



# **A GUIDE TO PUBLIC INFORMATION**

**World Service Conference  
Public Information Committee  
For Approval at WSC '86**

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MY GRATITUDE SPEAKS....

When I care

And when I share

With others

The N.A. Way.

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## QUICK REFERENCE FOR DO'S AND DON'TS

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## INTRODUCTION

### About this Guide

It is essential that all public information efforts of Narcotics Anonymous be well planned, prepared and carried out. The clarity and quality of our public image has a direct bearing on whether or not addicts who need us will be able to find us. For that reason, P.I. efforts must be undertaken with patient, careful planning.

The information in this handbook was developed to help P.I. subcommittees sort through the sometimes complicated issues involved in P.I. work. You are strongly urged to read it carefully and consider each of your P.I. projects in relation to the applicable sections before proceeding. If you do that, you will find that many of the potential difficulties can be avoided, and this important area of N.A. service can be quite fascinating and rewarding.

Throughout the handbook you will find many references to items contained in the appendices. These are samples which may be altered to reflect the needs or circumstances of your individual committees. They are included as a reflection of the collective experience of many P.I. subcommittees throughout the world and provide valuable information which we hope you will find useful.

### Revisions and Updates to This Guide

Portions of this guide are incomplete. In particular, Section Four will be included as part of this guide, to be completed at a later date. Additional revisions and updates to other sections will be ongoing projects of the WSC P.I. Committee and sent out for review and approval as they are completed.

Due to the changing nature of public information work, this is an area of service which will need continual updating. We look forward to members' input in order to continue presenting the most comprehensive materials possible for use throughout the Fellowship.

## 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 whenever 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.

## Section 1 BASIC INFORMATION

### 1.1 WHAT IS IT? WHO DOES IT? HOW DOES IT GET DONE?

#### WHAT IS IT?

Public information is informing the public about recovery from addiction through the Twelve Steps and Twelve Traditions of Narcotics Anonymous.

The purpose of a public information committee is to inform the public that N.A. exists and offer recovery from the disease of addiction.

#### WHO DOES IT?

Public information work is accomplished through service committees directly responsible to those they serve. These P.I. committees provide community awareness of what N.A. is, as well as how, when, and where we are available.

#### HOW DOES IT GET DONE?

We get the job done by establishing clear guidelines for our subcommittees, setting goals, prioritizing tasks, adhering to our Twelve Traditions, and a lot of hard work!

### 1.2 P.I. AT VARIOUS LEVELS OF SERVICE WHAT EVERY MEMBER SHOULD KNOW

#### THE MEMBER, THE GROUP AND PUBLIC INFORMATION

Area and regional public information subcommittees should adequately inform the Fellowship about P.I. efforts so that any member with 90 or more days clean knows what to do when someone outside N.A. requests information. So here's how an N.A. member should handle requests from outside the Fellowship for speaking engagements, general information, literature, etc.:

- Call the area P.I. Chair (or someone designated by the group if there is no area P.I. Chair) to handle the request.
- The group secretary and group service representative (GSR) should always have on hand phone numbers for the area P.I. Chair, area service committee (ASC) Chair, and Vice-Chair. All requests for information from outside the Fellowship should be referred to those trusted servants.

*NOTE: In some instances a group may be isolated from an ASC and will do P.I. work in the community. The group should always keep the ASC informed of its activities. Public information work done by groups will usually be limited to posting bulletins, distributing meeting schedule information and getting the word out in the community about the N.A. meeting(s). ASC P.I. subcommittees should do all they can to provide support and encouragement to groups in isolated areas.*

Some very basic rules of thumb in P.I. need to be understood by every N.A. member:

- Never do speaking engagements on your own. Refer them to the appropriate trusted servant (see above).
- Never do media interviews on your own. Refer requests for interviews to the appropriate trusted servant (see above).
- Remember that no individual member can ever represent N.A. That's why we have service committees to handle public information.

#### AREA SERVICE COMMITTEES AND PUBLIC INFORMATION

Very simply, an area service committee is responsible for establishing and supporting a well organized, informed P.I. subcommittee. The P.I. subcommittee, under guidance and direction of the ASC, should establish guidelines and develop a contingency plan to respond to all requests for information from individuals, agencies or media within the geographical boundaries of the ASC. (See Appendices 1 and 2.)

Once a request has been received or when plans are being drawn for a P.I. campaign, the following information must be obtained and appropriate action taken:

Will this action (a newspaper interview, a professional seminar, etc.) affect other areas or regions or N.A. as a whole?

No--Then proceed according to your area's contingency plan.

Yes--Then STOP further action until all areas and/or regions involved have been contacted and a joint plan has been developed. (See Appendix 2.)

*NOTE: If the action involved national or international agencies or media, proceed as follows:*

- Call the World Service Office and talk with the P.I. Coordinator or the Executive Director.
- If the office isn't open, call the WSC P.I. Chair or Vice-Chair. (Area/Regional P.I. Chairs should keep these numbers available and up-to-date. Get them from your RSR or the World Service Office).

At the world level, there is a contingency plan involving representatives from all the service arms who jointly determine how to handle each situation. National and international situations most definitely affect other groups and N.A. as a whole.

#### REGIONAL SERVICE COMMITTEES AND PUBLIC INFORMATION

An RSC is responsible for establishing and supporting a well organized, informed P.I. subcommittee. The P.I. subcommittee, under the guidance and direction of the RSC should establish guidelines and develop a contingency plan (See Appendices 1 and 2) to respond to all requests for information from individuals, agencies or media within the geographical boundaries of the RSC.

In addition, the RSC P.I. subcommittee is responsible for coordinating area P.I. efforts and for cooperating with other regions in joint P.I. efforts. The RSC P.I. subcommittee is the communication link between the areas and the world. This

means that the RSC P.I. subcommittee must provide all information and material developed at a world level to their areas. Regional P.I. learning days or workshops are a good way to improve communication among all levels of P.I. service.

**Will this action (a newspaper interview, a professional seminar, etc.) affect other areas or regions or N.A. as a whole?**

No--Then proceed according to your region's contingency plan.

Yes--Then STOP further action until all areas and/or regions involved have been contacted and a joint plan has been developed.

*NOTE: If the action involved national or international agencies or media, proceed as follows:*

- Call the World Service Office and talk with the P.I. Coordinator or the Executive Director.
- If the office isn't open, call the WSC P.I. Chair or Vice-Chair. (Area/Regional P.I. Chair should keep these numbers available and up-to-date. Get them from your RSR or the World Service Office).

At the world level, there is a contingency plan involving representatives from all the service arms who jointly determine how to handle each situation. These national and international situations most definitely affect other groups or N.A. as a whole.

## Section 2 START UP AND STRUCTURE

First of all, it is important to understand how public information fits into the N.A. service structure. P.I. subcommittees, like other service activities, must be responsible to those they serve. This can be accomplished effectively if each P.I. committee is a subcommittee of an area or regional service committee. P.I. subcommittees should not be created or operate independently of the group, the area or region they serve. This is an important aspect of the unity of purpose which guides our P.I. efforts. Area or regional guidelines should always include specific language about the formation of the P.I. subcommittee, its officers, its duties and its responsibility to work through the group conscience of the area or regional committee. Area and regional service committees can provide support, guidance and lines of communication throughout the Fellowship.

### 2.0 HOW TO GET STARTED

Attend a meeting of the local area or regional service committee and find out what, if anything, is being done in the way of public information. The geographic area to be reached will determine whether the P.I. subcommittee is a part of an area or regional service committee. If there is no ASC or RSC, begin research on forming an ASC or RSC, following the guidelines in the *Temporary Working Guide to Our Service Structure*.

It is important that P.I. efforts be carried out within the service structure. Services which are attempted without the support of area or regional committees often end in disarray and rather than carrying a positive message of recovery may result in negative exposure for Narcotics Anonymous.

If there is an active ASC or RSC, but no P.I. subcommittee, get one started. Schedule a meeting and get the word out that you're looking for members who are interested in this kind of service. Encourage representatives from each group or area to attend. This will improve communication and ensure that your committee remains directly responsible to the Fellowship of N.A.

*NOTE: There may be times in remote areas, where a group or groups do basic public information before the formal structuring*

*of an ASC or RSC. The types of P.I. activities carried out by groups are best limited to posting bulletins, distributing meeting information and getting the word out to the community about N.A.*

Our experience has shown that good solid recovery and clean time is especially important in this field of service since so much P.I. work involves contact with non-N.A.'s. Although it is helpful to have individuals on the subcommittee who have experience in communications or public relations, it is certainly not essential. A good working knowledge of the Traditions is the single most important asset a member can have. As N.A. members, we need to remember that no individual can ever speak for N.A. as a whole, and that our competence to speak about addiction is limited to our own experience and to the program of recovery in Narcotics Anonymous.

**GO SLOW AND EASY!** Enthusiasm is one of our greatest assets in Narcotics Anonymous, but we need to remember the importance of being well prepared when we are approaching individuals or organizations outside of N.A.

Public information work, by its very nature, is a frequent source of Tradition violations. Add to that the excitement and enthusiasm of reaching out to the addict who still suffers, and you can begin to see wherein the danger lies. Strict adherence to the Twelve Traditions is vital in order to protect the Fellowship so that it may always be able to provide an atmosphere of recovery for the addict who wants to stop using. As you are working on this project, keep the Traditions in mind. If you have questions, ask, and remember, "when in doubt, don't."

*NOTE: Use part of every P.I. subcommittee meeting to read and study the Traditions. Don't hesitate to write to the World Service Board of Trustees if you have questions about possible violations. (For more information on P.I. work and the Twelve Traditions, see Section 2.1).*

At your early meetings, clearly define the need in your community or area. Contact your ASR and/or RSR and ask them to be present at the meetings. Set up basic guidelines for the P.I. subcommittee (See Appendix 2). Elect trusted servants to hold positions of responsibility within the

subcommittee. Appendix 3 contains a simple outline which details the start up procedures for a P.I. subcommittee.

