

# **UNITED WASATCH AREA PUBLIC RELATIONS SUB-COMMITTEE GUIDELINES**

## **PURPOSE**

The purpose of the Public Relations is to inform the public that NA exists as well as build and maintain relationships with those within the public who work directly with addicts or potential addicts. To inform the public that Narcotics Anonymous offers recovery from addiction and information about how and where to find it. All activities directed to that end shall be carried out in accordance with the Twelve Traditions of Narcotics Anonymous, these guidelines, A Guide to Local Service, and the PR Service Manual.

## **FUNCTIONS/RESPONSIBILITIES**

- To open and maintain lines of communication between:
  - NA and the public,
  - Area and Regional Resources
  - NA Groups within United Wasatch Area
- To respond to all requests for information in a timely and effective manner
- To be sure that those requests are handled at the appropriate level of service
- To establish, maintain, and coordinate the United Wasatch Area Phone-Line
  - Maintaining consistent contact and support to those providing Phone-Line Services
  - Provide Phone-Line volunteers with workshops and continue in-service information for NA Phone-Line volunteers.
  - Maintain current updated list of Phone-Line Volunteers
- To update, print and supply the United Wasatch Area meeting schedules in the monthly ASC
- Maintain web-site and social media where applicable
- To report current activities of PR to the ASC

## **MEETINGS**

- Regular meetings shall be held before each regularly scheduled meeting of the ASC
- Special order meetings may be called by any committee member within two weeks advanced notice. The agenda must be approved or created by chairperson

## **Elections**

- All elections for this subcommittee will be conducted every December at the PR Subcommittee meeting.
- Nominations are open from the floor for any qualified individual with a second. The nominated person must be present and accept the nomination.

- Terms of office are one year.
- Any resignation must be given to the PR Subcommittee a minimum of 30 days prior to the resignation taking effect.

### **Officers**

- A service board of executive officers will consist of a chairperson, a vice-chairperson, and secretary
- In case of the resignation of the chairperson the vice-chairperson will automatically assume the position of the chairperson until there is an election of a new chairperson.
- In the event of the resignation of the secretary, the vice chair will assume the position until elected by the PR subcommittee.

## **TRUSTED SERVANTS AND THEIR DUTIES**

### **Chairperson**

The chairperson is elected by this body and confirmed by the ASC in accordance with both the PR guidelines and the ASC guidelines.

The Chairperson's duties include:

- To prepare an agenda for and facilitate sub-committee meetings
- To coordinate the functions and responsibilities of the PR Sub-committee
- To verify all bills that can be attributed to this committee with the Area Treasurer
- To have PR Presentation workshops throughout the Area for any interested NA members or Entities
- To make a written and oral report at the monthly ASC meeting regarding PR efforts
- Attend the entire ASC meeting in case anyone has PR related questions
- To submit records for an audit of the PR sub-committee, as requested by the ASC.
- To submit a yearly budget and changes to guidelines as appropriate or every two years to be approved by the ASC

Requirements:

- Two years clean time.
- Previous service at group and area level
- Ability to delegate, organize, and give the committee direction
- Willingness to give the time and resources necessary to do the job
- A working knowledge of the 12 Traditions, 12 Concepts, and Area guidelines
- A working knowledge of the United Wasatch Area PR Subcommittee Guidelines, Area Guidelines, and the PR Handbook

- Willingness to mentor incoming trusted servant for two months

### **Vice-Chairperson**

The Vice-chairperson is elected by a majority vote within the PR subcommittee for a one-year term.

The Vice-chairperson's duties include:

- To work closely with and assist in all duties of the chairperson.
- The vice chair is learning to assume the duties of the chairperson
- Carry out responsibilities delegated by the chair and/or the PR subcommittee
- The vice chair will take minutes of the committee in the absence of the secretary

Requirements

- One year of clean time.
- Previous service experience at group level
- Ability to assume responsibilities in the Chairperson's absence
- Willingness to give the time and resources necessary to do the job
- A working knowledge of the 12 Traditions, 12 Concepts, and Area Guidelines.
- Willingness to mentor incoming trusted servant for two months

### **Secretary**

The secretary is elected by a majority vote within the PR Sub-committee to serve a one-year term.

