



**PUBLIC  
INFORMATION  
KIT**



THE TWELVE TRADITIONS OF NARCOTICS ANONYMOUS

1. Our common welfare should come first; personal recovery depends on N.A. unity.
2. For our Group purpose there is but one ultimate authority - a loving God as He may express Himself in our group conscience, our leaders are but trusted servants, they do not govern.
3. The only requirement for membership is a desire to stop using.
4. Each Group should be autonomous, except in matters affecting other Groups, or N.A., as a whole.
5. Each Group has but one primary purpose - to carry the message to the addict who still suffers.
6. An N.A. Group ought never endorese, finance, or lend the N.A. name to any related facility or outside enterprise, lest problems of money, property or prestige divert us from our primary purpose.
7. Every N.A. Group ought to be fully self-supporting, declining outside contributions.
8. Narcotics Anonymous should remain forever non-professional, but our Service Centers may employ special workers.
9. N.A., as such, ought never be organized; but we may create service boards or committees directly responsible to those they serve.
10. N.A. has no opinion on outside issues; hence the N.A. name ought never be drawn into public controversy.
11. Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films.
12. Anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities.



MY GRATITUDE SPEAKS ....

WHEN I CARE

AND WHEN I SHARE

WITH OTHERS

THE N.A. WAY.



# INFORMATION

## KIT

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# INTRODUCTION

## PUBLIC SERVICE

N. A.

CONFERENCE APPROVED

1979



CARENA PUBLISHING

BOX 622

SUN VALLEY, CA. 91352

# INTRODUCTION

March 1979

Fellow N.A. Members,

The Public Information Committee was formed at the 1978 World Service Conference. Among other proposals, this committee agreed to put together a Public Information Kit that would give new and existing groups the information and suggestions necessary for beginning and maintaining a 12th Step phone service, and for getting the word out to the local community about these services. This is the first publication of the P.I. Kit.

Due to the complicated nature of this subject, this Kit was written in outline form. Lengthy arguments and suggestions on this matter would fill volumes. It was decided that the basic need of the fellowship at this time was a concise compilation of basic information. Discussions of the finer points of P.I. work can perhaps best be handled over longer periods of time by future P.I. Committees.

The basic guidelines for phone services and Public Information have already been stated:

"Each group has but one primary purpose - to carry the message to the addict who still suffers."

"Narcotics Anonymous has no opinion on outside issues; hence the N.A. name ought never be drawn into public controversy."

"Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and films."

"Each group should be autonomous except in matters affecting other groups or N.A. as a whole."

In this spirit, we suggest that any group attempting the work outlined herein stay in close contact with their Area Service Committee, so that they may follow the group conscience of the local fellowship. In fact, many local groups have formed A.S.C.'s specifically to support their phone services. In this matter, the Service Manual of Narcotics Anonymous should be referred to.



# PUBLIC SERVICE

Our primary purpose is to stay clean and sober, and to carry the message to the addict who still suffers. By far the best way to make ourselves available to those who need help is to provide a "help-line" phone service, where someone can call and talk anonymously to a recovering addict. To do this a common phone number has to be set up and listed as Narcotics Anonymous; a number that can be easily supported by the local fellowship.

There are two basic ways to do this: through an Answering Service that will forward incoming calls to the N.A. phone line volunteer's home phone; or by setting up a Central or Area Office, where members work shifts answering the office phone. In both instances, the suffering addict can call without fear of arrest, hear a little about N.A., and perhaps make arrangements to have someone see them and take them to a meeting. The phone service becomes the initial step in 12th Step work for the area.

There are pro's and con's about both ways, and the best way for a particular group should be discussed and decided on by members of the local fellowship who are familiar with the problems and needs of the area.

The next part of this section will be an outline of the pro's and con's of the Answering Service type of phone line, followed by a similar outline dealing with the Office set up. Following these outlines will be a Set Up Sheet for both types of services, to be used when beginning the actual organization of the chosen system.

Out of necessity, these outlines are very brief. What is offered here is a basic look at some of the bigger problems and advantages of each system, for the anxious beginner.