**COMMUNICATING AND COORDINATING WITH OTHER P.I. SUBCOMMITTEES**

Find out what is being done by other P.I. subcommittees in neighboring communities. Avoid duplication of effort and work together. If feasible, hold an all-day workshop on public information work and invite P.I. subcommittees from surrounding areas. It is strongly suggested that areas and regions follow procedural guidelines that describe the coordination of P.I. activities which may overlap geographical boundaries.

An example of guidelines for joint P.I. coordination can be found in Appendix 2.

**COMMUNICATING AND COORDINATING WITH NON-P.I. SUBCOMMITTEES**

It is also important to consider how P.I. efforts may have an impact on non-P.I. committees within N.A. Usually the first contact made by a person responding to the P.I. effort is through an N.A. phonenumber. This fact is frequently ignored by P.I. subcommittees. If a phonenumber subcommittee is separate from the P.I. subcommittee, it must be included in planning and implementation of programs that promote public awareness or invite contact with the Fellowship. Similarly, there may be some overlap in the efforts of P.I. and H&I subcommittees. When a P.I. project seems to spill over into the area of H&I, the two subcommittees should cooperate. The ASC or RSC provide ideal settings for such cooperation. Encourage the attendance of P.I. and H&I representatives at your P.I. meetings. (See Appendix 3.)

**DO'S AND DON'TS FOR P.I. SERVICE WORK IN GENERAL**

These Do's and Don'ts are important and should be studied carefully. In our past experience with public information work, we have found that by practicing the Do's we can best carry the message of N.A. to the public. When the Don'ts are not taken into consideration, our message of recovery may become lost or distorted.

DO

- \* Have a working knowledge of the Twelve Traditions.
- \* Follow established guidelines.
- \* Be consistent. Follow through with your plan of action.
- \* Keep updated records of contacts, posted announcements, PSA's, speaker's list and follow up regularly.
- \* Remember quality is more important than quantity. Start with one or two projects and do them well before branching out.
- \* Make sure that lists of meetings, 12th Step volunteers and speakers are updated regularly.
- \* Remember other Twelve Step Fellowships are part of the public we are informing. Practice cooperation, not affiliation.
- \* Understand and be responsive to the needs of those we serve.
- \* Present a good image of recovery (be on time, dress appropriately, and avoid the use of obscenities, etc.)
- \* Work within the service structure to determine the feasibility of projects and to keep the lines of communication open.
- \* Make information packets available.
- \* Consult with members experienced in P.I. work before contacting the media and/or public.
- \* Use discretion when giving out personal phone numbers.
- \* Assist the media in screening their features or articles for Tradition violations before publication.

DON'T

- \* Don't endorse, finance, or lend the N.A. name to any related facility or outside organization.
- \* Don't do the work of another committee, such as H&I.
- \* Don't overtax your human power and resources. Burn out on a project before it is completed creates a bad image of N.A. to the community and/or media.
- \* Don't overstep media boundaries as far as area/regional geography is concerned. When in doubt, ask!
- \* Don't do it by yourself. Remember the First Tradition and that the service structure is there to be used.

2.1 THE TWELVE TRADITIONS  
AND PUBLIC INFORMATION

In response to many letters from the Fellowship regarding the Traditions and P.I. service, the World Service Board of Trustees has supplied written answers to a variety of questions. The most common problems are included below in a question/answer form.

The answers, formulated by the Board of Trustees, are not meant to be the final authority, but have proven helpful to many members in gaining a better understanding of the relationship between P.I. and our Twelve Steps and Twelve Traditions.

*Q. What is the importance of anonymity?*

A. Our Eleventh and Twelfth Traditions talk about anonymity. Tradition Twelve states that "anonymity is the spiritual foundation of all our Traditions, ever reminding us to place principles before personalities." Tradition Eleven cautions us to maintain our anonymity at the level of press, radio and films.

When an individual member of the Fellowship finds himself or herself in the limelight as a member of Narcotics Anonymous, the result is one individual speaking for Narcotics Anonymous. It also creates an artificial barrier between the particular member and other members of the Fellowship. It taps into the grandiosity that is a part of our individual characters and sets the person up as an expert which, of course, none of us is. Breaking anonymity at the level of press, radio and films is dangerous to the individual's recovery and might be a deterrent to other individuals coming into the program. They may feel that we can't be trusted to maintain their anonymity or that they will be required to discuss their addiction and recovery on a public level.

The Fellowship at all levels—area, regional and world needs to be very careful in selecting individuals to do P.I. work. There are individuals who actively seek media exposure and these individuals are probably the least qualified to do P.I. work. The individuals best qualified are those who value anonymity and are willing to serve out of love for the Fellowship and not out of ego needs.

Q. *In writing to radio and television stations, judges, hospitals, detox's, etc., should P.I. chairpersons or committee members use their full names?*

A. If there is any reason to believe the letter will be published or find its way on the air, then it is important that last names be avoided. Wherever there is a chance that this may occur, a non-addict should be used to write the letter. Where this is not feasible, the use of the first name and last initial is appropriate. It has been our experience that letters without a full signature often have less credibility in the eyes of the recipient.

Above all else, we need to adhere to our Traditions and maintain anonymity at the level of press, radio and films. Some of our members have had the unfortunate experience of having individuals from the press make promises that their anonymity would be maintained only to later see their names in print.

One member wrote a letter to a school board regarding Narcotics Anonymous and the board turned the letter over to a reporter who was writing an article on drug usage in the school system. These types of experiences have taught us to exercise extreme caution in these matters.

Q. *How can we answer the question "Who is the founder of Narcotics Anonymous?"*

A. Narcotics Anonymous evolved as the result of a group effort and did not have a single founder. Along the way, a number of individuals played key and important roles. The process through which Narcotics Anonymous grew and developed highlights one of our strengths—the strength of the group. The strength of anonymous people working together.

Q. *When is it appropriate to use non-addicts to provide information about Narcotics Anonymous to the media or outside agencies?*

A. We believe that non-addicts should always be used to provide information about our Fellowship on national television, radio, magazines, newspapers, etc. With respect to local T.V. stations, we believe it would be helpful for a non-addict to appear but also realize that a non-addict may not always be available for this purpose.

With respect to outside agencies, it may be beneficial to use non-addicts, depending on the agency. For example, in approaching the American Medical Association it might be helpful to have a physician who is a non-addict explain how physicians might utilize Narcotics Anonymous in working with their addict patients. Endeavors which target federal agencies might find it helpful to utilize a non-addict who has knowledge or expertise in the agency being approached.

We believe that we need to avoid the use of blacked-out faces, silhouettes and shadows. Some of these techniques have been used to maintain anonymity. However, these techniques are also used by the media to protect the identity of criminals, informers and other nefarious characters, therefore denoting a very negative image and giving the impression that we have something to hide. That negative image is something we are working very hard to get away from. For this reason, non-addicts who have an understanding of our Fellowship, our Twelve Steps and our Twelve Traditions, are important to us.

*Q. We are writing to ask if it is alright for some of our members to take photographs during an N.A. meeting.*

*A. Photographs taken at an N.A. meeting, regardless of whether it is a regularly scheduled meeting of Narcotics Anonymous or a meeting held at any N.A. function or activity, can be a potential danger to individual members' anonymity.*

Taking photographs at banquet dinners, dances and picnics seems to be a common practice throughout the Fellowship. We believe this practice does not constitute a violation of our Traditions provided those individuals whose pictures are taken have no objection and that the photographs are for the enjoyment of the individuals involved and are not ever to be used at the level of press, radio, or films.

*Q. May a group choose to announce the time and location of the N.A. meeting in newspapers, radio or T.V. in order to reach still-suffering addicts in the community?*

*A. A group may announce the time and location of the meeting in newspapers, on radio or T.V. in order to reach still-suffering addicts, but should do so only when*

it is absolutely necessary. Whenever possible, phonenumber numbers should be used in newspapers, radio and television announcements. We realize that this is not possible in some smaller areas and regions which do not have the resources necessary to maintain a phonenumber. These areas and regions can then announce the times and locations of meetings until they are able to maintain phonenumber(s).

*Q. Is it a violation of any Tradition for members of Narcotics Anonymous public information committees to participate in public health fairs? Would members talking in person about N.A. constitute a breach of anonymity? Can a P.I. committee pay a fee to participate in a health fair?*

A. Participation in a public health fair would be an appropriate endeavor for an area, regional or world level P.I. effort. Health fairs provide a good opportunity for the members of our Fellowship to let the community know who we are and what we do. A booth or table is often provided at these functions where we can make literature available and tell people that we exist and can help anyone with a drug problem to recover.

This participation would not be a violation of anonymity. Individuals talking in person about Narcotics Anonymous do so of their own volition and at this level anonymity is a matter of personal choice. We suggest that first names be used and further caution participants that at the level of press, radio and films anonymity needs to be maintained as specified by our Eleventh Tradition and Twelfth Tradition. Photographs should not be allowed under any circumstances.

It would no more be a violation of our Traditions to pay a fee to participate in a health fair than it would be to participate in one. It would, however, be necessary for any funds expended in this fashion to go through an area, regional or world level budgeting process.

*Q. When an outside organization or agency requests a public information speaker and offers to pay travel expenses, can the P.I. committee or individual accept such reimbursement?*

A. Sometimes these offers come from organizations or agencies who do not understand our program, our

Twelve Steps, or our Twelve Traditions. These organizations and agencies are often accustomed to paying a fee or offering reimbursement for expenses as a matter of course. However, this is not appropriate for Narcotics Anonymous. We are self-supporting through our own contributions and we cannot accept a fee for P.I. work nor a check for expenses incurred. It is important that we explain our Traditions and the reason why it is not appropriate to accept this type of fee or reimbursement.

Members of a P.I. committee can be reimbursed by the P.I. committee for travel expenses. Reimbursement for travel expenses is a very responsible course of action by a P.I. committee and is well within the Seventh Tradition.

Area, regional and world level committees are all responsible to those they serve. This reimbursement must go through the budgetary process which has been set by the area, region or world committee.

