

SOUTHERN CALIFORNIA REGIONAL PUBLIC RELATIONS COMMITTEE GUIDELINES 2020

NAME AND BOUNDARIES

- A. This service body shall be known as the Southern California Regional Public Relations Committee hereinafter called SCRPRC. This is a subcommittee of the Southern California Regional Service Conference of Narcotics Anonymous, hereinafter called SCRSC.
- B. The SCRPRC serves the Southern California Region in accordance with the boundaries as set forth by the SCRSC.

PURPOSE

- A. To give assistance and support to Area Public Information/Public Relations committees.
- B. To coordinate the Regional Public Service Announcements (PSA), and Service Works events.
- C. To review and give input on Public Information/Relations and Phonenumber generated materials from Narcotics Anonymous World Services (NAWS) and World Service Conference (WSC), as needed or deemed necessary, to the SCRSC.
- D. To provide public relations guidance, support and service efforts for the Regional Service Office (RSO) & SCRSC.

MEETINGS

- A. SCRPRC shall hold monthly meetings on the first Saturday of each month at the RSO unless it falls on a holiday or is changed as in subsection #2. In such an event the SCRPRC will meet on the following Saturday of that month.
 - 1. Special meetings may be called by a majority of the active voting area representatives or by the Chair or Vice Chair upon being advised of a matter of special urgency. A minimum one-week notice of such meetings must be given to all participants including a post to the google group by the Chair or Vice Chair.
 - 2. The SCRPRC shall coordinate, attend and support the Southern California Regional Service Works events. These events will be held in January, May, and September, in lieu of the regular SCRPRC meeting. Each of these events will be held in a different Area in an effort to encourage local participation and create an experience-sharing forum. If no Area has bid to host the Service Works event, it will be held at the Regional Service Office and hosted by the SCRPRC.
- B. Any SCRPRC meeting shall begin at 12:00 pm and remain in session until the end of business at 1:45 pm or a motion to adjourn is approved.

PARTICIPANTS

- A. The SCRPRC shall be composed of:
 - 1. Duly elected Trusted Servants:
 - a. Chairperson
 - b. Vice Chairperson
 - c. Secretary
 - d. Alternate Secretary
 - e. PSA Coordinator
 - f. PSA Assistant-Coordinator
 - g. Community Relations Coordinator
 - h. Area Relations Coordinator

- B. SCRPRC members are Area Public Information/Public Relations Committees as represented by their Chair, Vice Chair or approved representative and interested individual NA members.
- C. All SCRPRC meetings shall be open to any member of NA as non-participant observers, but shall be closed to the general public. At the discretion of the Chairperson, non-NA guests may make presentations or participate, as deemed appropriate or necessary.
- D. An open forum will be included at the regularly scheduled monthly meetings, and can include members at large at the Chairperson's discretion.
- E. All Participants shall attend, in person or by phone, Regional Public Relations Committee meetings until the close of business.
- F. Attendance, in person or by phone at 2 consecutive meetings is necessary to be recognized as a voting participant. Voting recognition will cease upon absence of 2 consecutive meetings and can be reinstated by attending 2 consecutive meetings. Each Area shall carry only one (1) vote.
- G. This committee encourages each area to send a person to physically represent their area at Service Works (3 times a year).
- H. Absence at two consecutive monthly committee meetings by any elected officer may be cause enough for removal. All SCRPRC trusted servants shall abide by all the guidelines as set forth herein and the guidelines of the SCRSC.

QUALIFICATIONS AND DUTIES OF OFFICERS:

Chairperson

Qualifications

1. Five years continuous clean time.
2. Two years experience in the SCRPRC.
3. Two years experience in Public Information/Public Relations.
4. Familiarity with the Public Relations Handbook and working knowledge of the 12 steps, 12 traditions, and 12 concepts.

Duties

1. Arranges agenda and presides over all meetings maintaining order and calling for two pros and two cons as discussed under section VI part 1 of the SCRSC guidelines.
2. Initiates any necessary correspondence.
3. Manages and distributes phone conference call in number and code access.
4. Maintains a good working relationship with all other officers of the SCRPRC committee and the Region.
5. Votes only in case of a tie vote.
6. Represents the SCRPRC at the SCRSC meetings, SCRSC subcommittees (as necessary), and at the Service Works events.
7. Will be available to attend Area Service Committee and Public Information/Public Relations Committee meetings and workshops, as needed.
8. Approves the use of the Public Information Booth and other SCRPRC resources by other Regional and Area committees in cooperation with the SCRSC Special Worker. (Any area can check out regional PI booth, but is responsible for their own literature)
9. Attends the Western Service Learning Days (WSLD) or sends Vice Chair.

Vice Chairperson

Qualifications

1. Four years continuous clean time.
2. One year experience in the SCRPRC.
3. One year experience in Public Information/Public Relations.
4. Familiarity with the Public Relations Handbook and working knowledge of the 12 steps, and 12 traditions, 12 concepts.

Duties

1. Performs the Chair's duties in the absence of the Chair.
2. Stays informed of all SCRPRC activities and is available for any committee problem.
3. Maintains an index of actions and motions made at each SCRPRC meeting.
4. Check the SCRPRC email on a weekly basis and replies/forwards all inquiries in a timely manner.
5. Facilitate the SCRPRC Guideline review starting every April, during odd numbered years.
6. Attends all SCRSC Meetings and SCRPRC meetings, and Service Works events.
7. Willingness to succeed chair.

Secretary

Qualifications

1. Two years continuous clean time.
2. One year experience in the SCRPRC committee.
3. Familiarity with the Public Relations Handbook and working knowledge of the 12 steps and 12 traditions.