The secretary duties include:

- Record the minutes of each meeting and keep role call for voting purposes
- Handle all correspondence as directed by the by the PR Sub-committee
- Maintain records of communication, including list of all activities and contacts to be passed onto committee members
- Keep a record of all Literature distribution
- Organize and maintain an updated list of pertinent facilities in the Area for possible mailings
- Archive all PR subcommittee minutes, contacts, activities, guidelines, and budgets on the PR thumbdrive.

Requirements

- Six months clean time
- Willingness to give the time and resources necessary to do the job
- Willingness to mentor incoming trusted servant for two months

### **Phone-line Coordinator**

Responsible for helping addicts and others in the community find us easily and quickly. The primary purpose of the Phone-line Coordinator is to maintain a committee of Phone-line volunteers.

The Phone-line Coordinator's duties include:

- To maintain a list of volunteers and take Twelfth Step calls
- Maintain an Information line for the sick and suffering addict.
- To provide information for the public who want to reach Narcotics Anonymous.
- Provide a monthly phone-line usage report to the PR Subcommittee
- Maintain an archive of monthly usage reports.

Requirements

- Six months clean time
- Willingness to give the time and resources necessary to do the job
- Willingness to mentor incoming trusted servant for two months

### **Meeting List Coordinator**

- Coordinate the production and distribution of meeting schedules at the ASC
- Update the meeting schedule as necessary
- Submit to the web servant
- Print the meeting schedule monthly

Requirements

- Six months clean time
- Willingness to give the time and resources necessary to do the job
- Has a working knowledge of a word processing application.
- Willingness to mentor incoming trusted servant for two months

### **Ad-Hoc Committee**

- Ad-Hoc Committees are responsible to follow all guidelines of the PR Subcommittee and the ASC and to carry out the purpose for which it was established.
- Ad-Hoc Committees are dissolved upon completion of their primary purpose.

### **Removal from Office**

A  $\frac{3}{4}$  majority vote within the PR Subcommittee is required for removal of office, based upon one of the following reasons:

- Non-fulfillment of their duties for their position
- Misuse of funds and/or Literature

- Two consecutive unexcused absences from the subcommittee meeting
- Violation of Twelve Traditions and Twelve Concepts
- Loss of abstinence

**WEBSITE**

- See attached website guidelines (Appendix 1).

**AMENDING THESE GUIDELINES**

- Any motion that would change these guidelines will have to be presented to the PR subcommittee in writing at the preceding meeting before the vote is taken. (Example; motion in Aug. vote in Sept.)
- A ¾ majority vote by the PR Committee is required to pass any motion that changes these guidelines.
- Any motion that passes changing these guidelines will not take effect until the ASC has been informed of the change and no objections are raised by the ASC.

*Appendix 1: UWANA.org WEB SITE GUIDELINES*

**UWANA.ORG WEB SITE GUIDELINES**

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### 1. WEB SITE DOMAIN

The official web site for the United Wasatch Area of Narcotics Anonymous shall have the domain name of [www.uwana.org](http://www.uwana.org) and shall be the single online Internet location for our area.

### 2. PURPOSE OF THE WEB SITE

The primary purpose of the web site shall be to help further our primary purpose – to carry the message to the addict who still suffers. Secondly, the web site shall provide information and resources relevant to UWANA the ASC and it’s subcommittees and groups, including but not limited to: event listings and flyers, general subcommittee information and files deemed appropriate in order to better facilitate the work of the ASC and it’s subcommittees.

