



# Public Relations Presentations

Georgia Region of Narcotics  
Anonymous

# Be Prepared



We can show a public audience that we are reliable and knowledgeable by preparing and training for our interactions with them.



We want the public to know that we can follow through on our commitments and that what we say is accurate.



Preparation and training can help our public interactions improve even if we consider ourselves as having experience with public relations service.

**With whom are we interacting?** How we communicate depends on the audience. We consider the knowledge, values, and experience of our audience.

- We may communicate with an audience through written correspondence or through a presentation.
- We will need to find out about our audience.
- We can create correspondence and presentations based on what we find out about an audience.
- Taking time to learn about the organization with which we would like to form a relationship will help us communicate in a way that best reaches that organization.

***As NA groups, service boards, and committees, we deliberately and energetically cultivate good public relations, not as a result of our normal activity but as a way to better carry our message to addicts.***

***Know  
Your  
Audience  
From “It  
Works:  
How and  
Why”***



## Research your Audience

*What do we know about them?*

Just as NA has a primary purpose and set of traditions and concepts, we can research the mission or goals of the organization we will be interacting with. This information can help us to communicate in a way that takes into consideration the goals we may have in common with a public organization.

1. Identify the organization's goal or mission.
2. Understand the organization's professional practice or discipline.
3. Consider if the organization has known philosophical differences with NA's.
4. Understand the organization's relationship with potential members—if they primarily interact with addicts, the ways they can affect potential members, and whether or not they are required to interact with addicts.
5. Research the demographics of the organization— to know their culture and language.
6. Find out if the organization serves various language groups.

***"PR Handbook page 30"***

## What do they know about us?

The following list will help us get a clear idea about what information trusted servants need to include in their interactions with the public, what knowledge the audience already has, and perhaps some of the audience's hesitations about forming a relationship with us.

1. Discover if the organization has relationships with other self-help programs or if they are familiar with the twelve-step approach.
2. Consider the organization's knowledge and perception of NA.
3. Research the organization's experience with NA and consider how that experience might affect our current relationship.
4. Clarify the nature of our relationship with them.

# Whom do we contact within an organization?

We identify who is the best person in the organization to contact.

- First, we consider if there are NA members who may have experience with the organization.
- These NA members may know whom to contact and if it's best to make a phone call, send an email, or write a letter.
- A member who has experience with an organization may also be able to introduce us to an appropriate contact person.

We can also find ways to identify the decision makers in the organization.

- Is the designated contact person a decision maker?
- Do we have friends (other than our initial contact person) inside the organization.

We also want to understand the individual responsibilities of those within the organization.

# *Use familiar language*

- Whether we are sending a written announcement or meeting with the director of a public organization, thinking about what kind of language to use will help us speak to that audience.
- We communicate with our audience by using language that an audience will understand.
  1. Language choices are critical in creating clear and effective communications for various audiences.
  2. We want to address any language differences between NA and the organization.
  3. We use respectful, clear, and direct language in our communications.
- We will want to refrain from using “NA language” in our communications.
  1. Not everyone in a public audience will understand what we mean by “ASC chair” or “home group.”
  2. Someone who is not familiar with NA terminology should be able to easily understand our communications
  3. We should work to be professional and courteous.
  4. If preparing written communications for the public, we seek help from members who have writing experience.

# We Try ... Together !!!



Our Twelfth Step says, in part, that “having had a spiritual awakening,” we individually “tried to carry this message to addicts.”



Our collective service efforts arise from that same spiritual foundation.



Having experienced the results of this program in our own lives, we join together to carry the recovery message further than we could individually.



***Twelve Concepts for NA Service***

# Talking Points

***Twelve-step/sponsorship/mutual help:*** A professional audience may understand NA as a twelve-step program or a mutual-help program.

- The Twelve Steps refer to what the program is based on.
- Sponsorship refers to how the Twelve Steps are applied.
- Mutual help refers to a peer approach rather than a professional-to-addicts approach.

