

BRITISH COLUMBIA REGIONAL PUBLIC INFORMATION COMMITTEE OF NARCOTICS ANONYMOUS CONTINGENCY PLAN

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SECTION ONE: CONTACTS FROM MEDIA

It is essential that all members of the BC Regional Public Information Committee of Narcotics Anonymous know what procedures are to be followed when the PI Committee or any member of Narcotics Anonymous is contacted by any type of media entity. This contingency plan will outline how such contacts are to be managed throughout the BC Region.

These are the questions you need to ask to better facilitate the request.

1. What audience level is the exposure likely to cover? Local, Regional, or National?
2. What is the intended audience? Children, teenagers, adult, or seniors?
3. What is the scheduled deadline for the information you want? Is it 48 hours or less, 48 hours to 1 week, 1 week or more?

Any NA member receiving a request for information from a media contact must immediately call their Area PI Chairperson, or Area PI Vice Chairperson.

Upon gaining the necessary information, the Area PI Chair or Vice Chair or Area Chairperson must decide whether the media request is to be handled by the Area or the Region. (Refer to section 2).

The individual responsible should then **respond to the media contacts as soon as possible**, preferably within the work day or within an eight hour period.

FOR MORE INFORMATION READ A GUIDE TO PUBLIC INFORMATION.

It is always advisable to contact the World Service Office PI coordinator to discuss any media requests which may result in crews and/or T. V. interviews with addicts.

SECTION TWO: EXAMPLES OF PUBLIC INFORMATION REQUESTS AND DESIGNATED RESPONSES

This contingency plan is set up to allow for proper response to a public information request in the BC Region. All Regional Officers, Regional PI members, ASR's/RCMs, Area PI Chairpersons, and Phoneline Chairpersons should have a copy of this plan. This section of the regional contingency plan deals with these four types of situations:

- A) Requests from print or broadcast news entities.
- B) Presentations to province wide organizations or agencies.
- C) Requests made to areas where no PI Subcommittee is established, and,
- D) Requests for help from established Area PI Subcommittees.

When one of these four situations arises, either the Area PI Subcommittee Chairperson or the ASC Chairperson should contact the appropriate trusted servant.

1. The RSC PI Subcommittee Chairperson
2. The RSC PI Subcommittee Vice Chairperson
3. The RSC Chairperson
4. Other regional officers
5. The World Service Office PI Coordinator

The Area PI Subcommittee Chairperson (or the ASC Chairperson) and the RSC PI Subcommittee Chairperson should together determine if there is a need for regional involvement.

1. Will this action affect other Areas, Regions, or NA as a whole?
2. Does the requesting Area have the ability to support the action without regional involvement?
3. What type of support does the requesting Area need?
4. What is the intended audience?

If any public information request affects other Regions or NA as a whole. STOP! No further action should be taken until the Regions involved have been contacted and a joint plan of action has been developed.

SECTION 3: REQUEST FROM PRINT OR BROADCAST NEWS ENTITY

A request from the media should be handled with care to ensure that the best interests of the entire NA Fellowship are protected. A response to a media request should be made quickly-within the working day, if possible. The following should be determined before any action is taken:

1. The audience-who is this going to?
2. What is the deadline?
3. Is there the possibility of film crews showing up? If so contact the World Service Office.

If the request deadline is forty-eight hours or less, the following should be done:

1. The RSC PI Subcommittee Chairperson should contact as many experienced trusted servants as time will allow.
2. If no other trusted servants can be found...Stop..don't handle it yourself-get in touch with the World Service Office. Never go alone!
3. Send a letter informing the appropriate trusted servants of the action taken (see section 7, Informing the fellowship).

If the request deadline is greater than forty-eight hours the following should be done:

1. All officers of the regional PI Subcommittee should be contacted.

2. A task force should be set up to handle the request.
3. A letter should be sent to inform the fellowship of the action taken.

SECTION 4: PRESENTATIONS TO PROVINCE WIDE ORGANIZATIONS OR AGENCIES

If the need for regional involvement is clear, the RSC PI Subcommittee Chairperson should do the following:

1. Contact the officers of the Regional PI Subcommittee.
2. Contact the RSC Chairperson, Vice Chairperson, or other regional officers.
3. A task force should be established to handle the request.
4. The RSC PI Subcommittee Chairperson or Vice Chairperson should coordinate the activities of this task force.
5. Send a letter informing the fellowship of the action being taken.

SECTION 5: REQUEST FROM AN AREA WITHOUT AN ESTABLISHED PI SUBCOMMITTEE

If the request comes from an Area that does not have a PI Subcommittee, the RSC PI Subcommittee Chairperson will act as coordinator. The following action will be taken:

1. The PI Subcommittee Chairperson from an adjacent Area will be contacted and asked to take action.
2. If no adjacent Areas are able to help, then regional PI Subcommittee members who live nearby will be contacted and asked to take action.
3. If neither of the options provide help, the RSC PI Subcommittee Chairperson will contact the officers of the RSC to determine the next course of action.

SECTION 6: REQUEST FOR HELP FROM AN ESTABLISHED AREA PI SUBCOMMITTEE

If a request for help is received from an Area PI Subcommittee, three items must first be determined.

1) What type of help is needed? 2) What is the time schedule? 3) Can it be put on the next regional Subcommittee agenda?

If the time schedule is short, a member of the regional PI Subcommittee who lives near the Area asking for help should be contacted to coordinate the action with the Area PI Subcommittee Chairperson. A written report should be turned in at the next Regional PI Subcommittee meeting.

SECTION 7: INFORMING THE FELLOWSHIP

All British Columbia Public Information Subcommittee officers should maintain a mailing list (see Section 10) with phone numbers for the following:

1. Areas of the BC Region.
2. BCRSC Executive Officers.
3. Executive members of the RSC PI Subcommittee.
4. Chairpersons for Area PI Subcommittees.

SECTION 8: WORLD SERVICE CONTINGENCY PLAN

This outlines how contacts with Narcotics Anonymous by national or international electronic or print media contact should be handled.

It is very important to ask every national or international electronic media contact the following:

1. What is the audience exposure likely to be? (Will it be local, regional, national or international broadcast or print story?)
2. How is the information going to be used? (Is the context of the article or program appropriate for our message of recovery?)
3. What are the scheduling and deadline requirements?

As an international fellowship we need specific national or regional guidelines to ensure maximum support for members handling the media contacts. The trusted servants that are specified in these plans should have the most extensive personal recovery. The principles contained in the guidelines may be adapted to the needs of Narcotics Anonymous communities around the world. These should be adhered to in those countries where the trusted servants listed below are available.

SECTION 9: NATIONAL OR INTERNATIONAL MEDIA COVERAGE

Responsibility for responding to media requests shall be assigned to the WSO PI Coordinator in conjunction with any one of the persons listed below:

1. The WSO PI Coordinator. If the Coordinator cannot be reached, The WSC Chairperson or Vice Chairperson should be reached.
2. The World Service Office Administrative Assistant or the World Service Office Executive Director.
3. The Board of Trustees members assigned to WSC PI and/or the Chairperson of the WSB. If both these are unavailable the trustee geographically closest to the media contact should be reached.

National or International Media Coverage affecting a member's anonymity.

Contacts involving a member's anonymity require prompt response from every World Service branch. One or more of the individuals listed above should be contacted to respond with whatever assistance they can provide. These types of media contact may require the presence of a trustee or WSC PI committee members assigned to that region.

Certain types of electronic media cooperation involving video or film crews may require the presence of a non-addict trustee to be interviewed on camera in order to ensure protection of our member's anonymity.