### 3. GUIDING PRINCIPLES

Because the Internet is a public media environment, all content made available on the web site shall be posted in accordance with the 12 traditions of Narcotics Anonymous. At all times, the web site and its’ contents, and any official [uwana.org](http://uwana.org) email correspondence shall also remain within the directives as set forth by the UWANA ASC. When applicable, the web site shall also meet, as closely as possible, the recommendations of NAWS – specifically as detailed in the NA PR Handbook section on the Internet.

#### 3A) PERSONAL ANONYMITY

In keeping with the traditions, no individual person's email address, street address, place of business or phone number shall be displayed anywhere on the publicly accessible web site.

This includes but is not limited to: event listings, flyers, meeting information, agendas, meeting minutes, as well as any other documents or files that may be posted to the web site.

3A1) EXCEPTION: A private, password protected area will be established on the web site where members will have access to the full, unedited version of current and archived ASC minutes as well as other ASC member relevant content that is deemed not suitable for placement on the public side of the web site. One simple password will be used and given to all approved UWANA members wishing access.

This is not the most secure system available. Any addict can then give that password out if they so choose even though this is intended as a "member only" area of the site, however this would be no different than an addict giving a hard-copy of our ASC minutes to a nonaddict. This does, however, provide a simple way to ensure that search engines and nonaddicts not gain easy access to our personal contact information.

#### 4. INTELLECTUAL PROPERTY

Any content posted to the web site shall be required to adhere to all copyright and trademark requirements of the fellowship as set forth in the Narcotics Anonymous World Services Fellowship Intellectual Property Trust (FIPT). Wherever any of the various NA fellowship logos or trademarks are implemented, the ® symbol shall be included in accordance with the FIPT. At no time shall any officially approved NA literature be placed directly on the web site, however, links to such literature may be used, so long as such links directly take site visitors to the officially sanctioned version of that literature actually located on the NA.org web site.

#### 5. GENERAL SITE LAYOUT

The following links shall be available on every page of the site:

Primary Links

Upcoming Events

Contact Info

NA Related Links

Privacy

Information For Professionals

Just For Today - Link to the Just For Today on NAWORKS.org website.

Home

In addition to the various primary site links, the home shall display:

Find A Meeting - the main meeting list page

UWANA Committees - links to each ASC Committee

Service Resources - a link to downloadable service documents

Every page on the web site should include a prominently displayed callout box with the UWANA Area Help Line phone number as well as the PO Box mailing address, and a link to the site's copyright notice (written in accordance with NAWA FIPT requirements).

#### 5A) HOME PAGE

The home page shall include the following content:

Welcome -welcome statement and links to help suffering addicts

Clean-time Calculator - a tool to determine clean time

#### 5B) MEETING List

Because the primary purpose of the web site shall be to help further carry the message, one of the most important aspects of the site shall be a complete meeting list where site visitors can look for a meeting in the United Wasatch Area.

In addition to the meeting list page, visitors will have the option of obtaining a text only version of the online meeting list, as well as a downloadable PDF document of the actual print-version list.

#### 5B1) CURRENT MEETING INFORMATION

It is vital that the web site meeting list be kept as current as possible and therefore, the web site administrator shall be required to update this list no less than once per month, within 10 days of the most recent ASC meeting. If any major meeting change takes place

in the interim, such as a meeting changing location or time, such information shall be posted to the site as soon as possible rather than waiting for the next ASC meeting's cycle.

#### 5C) UPCOMING EVENTS

The uwana.org web site shall accommodate the posting of only NA related events, within the online events page. This page will allow all event related information to be posted as would normally be found within an informational flyer, and can, optionally, include the attachment of an actual event flyer, if one is available and provided in Adobe PDF or MS Word format, so long as that flyer is first approved in accordance with standing UWANA area guidelines. No non NA events and no personal non-UWANA sanctioned events shall be listed on this page.

The exception to this would be in the exclusion of the normal contact phone number(s) and/or email address(es) that would otherwise be found on such flyer. All personal contact information including phone numbers and personally identifiable email addresses need to be left out of event page listings and must be removed or left out of any flyers to be posted for any related event.

