

# Public Relations Flyer Guideline

## Washington County Narcotics Anonymous

All flyers must have

- \* The NA logo with the registered trademark
- \* The Washington County Narcotics Anonymous name
- \* The group (or groups), subcommittees sponsoring the event.
- \* Complete information regarding the event/function i.e, Date, time, location w/address, nature of event (campout/dance/speaker meeting), add information about wheelchair accessibility, refreshments, child care,
- \* Any donations involved (for dance after the meeting, per plate, etc.) ,
- \* If an NA meeting is to be held, before, during, or after, a notice of such will be included on the flyer.
- \* No symbols, logo's affiliating with any other organization.
- \* Contact person or subcommittee info. Do not use complete names.
- \* For the website, no phone numbers or emails, all inquiries in care of contact at [info@tvana.org](mailto:info@tvana.org)

### Suggestion's From NA Public Relations Handbook

☞ Be careful not to include potentially offensive or off-putting material. One person's idea of a joke may be offensive to someone else. