

FAQ's

REFER TO FORMAT ON THE CLIP BOARD

Glad you're here for our Public Relations presentations! I'm an addict named Dana. I'm the Tri-County PR Chair and I also serve as the Regional PR Vice Chair.

We are presenting a 3-part learning workshop. I will start off with frequently asked questions about PR, followed by Elizabeth covering flyer drives, and Anne with a mini-Tech Talk.

We have a bit of a game to play today! We have taped some questions to the bottoms of your chairs. So, please look under your chair NOW to find your question! Anyone who asks a question will get a prize!

1. What is the difference between Public Information and Public Relations?

- We started off as Public Information: Informing the public about NA
- Over time, we developed into Public Relations which is an “umbrella term” that includes Phonenumber, Website, Public Information, Outreach, and Hospitals and Institutions.
- Our focus is on developing long-term, professional relationships

2. Do I have to say I'm an NA member or break my anonymity when I do Public Relations service?

- You don't have to identify as an NA member.
- There's no need to break your anonymity if you don't want to.

3. What should my response be if someone asks me directly, “Are you a member of NA”?

- You have the choice to let them know or not. It is your decision. You can say "I'm a volunteer, I help out, I'm with NA, I'm a person in

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long-term recovery” or whatever you’re comfortable with in identifying yourself.

4. How much clean time do I need to do Public Relations service?

- Any member is welcome and encouraged to serve regardless of their clean time.
- Inexperienced members are matched with more experienced members when doing service work.
- It depends on the policy of the subcommittee, but it is usually task specific.

5. How much of my personal time does it take to do Public Relations service?

- Typically, subcommittees meet monthly.
- You can decide how much time you want to spend. Booth sitting - a few hours. Literature drops near your home, a few minutes. Websites - a few years!

6. Do I need a car to do PR work?

- No. For certain projects you can be picked up by another member or you can use public transportation or work from home.

7. Do I have to do PR work in person?

- No. Although some work has to be done in person, there is some work you can do from the comfort of your home.
- Some of the work is behind the scenes and some of the work is out dealing directly with the public.
- Some committees meet hybrid or online.

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8. What “Behind the Scenes” tasks can I do other than presentations in PR?

- Some of the work that can be done behind the scenes are phone calls, emails, and following up on presentations. Research in organizing project tasks and looking for events for booth sittings are needed. Subcommittees always need a secretary and other service positions filled. Websites and meeting updates are done from home.

9. How long before I see the results of my PR work?

- We plant seeds...
- Results may take time but have lasting effects.
- Anne has a great story in response to this question. Anne please tell us YOUR Story.

10. Is putting up a poster or billboard promotion?

- No. NA is Anonymous, NOT a SECRET!
- In Tradition 11 it states that, “Our Public Relations Policy is based on attraction rather than promotion”.
- Our spiritual aim is to make the NA name widely known and respected.
- Telling the public how to find NA and what we do is the purpose of any poster or billboard.
- Promotion is making exaggerated claims. We don't say we're the best or the only road to long term recovery. We don't have famous people representing NA.

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PRINT THE BELOW QUESTIONS AND DISTRIBUTE THEM TO MEMBERS IN THE AUDIENCE.

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