- Q. *Our public information committee is currently using the N.A. logo and the name of our Fellowship, "Narcotics Anonymous" on its stationery. It has been brought to our attention that this may be a violation of our Traditions. Can you clarify this matter for us?*
- A. There is no Tradition violation in the use of the N.A. logo and the words "Narcotics Anonymous" on any area P.I. committee's stationery. The confusion in your area may stem from a motion passed by the World Service Conference in 1982. The motion stated only the N.A. logo and not the name Narcotics Anonymous was to be used on convention and activity brochures and fliers. This motion does not apply to stationery. Hence the name Narcotics Anonymous may be used on stationery of service boards and committees at an area, regional and world level.
- Q. *Is it promotion or attraction when a P.I. committee contacts schools, probation officers, county or government offices and treatment centers to let them know about N.A.?*
- A. Our Eleventh Tradition tells us that our public relations policy is one of attraction rather than promotion. When P.I. committee members go out into the community and inform government agencies and individuals who work

with addicts about who we are and what we do, they are operating well within the level of attraction. We provide information regarding our program and letting those agencies and individuals know we are a Twelve Step program of recovery from the disease of addiction.

Care needs to be exercised to avoid any promises or to make any commitments we cannot keep. When we begin to do this we have crossed the line into promotion.

*Q. Are PSA ads on the radio attraction or promotion?*

A. Whether PSA's on the radio and television are attraction or promotion depends directly on the content of the material presented in the advertisement. It seems to us that there is a fine line between attraction and promotion. Providing basic information and letting the public know who we are and what we do is another area of attraction. When we go beyond the act of letting the public know who we are and what we do, we get into the area of promotion. When we start making exaggerated promises beyond the scope of recovery from addiction, we have crossed the line into promotion.

All video materials need to be carefully reviewed by the World Service Board of Trustees to ensure that they stay within an informational framework.

*Q. What about P.I. endeavors for or at N.A. conventions?*

A. P.I. efforts at conventions have often been informal, haphazard and sometimes disastrous. If it is a regional convention, we suggest that the regional public information committee be involved and that the committee provide a specific, formal set up for any public relations effort. A handbook containing convention guidelines, available from the World Service Office, also contains information about P.I. at conventions.

One regional convention held a public information meeting. Beforehand, they sent out letters to the press, radio and television as well as judges, probation officers and doctors informing them of the date, time and place where the meeting was going to be held. It was extremely successful. A world convention should ask the World P.I. Committee to assume responsibility for P.I. efforts at the world convention.

P.I. efforts at conventions need to follow a specific plan and have a P.I. committee fully responsible for them.

*Q. Is it appropriate to convey the message that addiction is a disease in our P.I. effort?*

A. Addiction is a disease. Our literature states that addiction is a disease. Our Basic Text states, "We have a disease: progressive, incurable and fatal." We, as a Fellowship, have had firsthand experience with thousands of addicts. Based on our firsthand experience we believe we have a chronic, progressive and fatal disease which if untreated will result in jails, institutions and death for us. We believe it is absolutely necessary to state these basic facts about addiction in our public information endeavors.

We are in a stage of public understanding of the disease of addiction where Alcoholics Anonymous was with the disease of alcoholism in the late thirties. It was at that time widely held that alcoholism was a moral weakness caused by a lack of character in the alcoholic or, that it was a psychiatric disorder whose treatment consisted of instilling character in the individual by treating the underlying psychiatric disorder whereby the excessive drinking disappeared. Alcoholics Anonymous members were the first to suggest that alcoholism was a disease. As a result of the efforts of members of the A.A. Fellowship, today there is universal acceptance of alcoholism as a disease and the stigma attached to alcoholism has substantially diminished.

There is still an enormous stigma attached to drug addiction and as long as addicts and those individuals working with addicts believe that drug addiction can and should be controlled by the addict, addicts will die trying to find ways and means to develop control. A byproduct of public information committee activities will be the educating of those working with addicts to the fact that addiction is a disease and the addict is powerless over it. We need to accept ourselves as persons who have a disease and we need to inform those who work with us and those who love us of that fact. We can best do this by talking about addiction as a disease in our P.I. efforts.

Q. *Should local area or regional P.I. committees produce TV spots?*

A. It has been our experience that most regionally produced P.I. video spots have been of a very poor quality. In one incident, a local P.I. committee expended considerable time, energy and money only to find the spots they produced did not meet FCC standards and the local stations refused to use them because of their overall poor quality.

In the past, regional and area level P.I. committees made video spots due to the fact that the world level P.I. committee had not produced videos. Videos have been made by the WSC P.I. Committee and are available from the World Service Office for a nominal price. They are professionally done, have been carefully reviewed by world level trusted servants including the Board of Trustees and are well within the guidelines of the Twelve Traditions.

We recommend that with the availability of these videos area and regional P.I. committees use their time and resources in other more needed areas.

Q. *Why is it not advisable for a P.I. committee to do P.I. work separate from an area or regional service committee?*

A. When a committee acts on its own or is not a part of a regional or area service committee, it is not accountable to anyone. The P.I. committee is responsible for area, regional or world level P.I. work—these committees have responsibility to the Fellowship.

Any committee acting apart from the greater whole creates a very dangerous situation both for the individuals involved and for the Fellowship. P.I. committees must be formed by the area or region in order to be P.I. committees.

Q. *Why is it not advisable for an individual to do P.I. work separate from a P.I. committee?*

A. Our First Traditions states, "that our common welfare comes first and that personal recovery depends on N.A. unity." This Tradition teaches us that the "we" comes before the "I." Often, what may seem like a wonderful idea to an individual turns out to have disastrous results. Most of the very serious anonymity breaks

which have occurred over the past several years have resulted from individuals acting on their own, not as the result of public information committee members carrying out projects discussed and decided upon by a public information committee.

When we act on our own we tend to be grandiose, and often operate on self-will. One of the reasons we found our way into Narcotics Anonymous is that we could not do it alone. With respect to public information the "I can't, but we can" still applies. Sometimes when a P.I. committee does not accept our idea or project we want to rush out and do it anyway. We grow in our recovery when we can resist this urge.

### Section 3 THE WORK ITSELF

P.I. service work is probably one of the most exciting areas of service in Narcotics Anonymous. Almost every member at one time or another will be in a position to provide information about our program of recovery to addicts and non-addicts. The ways and means of providing this information are so varied that volumes could be written about each type of P.I. activity that has ever been attempted throughout the Fellowship. The following sections of the handbook will highlight the most commonly used P.I. tools and provide details that will strengthen the foundation for each P.I. subcommittee's ongoing project.

An active P.I. subcommittee needs financial support from the Fellowship. The money can come from groups, ASC's, and RSC's. Prior to beginning any P.I. activities, make a realistic evaluation of the expenses involved for various types of P.I. work (mailing fliers, copying, printing, telephone charges, audio and video tape duplicating, etc.). The approach your subcommittee takes may well be determined by the funds available.

#### 3.1 PHONELINES, BULLETINS AND LETTERS

Phonelines, bulletins and letters are probably the most commonly used P.I. tools. These and all other P.I. activities should always be carried out in accordance with our Traditions and in cooperation with the area or regional service committee as suggested in previous sections.

Phonelines are usually handled by a separate subcommittee. A large amount of work and planning is required to establish an efficient phonenumber in your area or region. For this reason, phonenumber guidelines have been printed in a separate handbook and may be ordered through the World Service Office.

Bulletins are used to inform the still-using addict, and the community at large, of what Narcotics Anonymous offers, how and where to obtain help or additional information, and when and where local meetings are held. Phonenumber numbers and/or meeting places (open meetings only) may be listed in bulletins. (See Appendix 5 for various types of bulletins.)

Many local newspapers provide space for community announcements. The bulletins your committee chooses for

posting may also be used in newspapers. Public information work carried out via newspapers and other forms of media is discussed in more detail in a later section.

The following guidelines have been compiled from the experience of P.I. committees throughout the Fellowship. Read them carefully before you begin posting bulletins.

- Divide the area into smaller, geographical areas for which one P.I. committee member, on either a full time or part time basis agrees to be the contact person. This commitment involves determining where to place bulletins, how many will be needed for that person's particular geographical area, and being responsible to see that they are posted.
- Work through your ASC and RSC to be sure the meetings being listed are aware that this activity is going on. They must be ready to handle a possible increase in new member attendance.
- Arrange for printing the bulletins and provide them, along with guidelines for each person who will be posting, to the contact person.
- Determine any follow-up procedures you may need, i.e., mailings of information packets to community members or professionals, possible increase in volunteers to work phonelines and Twelfth Step lists.
- Post five to six bulletins at each location, if possible, so that interested people may take one, if desired. Larger numbers are suggested in some places—it is left to the discretion of the contact person to determine this depending on the size and location of the facility.
- Post bulletins at all public institutions where large numbers of people will see them. Generally, permission is not necessary; however, if in doubt ask, especially if larger numbers of bulletins are to be left.
- Do NOT put bulletins on telephone poles, trees, fence posts, etc., nor leave them in public restrooms. Many communities have ordinances concerning this type of activity, so it is most important to use discretion in distribution as it can affect the reputation of the entire Fellowship.

PLACES FOR DISTRIBUTION

*Public institutions*

1. Police stations
2. Health clinics
3. Welfare offices
4. Hospitals (both emergency rooms and employee bulletin boards)
5. Courthouses
6. Colleges
7. Junior high and high schools
8. Libraries
9. Post offices

*Private businesses*

1. Stores (groceries, drug stores, etc.)
2. Civic auditoriums
3. Churches
4. Laundromats
5. Factories
6. Supermarkets

DO

- \* Study these guidelines
- \* Remember the Twelve Traditions
- \* Ask permission when necessary
- \* Remember that our public relations policy is based on attraction rather than promotion
- \* Remember that, though you are not a representative of N.A., you are being seen as an N.A. member. Conduct yourself accordingly

DON'T

- \* Don't go alone to post bulletins—there is less possibility of Tradition violations when two or more members are present
- \* Don't act as spokesperson for N.A. as a whole
- \* Don't antagonize those whose ideas of addiction differ from those of N.A.
- \* Don't take contributions from outside sources

- \* Don't refer to any agency or other Fellowship
- \* Don't state an opinion or take a stand on any controversial or public issue

### 3.2 THE USE OF LETTERS IN PUBLIC INFORMATION

Letters can be used as an effective means of introducing Narcotics Anonymous to various segments of the public. The type of letter you use will depend on the group or organization you decide to contact. (See Appendix 6 for a suggested list.)

