

# **Mountain Area of Narcotics Anonymous (MANA) Public Relations (PR) Subcommittee**

## **Policies and Guidelines**

Approved 9/14/22

- I. Purpose, Goals and Responsibilities of the MANA PR Subcommittee
  - A. The purpose of the MANA PR Subcommittee shall be to effectively carry the message of recovery inside and outside of the fellowship by increasing the recognition and public awareness of NA. This is a subcommittee of and is directly responsible to the Mountain Area Service Committee (MASC). The success of this subcommittee depends upon the dedication and leadership of qualified officers, recruitment and training of members, continuity of service in the ranks, and open lines of communication to those who benefit from NA services within the Mountain Area.
  - B. The goals of the MANA PR Subcommittee shall be to:
    - i. Inform the public that Narcotics Anonymous exists
    - ii. Provide information about how and where to find NA in the Mountain Area
    - iii. Establish and maintain the links between NA and the general public
    - iv. Inform the MANA fellowship about PR efforts
    - v. Inform the MANA fellowship how best to respond when someone from outside of the fellowship requests information regarding NA and/or recovery from the disease of addiction
  - C. The responsibilities of the MANA PR Subcommittee shall be to:
    - i. Maintain and provide an accurate list of all MASC member group meetings
    - ii. Maintain and update the Basic Meeting List Toolbox (BMLT) global meeting list database for all MASC member groups
    - iii. Maintain and update the MANA website ([mountain-na.org](http://mountain-na.org)) and respond to all website submitted requests
    - iv. Maintain the MANA helpline
    - v. Maintain literature racks placed in non-meeting space locations within MANA that are not maintained by the H&I subcommittee
    - vi. Be prepared to provide professional and effective presentations within public settings
    - vii. Maintain and update the MANA PR digital presentation files and table display media
- II. Meetings
  - A. The MANA PR subcommittee will meet regularly, at least monthly, with all meetings announced to all active subcommittee members at least two weeks prior to the scheduled meeting date.
  - B. The MANA PR subcommittee agenda will be as follows:
    - i. Open with moment of silence followed by Serenity Prayer
    - ii. Reading of Traditions
    - iii. Reading of Concepts
    - iv. Reading of minutes from last meeting, correct as needed
    - v. Officer Reports
    - vi. Old Business

- vii. New Business & Elections
  - viii. Announcement of next meeting date, time, and location
  - ix. Closing Prayer
- III. Voting Procedures
  - A. MANA PR trusted servants and general members who attend two consecutive subcommittee meetings may vote on proceedings.
  - B. Voting privileges are lost if two consecutive meetings are missed.
  - C. Privileges may be regained after attending two consecutive meetings.
- IV. Trusted Servants
  - A. All trusted servants should have a working knowledge of the 12 Steps, Traditions, and Concepts, the PR Handbook, the Guide to Local Service, and the MANA PR Policies and Guidelines. The responsibilities of the subcommittee officers and general members are shown below, but the list is only a summary. Officers will often do a lot more than this outline describes. Loss of voting privileges, failure to perform expected duties, or relapse may result in removal from office if consensus for removal is reached by the voting members of the MANA PR subcommittee.
  - B. Chairperson
    - i. Two-years clean time required, and term is one year
    - ii. One-year prior involvement with PR subcommittee
    - iii. Elected by MASC voting members
    - iv. Organizes MASC outreach efforts to local communities
    - v. Supplies monthly printed meeting lists to MASC participants
    - vi. Stays up to date on the status of MANA group meetings and encourages all groups to attend MASC meetings and participate in MANA functions
    - vii. Coordinates with H&I Chair on presentations needed for new H&I meetings
    - viii. Keeps meeting discussions on topic, follows agenda, and maintains order
    - ix. Ensures that the traditions are upheld in all matters
    - x. Maintains a link of communication between the MANA PR and MASC, including giving a monthly report at MASC meetings
    - xi. Attends all virtual meetings or in-person meetings, if convenient, of the Volunteer Region PR subcommittee and reports its activities back to the PR subcommittee
    - xii. Works with the H&I subcommittee as needed when communicating with facilities
    - xiii. Stores and maintains upkeep of presentation media such as tabletop displays and digital projectors
    - xiv. Trains Vice Chairperson to become future Chairperson
    - xv. Assumes responsibilities for all vacant positions
    - xvi. May have other responsibilities
  - C. Vice Chairperson
    - i. One-year clean time required, and term is one year
    - ii. Six months prior involvement with PR subcommittee
    - iii. Elected by the PR subcommittee at regular meetings
    - iv. Helps chairperson keep proceedings orderly
    - v. Acts as chairperson in the case of chairperson's absence
    - vi. If the office of chairperson becomes vacant, serves as the chair until confirmed by MASC or until a new chair is elected
    - vii. Performs semi-annual audits of the literature racks
    - viii. May assume responsibilities for vacant positions
    - ix. May have other responsibilities

