-Coordinator (if applicable).
8. Members:
- a. All members of NA when in attendance are considered members of the IPRC.
 - b. Members may enter into discussion on any matter.
 - c. Members may consent on matters before the IPRC, except those that are defined in VI.9.b., below.
 - d. Members may submit and address proposals to the IPRC.
9. Full Participating Members:
- a. Any Iowa Area PR, H&I, and PI Chairpersons (or their designated representative) is a Full Participating Member.
 - b. Any Iowa RCMs, or the RCM alternate in the absence of the RCM, (or their designated representative) is a Full Participating Member.
 - c. Any NA member who has attended 2 consecutive meetings of the IPRC is a Full Participating Member.

- i. Members who have missed 2 consecutive meetings must reestablish Full Participating Membership.
- d. Full Participating Members will:
 - i. Consent on changes to these guidelines.
 - ii. Vote on elections of officers.
 - iii. Vote on the locations of Learning Day.

Article VII - Elections & Nominations:

1. Nominations for PR Facilitator, Co-Facilitator, and Secretary will open in August and elections will be held in November.
2. Work Group Coordinators may be selected by the work group or are appointed by the Facilitator on an as-needed basis.

Article VIII - Decision Making:

As a spiritual body, we try to reach all decisions by consensus; we believe that a loving God's will is expressed through our group conscience (2nd Tradition). One of the reasons we try to achieve consensus is it insures that we follow our 9th Concept, "All elements of our service structure have the responsibility to carefully consider all viewpoints in their decision-making process." By carefully discussing and respectfully listening to all points of view, we try to make sure this happens at the IPRC .

All IPRC proposals and decisions, except elections and learning day locations, will be considered using consensus-based decision-making. In the consensus-based decision-making process, we utilize 5 color cards (white, green, yellow, orange, red) to signify questions or additions to the discussion, as well as to show your consent or objection to a proposal. Addendum C details the definition of each color card.

Article IX - Decision Making Process:

1. A proposal is presented to the Facilitator.
 - a. This may be prior to the meeting to be placed on the agenda.
 - b. It may come during questions and answers from a work group or officer and placed on the agenda.
2. The Maker of the Proposal addresses the proposal and answers questions about the proposal.
 - a. Only questions and/or clarification will be allowed during this step of the process.
3. Straw Poll.
 - a. The 5 color cards will be utilized.
 - b. 100 % Agree, the proposal goes directly to the consensus phase.
 - c. 100% Block, the proposal goes directly to the consensus phase.
 - d. Anything less than 100%, the proposal moves to discussion.
4. Discussion Phase.
 - a. The Facilitator shall guide discussion utilizing the 5 color cards.
 - b. Changes to the proposal can be made during this time.
 - c. The facilitation of discussion should be to offer solutions to create compromise.
 - d. All objections should be heard out or compromise made.
5. Consensus.
 - a. The 5 color cards will be utilized.
 - b. If 80% of cards are: Accept, Accept with Reservations, Stand Aside, or Surrender, the consensus is that the proposal is accepted.
 - c. The Facilitator may ask for further explanation from members if not all cards are Accept.
 - d. If 80% Consensus is not reached, the Facilitator will review what cards are held up to determine the next step. Those steps are:
 - i. Place on the agenda for the next meeting and PR members may take back to discuss with their areas and groups.

- ii. Return to the discussion phase.
 - iii. Declare the proposal is rejected.
6. Non consensus based decisions are as follows:
 - a. Elections will be performed by closed ballot voting.
 - i. The Facilitator or Acting Facilitator shall cast their ballot before the vote is collected. This vote shall be used only in the event of a tie.
 - ii. A plurality will determine elections.
 - b. Learning Days dates and location.
 - i. The Facilitator shall assign each proposed location/date a color.
 - ii. The Facilitator shall cast his ballot before the vote is taken. This vote shall be used only in the event of a tie.
 - iii. A plurality will determine the location/date.