Answering Service



I. PRO'S

- A. VOLUNTEER PHONE LINE WORKERS can stay at home, or anywhere there is a phone, and not be separated from those particular comforts, their mates, family, etc.
- B. A 24-HOUR SERVICE IS PROVIDED. The phone worker is at home sleeping during the late hours. No matter what time an addict calls for help, someone will be there to answer the call.
- C. LOW COST. An answering service costs between \$30.00 and \$50.00 a month, depending on the area. Initial rate will be higher due to phone installation charges.

II. CON'S

- A. DEPENDENCY ON ANSWERING SERVICE
  - 1. Answering Service wants to make a profit, and may not worry about how well they do their job.
  - 2. Answering Service is not obligated to clean up our mistakes, and may not track down a missing volunteer, call another worker, etc.
- B. VOLUNTEERS ARE ON THEIR OWN
  - 1. Members may forget what they promised to do. A Phone Line Chairman should be elected to take uncovered shifts, renew schedule and generally check up on workers and the problems they have.
  - 2. Monthly meetings should be held by the phone line workers to air their problems, discuss changes, and agree on operating procedure. This could occur at the Area Service Committee's meeting.\*
  - 3. No central communication. Workers must be contacted one by one, and told of any changes that occur between meetings.
- C. ONE PHONE SYSTEM. Each time the phone line worker's phone is taken off the hook, no call can come through. If he makes personal calls, he is "locking out" the

\*See "Service Manual Of Narcotics Anonymous"

ANSWERING SERVICE (CONTINUED)

- suffering addict. If a 12th Step call is taking a long time, someone may be waiting, unable to be put through.
- D. ORGANIZATION OF LARGE AMOUNT OF VOLUNTEERS.
  - 1. At least twenty people will have to remember to do what they said they would do, and then do it.
  - 2. Alternate volunteers will have to be available, in case of shift-coverage problems, further increasing the number of people involved.
  - 3. Answering Service schedule will have to be double checked constantly for misinformation.
  - 4. Each worker and alternate worker will have to have their own 12th Step list, worksheet, etc, increasing the cost of supplies.

HOW IT FUNCTIONS:

Each worker works a 12-hour shift. (6 hour shifts are not recommended, due to the amount of people involved.) The worker calls the Answering Service at the beginning of their shift, giving them their name and number and telling them when their shift will end.

When the Answering Service receives a call, they will say "Narcotics Anonymous." If the person wishes to talk to someone, they will ask him to hold on, and will ring the worker's phone. When the worker is on the line, they will patch him into the line that the caller is on. This is called "cross-connecting." (Each "cross-connect" is charged to the monthly bill.)

If the caller has a question only, the worker answers it as briefly as possible. (The Answering Service and the phone company will each charge for message units, for the use of their respective equipment.) If the caller needs to be 12th Stepped, the

## ANSWERING SERVICE (CONTINUED)

worker gets his name and number, and tells him that someone will call. He then hangs up, and calls the people on the 12th Step list who have agreed to accept 12th Step calls. When a person is found, the information is exchanged, and the phone line worker waits for the next call.

Due to the one phone system, every conversation must be brief. A long, drawn out conversation with an addict who is too scared to give his name or number will prevent anyone else from getting through. Any personal calls made or received by the worker must be kept as short as possible, as well.

### RECOMMENDATION:

This type of phone service is strongly recommended for fellowships that are spread out over a wide area, where travel to a Central Office is difficult; and is recommended to all groups with monthly phone service budgets under \$150.00.

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## Central or Area Office

### I. PRO'S

#### A. CENTRAL LOCATION.

1. There need only be one 12th Step file, which can be updated and changed immediately.
2. Other information is available to all workers immediately, such as new meetings, conventions, etc.
3. Records of the Area Service Committee, Phone Line Committee, etc. can be stored in the office, and are thereby easily available to all.

## CENTRAL OR AREA OFFICE (CONTINUED)

4. Literature can be stored, and a central sales location is provided.

5. Office can be used for committee meetings.

B. A TWO-PHONE SYSTEM CAN BE PROVIDED. One "hot line" to receive calls for help, and a second office phone to call out on.

