PUBLIC INFORMATION

Informs the public that NA exists – PI had a history of no follow-up

Emerging NA fellowships PI efforts – posters, newspaper advertisements, introductory mailings

Communication between committees (H&I) very important
PUBLIC RELATIONS

Public Relations is a process:
The building and maintaining of relationships
ALL the relationships that we create and maintain are PR
Communication and collaboration with committees (H&I, Phonelines) very important
Public Relations functions can be done by PI committees. Names are less important than actions. Follow-up is needed for effective PR.
CORE PR PRINCIPLES

Strong relationships are:
• Ongoing
• Flexible
• Trustworthy
• Benefit both NA and public organizations
• Respectful
PR & SPIRITUAL PRINCIPLES

Anonymity
Unity
Attraction
Self-support
Cooperation not affiliation
Responsibility and accountability
Forever nonprofessional
Communication
TRADITION SCENARIOS

Anonymity
Unity
Cooperation
What we want to communicate…

- NA history – local and global
- Description of NA – 3rd and 5th Traditions
- Role of NA groups and Traditions
- NA steps and spiritual principles
- The name “Narcotics Anonymous”
- Spiritual not religious
- Where to find NA
COMPONENTS OF PRESENTATIONS

• Familiar Language
  ➢ Audience appropriate
  ➢ No NA jargon
  ➢ Professional and courteous

• Appearance
  ➢ Suitable clothing
  ➢ Think like job interview
  ➢ Invite diverse members

• Rehearse
  ➢ Read and re-read
  ➢ Role-play
COMPONENTS OF PRESENTATIONS

Presentation Tips
- Be prepared
- Know your audience
- Listen
- Be simple and direct
- Send thank you notes
- Keep local – bring local resources
- Share information about NA – minimize personal experience