Article X - Learning Days

1. The IPRC will host Learning Days to educate the members of the fellowship about Public Relations. Learning Days are one way to prepare the NA member to carry the message to addicts who do not have full access to regular NA meetings, as well as to professionals and members of the general public. We have Learning Days so that we may benefit from the collective experience of other NA members.
2. Hosting Area's Responsibilities:
 - a. An ASC H&I, PI or PR Chairperson or the ASC designated representative should request a Learning Day to be hosted in their Area.
 - b. Will have a suitable location for the event.
 - c. Will be responsible for mailing fliers to each Area post office box.
 - d. Will submit the flyer to the Region Web Servant.
 - e. Will be in charge of all set up and clean up.
3. IPRC Responsibilities:
 - a. Shall coordinate the event with other subcommittees.
 - b. Shall prepare an appropriate budget.
 - c. Shall prepare an appropriate format.
 - d. Shall choose qualified members to facilitate or lead the workshops.
 - e. Shall email the flyer to current regional contact list and Full Participating Members.
 - f. Shall make available copies of the related Handbooks –H&I, PR, Phonenumber and other appropriate materials such as relevant IPs.
4. Any Area may request regional participation at an Area Learning Day. IPRC participation shall only include the following:
 - a. Qualified members to facilitate or lead the workshops.
 - b. Assistance with an appropriate format.

Article XI - Annual Planning Session:

1. The Planning Session shall take place at the Fall IRSCM.
2. The Planning Session will include at a minimum:
 - a. Goals for the next year.
 - b. Projects for the next fiscal year.
 - c. Formation of the Budget for the next fiscal year.

Article XII - Yearly Report:

1. A yearly report shall be given by the outgoing IPRC Facilitator at the February IRSCM.
2. In the absence of the outgoing IPRC Facilitator, the Outgoing Co-Facilitator or Incoming Facilitator shall provide this report.

3. This report should include, at minimum, the following:
 - a. Accomplishment of past goals;
 - b. Problems and solutions;
 - c. Expenditures, if any;
 - d. Goals of the Committee for the year; and
 - e. Any known plans for activities during the next year.

Article XIII - Budget:

1. All Work Groups of the IPRC are responsible for developing and requesting their budgets from the Committee.
2. Budgets should begin being formulated in August/Summer IRSCM with completion and submission to the IPRC and IRSC in November/Fall IRSCM.
3. Budgets should go back to Areas for input and approved at the February IRSCM.
4. All budgeted monies for the IPRC are dependent upon availability of funding from the IRSC.
5. If desired monies are not available, the IPRC shall research alternative ways to fund the project.

ADDENDUM A: AREA REPORT FORM (SUGGESTED)

AREA INFORMATION	
Name:	Email address:
Position/Area:	Phone:
Hospitals and Institutions	
Has active H & I presentations: YES NO Please list any changes (additions, cancelled, time change):	
Problems/Concerns-please list:	
Share tips/ideas/things that are working well:	
Request for Regional assistance/training:	
Location:	
Timeframe:	
Phone line	
Active phone line Answering machine Cell phone Phone Service Other: _____	Share tips/ideas/things that are working well:
Request for Regional assistance/training: Location:	Problems/Concerns-please list:
Timeframe:	
Professional Presentations	
Have Professional Presentation planned/scheduled Please list:	Share tips/ideas/things that are working well:
Regional training requested for: Panel presentations Round table discussion Local fair booths Other: _____	Problems/Concerns-please list:
Location:	
Timeframe:	
Web Site	
Have you sent meeting updates to request@iowa-na.org? YES NO Website updates: Monthly Weekly	
Are your meetings listed correctly at www.iowa-na.org? YES NO As needed Other _____	
Have Area web site YES NO	Share tips/ideas/things that are working well:
Request for Regional web team support- Location & Timeframe:	Problems/Concerns-please list:
Any other activities your PR committee is working on (flyer days, workshops, etc):	
Share tips/ideas/things that are working well:	
Problems/Concerns-please list:	
ARE YOUR AREA'S EVENTS POSTED ON THE WEB? YES NO	
PLEASE NOTIFY THE REGIONAL WEB TEAM WITH EVENT FLYERS AT: info@iowa-na.org	

ADDENDUM B: PR PLAN SUBMISSION FORM

Name of plan:

Is this plan one time or recurring? If recurring, how frequent?