Once an event or flyer is posted, it shall initially be reviewed. The Web Committee will be responsible for reviewing the posting to ensure that it meets these guidelines, and if such, can then be released for display on the site.

#### 5D) NA RELATED LINKS

A page will be made available on the web site consisting of links to other relevant web sites and resources. Links on this page shall be limited to official NA web sites as follows:

-NA.org - the official Fellowship web site

-utahna.org - the official web site for the Utah Region

-Links to each of the currently available web sites for each of the other areas within the Utah Region

- Other regional or world NA links as deemed appropriate to helping UWANA members in their service work

No other links shall be placed on this page, whether to other NA areas, regions or groups, no personal NA sites, no links to any outside enterprise or entity.

#### 5E) PRIVACY

The web site's official privacy policy shall be located on this page. (See attached privacy policy).

#### 5F) INFORMATION FOR PROFESSIONALS

Information on this page shall be limited to that which is currently recommended by NAWS.

#### 5G) CONTACT INFO

This page shall include the UWANA Hotline and mailing address, as well as a form that visitors can fill out to request more information or make comments or suggestions relevant

to UWANA, the web site, or recovery in NA.

The only phone number that shall appear on the web site shall be that of the UWANA help line. The only mailing address that shall appear on the web site shall be that of the UWANA P.O. box. The only email addresses that shall appear on the web site or be used for correspondence related to the web site, or for official UWANA business, shall be officially approved uwana.org email addresses.

#### 5H) UWANA COMMITTEES

Each UWANA ASC committee shall have it's own page(s) on the web site where visitors can learn about the committee's role within our fellowship, as well as meeting days, times and location. Each committee will have the opportunity to submit a request that content of their choosing be placed on the site within their committee's page(s).

So long as such content conforms to the web site's guidelines, and is considered reasonable and appropriate to the purpose of the site, it shall be posted, however the potential exists for more content or functionality being submitted than is reasonable in regard to the ongoing maintenance of that content. If such a situation arises, said content may need to be limited to only that content which can in fact be reasonably maintained by the web site administrator.

#### 5I) SERVICE RESOURCES

This page shall include links to various documents deemed relevant to helping UWANA members perform various service functions. Documents shall include, but not be limited to:

Current literature order form

H&I Handbook

Guide to Local Services in NA Group Treasurer's Workbook

Treasurer's Handbook

Short Form Rules of Order

Whenever a document is made available on this page, if that document is officially approved NA literature, the link on this page shall go directly to the online version of that literature at the NA.org web site. All other documents posted shall be locally held on the web site's server. Documents shall be made available in one or more standard formats only, such as PDF, Word Doc, Excel Spreadsheet, and so forth. PDF is the preferred document type simply because it ensures the most usability on the web.

#### 6) ENDORSEMENT OR AFFILIATION

In keeping with our Traditions, at no time shall any link, icon, graphic or statement be placed on the web site that implies or communicates an endorsement or affiliation to any outside enterprise or organization. The only exception to this requirement shall be links to maps for directions to events or meetings, as well as a link for site visitors allowing them to download a copy of the Adobe PDF reader, which is the currently accepted standard method of choice for providing documents for viewing on the World Wide Web.

Throughout the web site, prominent statements must be implemented stating that such links are provided for informational purposes or aids only, and that no such affiliation or endorsement exists.

#### 7) SITE OWNERSHIP

The UWANA web site shall be wholly owned and operated by and in the name of UWANA, at the UWANA mailing address. No other individual or organization (except within the confines of the FIPT) shall have or make any claims to ownership whatsoever, for any reason. This is included but not limited to:

Web Site Server hosts

Domain registration authorities

Web designers, developers or engineers

While the web site shall be required as needed, to call upon the services or offerings of any of these outside entities, it shall be a requirement of this web site that such entities agree to the terms of this aspect of our guidelines. If not, we cannot be implement or utilize those services, and another source, if available, must be obtained.