### II. CON'S

A. A 24-HOUR SERVICE IS ONLY POSSIBLE WITH EXTRA COST.

Most existing services have a tape recorder answering machine to take late night messages.

1. With extra money, an Answering Service can be used to "cross-connect" late night calls to the home of a volunteer. (See "Answering Service")

2. Some phone companies provide a "Call forwarding" service similar to the service that an Answering Service provides. Check with local Phone Company.

B. HIGH COST

1. The initial cost includes office rent deposits, phone installation, supplies, etc. Areas vary greatly, but most fellowships report an initial cost exceeding \$400.00. Check local costs.

2. Monthly costs may be estimated at a little more than half of the initial costs.

C. DISTANCE TO AND FROM THE OFFICE MAY BE RESTRICTIVE.

### HOW IT FUNCTIONS:

The office workers cover shorter shifts than the Answering Service workers, due to the discomfort of the office setting. Shifts of no longer than four hours are recommended.

The worker arrives and checks the tape machine or answering service for messages, and follows up on these. The same procedure

## CENTRAL OR AREA OFFICE (CONTINUED)

is used in the office as with the Answering Service for 12th Step calls, except that the office phone is used to make outgoing calls, and the "hot line" is kept open. This allows for longer and less pressured conversations, but it should be remembered that message units are costing money. Personal phone calls are discouraged.

At the end of the shift, the worker gives any needed information to the next shift, or answering service. The worker is responsible for making sure the next shift is covered. If someone doesn't show up, it is his responsibility to call the appropriate persons to solve the problem. If calls are to be forwarded to someone's home, it is his responsibility to make sure that person is home, and that the calls are being forwarded.

With each worker working in a central location, problems are discovered immediately, and can be solved; where with an Answering Service type set-up they may go unnoticed for the entire shift.

### RECOMMENDATION:

This type of phone service is recommended for a large and active, city-based fellowship where distances are not too great, and finances are available; and is recommended for a thinly spread, rural or statewide fellowship where an Answering Service is impossible, but where enough funds are available to support an office in a central city that can serve as a Regional base for the whole state.

## Answering Service Set Up Sheet

- I. CONSIDER MAXIMUM COSTS
  - A. There will be two monthly bills: the Answering Service bill and the Phone Company bill. Try to get an estimate of these two bills. Get the initial costs, they may be considerably more than the monthly costs. Supplies are initial costs. (12th Step lines, write up sheets, etc.)
- II. ASK FOR SUPPORT
  - A. Get commitments from phone line volunteers, to see if there will be enough workers. Make a meeting announcement.
  - B. Those who can't work phone line can be listed on the 12th Step list. Everyone is needed.
  - C. Have a special meeting with the phone service as the topic.
- III. GET THE MONEY
  - A. Ask for contributions from meetings, or have a special phone line function (dance, picnic, dinner, etc.)
- IV. PUT TOGETHER PHONE LINE KITS - to include:
  - A. List of 12th Step volunteers from all the areas you will be serving. Make a men's and women's list. List name, phone number, and area of residence.
  - B. Write up sheet, with spaces for name of caller, location, phone number of caller, have they ever been to N.A.?, and who call was referred to. (You might want to ask where they heard of N.A., for future reference.)
- V. DO IT!
  - A. Work with the Answering Service and the local Phone Co. in establishing the N.A. phone.
  - B. Give list or schedule of the phone line workers to the Answering Service.

ANSWERING SERVICE SET UP SHEET (CONTINUED)

VI. FOLLOW UP

- A. Have a phone line meeting at the end of the week, and every month thereafter.
  - B. Update the 12<sup>th</sup> Step list every month, and make the changes known at the monthly meetings. Let it be known at all the local meetings that the Phone Line Chairman will take all new or changed numbers to the monthly meeting.
  - C. Let the Answering Service know of any shift changes that occur. Give them a newly printed schedule every month or two. Do not depend on the Answering Service to list any changes in our personnel, it is not their job.
  - D. Let the fellowship know how its going. Make a short announcement once a month, at the local meetings.
- 

