

Guidelines for Online Information Maintained
by the Green Mountain Area of Narcotics Anonymous
Public Relations Subcommittee
Feb 2017

Purpose: Our Purpose in putting information on the Internet is to inform addicts, the public and professionals about NA, its meetings and other activities in the Green Mountain Area. Since a website is often one of the first points of contact for members of the public and potential NA members, this topic deserves thoughtful attention and planning.

1. Responsibility/ Accountability: Placing information online is a project of the Public Relations Subcommittee, accountable to that committee and the Green Mountain Area Service Committee in accordance with our Twelve Traditions, Green Mountain Area guidelines, and guidelines from the World committee about online information. Actual work on the webpage is carried out by a web page coordinator (and/or alternates) appointed by the PR Chairperson and confirmed by the PR subcommittee.

2. Accessibility: We recognize that online information is currently accessible to an ever-increasing audience in order to “carry the message to the addict who still suffers.” With this in mind the URL address of our webpage is printed on our meeting lists and all event flyers.

3. Non-Affiliation: Our online NA information will contain links or references only to NA-related information. As guided by our understanding of the Traditions, we will provide the following disclaimer before any links that are not registered service bodies of Narcotics Anonymous: “The Green Mountain Area of Narcotics Anonymous does not endorse and is not affiliated with any of these links but provides them only for the convenience of addicts trying to reach other addicts beyond the Green Mountain Area.” To ensure compliance with copyright laws, we will not place copyrighted material on pages that link to other than registered service bodies of Narcotics Anonymous.

4. Privacy: Since information made accessible by the Internet can be accessed by anyone we will not include phone numbers, addresses, or photos of any individual NA members, but only published phone numbers of helplines, hotlines and NA service offices.

5. Security: To ensure that materials remain available in the event of server or personnel problems, the webpage coordinator will disclose to the PR Chairperson a hard copy of all pertinent access and password data. All correspondence received by the webpage coordinator will be treated as confidential and will not be disclosed to anyone outside of the GMANA. Every reply to all correspondence will contain a standard legal disclaimer such as: “This electronic message contains information which may be privileged or confidential. The information is intended to be for the use of the individual(s) or entity named above. If you are not the intended recipient be aware that any disclosure, copying, distribution or use of the contents of this information is prohibited. If you have received this electronic message in error, we apologize. Please reply to us by email immediately to inform us that an error has occurred and promptly delete this email message.”

6. Contents: The webpage will contain, but is not limited to the following:

- Meeting schedules for NA groups belonging to the Green Mountain Area of Narcotics Anonymous.
- An HTTP link to the NA World Services (<http://www.na.org/>)
- Links to web sites for NA areas and regions that are in close proximity to Vermont and New Hampshire that carry links to other groups, areas and regions of Narcotics Anonymous (see the Non-Affiliation guidelines).

- Upcoming area events, with their related flyers (see privacy guidelines), at the discretion of the PR Chair.
- Graphics that are only pertinent to the material related to the website.

7. Webpage Coordinator: The webpage coordinator is responsible for maintaining regular operations of the entire webpage.

Duties:

1. A monthly status report should be submitted to the PR Chair prior to each ASC meeting.
2. Regular updates of webpage to ensure
 - a. Meeting lists are current and accurate.
 - b. A separate “audit trail” written and/or typed log is maintained to record all changes to the meeting lists. The purpose of this is to be accountable to the GMANA Board of Directors for insurance purposes, if needed.
3. The Events link is up to date and accurate.
 - a. Events listed are approved by the GMANA Public Relations Subcommittee.
 - b. Events are listed in chronological order.
 - c. When available, event flyers are make available on the webpage for visitors to download.
 - i. All flyers should be posted in Adobe PDF or Microsoft Word format.
4. All webpage URL links are functioning properly, this includes:
 - a. Links to email submission pages
 - b. Links to other area/region/world webpages.
 - c. Links to downloadable flyers.
5. Upon any webpage update, the main page “Last Updated” date and time stamp gets changed accordingly.
6. The Webpage Coordinator assumes responsibility of the Email Coordinator in the event that position is not filled by a trusted servant.
7. Producing and keeping up to date technical documentation related to the “How to’s” of webpage maintenance. The PR Chair and secretary should also have hard copies of the documents on file.
8. Coordination of learning days or training other NA members interested in serving in any capacity to assist with webpage functions

8. Webpage Email Coordinator: The webpage receives solicited requests from individuals on a regular basis. The Webpage Email Coordinator must handle responses to such requests responsibly and effectively.

Duties:

1. A monthly status report should be submitted to both the Webpage Coordinator and the PR Chair prior to each ASC meeting.

2. A generic, non-personal email box should be used in handling all email. Email from the webpage will be forwarded to this mailbox.

- a. Use a free mailbox such as gmail or yahoo (preferably a site with the least amount of advertising attached to all messages sent).
- b. The username and password of this mailbox should be made known to the PR Chair.
- c. Refer to the section on security regarding the email “signature” which should be included in all emails. Never disclose the name, email address, or phone number of any NA member.

3. Check email daily and respond to all requests in a timely and professional manner (similar to how phone line responses are handled).

A. Purpose

The purpose of the PR subcommittee is to inform the public that N.A. exists. It 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.

B. Functions/Responsibilities

To act as the resource and coordinating body for group and area PR efforts.

To maintain close working relationships with other subcommittees within the area, thereby insuring that all requests for information are referred to and carried out by the appropriate committees in accordance with the Twelve Traditions.

To respond to all requests for information that originate from within the Green Mountain Area.

To establish and maintain a well informed and current phone line network.

To maintain close communications with other area, regional, and/or world PR committees, utilizing their resources and providing assistance when requested.