Some of the types of letters described below are for use in introducing N.A., responding to requests for information and/or speakers, announcing a public information/community meeting and following up or sending thank you letters. (See Appendix 7.)

#### INTRODUCTORY INFORMATION PACKETS

Information packets are commonly used to mail various N.A. pamphlets (I.P.'s) with a cover letter to individuals or organizations who might come in contact with addicts and be able to direct them to Narcotics Anonymous. These information packets should include a meeting directory for your area or region and the phonenumber, if available.

Information packets should also be available and mailed in response to requests received either through the phonenumber, by mail or during community meetings. The amount of information your committee includes in this type of packet may depend on your financial situation. Decide ahead of time how much money you can afford for purchasing N.A. pamphlets, duplicating meeting lists and letters, and the cost of mailing.

#### LETTERS TO SPECIFIC INDIVIDUALS OR GROUPS

When your committee decides to target a specific segment within the community, i.e., treatment counselors, doctors, or employee assistance directors, one of the example letters in Appendix 7 should be used and mailed with I.P.'s. Use first class postage and individuals' names whenever possible. Otherwise, your letters may end up in a trash can.

Professionals often do not have time to read every item of mail they receive. If your letter looks like advertising or bulk mail it may never be read.

At this point many P.I. subcommittees also decide to arrange for a community meeting. After an initial letter of introduction has been sent, you may follow up with letters inviting members of the community to a community meeting (See Appendix 7). Always be sure that your choice of letters accurately reflects the type of individual or group you are contacting.

Before beginning a mailing be sure that your ASC or RSC is aware of your activities and that any other subcommittees that may be affected are involved in the activity. You will need support for both manpower and money. Remember that planning a community meeting will require the rental of a meeting space and the purchase of sufficient literature for those attending to take with them.

#### DO'S AND DON'TS FOR LETTER WRITING

The workers in the field of drug and alcohol treatment, rehabilitation, etc. are overloaded with mail. The biggest enemy that stands in the way of getting the message out is the wastebasket. Here are some suggestions that others have found to help get your mailings read:

- DON'T        Use bulk rates
- DO            Use first class mail. Most mail is sorted by postage; third class mail is seldom read
- DON'T        Use generic titles (Dear Health Care Person)
- DO            Have a point of contact (Dear Mr. Clagari). It takes more time to find out this information, but most people are put off by impersonal headings
- DON'T        Be sloppy
- DO            Use standard form and layout (see Appendix 7). No one is going to take you seriously if your letters are a mess
- DON'T        Use bad copies

- DO Use typewritten letters if possible. Many times correspondence is sent out on photocopies that are next to illegible. If you can't type, find someone who can (even a paid professional, if the price is affordable)
- DON'T Use slang or "catch" phrases (Just a bunch of hope to die dope fiends who stopped cooking and live one day at a time)
- DO Use the definitions from our literature (N.A. is a Fellowship or group of men and women for whom drugs had become a major problem). If you use terms that mean nothing to the professional, or have different meanings to them your point is lost.
- DON'T Ramble on
- DO Get to the point, try to stay away from "drugalogs." Try to stick to facts like: 1. It Works 2. It's Free 3. It's Available
- DON'T Threaten the professional
- DO Point out that we are not here to take the place of the professional, never make it sound as though we believe we can do the professional's job for him. Point out that we have a common goal, to help the addict who still suffers
- DON'T Mail and forget
- DO Follow up, research has shown a personal contact (phone call, visit, etc.) is much more effective than a simple mailout

### 3.3 PUBLIC INFORMATION/COMMUNITY MEETINGS

Public information/community meetings may result from your committee's invitation or at the request of an individual or group. The most frequent contact is initially made through the phoneline, which is one important reason for communication between subcommittees. Phoneline volunteers must have contact names and numbers of those members

active in P.I. so that requests can be responded to quickly and efficiently.

#### WHAT IS A PUBLIC INFORMATION/COMMUNITY MEETING?

The purpose of this type of meeting is to inform the public about our Fellowship. A public information/community meeting (call it what you choose) differs from an open N.A. meeting in that we invite people outside our Fellowship to attend and we structure the meeting to address the particular focus of our guests. This is a "special meeting" rather than a regular N.A. meeting. (See Appendix 8 for community meeting format.)

The focus of a meeting of this type will be in part determined by your choice of the people who will attend. For example, a group might decide to hold a community meeting in the neighborhood and invite clergy, teachers from nearby schools, and/or members of a neighborhood association. An area P.I. committee might plan a city-wide or county meeting to inform the health care professionals and workers in governmental agencies. A regional or state convention can provide an opportunity for a public information meeting separate from the scheduled program and invite media coverage as well as members of the helping professions.

An important point to consider is what time of day and day of the week will best accommodate the people you are trying to reach.

The point is, this is a meeting hosted by Narcotics Anonymous and structured to effectively carry the message to addicts and to people who come in contact with addicts.

#### LEGWORK FOR SETTING UP A P.I./COMMUNITY MEETING

1. Target the groups or individuals you want to reach.
2. Find a location that is easy to reach, centrally located and if possible, well known.
3. Send out a letter of invitation to these individuals and groups.
4. Follow up by calling organizations/groups to see if they will be sending a representative.

5. If you wish to reach the community at large, have the meeting announced on radio, community calendars, in newspapers, etc.
6. Set up speakers and guest speakers ahead of time.
7. Get refreshments.
8. Make sure speakers understand the time limit.
9. Be sure that all participants understand the need to dress nicely and avoid foul language.
10. Start on time.
11. End on time.
12. Bring N.A. literature and meeting lists.

DO'S AND DON'TS FOR PRESENTATIONS TO GROUPS  
AND COMMUNITY MEETINGS

DO

- \* Prepare P.I. speakers for P.I. presentations
- \* Try to match speakers to their audience to create the best possible identification
- \* Stress our common welfare and the importance of unity
- \* Stress that there are no leaders—only concerned members
- \* Express the spirituality of the program
- \* Express our primary purpose—to carry the message of recovery to the addict who still suffers
- \* Stress that the only requirement for membership is the desire to stop using
- \* Point out that N.A. isn't exclusive to one kind of addict; but to anyone who believes his/her life is unmanageable due to whatever the drug of choice

DON'T

- \* Don't do it by yourself
- \* Don't take a stand on any controversial/public issue
- \* Don't do this for personal gain

- \* Don't refer to outside agencies
- \* Don't be a spokesperson for N.A. as a whole
- \* Don't break your anonymity by eluding to geographical area or profession
- \* Don't forget—the spirit of anonymity is the sacrifice of personal ambition
- \* Don't argue with those whose views of addiction differ from those of N.A.
- \* Don't accept contributions from sources outside N.A.

### 3.4 WORKING WITH REPORTERS

Contact by reporters can be a wonderful opportunity to carry the message of recovery in Narcotics Anonymous. However, it can also be a major source of Tradition violations and personal ego inflation, which is detrimental not only to the individual member(s) involved but may affect N.A. as a whole.

The following guides can help prevent problems if they are used and discussed with others during committee meetings. Be sure your contingency plan provides names of members available to respond to requests from reporters.

These guidelines may be used in responding to all kinds of reporters, but should be supplemented by the information in Section 3.5 if the contact involves radio or TV.

#### WHAT DO I DO WHEN A REPORTER CALLS?

1. Don't panic. Reporters will usually call in order to get information for the purpose of creating a positive story about recovery through N.A. Every effort should be exerted to convey a positive, well organized, appropriate response. Every P.I. subcommittee should have a specific plan for such eventualities so that there is no confusion when it does happen.
2. Call the chairperson of the P.I. subcommittee (area or region as appropriate). Depending on the contingency plan of the P.I. subcommittee, an appropriate person will be asked to take responsibility for the matter. If you are the lucky one, the following steps will be helpful.
  - a. Be polite and positive, and find out from the reporter the probable circulation or distribution of

- the information that will be obtained, to determine if this is really an area, regional or world level P.I. matter.
- b. Never, unless it absolutely cannot be avoided, talk to a reporter alone. Always have another N.A. member present, preferably another member of the P.I. subcommittee.
  - c. Obtain information about the reporter and the paper or station they are from. This information should include; name, address, phone numbers, date of contact, probable date the information will be used, and the different papers or stations that will use the information.
  - d. Immediately after the interview, make clear records about the subject discussed, information revealed and other pertinent facts about the interview. A written or verbal report should be given to the subcommittee chairperson immediately after the interview is over.
  - e. Be conscious always of our Traditions, particularly about anonymity and N.A. not having any opinion on outside issues.

Following are the most frequently asked questions about how to handle a contact with a reporter from newspapers, magazines, radio and T.V. Every P.I. committee should discuss these questions and develop written policy statements, in considerable detail, about how such contacts should be handled. Every person involved with P.I. should be given a copy of the policy statements immediately upon their participation on the P.I. subcommittee. When the situations occur, each member of the committee and the Fellowship can be assured that the matter will be handled properly.

In some areas the policy statements may be different from those in other areas or regions. Uniformity is not essential, except in the application of our Traditions to protect the Fellowship as a whole and our individual members.

*What if the reporter wants to attend a meeting?*

*What if the reporter wants to bring a camera crew or take pictures as part of the story?*

*What if the contact person wants a representative to appear on radio or T.V.?*

*What if the reporter asks about treatment centers or referrals to detoxification programs?*

*What if the reporter asks questions about people by name?*

*If the reporter learns from any source about the participation of a "public person" (a professional sports figure, entertainer, etc.) they will go to almost any lengths to get information, even an acknowledgement of the individual's membership in N.A.*

Answers to these questions, and additional insight in handling contacts with media representatives, can be found by reading through the Trustee answers on public information questions found in Section 2.1.