- D. Secretary
  - i. One-year clean time required, and term is one year
  - ii. Elected by the PR subcommittee at regular meetings
  - iii. Takes an accurate set of minutes at each monthly meeting, and distributes them to subcommittee members prior to the next meeting
  - iv. Keeps an updated list of PR members and tracks member voting privileges
  - v. Keeps an updated list of presentation history including presenters, content, audiences, and facilities
  - vi. Maintains an ongoing file of all correspondence and minutes
  - vii. Assists Chair with tracking the status of MANA group meetings and encourages all groups to attend MASC meetings and participate in MANA functions
  - viii. May have other responsibilities
- E. Literature Coordinator
  - i. One-year clean time required, and term is one year
  - ii. Six months prior involvement with PR subcommittee
  - iii. Elected by the PR subcommittee at regular meetings
  - iv. Submits monthly literature orders for NA approved literature within the prescribed budget to the Literature Subcommittee
  - v. Stamps all literature to be distributed with MASC website address & Helpline
  - vi. Arranges for literature order to be picked up at the MASC meeting
  - vii. May need to order non-stocked items from outside sources
  - viii. Maintains and safely stores literature inventory
  - ix. With the help of another PR member, distributes literature to racks maintained by the PR subcommittee in various locations keeping records of all distributions and status of racks in place (see attachment #1 – IP Rack List)
  - x. Reports monthly the PR literature inventory and distribution status
  - xi. Makes recommendations for PR literature inventory levels, rack location recommendations, and monthly needs to be included in the budget
  - xii. Distributes meeting schedules to locations where racks are not permitted
  - xiii. Trains incoming elected Literature Coordinator and arranges for smooth delivery of inventory
- F. Website Manager (webmaster)
  - i. Two-year clean time required, and term is one year
  - ii. Six months prior involvement with PR subcommittee
  - iii. Elected by the PR subcommittee at regular meetings
  - iv. Substantial website design, development, and management experience
  - v. Familiar with PR policy, Narcotics Anonymous FIPT, and copyright laws
  - vi. Responsible for the development, administration, and maintenance of the Mountain Area website and email system
  - vii. Responsible for gathering input and making changes and/or new additions to the website design and functionality.
  - viii. Responsible for tracking any issues with the website and resolving them in a timely manner. Should stay up to date with the latest website technologies and design practices to ensure that the Mountain Area website remains current, registered, protected, and user friendly.
  - ix. Monitors website traffic, subscriptions, ad word account expenses and effectiveness, hosting fees, and domain registration fees
  - x. Reports monthly to the PR subcommittee and makes recommendations for budget