***Spiritual approach:*** The NA program is based on the practical application of spiritual principles in everyday life.

- A member may not believe in God.
- A member may gain their freedom & hope from active addiction with the Twelve Steps or the group.

***NA is a program based on spiritual principles:*** The principles of NA's program are able to cross cultural boundaries.

- This is gained by working NA's Twelve Steps.
- Through working the steps, each member can gain their own experience with principles like honesty or faith.

***What a newcomer can expect at an NA meeting:*** Meetings often include the following:

- A newer member may be asked to say their name.
- Members might share about the program working in their lives.
- Groups usually close with a circle and prayer.

# Appearance



There is a fine line between showing respect for an audience through our appearance and presenting ourselves as something that we are not.



When preparing for a face-to-face, we want to choose clothing that suits the setting.



Clothing choice is a way of showing an audience respect, like at a job interview.



We dress appropriately to make a positive impression.



**An initial impression can be lasting.**



We want our audience to remember NA as a beneficial program of recovery.



We also don't want to require that members present a false image of NA.



Inviting a variety of members for presentations more accurately represents the diverse membership found in NA.

# *Rehearse*

Preparing for face-to-face meetings is another way of conveying NA's message to the public.

**Read and reread the materials to be used so that we are more likely to be familiar with and knowledgeable about our material.**

Role-play with a mock audience composed of NA members to anticipate some of the questions that may come from the audience.

The goals are:

To leave the public with accurate information about NA;  
and,

To assure that our organization and its members are reliable and capable.

# The Presenters

---

Choose a panel of presenters who represent a realistic picture of the NA community.

---

Invite a mix of members.

---

No one person can represent NA.

---

We work together and support each other when presenting NA to a public audience.

---

We want the public to see that we are a diverse group of volunteers.

---

We need to consider who in our NA community is best suited to do the presentation.

---

We try to match presenters with an audience.

---

Some NA members will be better at presenting than others.

---

Presenting is not simple; it takes time and preparation.

---

We may decide to encourage people who lack presenting skills to volunteer for other service positions.

---

We may provide training for members so they can improve their presentation skills.

# ***What we want to communicate about NA***

1. A short description of local NA history and NA's overall development
2. A description of NA—our primary purpose and our sole requirement for membership.
3. The role of the NA group and NA's traditions (a general overview about how groups and service bodies work to forward NA's message of recovery).
4. NA's steps—we provide a brief description of the role of the Twelve Steps in recovery. We explain that the steps contain the spiritual principles of our personal program.
5. We discuss the name "Narcotics Anonymous." We dispel any notions the audience may have that the word "narcotics" in our name means NA is only for those who used opiates.
6. NA is a spiritual, not religious, program.
7. Where to find NA (phone line, service office, WSO, website, etc.).

***"PR Handbook page 34"***

# Can And Cannot

- Communication also includes outlining what NA can and cannot do.
- We work to help those unfamiliar with NA to understand the principles that underlie the actions of our fellowship.
- We give nonmembers a snapshot of our traditions by explaining principles like cooperation and self-support.
- We don't need the public to fully understand our traditions, but we work toward a relationship with the public that honors our traditions.

***“PR Handbook page 34”***

# ***12 Keys to Successful Presentations***

Be prepared

Know your audience

Keep it local—  
bring local materials

Be knowledgeable about NA resources

Be enthusiastic

Keep the presentation within the allotted time frame

Be simple and direct

Listen & Learn to “read” the audience

Send a thank-you letter

Survey the audience

Use feedback to improve for next time

Share information about NA and minimize personal experience

# Recap



This presentation is a condensed form of information coming directly from the PR Handbook.



We encourage you to pick up the PR handbook for a more detailed look on Presentations.



[https://www.na.org/admin/include/spaw2/uploads/pdf/PR/PR\\_Handbook\\_2016.pdf](https://www.na.org/admin/include/spaw2/uploads/pdf/PR/PR_Handbook_2016.pdf)