## Office Set Up Sheet

I. CONSIDER MAXIMUM COSTS

- A. There will be several monthly bills, depending on the set-up:
  1. Office Rent
  2. Phone Bills
  3. Utilities
  4. Answering Service (if any)
- B. There will be initial costs for all of the above that may be more than the monthly rate (security deposit on office, phone installation, utility hook-up, etc.). There may also be other initial costs:
  1. Phone Answering Machine
  2. Supplies (coffee urn, bathroom supplies, refreshment, etc.)
  3. Stationary (12<sup>th</sup> Step file, bulletin board, etc.)
  4. Furniture (if not provided)
- C. Estimate the maximum cost. Try to start out with the initial cost, plus two months cash reserve.

II. ASK FOR SUPPORT

- A. Get commitments for office volunteers, to see if there will be enough workers. Make a meeting announcement.
- B. Have a special meeting with the Office as the topic.

III. GET THE MONEY

- A. A large function (dance, picnic, dinner, etc.) is almost mandatory to raise this large amount of money. You will probably have to have several functions a year, since meeting donations alone cannot be expected to foot the whole bill. The first such function will give you an idea as to what kind of support will be coming your way from the fellowship.



OFFICE SET UP SHEET cont'd

IV. MAKE A 12TH STEP REFERRAL FILE

- A. Assemble a card file of 12th Step volunteers from all the areas you will be serving. File them according to area of residence. Separate the men from the women, so that the proper person can return the call for help. List name, address, phone number.
- B. Make a booklet of write-up sheets for 12th Step calls, with spaces for name of caller, location, phone number of caller, have they ever been to N.A.? and who the call was referred to. (You might want to ask where they heard of N.A. for future referencé.)

V. DO IT!

- A. Rent the office, install the phones, stock supplies, etc.
- B. Check every shift for the first week.

VI. FOLLOW UP

- A. Have a meeting at the end of the first week, and every month thereafter, in the office.
- B. Elect an Office Manager, and an assistant Manager, to run the office, and to call in emergencies, and a Treasurer.



## PUBLIC INFORMATION

Now that we have a service to offer to our community, what are we going to do about it? We can't help the suffering addicts if they don't know we are here to help. This section will explain some of the better ways to get the message out, that we are available, to the community in general and the addict in particular.

There are two basic ways to do this: through Individual Contact by means of posted bulletins and letter mailings; and through Media Contact utilizing Television, Radio, Newspapers and Magazines.

This section will be divided into short explanations of various Public Contact methods, including a discussion of whatever problems there might be, and recommendations for meeting specific needs. Following these paragraphs there will be outlines showing how these methods can begin and be maintained.

There will also be several examples of letters and announcements included to give a better idea of what is being discussed.

## Individual Contact

INDIVIDUAL CONTACT refers to the means by which we get our message across to the person who needs it directly. To put it simply, we put the message where it can be seen by the person who is interested. This can be done by posting a short message on a bulletin board, or by sending a letter of explanation to a specific person who is in some way dealing with addicts who need help.

This is especially effective in areas where there is not a large fellowship, where a meeting list of a page or less can be posted on a board. But it is just as good for a large area to post a short message; the larger the city, the more bulletin boards there are, and the better the chances of reaching the addict.

The MAILING OF LETTERS is recommended for all areas as well, but is specifically recommended for widespread rural areas or small towns. Where in a large city it would be impossible to contact every doctor in the area, a small town or farm area would have no trouble doing this. In this sense the smaller areas are the luckiest, for they will not miss anyone; doctor, lawyer, counselor, or clergyman. The large cities are forced to send such letters to the central organizations of such professionals, where they may or may not distribute the information.

The OBJECT OF POSTING BULLETINS is to get them up in every possible place that an addict might be looking. This obviously requires some manpower, but if every member is given the supplies, a few months effort may find them with

no more ground to cover.

The COST OF MAILINGS is determined by the amount of professionals or organizations in a given area. If the number of individuals is prohibitive, then the group might concentrate on those whose work brings them into direct contact with addicts, such as psychiatrists, criminal lawyers, parole officers, etc. Large professional organizations should be contacted, but not at the expense of these individuals.