- xi. Trains future webmaster
  - xii. This position may need to be outsourced to a professional if MANA cannot find talent within the fellowship
- G. Website Content Manager
- i. One-year clean time required, and term is one year
  - ii. Six months prior involvement with PR subcommittee
  - iii. Elected by the PR subcommittee at regular meetings
  - iv. Substantial website content management experience and excellent grammatical skills
  - v. Familiar with PR policy, Narcotics Anonymous FIPT, and copyright laws
  - vi. Updates website content change requests upon receipt in a timely fashion, usually within 3 days
  - vii. Responsible for maintaining the Mountain Area website by keeping all information up to date using the most current information made available to the PR subcommittee
  - viii. Responsible for timely updates to the BMLT meeting list database for MANA meetings and BREAD app maintenance for print ready formatting
  - ix. Responsible for addressing all website requests, inquiries, and updates, whether answering them directly or forwarding as necessary
  - x. Communicates with the PR webmaster or hired webmaster, and notifies them of any issues with the website, and works together to resolve any support requests
  - xi. Reports monthly to the PR subcommittee
- H. Helpline Coordinator
- i. One-year clean time, and term is one year
  - ii. Six months prior involvement with PR subcommittee
  - iii. Prior experience with the Helpline familiarity with the Helpline Basics Manual
  - iv. Trained to properly manage and maintain the MANA Google Voice site
  - v. Ensures that the Helpline is working properly
  - vi. Ensures that all 6 linked lines are actively held by trained PR members in active recovery, and voicemails are addressed promptly
  - vii. Elected by the PR subcommittee at regular meetings
- I. General Membership
- i. Any member of Narcotics Anonymous may join the MANA PR subcommittee, regardless of clean time
  - ii. Training and mentorship will be provided to each new member
- V. Functions of the MANA PR Subcommittee
- A. Meeting Lists
- i. PR will ensure that the NA BMLT meeting database is updated in a timely fashion as soon as meeting status changes are discovered. BMLT Admin Console link: [http://natennessee.org/main\\_server/](http://natennessee.org/main_server/) Ask webmaster for login info.
  - ii. PR will supply updated printed meeting lists to the MASC Literature subcommittee to be distributed to during MASC meetings
  - iii. Meeting list formatting will be at discretion of BMLT Bread website plugin
  - iv. Printed quantities may vary month-to-month as needs rise and fall, but printing costs should not exceed budgeted allocations. Print ready pdf files are available on the website.
- B. Helpline

- i. The MANA Helpline 423.302.0494 is a Google Voice line that was set up in 2013. The service is free of charge and offers many functions including: simultaneous rollover calling to several numbers, voicemail – if no one answers, call logs, and email forwarding. Ask webmaster for Google Voice login info.
    - ii. All members receiving forwarded calls must be properly trained per the NA Helpline Basics manual
    - iii. Voicemails should be responded to asap, ideally within 4 hours
    - iv. The voicemail message was last updated: 5/15/2022
    - v. The number needs to be ported to a current MANA email address – still forwards to Brenda B.
- C. Email - The email address for the MANA PR subcommittee is [mountain.na.pr@gmail.com](mailto:mountain.na.pr@gmail.com)  
This address is published on the website. Correspondence to this address is forwarded to the personal email address of the current MANA PR chair. Prompt response to all inquiries is required.
- D. Literature Racks
  - i. The MANA PR subcommittee distributes NA branded literature racks with 8-bins to locations where meetings are not possible, but potential new members congregate. Care must be taken to ensure that these racks are placed in secure locations where they are welcomed and protected.
  - ii. The racks are to be checked regularly, at least monthly, to ensure that they are being properly cared for and stocked with IPs and current meeting lists
  - iii. The literature coordinator will be responsible for regular rack inspections and restocking.
  - iv. When refilling racks, it is encouraged to not go alone into facilities where racks are placed. This is a great service opportunity for a new member.
  - v. The following list of items has been approved for stocking in public literature racks:
    - 1. Most recent version of MANA meeting list
    - 2. #1 Who, What, How and Why
    - 3. #6 Recovery and Relapse
    - 4. #7 Am I an Addict
    - 5. #8 Just for Today
    - 6. #9 Living the Program
    - 7. #11 Sponsorship
    - 8. #16 For the Newcomer
    - 9. #17 For Those in Treatment
    - 10. #29 Introduction to NA Meetings
    - 11. By Young Addicts for Young Addicts
    - 12. For Parents or Guardians of Young People in NA
    - 13. NA: A Resource in Your Community
  - vi. Each rack will be supplied with a magnet containing NA contact & restocking info
  - vii. A literature order form will be included as an addendum
  - viii. An IP rack location list will be included as an addendum
- E. Presentation Media
  - i. The PR subcommittee possesses a folding tabletop display. The Chairperson will be responsible for updating and storing this display.
  - ii. The PR subcommittee possesses a digital projector. The Chairperson will be responsible for upkeep and storage of projector.
- F. Website – [www.mountain-na.org](http://www.mountain-na.org)