#### SOME INSIGHT ABOUT REPORTERS:

Reporters are people doing a job. They have a responsibility to their editors and papers or stations to produce stories that contain facts, revealing facts if possible, including names and other specific items that they believe are important. They will direct the questioning in ways that they believe will be informative to their audience as a whole. The story, as they envision it in their minds, may not necessarily involve information that you feel is important for them to know about N.A. Your task is to respond to their needs and to our needs by providing positive information that does not cause problems for you or the Fellowship.

Reporters are trained to use every item of information that comes to them, written or orally. If you mention names of people, events or places, they will record that, whether on paper, with their equipment or in their minds, and use it, even if you think they missed it. *If you reveal something to a reporter that should not have been stated, such as an anonymity break, you must immediately-before the next word is spoken-ask that that item of knowledge not be reported.* If you do not immediately make that request, it may be too late. They are not likely to respond favorably to a phone call the next day with the same request.

There is a difference in the objectives of reporters and P.I. subcommittee members. The reporter is responsible for obtaining information for a story that is better if it has specific names, dates, places and phone numbers. They will particularly want to know about the relationship of the members and the Fellowship to drug use generally and about specific levels of drug use for certain drugs. They will want to know the relationship of members to former suppliers and others currently using.

The task of the P.I. subcommittee is to take advantage of opportunities in talking with reporters to provide information about Narcotics Anonymous, NOT to provide information for an expose'. It may take some experience and patience to steer clear of giving answers to such questions as illustrated above, but it is important to do so.

### 3.5 PUBLIC INFORMATION AND THE MEDIA RADIO AND T.V.

*NOTE: This section will be revised to include the following information:*

Responding to requests for talk show interviews, including the difference between a request for general info on Narcotics Anonymous and specific info regarding an addict's personal story.

Effective ways of approaching key people at local TV stations.

Availability of radio and TV spots.

Interviews of addicts on film or TV need always be done in cooperation with regional and/or world level P.I. trusted servants.

Include a warning about rushing into this type of P.I. activity and discuss pros and cons of this P.I. tool.

A possible outline entitled "Ask an Addict."

### 3.6 PUBLIC SERVICE ANNOUNCEMENTS GENERAL INFORMATION AND PLACEMENT

GENERALLY SPEAKING, THERE ARE THREE TYPES OF P.S.A.'S FOR RADIO AND TV.

- 1) Television--10, 20, 30 and 60 second spots supplied to stations on 3/4, 1 or 2 inch video tape.
- 2) Radio--"Canned" cassette or reel 10, 20, 30 and 60 second spots.

- 3) Typewritten spots read by the station's disc jockeys.

**SOME GENERAL POINTS TO REMEMBER:**

Quality is more important than quantity. Go slowly, be careful and be thorough.

Keep records.

The station is doing you a favor. They are not obligated to run your spot.

Personal contact with the Public Affairs Director is best. If personal contact is not possible, personal letters can also be effective (See Appendix 9).

Be sure that radio and TV tapes are stored in a cool, dry dark area. Heat and water can quickly ruin tapes.

**GETTING YOUR P.S.A.'S ON THE AIR:**

*NOTE: The following suggestions for getting on the air are aimed at most smaller and medium sized stations. Large major city TV and radio stations have individual specifications and criteria for airing.*

If the broadcast audience is beyond your area's geographical boundaries, be sure to work with your regional P.I. subcommittee before airing spots. If it is outside of your regional boundaries, the WSC P.I. Subcommittee needs to be informed.

**Suggestions:**

1. Call the Director of Public Affairs of your local radio or TV station and introduce yourself as a member of Narcotics Anonymous, a non-profit group of recovering addicts helping addicts to stay drug free. Request 15 minutes of his or her time to discuss the possibility of the station's use of our PSA's. Ask them what type and length of PSA's they use i.e., TV tape size, length of spot. For length requirements for radio stations, ask whether they use cassette, reel to reel or written.

2. Remember, the director is probably very busy, so be on time, neatly dressed and don't use profanity. This persons sees you as representing N.A.
3. Explain briefly a little bit about the origin of N.A., its rapid growth and your personal experience, the need for addicts to see/or hear the N.A. message.
4. Provide a copy of *Who, What, How and Why* and *The Group I.P.'s*, along with your name and phone number for future reference.
5. Knowing what the station requires for the spot in advance, the Public Affairs Director will ask to see and/or read the spot or ask you to leave it for station management review.
6. Be sure spots have the name and phone number of a P.I. contact, spot length and title particulars on labels, both on tape and case.
7. If you leave a tape for viewing and/or dubbing onto their system, be sure to get a time and date to pick it up. You will need it for future changes and other stations.
8. If the station elects to use your spot, be sure to follow up and also report the use to your area and the regional P.I. committee.
9. If an invitation to appear on talk shows is offered, inform your area and/or regional P.I. subcommittees.
10. Use spots provided by the world or regional level P.I. committee whenever available.  
A 10 second spot has approximately 20 words.  
A 20 second spot has approximately 50 words.  
A 30 second spot has approximately 75 words.  
A 60 second spot has approximately 150 words.  
(See Appendices 10 and 11 for scripts of radio and TV P.S.A.'s available from the World Service Office.)
11. Do not handwrite or print. Use typewritten spots only. Use 8-1/2 X 11" white bond paper. Provide only one announcement per page. The copy must be clear and easy to read. Do not fold or staple the paper. Do not

use abbreviations. Use double spaces, and upper and lower case type. The upper left section of 8-1/2 X 11" paper should say "Narcotics Anonymous," with the address. The upper right section shows the individual contact person and phone number. Under the name of the organization, list the start and stop dates or type "run till further notice." Under the start and stop dates, put reading time—20 or 30 seconds, etc. The actual copy should be typed under the reading time.

**Section 4**  
**KEEPING THE N.A. FELLOWSHIP**  
**INFORMED**

*NOTE: This section is incomplete. It will be revised to contain some of the following information and more.*

P.I. subcommittees, at every level of service, need to keep the Fellowship informed of what is being done in P.I. This can be done through sharing materials from WSC, RSC's and ASC's. This should also be done by holding regular workshops to address the needs and activities of the area or region pertaining to public information.

The affect of the Twelve Traditions on P.I. needs to be discussed here also, especially the issue of attraction rather than promotion and personal anonymity.

## Appendix 1

### PUBLIC INFORMATION CONTINGENCY PLAN YOUR AREA OR REGION

It is essential that all members of the area/region know what procedures are to be followed when Narcotics Anonymous is contacted by a print or broadcast news entity. This appendix will outline how such contacts are to be managed and should be distributed widely throughout the area/region.

Additional details on why and how a contingency plan should be used can be found in Section 1.2, P.I. at Various Levels of Service.

Any member receiving a request for information from a media contact must immediately call one of the following:

- 1) The area or regional P.I. chairperson or vice-chairperson;  
OR,
- 2) The area or regional chairperson and vice-chairperson.

One of the individual(s) listed above should respond to the media contact as soon as possible, preferably within the work day or within an eight hour period.

The following information should be determined:

1. What audience level the exposure is likely to receive. It is important to understand how the information we give and/or contact we provide is going to be used. Is it going to be used in a local, regional or national broadcast or print story? There are circumstances when a story may be used in a national, regional or local area. It is also important at that point, to determine if the coverage will overlap into other areas and regions or if it needs to be handled at a world level. The caller should be politely asked to help us in responding by giving us the range of the intended audience.
2. What is the scheduling and deadline information the individual is working with in the accumulation of information for media use? In the instructions following, a different approach must be followed if there is a 48-hour or less deadline, so politely ask their help. Making our response positive and successful can only be done if we know their schedule deadlines.

Upon gaining the necessary information, the responsible individual must decide whether the media request is to be handled by the area or region. Some requests may need to be coordinated with or forwarded on to world level P.I.

*NOTE: It is always advisable to contact the World Service Conference P.I. Committee to discuss any media requests which may result in film crews and/or TV interviews with addicts.*

If the determination is made that the area or region will handle the media request, follow up will be made depending on the deadline schedule.

1. AREA OR REGIONAL MEDIA AUDIENCE WITH LESS THAN 48-HOUR LEAD TIME. Contacts involving such short time require immediate action that to some degree necessitates a lack of communication and coordination within the Fellowship among all the trusted servants who might otherwise be involved. One or more of the individuals as listed above should act for that individual service arm, responding with whatever assistance they can provide.
2. AREA OR REGIONAL MEDIA AUDIENCE WITH MORE THAN 48-HOUR LEAD TIME. One of the individuals as listed above should respond by assigning an individual to be part of the team to work with the media contact. The assigned individual(s) should be named by your individual P.I. committee and be the most knowledgeable and experienced members available.
3. For electronic media contacts wherein television or film crews will be involved, more specific guidelines are required that involve adherence to our tradition of personal anonymity.

- Area or regional P.I. Chair or Vice-Chair.
- Area or regional Chair or Vice-Chair.
- Your ASR or RSR.

Those individuals listed above should assign members with the most training and experience in working with the electronic media contacts with the Fellowship.

*REMEMBER: It is advisable to contact a WSC P.I. member to discuss requests for interviews with addicts which may involve film crews.*

## Appendix 2

### GUIDELINES

#### I. Purpose

The purpose of a P.I. 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.

#### II. Functions/Responsibilities

The basic functions of a P.I. subcommittee are:

- A. To open and maintain lines of communication;
  - a. Between N.A. and the public
  - b. Between the ASC/RSC and WSC/WSO
- B. To respond to all requests for information in a timely and effective manner;
- C. To be sure that those requests are handled at the appropriate level of service (see section 1.2). Remember our Ninth Tradition states, subcommittees are "directly responsible to those they serve."

#### III. Meetings and Membership

All P.I. subcommittees should meet regularly at a designated time and place that is well publicized, encouraging all members to attend. Members of a P.I. subcommittee should be defined according to one or more of the following suggestions:

- A. Those assigned to head specific projects as needed;
- B. Those willing to help on various projects as needed;
- C. Voting members (defined usually as those representatives chosen by individual groups or areas with experience in P.I.).