- I. BULLETINS (See Example #1, page 22 )
  - A. These bulletins should be posted at all public institutions, where the type of people that would see them is the most varied, such as:
    1. Hospital Emergency Rooms
    2. Health Clinics
    3. Police Stations
    4. Welfare Offices
    5. Courthouses
    6. Colleges
  - B. The bulletins may also be posted on private bulletin boards, if the owners of the business that provide these do not complain. This is especially effective in small towns where merchants are willing to display meeting lists, and short literature.
    1. Store Fronts
    2. Civic Auditoriums
    3. Church Activity Boards
    4. Laundromats
    5. Phone Booths

II. LETTERS (See Example #2, page 23 )

A. Letters of the type in the example may be sent to:

1. Individuals
  - a. Doctors
  - b. Lawyers
  - c. Clergymen
  - d. Counselors (psychiatric, educations)
  - e. Public Defenders
  - f. District Attorneys
  - g. Judges
2. Professional Organizations
  - a. Medical associations
  - b. Legal clinics
  - c. Law Enforcement agencies
  - d. Medical clinics
  - e. Civic groups
  - f. Church groups
  - g. Mental Health agencies
  - h. Insurance agents
  - i. Probation Offices, Parole Departments and offices
3. Referral Services
  - a. All "Help-lines"
  - b. Psychiatric crisis clinics
  - c. Other anonymous programs (phone services)



## *MEDIA CONTACT*

In spite of what is said against technology, it has provided us with instant communication of a very clear nature with our fellow humans. Along with this availability has come a certain dependence, in that if the resources of our media are not used, our message is likely to go unnoticed. In a world that turns to its TV and radio daily, it seems foolish, if not self-destructive, to bypass the media for older, more traditional methods.

There are four basic types of media contact methods suitable to our needs: TELEVISION public service announcements, RADIO public service announcements, NEWSPAPER public service advertisements and PAID ADVERTISEMENTS.

PUBLIC SERVICE ANNOUNCEMENTS (PSA's) are the donated air time or printed word space that are offered by the various media in the community. These media are required by law to provide this service, as a sort of payment for the privilege of broadcasting or distributing literature in the public domain. These media are not forced to accept any one particular type of announcement, and they are generally overloaded with requests for the service, so it is not uncommon for some stations to ignore our requests. Also, being a free service, it comes at the bottom of the totem pole. Radio and TV PSA's are generally run late at night, when paying sponsors are scarce and the stations have a lot of "dead air". Newspapers that are well fixed with paying advertisers may not provide free space at all, covering their community obligations with "Community Interest" news items. Therefore, depending on the experience

MEDIA CONTACT cont'd

of the group as it attempts to utilize the media, it may serve the group well to pay for an advertisement as a sort of buffer against the whims of these businesses.

The bulk of the work in PSA's is the contacting, which is done generally by mail as the Public Service Directors of these businesses are usually given the job as a spare time addition to their usual jobs. Personal contact is valuable, but a long interview or phone conversation asking for a free advertisement, with a person who barely has time for their work, may turn their sympathies the other way.

I. TELEVISION

- A. Stations require a pre-recorded Video Cassette, which must be provided by the person wishing to make the PSA announcement. Cost of the cassette, as well as the cost of recording, is very prohibitive to most groups.
- B. If funds are available, ask the station if they would like a 10, 20 or 30-second spot, and record a message similar to those suggested for the Radio PSA's (Examples #3, 4, 5). The visual image should include the phone line number and the words "Narcotics Anonymous," the N.A. symbol, etc.
- C. All contact will be personal in this case, between a member of the N.A. fellowship, and the TV Station PSA Director.

