

FINAL DRAFT-APPROVED 4/25/89

WSC PUBLIC INFORMATION COMMITTEE MINUTES

NOVEMBER 11, 12 & 13 - DALLAS, TEXAS

November 11, 1988

The meeting was opened by Biff Kramer, WSC P.I. Chairperson, at 9:07 a.m. with a moment of silence followed by the Serenity Prayer. The Twelve Traditions were read, and a warm welcome was extended to all.

PRESENT: Biff Kramer (WSC P.I. Chairperson), Steve Ringer (WSC P.I. Vice-Chair), Steve Sigman (WSO P.I. Coordinator), Willie Lubka (WSO P.I. Coordinator)

VOTING PARTICIPANTS: Michael Falk, Hollie Arnold, Chris Keeley, Dave Cracchiolo, Bob MacFarlane, Ellen Todd, John Swanson, Kristin Armstrong, Ron Winters, Ed Shepard, Linda Cone

NON-VOTING PARTICIPANTS: Jamie Scott-Hopkins (BOD Liaison), Mark Danielson (BOD Liaison), Susan Blaue, Jimmy Vetter, Jeff Bronson, Kimberly Smith, Donald Folberg, Denise Massie, Carolyn Quain, Kevin Rogers, Tony Leone, Chip Kinzer, Rogan Allen, Taylor Parker, Kerri Scoggins, Tom Rush. Several visitors were also in attendance.

The Chairperson and Vice-Chairperson each made some opening remarks and proceeded with a review of the agenda. A brief overview of the status of each WSC PI project was given;

1. Formatting the Guide to PI is proceeding toward completion. The input received from the task force will be utilized by Biff, Steve R., and WSO staff to complete this task, bearing in mind that the Guide will need to be reprinted after WSC. This stage of reformatting will concentrate on moving all appendices to the appropriate section. No rewriting will be attempted at this time.
2. Continuous Run PSA's - The office will make these available in 60 and/or 90 minute lengths to the P.I. subcommittees. The office has been looking into a loop which would work like a telephone answering machine. This type appears to be impractical because of the expense and requiring a special VCR to play it.
3. ON HOLD; P.I. in Other Languages, Traditions in P.I., Sample Letter revisions, Letters to Treatment Facilities.
4. Dropped Projects; P.I. Materials for Mass Disbursement, P.I. in Less Populated Areas
5. Seventh Tradition in P.I. material is still being collected. Biff plans to present the information received by January.
6. The following projects are complete and ready for consideration for the Conference Agenda Report;
 - a) Sample Interview (Dick and Jane)
 - b) Keeping the Fellowship Informed
 - c) Mass Media Preparedness Inventory
 - d) P.I. Subcommittee Start-Up
 - e) Guidelines for P.I. Cooperatives (Overlapping)

7. By the end of this weekend, we hope to have come to a decision about Information About N.A., P.I. and the N.A. Member, and Speaking to Non-Addicts.

After a short break, the chairperson opened the floor to committee members for a general forum. Discussion covered many topics, ranging from personal experience with billboards to cable video projects. Emphasis was on a projected fear of overwhelming response when considering the use of mass media tools. Often, the response to PSA's, billboards, or other campaigns is delayed and/or significantly less than expected. "Preparedness vs. Fear" was stressed. The vice-chairperson emphasized that being fully prepared is responsible, and that fear has no place in our efforts. The multiple marketing approach was highlighted, employing several marketing tools at the same time and then following up with contact by letter and in person. Another topic was networking in P.I. efforts (phoneline committees, outreach efforts, etc.). High expectations, slow response to communication, and patience were all focal points of the discussion.

A brief discussion of the role of P.I. subcommittees in putting on N.A. meetings in certain settings ensued. Specifically, there is uncertainty of P.I.'s role in providing a meeting when requested to do so by a non-N.A. convention or by a high school campus during school hours. This was suggested as a topic for an article in the P.I. News.

A request was made to examine the regional assignments for WSC P.I. members because there are some regions which have none assigned as liaison. The chairperson agreed to correct this.

The committee broke for lunch at 12:10 p.m. and reconvened at 1:30 p.m. with a moment of silence followed by the Serenity Prayer.

Biff relayed some JAC concerns and input to the committee. The committee then broke into the following working groups; Bob MacF.- Speaking to Non-Addicts, Steve R., Steve Sigman & Biff to meet with Phoneline Committee to determine direction, Mark D. - Information About N.A., Jeff - P.I. and the N.A. Member.

Steve R. opened discussion on work at 5:23 p.m., pointing out that voting members should be already familiar with the work for voting on it tomorrow.

REPORTS:

1. P.I. and the N.A. Member - completed.
2. Speaking to Non-Addicts - completed.
3. Information About N.A. - recommends that this project be continued with a new approach. There are many unresolved questions about this piece, including whether or not it accomplishes its original purpose.
4. Phonelines - The committee established a purpose, goals and possible budget.