Active membership should be further defined to include regular attendance at P.I. meetings. Some subcommittees have

included a regulation that persons can be considered active only after attending two consecutive meetings.

IV. Voting Participants and Procedures

- A. Who is eligible to vote;
- B. What is the required quorum;
- C. Decide upon the members who will be eligible to participate in your subcommittee's group conscience. These might be:
  - 1. Elected officers;
  - 2. Representatives elected and sent by the groups or areas within your area/region.

V. Requirements and Duties of Voting Participants

It is generally accepted that all participants shall have the following:

- A. Personal time and abilities to perform their duties;
- B. Willingness and desire to serve in the position;
- C. Clean time and service experience as stated herein;
- D. Understanding and practical experience of the Twelve Steps and Twelve Traditions of Narcotics Anonymous;
- E. Maintenance of clean time throughout term of office or participation.

Further discussion within the committee will determine the requirements of officers. Officers are usually limited to Chair, Vice-Chair, Secretary and Treasurer. Clean time will vary depending on the age of your area/region. Experience in P.I. or related activities is preferable.

Other details can usually be found by reading through the ASC/RSC guidelines. Samples can also be obtained through the World Service Office or neighboring P.I. subcommittees.

- VI. Task force committees are often established by P.I. subcommittees as the need arises, to work on specific projects such as:
  - A. Speaker lists
  - B. Information packet mailings
  - C. Creation and updating of contact lists
  - D. Material for posters
  - E. Formats for speaker presentations

OVERLAP GUIDELINES FOR COOPERATIVE  
EFFORTS IN P.I. \_\_\_\_\_ AREAS/REGIONS

at overlap areas/regions to the  
proper service committee.

- II. Objectives
  - A. Maintain contact with person in each area/region who handles P.I. contingency plan.
  - B. Share information on meetings, volunteer lists, etc.
  - C. Coordinate inter-area/regional P.I. workshops
- III. Membership

Choose one or more from each area/region as voting members.

  - A. P.I. Chair or P.I. Vice-Chair
  - B. ASR/RSR
  - C. Alternate ASR/RSR
  - D. ASC/RSC Chair or Vice-Chair
  - E. Phoneline Chair or Central Office Manager

IV. Meeting Schedules

Suggested quarterly meetings with monthly  
correspondence

## Appendix 3

### H&I/P.I. COOPERATION

Rules of thumb for cooperation between H&I and P.I.

1. Remember, we all belong to the same Fellowship and our primary purpose is the same no matter which committee we belong to.
2. Communication between the two subcommittees ahead of time (that means planning together how to proceed) will help avoid problems and promote unity.
3. Flexibility (something most of us addicts don't have much practice at) will allow for cooperative efforts that respond to the needs of the institution while staying within our Traditions.
4. *"I can't, but we can"* applies to subcommittee members and subcommittees.
5. Work together. When we don't, we divert ourselves from our primary purpose!

There may be instances where the most effective and productive presentation can only be accomplished by a combined effort of representatives from P.I. and H&I. This, of course, is a perfect application of our Twelve Steps and Twelve Traditions--working together to carry the message of N.A. recovery to the still-suffering addict.

Examples:

A hospital treatment center calls for a presentation to their doctors and nurses--P.I.

A hospital treatment center calls for a presentation to their clients--H&I

A call comes requesting information, maybe a meeting, doesn't know--P.I. and H&I

If a P.I. subcommittee doesn't exist in an area or region, H&I subcommittees may take on many of the responsibilities generally taken on by P.I. subcommittees. Ask your ASC/RSC for support and information. If there isn't a P.I. subcommittee in your area or region, start one.

1. Generally, a P.I. activity is geared to people outside our Fellowship and includes people who come in contact with addicts and can help addicts to find N.A. The approach with non-addicts differs from the more personal sharing appropriate to talks given to addicts.

Guides for H&I Subcommittees:

1. All H&I committees (WSC, regional, area and local) should remain in frequent contact with their counterparts in P.I.
2. Whenever possible, a liaison should be selected by the committee to attend any P.I. meetings held within their area or region, so that a spirit of absolute cooperation can be fostered which will better enable us to carry out our primary purpose.
3. Whenever an H&I activity is geared to the addict, that means identification "...if they can stay clean, so can I." An H&I meeting is necessary when for some reason, our Traditions cannot be upheld. The most often found examples of this are when:
  - a. There are some restrictions on attendance at meetings.
  - b. The meeting cannot be entirely self supporting.
  - c. There is a need for the facility staff to be present in some form of surveillance.

Guides for P.I. Subcommittees:

1. P.I. subcommittees should always check with the H&I subcommittee before making initial contact with an H&I type facility. These facilities are usually one of the following: hospital, methadone clinic, jail, prison, detox center, or treatment program. This contact with H&I will determine whether H&I services are already being provided and if not, whether H&I is able to provide them if requested.

2. P.I. presentations are simply an information giving activity--who and what N.A. is. We do not give in-service training on addiction or drug abuse.
3. Whenever making a presentation, P.I. members must have the name of an H&I contact to supply to the facility if it becomes apparent that an H&I meeting is requested or required. Don't commit H&I services.

#### CONCLUSION

At the world, regional and area levels, P.I. committees and subcommittees are working to develop materials to use in presentations to people in the helping professions.

H&I subcommittees are working diligently to better carry the message of recovery to addicts in hospitals and institutional settings.

Cooperation and flexibility are the keys that will allow H&I subcommittees and P.I. subcommittees at all levels to keep informed on what is being done by other subcommittees in their area or region. If we work together, we can accomplish any task. Unity of purpose is vital to our efforts.

## Appendix 4

### START UP OUTLINE FOR AREA/REGIONAL P.I. SUBCOMMITTEES

- I. Membership and Meetings
  - A. Contact at least one member from each group/area, preferably P.I. chairs or people with one to five years clean and P.I. experience. (Clean time will vary depending on the age of your area or region.) Get a commitment from them to attend area/regional P.I. meetings and act as liaison for their group/area. Also, ask about their experience in any P.I. activities they have attempted.
  - B. Create your initial mail list from those contacts and set a time and date for your first meeting. It has been beneficial for some regions to hold frequent meetings at first (twice a month) to lay a foundation.
- II. Initial Meeting Agendas
  - A. Guidelines for the P.I. committee are essential, and should be the first item on your agenda until they are completed. This beginning work may take time but it is important to move ahead slowly and thoroughly in order to avoid problems later.
  - B. Contacts and Resources
    1. Compile a list and begin contacting your area's phone line and H&I committee chairpersons, encouraging their participation in the P.I. subcommittee. Phone lines must be operating at peak level once P.I. work starts. H&I must be able to respond to some of those calls and also to facilities where initial P.I. contact results in an H&I need.
    2. Contact should be made with the WSC P.I. Committee, through WSO informing them of your committee's existence and requesting information on P.I. work being done in

neighboring areas/regions and a regional contact when available.

3. Contact neighboring areas/regions to share P.I. experience.
- C. Be sure your subcommittee information contact name(s) and phone number(s) are made available throughout your area/region and be prepared to start your job as a communicator with other areas, regions and the world.
- D. Along with your guidelines, a contingency plan should be created, (See Appendix 2) to ensure that all hotline volunteers as well as P.I. chairs know who is responsible for handling various types of P.I. requests.

### III. Ongoing Work

- A. Information kits for speakers must be created and continually updated to assure a regular supply of members available to respond to requests for speakers.
- B. P.I. workshops should be planned and held at regular intervals throughout the year, both at regional and area levels.
- C. In order to accomplish the above, P.I. subcommittees must constantly and consistently share information and conduct training workshops, so that area representatives are up-to-date and knowledgeable about P.I. goals and activities. It is vital to incorporate a good understanding of our Twelve Traditions in all P.I. activities.
- D. Work with your regional convention committee and WSC P.I. Committee in conducting P.I. workshops during conventions. These might include presentations to the media, professional people outside the Fellowship and members. Media contact at a regional level should *always* be coordinated with neighboring regions and WSC P.I.

## Appendix 5

### SAMPLE BULLETINS, FLYERS, NEWSPAPER ADS

Bulletins should always include your P.I. subcommittee's mailing address. Some subcommittees use the back of flyers or bulletins to list several local meeting locations.

1. If using drugs isn't fun anymore and you've tried to stop but you can't, there is a group of recovering addicts who can help you live life without the use of drugs Narcotics Anonymous. For more information call \_\_\_\_\_. Meetings are held at \_\_\_\_\_.
2. If you think you may have a problem with drugs, give yourself a break. There is a way out with the help of other recovering addicts in Narcotics Anonymous. We have been there. Call \_\_\_\_\_.
3. Narcotics Anonymous is a group of recovering addicts who live without the use of drugs. It costs nothing to be a member. The only requirement for membership is an honest desire to stop using. Call \_\_\_\_\_ for more information.
4. Drug addiction is a disease. Narcotics Anonymous is a group of recovering addicts who help each other stay clean. There is a way out of having to use through the help of Narcotics Anonymous. Call \_\_\_\_\_ for more information.
5. As recovering addicts, we have found that it is possible to live without the use of drugs with the help of Narcotics Anonymous. If you are still using and can't stop, we can help. Give yourself a break. Call \_\_\_\_\_ for more information.
6. If you have found that drugs are causing you problems, there is a solution. Narcotics Anonymous is a program that works if you want to stop using. We can help. Call \_\_\_\_\_ for more information.
7. If life seems hopeless and you can't stop your drug use, Narcotics Anonymous offers a way out and a new hope

for life without the use of drugs. Give yourself a break;  
call \_\_\_\_\_ for more information.

## Appendix 6

### GROUPS/ORGANIZATIONS TO CONTACT

The use of letters in P.I. work is discussed in detail in previous sections of the handbook. Refer to those sections before using the list below.

This list is not intended to be all inclusive, but rather to help trigger ideas. Expand or delete as necessary. Each P.I. subcommittee should take the time to make up this type of list for their community.