- i. The site shall serve as MANA's digital presence in the communities we serve, and it will provide valuable resources for members, prospective members, the general public, and professionals working in areas impacted by addicts and addiction. As the need for digital and IT services continue to expand, there may be a need for the formation of a new IT subcommittee in addition to PR.
- ii. The MANA website shall be managed and maintained by the site manager (webmaster) and the content manager.
- iii. The site is currently hosted by Bluehost <https://my.bluehost.com/cgi/app?logout=1>
- iv. Domain Name: mountain-na.org
- v. Password: ask webmaster
- vi. Hosting fee is \$15 per month, and it auto renews monthly
- vii. Domain registration with security is \$22 per year and auto renews 7/27/23
- viii. Site is on WordPress: <https://mountain-na.org/wp-login.php>
- ix. Theme is by Highend and has an annual upgrade fee of \$25
- x. Google analytics is functioning
- xi. Google AdWords account is set up but not functioning; MASC approved \$100 expense, but it's on hold with creation of Not-for-Profit status now in motion, which could give us free AdWords.

VI. Addenda Section

- A. Helpline Voicemail Script
- B. Literature Order Form
- C. Literature Rack Location List
- D. Annual Budget - tbd

## Addenda

### Helpline Voicemail Script

“Hello and thank you for calling the mountain area of narcotics anonymous helpline. We apologize, but no one is able to take your call at this time. Please call back later or feel free to leave us a message now and someone will return your call as soon as possible.”

“To find a meeting in northeast Tennessee or southwest Virginia, or to find out anything else about services provided by narcotics anonymous in this area, please check out our website. The address is mountain dash N A dot O R G”

“Thank you for calling, we truly regret having missed your call.”

### Rack Literature Request Form

<b>PR Literature Request Form</b>	Date: _____		
Rack: _____			
Requester: _____			
<b>Item*</b>	<b>Requested</b>	<b>Received</b>	<b>Cost each**</b>
#1 Who, What, How & Why			\$ 0.25
#6 Recovery and Relapse			\$ 0.25
#7 Am I An Addict			\$ 0.25
#8 Just For Today			\$ 0.25
#9 Living the Program			\$ 0.25
#16 For the Newcomer			\$ 0.25
#17 For Those in Treatment			\$ 0.33
#29 An Introduction To NA Meetings			\$ 0.25
#13 By Young Addicts, For Young Addicts			\$ 0.33
#27 For Parents or Guardians			\$ 0.33
NA: A Resource in Your Community			\$ 0.42
Meeting Schedules (current)			free
*Per policy only items on this list may be requested for distribution			
**Per policy it is suggested that racks receive \$XX in literature each month			

## Literature Rack Placements in the Mountain Area of NA

Facility Name	Address	Contact	Type	Responsibility	Date Checked	By
Turning Point - Mag Ridge	East Unaka, Johnson City	Monica Tucker	8 - Pocket	H&I	8/17/22	Eddy G.
Turning Point - CSU	East Unaka, Johnson City	Monica Tucker	Schedules	H&I		
Veterans Administration	Domiciliary, Mountain Home	Jerry Cook	16 - Pocket	H&I	8/16/22	Eddy G.
Woodridge	403 N. State of Franklin, Johnson City		16 - Pocket	H&I	8/20/22	Ryan C.
Day Reporting Center	204 Freckles Dr, Johnson City	Shannon Townsend	Schedules	H&I	8/4/22	Eddy G.
Willow Ridge	Buffalo St, Johnson City			H&I		
Melting Pot	Roan St, Johnson City			PR		
Day Center	202 W Fairview Ave, Johnson City			PR		
ETSU Counseling Cetner	ETSU Campus	Dottie G.	8 - Pocket	PR	6/1/22	Dottie G.

\*Form to be updated monthly by Literature Coordinator and presented at each PR subcommittee meeting.