#### 8) EMAIL ADDRESSES

The following email addresses shall be established for the purpose of providing email correspondence within the official UWANA course of NA related business:

1. webservant@uwana.org For use by the Web Committee's designated site administrator for all official web site business.

4. Other email addresses may be set up as may be deemed necessary or valuable to the business of the ASC or its' subcommittees. Requests for an uwana.org email address shall be made to the Web Committee.

#### 8A) EMAIL USAGE POLICY

Each email address will need to have at least one person assigned responsibility for that email address and to act as the email point of contact for that subcommittee or ASC position. Any person taking on the responsibility of being an uwana.org email point of contact needs to understand the ramifications of this commitment.

Careful consideration must be given to this before accepting the commitment. It has been the experience of Web Committees at other areas around the US that many recovering addicts do NOT fully understand the seriousness of implications of having an official NA related email address.

All email being submitted through the uwana.org web site or directly to an uwana.org email address shall be handled as follows:

1. As email comes into the web site, it shall be distributed directly to the appropriate email address – for example; a News reporter fills out the web site contact form, requesting an interview with us – that email would be routed to PR, as this request is clearly a Public Relations related issue.

2. However an email comes to one of the uwana.org email addresses, it is the responsibility of the designated email point of contact to respond to that email courteously and respectfully, regardless of the content of the email. Personal opinions need to be kept out of this process whenever possible.

3. If a response is needed to an email, that response needs to be provided in a timely manner. It has become widely accepted in the professional world that such responses be made within 24 hours of receipt whenever possible, and though we are not a professional organization, we must always remember that lack of follow-through can potentially negatively affect how others view our fellowship. This is even more important when such correspondence comes from someone seeking help in our fellowship – such as an addict seeking recovery or a family member of an addict seeking help for that addict.

4. If a full response is going to take longer than 24 hours, at the very least, a simple initial response shall be made informing the person who sent the initial request that the email was received and to let them know how the email is being handled.

5. At no time shall personal information be included in any official uwana.org email correspondence. This includes, but is not limited to: personal phone numbers, non UWANA mailing addresses, non UWANA email addresses, non-official NA web links, etc.

6. It is the policy of this body to do all we can to ensure that personal information coming to us from outside our fellowship be kept confidential. Because of this, once an email that has come in is handled to conclusion, the original email and all related email shall be deleted. This helps to ensure that no accidental or unintentional mis-use of someone's email address or personal information that may be included in email to us ends up being made public.

One example of this possibly happening; the PR email contact, has a copy of all the pr@uwana.org email that she keeps on her personal computer. M Unbeknownst to Mary, an internet Worm(a type of computer virus) gets onto her computer. That worm, without Mary knowing, scours her computer looking for email addresses, and then sends what it finds out onto the internet. While this does not occur every day, the fact is that there are thousands of such worms on the Internet and such an occurrence is possible. If we delete official NA email from our computers, we can help avoid such an occurrence.

7. At no time shall any uwana.org official email address or the email address of correspondence coming to an uwana.org official email account be included in any non NA related communications. For example, the webservant@uwana.org address should never be used to sign up for participation in a non-NA mailing list.

Another example is the common practice of including people we have in our email address book in "FWD: Pass this on" type spam, junk mail, humor, and so forth. This is an unacceptable mis-use of uwana.org or other incoming NA related business email, regardless of the perceived innocence of such email.

#### 8B) EMAIL IMPLEMENTATION

A dedicated web based email system shall be implemented where all email correspondence can be retrieved and replied to by those people authorized to have access to official uwana.org email. This helps increase the likelihood of meeting the above Email usage policy, and helps to ensure that any addict wishing to be the email point of contact for their committee can in fact take that commitment even if they do not have a personal computer, because the web email system will be accessible even at computers at local libraries where there is no cost of having internet access.