Remember to work with your H&I committee when contacting any agency that might need an H&I meeting.

#### Religion

- Members of the clergy
- Church groups--young people's; social, etc.
- Clergy associations
- Theological seminaries

#### Education

- Teachers
- Teachers associations
- Student teachers
- High schools and grammar schools  
(social studies or health classes are usually the best options)
- Colleges--health services
- Seminars on addiction or chemical dependency

#### Industry

- Unions
- Employee assistance programs
- Personnel directors

Governmental

#### Organizations

- Clubs (service or social)
- Neighborhood organizations
- Nursing homes and rest homes
- Youth groups
- Fraternal organizations
- Ethnic associations
- Suicide prevention or crisis centers

Police academies	Medical
Judges	Doctors, dentists, etc.
Probation officers	Medical students
Wardens	Nurses (plus student nurses)
Health departments	Hospital staffs
Military	Clinic staffs
Police departments	

## Appendix 7

### LETTERS TO GROUPS/ORGANIZATIONS

#### COVER LETTER FOR INFORMATION PACKETS

Date

Organization/Individual/Etc.  
Address

Dear Friends:

This letter is an attempt to bring an awareness of the Fellowship of Narcotics Anonymous to the community. We hope to create an understanding of our Fellowship so that if you feel our program may be of benefit to you, or to the people you service, you will know how to contact us for further information.

Narcotics Anonymous is a non-profit Fellowship of men and women for whom drugs had become a major problem. We are recovering addicts who meet regularly to help each other to stay clean. This is a program of complete abstinence from all drugs. Our Fellowship is concerned with the disease of addiction and recovery from that disease; the drug (or drugs) of choice is unimportant.

We, in Narcotics Anonymous, would very much like to give more information to the public, in hopes that those who can use us, will be able to find us. Feel free to use our literature, meeting directories, etc. as referral to our program.

If you would like N.A. speakers at your facility, please allow a two to four week notice. Please address your requests to:

Group/Area/Region Name  
Address  
City, State, Zip

Thank you for your time and we hope that we may be of some service to you, your group or organization.

Sincerely,

P.I. Committee Chairperson  
Group/Area/Region of Narcotics Anonymous

SAMPLE LETTER TO PROFESSIONALS  
(Use names where possible)

Dear Counselor:

The purpose of this informational packet is to familiarize you with Narcotics Anonymous, also known as N.A. You may have clients with a drug addiction and you may want to suggest they attend Narcotics Anonymous. Possibly together we can help the addict who still suffers.

Narcotics Anonymous is a Fellowship of recovering addicts who meet regularly to help each other stay clean by sharing their experiences, strength and hope.

N.A. is composed of men and women of all ages from all walks of life. We are an anonymous Fellowship so that addicts who seek recovery here may be confident that their anonymity will be protected.

We have enclosed some literature and a current schedule of N.A. meetings. If, after reading this literature, you would like to obtain additional copies, please call or write us and we will make them available to you.

We also operate a phonenumber to aid those who want to stop using. Our Fellowship provides much to the addict. It does not, however, provide legal counseling.

N.A. costs the addict nothing. N.A. costs you nothing and is entirely self-supporting and declines outside contributions.

Many addicts have credited professionals such as yourself for directing them to N.A. Thank you for your time and concern.

Sincerely,

P.I. Chairperson

SAMPLE LETTER TO PROFESSIONALS  
(Use names where possible)

Dear Educator:

The purpose of this informational packet is to familiarize you with Narcotics Anonymous, also known as N.A. You may have students addicted to drugs and you may want to suggest

they attend Narcotics Anonymous. Possibly together we can help the addict who still suffers.

Narcotics Anonymous is a Fellowship of recovering addicts who meet regularly to help each other stay clean by sharing their experience, strength and hope. N.A. is composed of men and women of all ages from all walks of life. We are an anonymous Fellowship, so that addicts who seek recovery here may be confident that their anonymity will be protected.

We have enclosed some literature and a current schedule of N.A. meetings. If, after reading this literature you would like to obtain additional copies, please call or write us and we will make them available to you.

We also operate a phonenumber to aid those who want to stop using. Our Fellowship provides much to the addict. It does not, however, provide educational counseling, lectures on the pharmacology of drugs or related research. We do have speakers who are recovering addicts available to talk to individuals or groups about N.A.

As an educator, we know you will impact many individuals who may be addicted or will need information regarding our Fellowship.

Many addicts have credited professionals such as yourself for directing them to N.A. Thank you for your time and concern.

Sincerely,

P.I. Chairperson

**SAMPLE LETTER TO PROFESSIONALS**

*(Use names where possible)*

Dear Doctor:

The purpose of this informational packet is to familiarize you with Narcotics Anonymous, also known as N.A. You may have patients addicted to drugs and you may want to suggest they attend Narcotics Anonymous. Possibly together we can help the addict who still suffers.

Narcotics Anonymous is a Fellowship of recovering addicts who meet regularly to help each other stay clean by sharing their experience, strength and hope.

N.A. is composed of men and women of all ages from all walks of life. We are an anonymous Fellowship so that addicts who seek recovery here may be confident that their anonymity will be protected.

We have enclosed some literature and a current schedule of N.A. meetings. If, after reading this literature, you would like to obtain additional copies, please call or write us and we will make them available to you.

We also operate a phonenumber to aid those who want to stop using. Our Fellowship provides much to the addict. It does not, however, provide detoxification, hospitalization, medication, psychiatric or medical diagnosis.

N.A. costs the addict nothing. N.A. costs you nothing and is entirely self-supporting and declines outside contributions.

Many addicts have credited professionals such as yourself for directing them to N.A. Thank you for your time and concern.

Sincerely,

P.I. Chairperson

SAMPLE THANK YOU FOR USE AFTER SPEAKING  
OR COMMUNITY MEETINGS

Dear:

On behalf of Narcotics Anonymous, I would like to thank you for allowing us the opportunity to speak at your school/facility/etc. Our presentation seemed to be very well received by the students/patients/etc.

Should other teachers/facilities/etc. be interested in a presentation by N.A., we can be reached at the above address. A message can also be left through our phonenumber at \_\_\_\_\_.

Once again, thank you for your assistance.

Sincerely,

Public Information Chairperson



## Appendix 8

### COMMUNITY MEETING FORMAT

#### Introduction:

Hello, I'd like to welcome everyone to this public information meeting, sponsored by the \_\_\_\_\_ group/area/region of Narcotics Anonymous. My name is (first name only), and I'm an addict.

The purpose of this meeting is to inform the community of what we offer in Narcotics Anonymous: recovery from the disease of addiction. Our message is simple: An addict, any addict, with the desire to stop using drugs, can stop using, can lose the desire to use, and can find a new way of life through N.A.

N.A. is a worldwide Fellowship of recovering addicts who help each other stay clean. N.A. was founded in July of 1953. It grew very slowly for the first twenty years, but began to spread quite rapidly in the early 1970's. By the early 80's, that growth was explosive, in part as a result of the publication of our Basic Text, *Narcotics Anonymous*. By January of 1985, there were some 4,000 N.A. groups in 27 countries, with several new groups being added to the list each day. Narcotics Anonymous is growing at an incredible rate today in all 50 states and across Canada, and continues to stabilize in more countries all over the world. Here in \_\_\_\_\_, N.A. was formed in \_\_\_\_\_ (year), and has grown to (number) meetings per week. We will discuss the local N.A. Fellowship in more detail later.

We will begin tonight's meeting by reading from some N.A. literature to better acquaint you with our program. A recovering addict will then be called on to share his/her personal experience with addiction and recovery. Next we will give you a detailed description of our local N.A. groups, including meeting lists, contacts, and hotline numbers. We will finish up with a question and answer session. Any opinions you hear tonight are the speaker's, and not necessarily those of N.A. as a whole. The meeting will last until (time). You are invited to stay for coffee after the meeting is over.

(Optional)

As is customary in regular meetings of N.A., we will begin with a moment of silence for the addict who still suffers, followed by the serenity prayer.

READINGS:

I have asked \_\_\_\_\_ to read "Who is an Addict."  
I have asked \_\_\_\_\_ to read "What is the N.A.  
Program."  
I have asked \_\_\_\_\_ to read "How it Works."

Before I call on the first speaker, I would like to say a few words about anonymity. We remain an anonymous Fellowship so that addicts who seek recovery here may be confident that their anonymity will be protected. Many of us eventually come to have nothing to fear from society if it becomes known that we are recovering addicts; still we maintain anonymity as a reminder that it is not our personal identity that is important in N.A. What is important is that we are addicts who have learned to live without drugs. Personal anonymity at the public level remains an important spiritual principle, reinforcing the humility necessary for ongoing recovery. Thank you for respecting that when you leave here tonight.

Our first speaker tonight is (first name only).

(Share your experience, strength and hope)

Our second speaker tonight will share information about our local N.A. groups. (first name)

1. Local history of N.A.--where and when the first group started, when expansion began, how many groups today. (It is sometimes helpful, if applicable, to be candid about the change in atmosphere in the local groups since the "early days." This may address any preconceptions or fears about N.A.).
2. Formation of service committees--describe local H&I efforts, literature outlets, phonline arrangements, P.I. efforts, etc.
3. How to make use of N.A.--Describe the steps to take in contacting N.A., and how they may expect you to respond. Tell them about Twelfth Step lists, pass out meeting lists, including phonline number, explain sponsorship, and how it is handled locally, explain how

they may get an H&I panel or P.I. speakers to come to their facility, etc.

4. Include other relevant local information, if any.

The floor is now open for questions and answers.

(After Q & A)

The pamphlets and magazines on display are free; the books are for sale. World Service Officer order forms are also free, should you want to order your own literature directly. Thank you for your attention tonight; please stay for coffee and fellowship after the meeting, and feel free to contact N.A. at any time should a need arise.

(Optional) Closing Prayer.

