

RESOURCE FOR

chapter two

CORE

PUBLIC RELATIONS

PRINCIPLES

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Tradition scenarios..... |

TRADITION SCENARIOS

Before trusted servants begin public relations efforts, they may want to take some time to discuss the scenarios below. These are examples of the kinds of public relations situations that could require putting NA's Twelve Traditions into practice. This document is created so that committee members can improve their skills in applying NA's traditions through practice and role-playing. Keep in mind that these scenarios are simply examples; we encourage committees to discuss the traditions in the context of their own service situations.

Setup: Provide each participant with a copy of this document, and be sure each table has a copy of the *Public Relations Handbook*, *It Works: How and Why*, and the Basic Text. Pens and note paper can also be distributed to each table.

Resources: The tradition essays in *It Works: How and Why*, and the information contained in Chapter Two of the *Public Relations Handbook*, can be used as resources.

Facilitator: Ask each table to read the first scenario and discuss, amongst themselves, the example and the questions following the example. (10 minutes) Once each group has discussed the scenario, ask each table to report the key point of their discussion. Lead the group in a discussion that identifies a common understanding of the tradition illustrated in the example. (15 minutes) This process can be repeated for all tradition scenarios.



Note: When a committee decides to use their own service situations to discuss the traditions, the facilitator can invite the group to help create scenarios. Committee members can begin by identifying common service issues and the accompanying tradition. This identification of service issues can happen at a brief meeting before the discussion or by using email.

Real-life service examples help us discuss principles in a meaningful way. Some of the issues raised may pertain to the work of a specific committee and some may be more general public relations issues in the community. The discussions about all these issues, regardless of the identified committee, should be shared with the area. This action will help all involved gain a better understanding of our traditions.

Cooperation

A group has been holding meetings in the same facility for several years. Recently, group members have neglected to properly maintain the facility, allowing members to discard cigarettes on the property, leave coffee cups around the meeting room, and ride their motorcycles close to the entrance of the facility. The group shares the building with members of the public, and the facility manager is upset by complaints about NA from other occupants.

In a cooperative spirit, how could group members work with the property manager to restore a good relationship? How can the group discuss ways to cooperate with the property manager to restore the relationship between NA and this member of the public? For example, could the group clean up the entire property and then consistently maintain the cleanliness of the meeting space? What steps could the group take to amend the damage caused?

Affiliation

A group member sees a copy of a church bulletin and becomes alarmed because an NA group that meets in the facility is listed in the bulletin. The member brings this matter to the group's business meeting to discuss traditions that may have been violated. Members believe that a few traditions could be violated, including affiliation.

During the group's discussion, members are asked to consider if this listing is affiliating with the church, or if it is providing information to those who receive the bulletin. Are there additional organizations that meet at the facility listed in the church bulletin? How can we help to make members in our community aware that this is *not* affiliation or endorsement?

Endorsement

A public information committee would like to print the area's NA meeting schedule in a local newspaper to inform the community about NA meetings. Many members in the area service committee voice concerns that if the meeting schedule is published in that particular newspaper, it may be perceived that the newspaper is endorsing NA.

How can a local committee better inform the public that NA meetings are an available resource for addicts to recover? How do we help make our members aware that providing information relates to our primary purpose and is not affiliation or endorsement?

Self-Support

A local public information committee is offered a free exhibit booth at a health fair being hosted by a hospital. Many community providers (such as treatment centers, health screening tables, and social service agencies of the city) will be present; however, NA is the only organization being offered a free booth. The teenage son of the hospital's CEO is a member of NA, and the table is being offered free to NA because the CEO is so grateful.

How can the committee participate in the health fair and still remain self-supporting?

Anonymity

A local television station is producing a series on addiction and one of its featured segments is "Narcotics Anonymous—A Community Resource." In this segment, an NA member is featured as spokesperson for NA in the community and the interview is conducted showing the member's full face. The member who was interviewed has no problem with breaking his anonymity.

How can the committee work with the member and the television station to maintain personal anonymity?