In order to accomplish the above, this subcommittee shall assign members to develop the following:

1. A listing of all meetings within the area.
2. A listing of all community agencies, organizations, and other groups for information packet mailings.
3. A contingency plan for handling all requests from within the area that may need to be referred to the region and/or world service body.
4. A listing of committees and contacts from surrounding areas.
5. A listing of phone line subcommittees and contacts within the region.
6. Regular inventory of supplies used for PR presentations.
7. To have available written and recorded PR materials for use by this subcommittee. These will be obtained through the world service body.
8. To have available a listing of all media agencies.
9. A presence on the Internet in the form of a web site.

C. Description of Area PR subcommittee

The subcommittee should consist of a chairperson, vice-chairperson, secretary, phone line coordinator, web page coordinator, ad-hoc subcommittee chairs or representatives as deemed necessary by the subcommittee and member of N.A. who have a desire and willingness to serve. All meetings of this

subcommittee are open to interested members of N.A. This subcommittee is a subcommittee of the Green Mountain Area Service Committee and as stated in our Ninth Tradition is “directly responsible to those they serve.”

D. Participants

To be considered a regular participant of this subcommittee, a member must attend 2 consecutive meetings, with voting privileges at the second meeting. A member shall be deemed non-voting upon absence at 2 consecutive meetings. All participants must maintain clean time throughout their term of office or participation. All Public Relations meeting are open to interested member of Narcotics Anonymous. Chairperson cannot vote except to break a tie.

E. Voting Procedures

All matters before this subcommittee shall be directed by a majority consensus of regular participants within the subcommittee. This subcommittee will operate by group conscience and that conscience will be carried at the area and regional levels. Policy/guideline changes are contingent upon Area approval. All subcommittee positions, with the exception of PR Chair will be nominated and elected by the PR subcommittee.

Terms of office shall coincide with Area Service Committee elections. No trusted servant may hold their position for more than two consecutive terms. No vice-chair or other alternate type of representative shall automatically assume the next higher position. Although these positions in this subcommittee may be filled by alternates during temporary absences. All positions in this subcommittee are filled by member who have been voted in by the subcommittee. The subcommittee chair shall be elected by the ASC. All officers of this subcommittee shall be elected from current regular participants of the PR subcommittee and must be present at the time of nomination and election. Any trusted servant may be removed from office by a 2/3 majority vote.

F. Requirements and Duties

All participants of this subcommittee shall have:

1. The ability to attend all PR subcommittee meetings.
2. Personal time and abilities to perform their duties.
3. Willingness and desire to serve.
4. Clean time and experience as stated herein.
5. Understanding and practical experience of the Twelve Steps and Twelve Traditions of N.A.

Chairperson (Term: 1 Year)

Requirements:

- a. One year clean time.
- b. Previous service experience.
- c. Ability to organize and give direction and incentive to the subcommittee.

Duties:

- a. Ensures that the subcommittee adheres to the GMASC guidelines
- b. Arranges times and agendas for meetings.
- c. Initiates all necessary correspondence, including communication between areas, region and world.
- d. Creates and maintains the yearly PR Budget.

- e. Keeps ASC/RSC informed of all ongoing PR activities.
- f. Reports to ASC/RSC any plans for major projects or expenditures.
- g. Ultimately responsible for files, records and overall functions of the subcommittee.
- h. Should attend the regional PR Subcommittee meetings on a regular basis.
- i. Helps coordinate phone line efforts.
- j. Assumes responsibility in the absence of the phone line coordinator.

Vice Chairperson (Term 2 years: 1 year as Vice Chair, 1 year as chair)

Requirements:

- a. Six months clean time.
- b. Prior service experience and regular subcommittee participation.
- c. Ability to assume responsibilities in chairperson's absence.

Duties:

- a. To work closely with the subcommittee and assist in all the duties of the subcommittee.
- b. Carry out responsibilities delegated by the chair and/or the subcommittee
- c. Conduct the subcommittee business in the absence of the chairperson.
- d. Should attend the regional PR Subcommittee meetings on a regular basis.

Secretary (Term: 1 year)

Requirements:

- a. Six month clean time.
- b. Prior service experience.
- c. Ability to develop written service material in a clear and concise manner.

Duties

- a. Records the minutes of each meeting.
- b. Distributes copies of these minutes to subcommittee members.
- c. Handles all correspondence as directed by the subcommittee chairperson.
- d. Maintains files and records of communications, including a list of activities and contacts to be passed on to subsequent subcommittee members.
- e. Makes photocopies of materials for distribution.

Phone Line Coordinator

Requirements

- a. One year clean time.
- b. Prior service experience with the phone line.
- c. Ability to maintain a current 12 step volunteer list
- d. Ability to maintain regular communications with the phone intake service.

Duties

- a. Work closely with and PR subcommittee informed of all phone line activities.
- b. Facilitate monthly meeting specifics to phone line.
- c. Maintain accurate records of all bills and expenses as provided by the GMASC treasurer.

Web Site Coordinator

Requirements

- a. One year clean time.
- b. Prior service experience.
- c. Abilities to operate and coordinate computer related materials.

Duties (see section: Guidelines for Online Material Maintained by the Green Mountain Area of Narcotics Anonymous Public Relations Subcommittee.

G. Special Task Forces

Certain members shall be assigned special tasks by this subcommittee to assure availability of materials needed to carry out our purpose and functions. These materials shall be uniform in style and message and may be obtained through contact with the regional or world PR subcommittee. Any new material developed in the Green Mountain Are PR subcommittee shall be reviewed by the subcommittee as whole before distribution.

These assignments may include but are not limited to the following:

1. Speaker pools.
2. Written press release/press kits.
3. Taped messages for radio and T.V.