A long discussion ensued which focused on the general quality of all of the completed projects, the process used up to this point, and the task of the

committee at this meeting. Mixed opinions were expressed about the readiness of this material for proposal to WSC. The inherent drawbacks of committee writing and line-by-line workshopping were pointed out. Ideas for more productive processes were discussed. It was pointed out that the work up until now has provided valuable information and the opportunity for everyone to learn from what doesn't work. WSO staff members expressed concerns for proposing material to WSC which is not ready, and encouraged everyone to examine the sense of urgency to complete these tasks and look at alternatives. The chairperson and vice-chairperson pointed out that the committee members should look at each piece in terms of whether or not it could be better. If it needs improvement, it should not be submitted in the Conference Agenda Report. This meeting is not for last minute improvements. Discussion resulted in the committee deciding to look at each item individually, examining them page by page for conceptual integrity.

The committee recessed at 6:17 p.m., and reconvened with an open forum for the local fellowship at 7:30 p.m.

November 12, 1988

The meeting was opened by Biff Kramer, WSC P.I. Chair at 9:00 a.m. with a moment of silence followed by the Serenity Prayer.

PRESENT: Biff Kramer (WSC P.I. Chairperson), Steve Ringer (WSC P.I. Vice-Chair), Steve Sigman (WSO P.I. Coordinator), Willie Lubka (WSO P.I. Coordinator)

VOTING PARTICIPANTS: Michael Falk, Hollie Arnold, Chris Keeley, Dave Cracchiolo, Bob MacFarlane, Ellen Todd, John Swanson, Kristin Armstrong, Ron Winters, Ed Shepard, Linda Cone

NON-VOTING PARTICIPANTS: Jaime Scott-Hopkins (BOD Liaison), Mark Danielson (BOD Liaison), Susan Blaue, Jimmy Vetter, Jeff Bronson, Kimberly Smith, Donald Folberg, Denise Massie, Carolyn Quain, Kevin Rogers, Tony Leone, Chip Kinzer, Rogan Allen, Taylor Parker, Kary Scoggins, Tom Rush

The chairperson opened the floor for examination of the committee's projects for inclusion in the Conference Agenda Report.

Speaking to Non-Addicts, Dick & Jane Sample Interview, Keeping the N.A. Fellowship Informed, were all examined page by page and several changes were agreed upon. There were several discussions about including all of this material as "resource material" to be made available to P.I. subcommittees for hands-on use before finalizing for conference approval. There was no agreement on these proposals, and the committee recessed until 10:55 A.M. recess

Biff reopened meeting at 10:55 a.m. with a moment of silence followed by the Serenity Prayer.

Mass Media Preparedness Inventory: Discussion ensued and it was M/S /F that this piece not be included in the Guide to P.I.

It was then M/S /F to form a new section in the Guide to P.I. called Works in Progress and that input be received from the fellowship on this section (2nd ed.) Vote: Yes- 4, Opposed:-7, Abstain:-1 Motion fails

It was M/S/C to eliminate last page instructions from the Mass Media Preparedness Inventory and deal with it separately.

The remaining pages were then examined and some changes agreed upon. It was then M/S/C to include the Mass Media Preparedness Inventory, as corrected, in the Conference Agenda Report. Requiring a 2/3 majority, the motion passed with no opposition and no abstentions.

After a lunch recess, the meeting was reopened by Steve Ringer at 1:38 p.m. with a moment of silence followed by the Serenity Prayer. 9 Voting Members Present, with 3 more voting members joining the meeting later.

It was M/S/F to include Public Information Committee Start-Up and Re-Start in the CAR as is. Requiring a 2/3 vote, the motion failed by a vote of 5/2/2.

Guidelines for P.I. Cooperatives in Overlapping Regions - Discussion, suggestion to change to "Guidelines for P.I. Cooperatives" It was then M/S/C to include this in the Guide to P.I. 10/0/2 Carried

Speaking to Non-Addicts - Carried Unanimously

Keeping the N.A. Fellowship Informed - Discussion ensued resulting in some minor changes. It was M/S/F to include this piece in the CAR. Requiring 2/3, the motion failed by a vote of 5/1/5

Section on How to Develop Billboards/Bus Benches/Transit Signs - Was part of Mass Media Preparedness Inventory. Discussion resulted in some clarifying corrections and it was M/S/C to include this in the CAR. Vote: 8/2/1 Carried

H&I Section of *A Guide to Public Information* (Newly Revised) - discussion ensued concerning input from WSC H&I regarding the definition of an H&I Committee. Everyone agreed to replace our old definition of an H&I Committee and use the one which appears in the H&I Handbook. This will be in the Conference Agenda Report.

P.I. and the N.A. Member - Discussion resulted in some minor changes and it was M/S/C to include this project in the CAR. Vote: 9/1/1 Carried

Public Information Subcommittee Start-Up and Re-Start - This is intended to replace the Start-Up section 2, presently in the Guide. Discussion resulted in several changes and it was then M/S/F to include this as corrected in the CAR for addition to the Guide to P.I. Requiring a 2/3 vote, the motion failed by 5/4/2.