MEDIA CONTACT cont'd

II. RADIO

- A. Authorization is necessary in most states before a PSA can be broadcast; to prevent free advertising. Some proof of the organization's non-profit status may be required. Contact:
  1. World Service Office Inc. of Narcotics Anonymous
  2. Federal Communications Commission (local office)
  3. Chamber of Commerce
- B. PSA Copy must be made up. (Examples #3, 4, 5) These should be submitted to the local N.A. fellowship for approval, with special emphasis on Tradition violations. This copy will have to be submitted to the Authorizing organization mentioned in "A."
- C. Contact the local stations with the approved copy, including an explanatory cover letter. (Example #6)
  1. All stations that service the community should be approached, except in the case of a very powerful station that broadcasts into another area where an N.A. group has a different phone service. In this case that group should be asked to cooperate in an effort to get both phone numbers broadcast on one special PSA, designed for that station.
- D. Follow up every three months with a letter (Example #7) including fresh copies of the PSA's, as most stations clean up their PSA files after a short time.

MEDIA CONTACT cont'd

- III. NEWSPAPERS should be sent a cover letter similar to the one sent to radio stations, but including a very short announcement, one that might appeal to the newspaper because it takes up so little space. (Example #8)
- A. Contact every newspaper that is read in the local area, including "throw away" publications, and private newsletters.
1. In the case of a state-wide paper, include the name of the LOCALITY in which you have your phone service.
- IV. PAID ADVERTISEMENTS are limited to the funds available:
- A. A 10-second radio spot in Los Angeles costs about \$4,000.00 for a month's daily broadcasting. (Check local costs)
- B. Contact other N.A. groups for financial support of city-wide or state-wide broadcasts or publications. These could include all N.A. phones in the State.



EXAMPLE 1

DRUG PROBLEM?  
CALL  
NARCOTICS ANONYMOUS  
000 - 0000  
(local ph.number)

(ON A 3" X 5" CARD)

EXAMPLE 2

Dear Friend:

The purpose of this informational packet is to acquaint you with Narcotics Anonymous. N.A. is a fellowship of recovering drug addicts who meet regularly to help each other stay clean and drug-free. We charge no dues or fees for our services; we are self-supporting through our own contributions.

Enclosed you will find pamphlets that further explain the N.A. program, as well as a directory listing all of the N.A. meetings in the \_\_\_\_\_ area. We also operate a 24-hour "help-line", manned by clean addicts, to aid those who want to stop using. The telephone number for the \_\_\_\_\_ areas is 000-0000. It is in operation seven days a week.

We sincerely hope you will consider us when referring drug addicts who want to get free of the habit.

For further information regarding Narcotics Anonymous, please contact our World Service Office:

P.O. Box 622

Sun Valley, CA 91352

Yours Truly,

(This mailing included four I.P.'s: The Group, Who, What, How and Why, We Made A Decision, and the Spanish one; as well as a meeting list.)

EXAMPLE 3

ORGANIZATION:

Narcotics Anonymous  
(\_\_\_\_\_Area Service Comm.)  
0000 Every Street  
Anytown, USA 69696  
000-0000

CONTACT:

William Welsh  
Public Service Dir.  
000-0000

READING TIME - 10 SECONDS

Narcotics Anonymous can show drug users how to get free of the habit. They've been there, and they've recovered. You can too. Call 000=0000

(Name of Organ.) File #

0000000000000000

**EXAMPLE 4**

ORGANIZATION:

Narcotics Anonymous  
(\_\_\_\_\_ Area Service Comm.)  
0000 Every Street  
Anytown, USA 96969  
000-0000

CONTACT:

Joe Hill  
Public Service Dir.  
000-0000

READING TIME - 20 SECONDS

Today's drug addict has a way out. Narcotics Anonymous members have all been there, but today they're leading healthy and productive lives. For the first time, there's a way that's been proving itself in the lives of many addicts. You can recover. To find out how call Narcotics Anonymous at 000-0000. That's 000-0000.

(Name of Organ.) File #  
0000000000000000

**EXAMPLE 5**

ORGANIZATION:

Narcotics Anonymous  
346 Nirvan Road  
Bombay, India 400016  
000-0000

CONTACT:

Joseph Barnes  
Public Service Dir.  
000-0000

READING TIME - 30 SECONDS

Today's drug addict has a way out. Narcotics Anonymous can show drug users how to get free of the habit. They've been there, but today they're leading healthy and productive lives. For the first time, there's a way that's been proving itself. You can recover. To find out how, call Narcotics Anonymous at 000-0000. They're not the law, they're not doctors or psychiatrists. They're former addicts who found a way out, and they'd like to show how you can too. Narcotics Anonymous 000-0000.

(Name of Organ.) File #  
0000000000000000

**EXAMPLE 8**

ATTN:  
PUBLIC SERVICE DIRECTOR

Dear Sir:

The \_\_\_\_\_ Committee of Narcotics Anonymous is now operating a 24-hour telephone "help-line" to aid the drug addict who wants to stop using drugs.

The phone line serves the areas of \_\_\_\_\_. Though we service this area specifically, our phone personnel are able to route outside calls to the proper numbers. Hence, we are contacting some stations whose broadcasts exceed our area.

Narcotics Anonymous is a fellowship of recovered addicts who meet regularly to help each other stay clean and free from drugs. We offer a means of recovery to others who wish to stop using. We charge no dues or fees. We are not affiliated with any hospitals, drug recovery houses or any other agencies, but for emergencies our workers do have referral numbers.

We are trying to let the public know of these services, and would greatly appreciate your using the enclosed Public Service Announcements during your broadcast. You will find attached the :10, :20, and :30-second copy that we have registered with the \_\_\_\_\_ Broadcasters Association.

We are aware that most stations discard their PSA's after a certain time, to accommodate the influx of new material. Since our service is a continuous one, we will be sending you fresh copy on a quarterly basis with which you may update your files.

We are sincerely grateful for any consideration you may give us.

Yours truly,

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**EXAMPLE**

ATTENTION PUBLIC SERVICE DIRECTOR:

Enclosed are copies of our PSA's concerning our 24-hour help-line for drug addicts who want to stop using drugs. We are making quarterly mailings in order that stations may update their files.

We are very grateful for any and all help you may have given us. Since we are not a profit-making organization, we are thoroughly dependent on these PSA's. Any continued aid will be thankfully accepted.

Yours truly

(Include the 10, 20 and 30-Second PSA copy.)

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## NOTES

### EXAMPLE 8

ATTN: EDITOR OR PUBLIC SERVICE DIRECTOR

Dear Sir:

Narcotics Anonymous is a fellowship or society of men and women for whom drugs had become a major problem. We are recovered addicts who meet regularly to help each other stay clean. Ours is a program of complete abstinence from all drugs. We are not affiliated with any other organization, and we charge no dues or fees for our services.

Our committee, which serves the areas in which you distribute your publication, is operating a 24-hour telephone "help-line" in order that addicts needing help can reach us. We are trying to let the public know of our services, and would appreciate any help you might give us in the way of continuing announcements in your publication. Since we are not a profit making organization, we are hoping that this announcement can be printed on a public service basis.

The announcement should read as follows:

DRUG PROBLEM?

Call Narcotics Anonymous

000-0000

24-Hours

If your time permits, we would appreciate a note regarding your decision, for our records. Thank you for your consideration.

Sincerely,

NOTES

THE TWELVE STEPS OF NARCOTICS ANONYMOUS

1. We admitted that we were powerless over our addiction, that our lives had become unmanageable.
2. We came to believe that a power greater than ourselves could restore us to sanity.
3. We made a decision to turn our will and our lives over to the care of God *as we understood Him*.
4. We made a searching and fearless moral inventory of ourselves.
5. We admitted to God, to ourselves, and to another human being the exact nature of our wrongs.
6. We were entirely ready to have God remove all these defects of character.
7. We humbly asked Him to remove our shortcomings.
8. We made a list of all persons we had harmed, and became willing to make amends to them all.
9. We made direct amends to such people wherever possible, except when to do so would injure them or others.
10. We continued to take personal inventory, and when we were wrong promptly admitted it.
11. We sought through prayer and meditation to improve our conscious contact with God, *as we understood Him*, praying only for knowledge of His will for us, and the power to carry that out.
12. Having had a spiritual awakening as a result of those steps, we tried to carry this message to addicts and to practice these principles in all our affairs.