#### 8C) EMAIL PASSWORDS

This system shall be set up so as to allow access only by official users by requiring a unique password for each email address. These passwords shall be issued by the Web Committee and whenever someone new takes over the email point of contact commitment for an individual committee, a new password will need to be issued. Once a password is issued, no copy of that password shall be retained by anyone for any reason. If a user loses or forgets their password, the Web Committee's email administrator will need to reset the password

#### 9) WEB SITE MAINTENANCE AND OVERSIGHT

The web site shall be maintained by the UWANA ASC Web Committee, which shall also be responsible for all changes to content, functionality and design, as deemed necessary by the Web Committee or as directed by the ASC. A separate Site Maintenance and Implementation document detailing the procedures for this work shall be developed and retained by the Web Committee. This document will be made available to any member of our fellowship requesting access to it. The guiding principles for this document shall be the 12 traditions, these guidelines, and the new NA PR Handbook section on the Internet.

## 9A) WEB STANDARDS COMPLIANCE

The web site shall be designed, developed and maintained in accordance and adherence to the W3C HTML 4.01 transitional document data type. At no time shall XML, DHTML, or other non-standardized or more advanced methodologies be used or implemented on the web site. This ensures the most possible access by web site visitors across the board regardless of computer platform or web browser (within the confines of that data type's capabilities).

## 9B) WEB BUDGET

The Web Committee shall determine an ideal budget based on the anticipated costs of maintaining the web site as well as any other ancillary related costs to of the committee in the conducting of it's official business. A Committee Budget meeting for this purpose shall take place no later than two weeks prior to the annual ASC Budget meeting. Costs to factor include, but may not be limited to:

Web Site Hosting, official committee printing needs.

## 10) SITE HOSTING

The web site shall be hosted at a web service co-location facility to be determined as appropriate by the Web Committee so long as such provider is willing to accommodate compliance with these guidelines as pertains to site ownership and privacy. To this end, hosting the uwana.org web site shall not be considered if the hosting provider requires placement of any advertising banners or links on our web site, or placement of our web site within that providers "frames" system (such as is the case with Geocities). The actual cost of hosting needs to be limited to an amount that is fair and reasonable for web sites of similar scope and functionality, and where such costs are held within the capabilities of this Area's ability to pay. Careful consideration must be made when choosing a hosting provider. Quite often, hosting services that are available in the "free", or "cheap" scope result in web sites being placed on web servers that are far from secure - meaning that hackers or other web site owners may intentionally or unintentionally be able to gain access to our web site's front or back end system.

We must do all we can, within reason, to ensure that such an occurrence be avoided.

Additionally, many of the less expensive hosting providers do not offer 24 hour technical support, however there are a number of reasonably costing alternatives where all of these issues and concerns can easily be addressed, so there should be no reason to have to avail ourselves of bargain basement hosting providers.

## 11) BACKUP OF CONTENT

A backup of the entire site's content shall be maintained offline by the site administrator. Additionally, one additional backup shall be placed onto a CD no less than once per month and such CD shall be held with the Secretary's archives.

## 12) SITE CHANGES

From time to time, the Web Committee or another member of the MCFNA fellowship may request additional functionality be implemented on the web site. When this occurs, the Web Committee shall be tasked to determine the cost both in monetary and implementation resources of that request. If it is reasonable and can be achieved within the currently available monetary and Committee development resources, and so long as the change remains in compliance with these guidelines, it shall be made by the Committee or other approved person or 3rd party solution provider. If the Web Committee determines that the request is important enough, it shall present the request to the ASC body during the ASC meetings' Open Forum. If needed, the request can be made in the form of a Motion at the ASC meeting. When this occurs, the change shall take place only after such motion is passed by the ASC. All changes that are approved by the Web Committee (or when necessary, by the ASC) shall be detailed in a Web Site Change Order document to be posted to the web site and accessible from the Web Committee page on the site.