## Appendix 9

### LETTERS FOR RADIO AND TV

#### THANK YOU LETTER FOR INTERVIEW

*This should be edited to reflect the correct information for your area or region.*

XXX News  
John Doe  
street  
city

Dear Mr. Doe,

Thank you for the opportunity to share with you and your viewers the recovery program of Narcotics Anonymous. We appreciate the cooperation and open-mindedness shown to us by the members of your news staff. The radio/television media provides us with an excellent form of communication to the suffering addict who doesn't know where to turn for help. In their most desperate hours, many addicts have heard/seen a public service announcement with an N.A. phonenumber number and made the call for help.

We would appreciate a copy of the broadcast in order to keep a record of our committee's work and to communicate successful methods to other areas.

Our Fellowship continues to grow by leaps and bounds every year. Since 1953, when the Fellowship was established in California with only a few addicts, the number of clean, recovering members has increased to hundreds of thousands.

We are always grateful to organizations which are understanding and respectful of the Twelve Traditions of Narcotics Anonymous. If there is any additional help or information you may need, now or in the future, please feel free to contact our committee, either through our phonenumber or the address below.

Sincerely,

contact person  
committee name  
address  
phone

LETTER OF INTRODUCTION FOR PSA PLACEMENT

*This should be edited to reflect the correct information for your area or region.*

Dear Public Service Director: *(Use names wherever possible.)*

We are writing in response to our recent conversation with your station concerning Narcotics Anonymous.

Narcotics Anonymous is a worldwide Fellowship of men and women for whom drugs had become a major problem. We are recovering addicts who hold regularly scheduled meetings to help each other live drug-free lives. We feel that our approach to the problem of addiction is completely realistic, for the therapeutic value of one addict helping another is without parallel. We feel that our way is practical, for one addict can best understand and help another addict.

We are a non-profit organization, self-supporting through our own contributions. Therefore, we charge no dues or fees for our service.

We believe it is of vital importance for our community to be aware of the service we offer. It is our hope that your station will be able to aid us in this task by airing our PSA's. If there are any questions concerning Narcotics Anonymous or our status as a non-profit organization, please do not hesitate to contact us. We can be reached through our phoneline : \_\_\_\_\_ in the \_\_\_\_\_ Area.

Ask to speak with the Public Information Contact person.

Thank you for your consideration.

Sincerely,

Public Information Subcommittee  
Narcotics Anonymous

(Include a name and phone number)

LETTER OF INTRODUCTION FOR PSA PLACEMENTS

*This should be edited to reflect the correct information for your area or region.*

Dear \_\_\_\_\_

Narcotics Anonymous of \_\_\_\_\_ county is requesting the help of area radio/TV stations in an effort to reach people with a drug problem who want to stop using.

In order to do so, the Area Service Committee of \_\_\_\_\_ County is operating a phonenumber, available to anyone seeking help. This service covers the areas of \_\_\_\_\_ Counties. The number is \_\_\_\_\_

We are trying to let the public know of this service and we have prepared 30 second public service announcements which we would greatly appreciate your airing during your broadcast day.

Narcotics Anonymous is a Fellowship of recovering 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, agencies or institutions.

We will be contacting you in the near future to establish communication with your station so that we may answer any questions you might have. We would appreciate your advising us of air time and frequency of broadcasts as we are endeavoring to maintain records.

Thank you for your attention and cooperation.

Sincerely,

Radio and TV Coordinators

Chairperson: \_\_\_\_\_

THANK YOU LETTER FOR PSA PLACEMENT

*This should be edited to reflect the correct information for your area or region.*

Dear \_\_\_\_\_

The \_\_\_\_\_ (area) \_\_\_\_\_ Public Information Subcommittee of Narcotics Anonymous would like to thank you for your cooperation in our effort to carry the message of Narcotics Anonymous by airing the public service announcements we previously sent to you. The response has been positive and extremely valuable.

Being aware that it is not possible for you to air our public service announcements on a continuing basis, we have prepared and enclosed updated versions.

We thank you again for your cooperation and if you have any questions or require additional information, please feel free to contact me at my home or through this committee.

Sincerely yours,

P.I. Subcommittee Chair

THANK YOU LETTER FOR PSA PLACEMENT

*This should be edited to reflect the correct information for your area or region.*

Jane Doe  
Public Announcement Director  
XXXX Television Station  
P.O. Box \_\_\_\_\_  
Your City, Your State and Zip

Dear Ms. Doe,

The purpose of this letter is to express the gratitude of the \_\_\_\_\_ (area) \_\_\_\_\_ Public Information Committee of Narcotics Anonymous for running the N.A. Phonenumber video/N.A. TV PSA's.

We feel that it is very important that we bring to your attention the impact this video has on addicts, on families of addicts, and on friends of addicts. It seems that people who suffer from the deadly disease of addiction reach a point of total defeat. They are then ready to admit that they have no control over their drug use and become willing to seek and to accept help. It is crucial that they are aware that there is a Fellowship and a program available to them in which addicts help each other to stay clean.

We are very grateful to your station for the part you play in circulating the promise that recovery is possible by working the Twelve Steps to recovery in N.A. We feel that as a result of your support many people are now aware that they can lead a clean, healthy, and productive life.

Sincerely,

P.I. Subcommittee Chair

## Appendix 10

### RADIO PSA SCRIPTS

#### RADIO PSA #1

*(WSC- approved; available through WSO)*

ORGANIZATION:

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

CONTACT:

John Doe  
Public Service Director  
000-0000

READING TIME -- 10 SECONDS

Voice/Over 1

Recovery is what happens in N.A. meetings. It is possible to stop using drugs.

Voice/Over 2

Call Narcotics Anonymous, we can help.

(Name of Organization) File #0000000000000000

#### RADIO PSA #2

*(WSC-approved; available through WSO)*

ORGANIZATION:

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

CONTACT:

John Doe  
Public Service Director  
000-0000

READING TIME -- 10 SECONDS

Voice/Over 1

It is possible to stop using drugs.

Voice/Over 2

Call Narcotics Anonymous, we can help.

(Name of Organization) File #000000000000

RADIO PSA #3

*(WSC-approved; available through WSO)*

ORGANIZATION:

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

CONTACT:

John Doe  
Public Service Director  
000-0000

READING TIME -- 20 SECONDS

Voice/Over 1

I was searching for an answer when I reached out and found Narcotics Anonymous.

Voice/Over 2

Surrounded by fellow addicts, I realized I was not alone.

Voice/Over 3

Recovery is what happens at N.A. meetings. It is possible to stop using drugs.

Voice/Over 4

Call Narcotics Anonymous, we can help.

(Name of Organization) File #0000000000000000

RADIO PSA #4

*(WSC-approved; available through WSO)*

ORGANIZATION:

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

CONTACT:

John Doe  
Public Service Director  
000-0000

READING TIME -- 20 SECONDS

Voice/Over 1

I admitted I was powerless over my addiction--that my life had become unmanageable.

I had tried to quit on my own but it never worked.

In Narcotics Anonymous I learned that it is possible to stop using drugs.

Voice/Over 2

Call Narcotics Anonymous, we can help.

(Name of Organization) File #0000000000000000

RADIO PSA #5

*(WSC-approved; available through WSO)*

ORGANIZATION:

Narcotics Anonymous  
(...Area Service Comm.)

CONTACT:

John Doe  
Public Service Director

0000 Every Street  
Anytown, USA 69696  
000-0000

000-0000

READING TIME -- 30 SECONDS

Voice/Over 1

I was searching for an answer when I reached out and found Narcotics Anonymous.

I came to my first N.A. meeting in defeat, and didn't know what to expect.

Voice/Over 2

Surrounded by fellow addicts I realized I was not alone. I heard them talk about the same feelings I was afraid to share.

Voice/Over 3

Recovery is what happens at N.A. meetings. It is possible to stop using drugs.

Voice/Over 4

Call Narcotics Anonymous, we can help.

RADIO PSA #6

*(WSC-approved; available through WSO)*

ORGANIZATION:

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

CONTACT:

John Doe  
Public Service Director  
000-0000

READING TIME -- 60 SECONDS

I admitted I was powerless over my addiction--that my life had become unmanageable.

I had tried to quit on my own but it never worked.

I was searching for an answer when I reached out and found Narcotics Anonymous.

I came to my first N.A. meeting in defeat, and didn't know what to expect.

Surrounded by fellow addicts I realized I was not alone: I heard them talk about the same feelings I was afraid to share.

Recovery is what happens in N.A. meetings.

It didn't matter what drug or how much I used. In Narcotics Anonymous I learned that it is possible to stop using drugs.

I don't have to do it alone.

Call Narcotics Anonymous, we can help.

(Name of Organization) File #00000000000

## Appendix 11

### TV PSA SCRIPTS

TV PSA #1 — BASIC TEXT  
(WSC-approved; available through WSO)

#### 30 Second PSA

Title: Basic Text

"I was searching for an answer when I reached out and found  
Narcotics Anonymous...

...I came to my first N.A. meeting in defeat and didn't know  
what to expect...

"Surrounded by fellow addicts I realized...

...that I was not alone; I heard them talk about the same  
feelings I was afraid to share...

"Recovery is what happens in our meetings...

"It is possible to stop using drugs"

"Call Narcotics Anonymous...

...We Can Help."

"Check your local phone book or write, P.O. Box 9999, Van  
Nuys, California 91409

TV PSA #2—WOMAN AT TABLE  
(WSC- approved; available through WSO)

30 Second PSA

Title: Woman at Table

"I admitted I was powerless over my addiction...

...that my life had become unmanageable...

...It didn't matter how much or what drug I used...in Narcotics  
Anonymous

"..I learned that it is possible to stop using drugs...

"I don't have to do it alone!"

"Call Narcotics Anonymous...

...We Can Help"

"Check your local phone book or write, P.O. Box 9999, Van  
Nuys, California 91409"

TV PSA #3—MAN IN PHONEBOOTH  
(WSC-approved; available through WSO)

30 Second PSA

Title: Man in Phonebooth

I remember how scared I was. I was desperate. I know I was  
desperate because I wouldn't have called otherwise. I was sick  
and I was beginning to do things I'd promised myself I'd  
never do. There wasn't anyone left who was glad to see me  
anymore. So I took a chance and called Narcotics Anonymous.