

Internal Guidelines for the Public Relations Subcommittee  
of the  
Greater Albuquerque Area Service Committee (GAASC)  
Including Shared Services with  
Bosque Area Service Committee (BASC)  
of Narcotics Anonymous

The Narcotics Anonymous message is “that an addict, any addict, can stop using drugs, lose the desire to use and find a new way to live.” Our relations with the public enable us to share this message broadly so that those who might benefit from our program of recovery can find us. We perform public relations service to increase the awareness and credibility of the NA program. We share our message openly with the public at large, with prospective members, and with professionals. Maintaining an open, attractive attitude in these efforts helps us to create and improve relationships with those outside the fellowship. Establishing and maintaining a commitment to these relationships, can help us to further our primary purpose.

The spiritual principles of our steps, traditions, and concepts guide us in pursuing our public relations aims and our efforts to enhance NA’s public image and reputation. These principles apply to our community and service efforts as well as to the personal behavior and attitude of individual NA members.

*Public Relations Handbook*  
NAWS 2006

The Public Relations (PR) Subcommittee of the GAASC was formed to inform addicts and others in the community of the Narcotics Anonymous (NA) program and the availability of recovery in NA. Our mission is to build and sustain ongoing relationships with the general public, potential members and each other in our groups and service committees.

We are committed to working together with the Bosque Area in the spirit of unity and cooperation to carry the message of recovery. The following points, from the *Public Relations Handbook*, are goals that we can strive to fulfill in making NA a visible and attractive choice for addicts:

- 1 – We clarify what services NA can and cannot provide to the community.
- 2 – We make NA members more aware of their role in NA’s public image.
- 3 – We aim for the public to recognize NA as a positive and reliable organization.
- 4 – We develop valuable relationships with professionals and the general public.

The areas that Public Relations may participate are: presentations, media, criminal justice, treatment providers, healthcare providers, government agencies, communication and cooperation with other subcommittees in our area and region, participation in fellowship development, training and orientation for trusted servants. If the subcommittee wishes to hold an event in a facility where a regular NA meeting is held, they will obtain the approval of that group before securing the facility.

The PR Subcommittee will study the *PR Handbook* to gain a greater understanding of the planning tools, and gain ideas on how to structure services and communicate more effectively.

The subcommittee will meet once a month to conduct business. Additionally, representatives from both GAASC and BASC PR subcommittees will meet together once a month to coordinate shared services. We will report to the GAASCNA at their regular monthly meetings.

The PR Subcommittee has the following officers:

Chairperson – Creates an agenda for our meetings, facilitates meetings of the subcommittee, attends the GAASCNA meetings and presents reports monthly. If unable to attend, will send a report, and ask another subcommittee representative to attend.

Vice Chairperson – In the absence of the chairperson, facilitates subcommittee meetings. Serves as a liaison to the Bosque Area, and coordinates cooperative efforts.

Literature Chairperson – Inventories and maintains a stock of literature for use by the members of the subcommittee for presentations and for restocking literature racks.

Secretary – Writes minutes for subcommittee meetings and distributes them to subcommittee members. Keeps a current roster of members. Writes documents for review by the members, and keeps an archive of all minutes, decisions and documents.

Communications Chairperson – Keeps a database of all facilities served regularly with literature. Maintains a list of members providing literature at those facilities and checks with them to assure they are maintaining their relationships at those facilities. Communicates with facilities, symposiums, workshops, health fairs and conventions where the PR Subcommittee will make presentations or offer literature.

Members – Members attend subcommittee meetings, learn the principles of PR from our literature, and create relationships with facilities and professionals that serve addicts. Any member, including those that hold a position on the subcommittee, is eligible to distribute literature at one of our facilities, propose new facilities, and create relationships on behalf of the PR Subcommittee. It is the responsibility of all members to speak not as individuals, but as members of the subcommittee, in accordance with the principles of the 12 Steps, the 12 Traditions, the Public Relations Handbook and the Guidelines of the GAASCNA.