Duties

1. Takes accurate minutes of each SCRPRC meeting, regular or special, and Service Works events.
2. Maintains Attendance Roster.
3. Works with the Area Relations Coordinator (ARC) on correspondence including notification to any Area Service Committee (ASC) regarding absence of representation at two consecutive SCRPRC meetings.
4. Maintain archives of all SCRPRC meeting minutes and correspondence.
5. Maintains a calendar of PR projects and events throughout the year.

Alternate Secretary

Qualifications

1. One year continuous clean time.
2. One year experience in the SCRPRC.
3. Familiarity with the Public Relations Handbook and working knowledge of the 12 steps and 12 traditions.

Duties

1. Performs the Secretary's duties in the absences of the Secretary.
2. Helps Secretary to maintain archives of all SCRPRC meeting minutes and correspondence.
3. Willingness to succeed the secretary.

PSA Coordinator

Qualifications

1. Three years continuous clean time.
2. Two years experience in the SCRPRC.
3. Experience with Public Service Announcements.
4. Familiarity with the Public Relations Handbook and working knowledge of the 12 steps and 12 traditions.

Duties

1. Develop, distribute, and administer all public service announcements (PSAs) approved by the SCRPRC and SCRSC. The types of PSAs include television, radio, billboard, bus bench, all other print mediums and the Internet.
2. Attend and report monthly to the SCRPRC. The report should include the progress made, the development and distribution of all PSAs, and contacts made with the public.
3. Participate in public forums that help with the development or distribution of these PSAs.
4. Work with the SCRPRC, SCRPLC, and the Website Committee in the development and distribution of all Regional PSAs. To achieve the maximum benefit from the PSAs, these efforts should be coordinated with these committees and others.
5. Be available as a resource to other Regional and Area service committees for advice on developing and distributing PSAs.

PSA Assistant Coordinator

Qualifications

1. Three years continuous clean time.
2. One year experience in the SCRPRC.
3. Experience with Public Service Announcements.
4. Familiarity with the Public Relations Handbook and working knowledge of the 12 steps and 12 traditions.

Duties

1. Assist the PSA Coordinator in the development, distribution, and administration of all PSAs approved by the SCRPRC and SCRSC. The types of PSAs include television, radio, billboard, bus bench, all other print mediums and the Internet.
2. Performs the PSA Coordinator's duties in the absence of the PSA Coordinator.
3. Will assist the PSA Coordinator in all other itemized duties.

4. Willing to succeed the PSA Coordinator.

Community Relations Coordinator

Qualifications

1. Three years continuous clean time.
2. One year experience in the SCRPRC.
3. Two years experience in Public Information/Public Relations.
4. Familiarity of the Public Relations Handbook and working knowledge of the 12 steps and 12 traditions.

Duties

1. Identifies opportunities of external SCRPRC activities – Booth Sitzings, presentations, etc.
2. Creates and maintains a community relations contact list for the SCRPRC.
3. Identifies and maintains relationships with contacts:
 - a. Follow-up
 - b. Collect feedback
 - c. Assessment of future needs
4. Provide monthly report to SCRPRC on the status of all completed and ongoing public relations plans.
5. Helps secretary maintain PR events calendar.

Area Relations Coordinator

Qualifications

1. Three years continuous clean time.
2. One year experience in the SCRPRC.
3. Two years experience in Public Information/Public Relations.
4. Familiarity of the Public Relations Handbook and working knowledge of the 12 steps and 12 traditions.

Duties

1. Works directly with the Areas to provide Public Information/Public Relations assistance and encouragement.
2. Work with the SCRPRC Secretary to identify Areas that are not regularly present at the SCRPRC and reaches out to the identified Areas.
3. Provide monthly report to the SCRPRC of the efforts to encourage Areas to participate in SCRPRC and/or the status of their completed and ongoing Public Relations plans.

MOTION AND VOTING PROCEDURES

- A. All eligible voting members carry one vote with the exception of the Chair who can only vote in the event of a tie.

- B. A quorum at each SCRPRC meeting shall be established only if more than 50% of the voting participants are present at the meeting.
- C. A quorum is necessary to carry out business. Once a quorum is achieved at each SCRPRC, the quorum shall stand for the remainder of the meeting. At the second consecutive SCRPRC meeting where the quorum is not met, this guideline will be waived.
- D. Unless otherwise stated in these guidelines, all matters before the SCRPRC shall be decided by a majority vote. A majority vote is more than 50% of the voting participants present.
- E. A two-thirds vote of voting participants present shall be required for the removal of any officer.
- F. A two-thirds vote of voting participants present shall be required to decide all regional money matters.
- G. There may be two pros and two cons heard on each motion made. Each motion must be seconded before a vote is taken. Discussion may be extended by a majority vote of the voting participants present.
- H. All SCRPRC voting participants can make or second motions except the SCRPRC Chair.

ELECTIONS

- A. Nominations and elections for all Trusted Servants will be held in March of each year. The Chair and Vice Chair will assume their duties on an interim basis, pending affirmation by the SCRSC at the next regularly scheduled SCRSC meeting.
- B. Nominees for Chair, Vice Chair and Secretary must be present in person at the time of their nomination for elections to their positions on SCRPRC. All other nominees must be present in person or by phone.
- C. In the event of a vacated position, special elections may be held to fill in the position temporarily until the next regularly scheduled election.
- D. The election of a duly elected Trusted Servant requires a simple majority of voting participants present. In the event that a majority vote is not achieved (such as when there may be more than 2 candidates for one position). A runoff election will be conducted until a clear majority can be achieved.

GUIDELINES

These guidelines may be waived or amended at any time by a two-thirds (2/3) vote of the voting participants present and with the approval of the SCRSC.