Describe plan: _____

NA member responsible to communicate with public contact: _____

Public contact name and phone: _____

Did public contact request this plan from NA? _____ If yes, when? _____

Is ongoing contact necessary or recommended? _____ If yes, how frequently and for what purpose?

What human resources are needed? (For example how many people are needed? How often are they needed? Are there clean-time or orientation requirements? Are any special skills, abilities or experience needed?) _____

Is NA literature needed? _____ If so, what: _____
_____ Lit. Cost: _____

Are there specific project resources other than literature (such as a meeting room or microphone) needed? If so, what are they and what are the financial costs? _____

Does the public contact or facility have any special rules or conditions for this plan?

Does the plan adhere to NA's traditions and concepts? _____

How does this project specifically fulfill NA's primary purpose? To share

Is any special research or planning needed to implement this plan? _____ If so, what?

Are there any special considerations of dress or language which will help our message be better received?

Should this plan be referred to the Area and/or Groups for their approval? _____

Total approximate cost: _____ **Total approximate hours:** _____

PLAN STATUS: ___ **APPROVED** ___ **APPROVED WHEN RESOURCES ARE AVAILABLE**

___ **REJECTED** ___ **REFERRED TO REGION WITH RECOMMENDATION TO APPROVE**

RESOURCE COORDINATOR ASSIGNED TO REPORT ON PLAN TO IPRC: _____

ADDENDUM C: DISCUSSION AND DECISION-MAKING COLOR CARDS (5)

WHITE CARD:

For Discussion

"I've heard enough, let's have a consensus or straw poll."

For Consensus

"I go with the group conscience."

Raise this white card when you have no opinion or to SURRENDER.

GREEN CARD:

For Discussion

"I have something to say"

Raise this green card to make a comment or give your opinion.

For Consensus

"I agree with the decision at hand, all things considered."

Raise this green card to AGREE if you are generally in support of the proposal.

Agree does not mean that you agree with every aspect of a proposal, but that you have heard the discussion, have had a chance to participate in the process of finalizing the proposal, and are prepared to support the decision.

YELLOW CARD:

For Discussion

"I have a question" or "I need clarification on what was just said."

Raise this yellow card for clarification.

For Consensus

"I have concerns, but I can live with it."

Raise this yellow card to AGREE with RESERVATIONS if you are willing to let a proposal pass but want to register your concerns.

ORANGE CARD:

For Discussion

"I can clarify on what was just said."

Raise this orange card if you can help answer or clarify on the topic.

For Consensus

"I personally can't do this, but I won't stop others from doing it."

Raise this orange card to STAND ASIDE if you have a serious personal disagreement with a proposal, but are willing to let the proposal pass.

RED CARD:

For Discussion

"Stop!"

Raise your red card to indicate problems with the process such as when...

- our agreed upon procedures are not being followed
- the discussion has gone off topic & needs to refocus
- a member is dominating the discussion or being otherwise inconsiderate
- you'd like to suggest a break