Dick & Jane Sample Interview - suggestion that this be a resource. Vote: 2/9/0 Fails, not included

A Sample Letter from H&I - to a warden, how to contact N.A. - asking for input. This was distributed, discussed, and some general input later carried to the H&I Chairperson.

Information About N.A. - This will remain with the committee for future work over the coming year.

Keeping the N.A. Fellowship Informed (to replace Section 4) - Discussion resulted in separating this piece after the end of the Learning Day part and before Workshops. On the Learning Day Section, discussion resulted in unanimous approval for inclusion in the CAR and for removal of the entire existing section. This means proposing only the part we just passed on learning days.

A brief P.I. Coordinator's Report the office has purchased 15 table top display panels and they will be available soon for less than \$550.00

Minutes from Detroit were corrected and approved. The phonline task force report was deleted because of inaccuracy, and the following people were noted as being present in Detroit; Kimberly Smith, Mark Danielson, Jerry Mattich were in attendance in Detroit, Minutes Corrected as amended - Minutes Accepted

OLD BUSINESS:

Guidelines for membership will be discussed.

Status on other old business:

Survey - need goals we are trying to achieve. A financial impact/cost analysis study is also important. Stay on table until April meeting at the conference

New Poster - Bob at the office is looking in to 3 poster single color & 2 color, different types of attachments. Table until April meeting at the conference, or later today.

Following a brief recess, Biff reopened meeting at 5:30 p.m. with a moment of silence followed by the Serenity Prayer.

There was brief discussion and input was submitted regarding Special Considerations for P.I. on an International Level, Sample Letter #1 from H&I discussion, photos of table top exhibits were circulated by Willie. The Ad-Hoc Committee on Professionals gave a brief report of ideas for a newsletter for professionals.

Guidelines for Membership - the vice-chairperson presented some suggestions for consideration:

1. Minimum clean time of three years
2. Active participation in P.I. efforts for 2 years including phonelines.
3. Nomination forms to regions could ask several questions of the region;
Is this person ready to work on WSC Committee
An introductory application letter from new people.

- Be willing to travel at their own expense to other areas.
Communication skills, goals for committee
Accompanying cover letter including Guidelines
4. No more than two members from each region
 5. Grandfather clause
 6. 2 year term voting, not more than two consecutive terms
 7. Tenure of non-voting members not determined.
 8. Once nominated, the status of the nominee is determined by this committee, not the region.
 9. Removal process available due to non-participation

Committee members were asked to contemplate the above suggestions and send input, with the hope of having a final membership guideline package at the April meeting.

November 13, 1988

The meeting was opened by Biff Kramer at 9:15 a.m. with a moment of silence followed by the Serenity Prayer.

Phoneline Report - Developed a plan of work and made assignments. A report was submitted which included ideas for the time frame for work. (Phoneline Guide revised by 1990, Flow Chart revised soon, possibility of a poster size as an interim thing)

Posters - 3 were brought here. Discussion that many posters are on file at WSO. We will postpone this until the next session so we have more to see. Prefer a simple poster.

The meeting proceeded with each committee member sharing about P.I. events which they have attended. A brief report on the Northern California Multi-Regional Learning Day was given. 20 workshops on Saturday. Broke even financially. Colorado bid next one for November 1989 in Denver. 100 at workshops, 200 at dance. Complete reports are available on request. Used the Learning Day Guidelines.

A discussion ensued about the WSO making posters available to P.I. subcommittees. The committee was encouraged to give ideas for conceptual design, and the following suggestions were agreed upon. In the near future, WSO will pursue this and give specifics to WSC PI for examination.

POSTERS:

- 8 1/2" X 11" poster
- 18" X 24" poster

**DRUG PROBLEM?
WE CAN HELP**

"NA LOGO"

CALL NARCOTICS ANONYMOUS
PHONELINE NUMBER

A discussion ensued regarding future efforts of WSC PI. Open discussion resulted in the following ideas;

Phoneline workshops

Research PSA placement in movie theater promo's
completing what's left on our list;

- A. Information About N.A.
- B. P.I. in other Languages and Cultures
- C. P.I. Materials for Mass Disbursement
- D. P.I. Subcommittee Start-Up and Follow Through
- E. Ad-Hoc on Professionals Newsletter
- F. Workshop section in P.I. Guide
- G. Survey, Internal and/or External
- H. Bob McF's International Piece
- I. Appendix 7, Sample Letters

A general discussion followed which resulted in a suggestion to set priority classifications (A,B,C,D) for each year with a limited number of projects in each classification. There was agreement to utilize the mail in doing so, with the vice chairperson initiating the project. The chairperson expressed his hope that the next year would see increased participation by WSC P.I. members in regional events and learning days.

There was also discussion of the need for a better developmental process for material. Writing by committee is a problem. Time constraints must be examined objectively and conceptual outlines should be made by the committee. Skilled writers can assemble drafts to be examined by the committee in terms of concepts and style, not line by line content. It was generally agreed that this topic needs more attention in the future.

After closing remarks of thanks and gratitude by the Chairperson, the meeting was adjourned at 12:15 p.m.