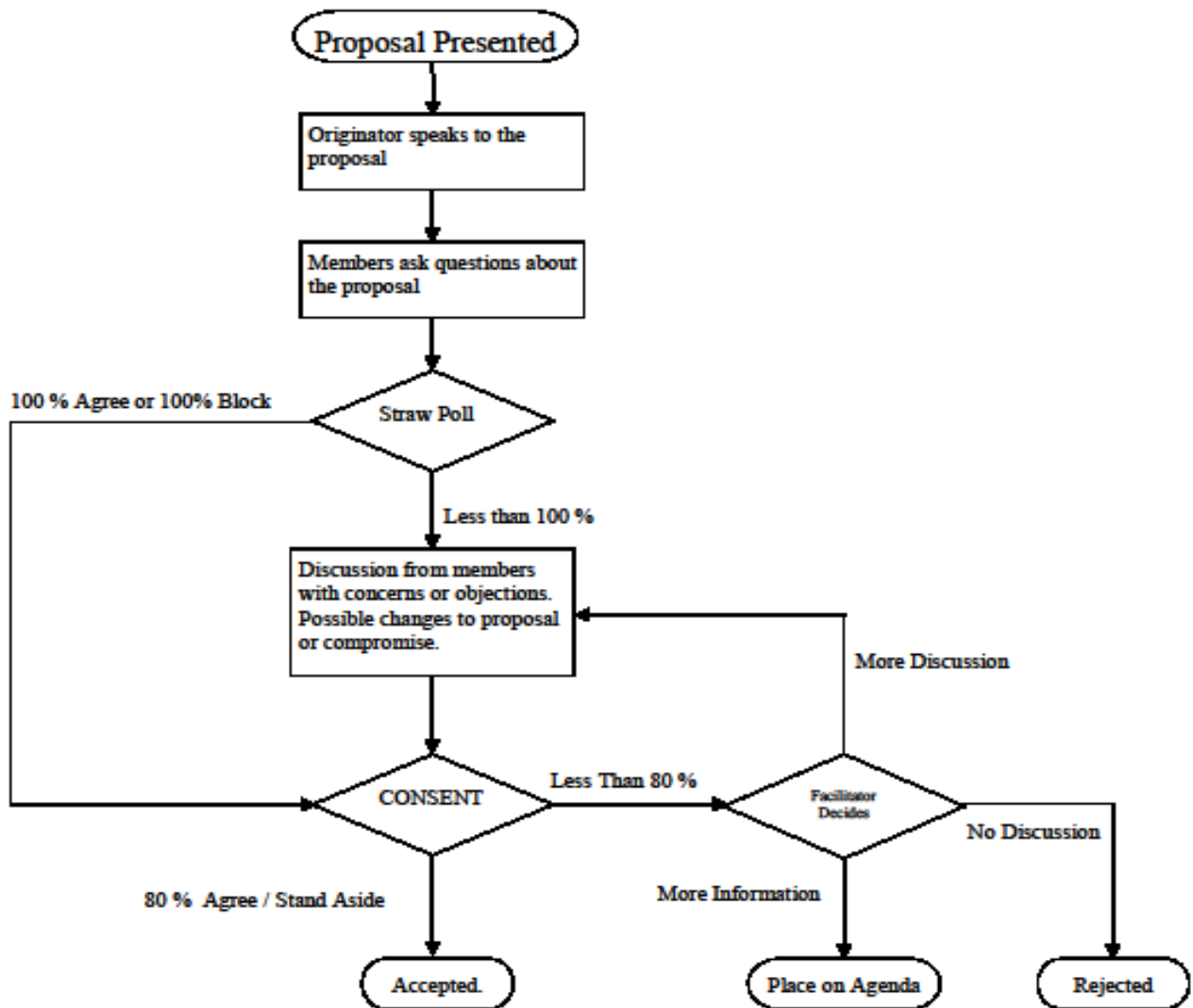
For Consensus

"I cannot support this or allow the group to support this. It is against our principles."

Raise the red card to BLOCK -- it means you strongly disagree. Blocking members will be asked to explain their objections.

ADDENDUM D:

Consensus Based Decision Making



ADDENDUM D: GLOSSARY

ASC:	Area Service Committee
H&I:	Hospitals & Institutions
IRSC:	Iowa Regional Service Committee
IRSCM:	Iowa Regional Service Committee Meeting
IPRC:	Iowa Regional Public Relations Committee
NAWS:	Narcotics Anonymous World Service
PI:	Public Information
PR:	Public Relations
RCM:	Regional Committee Member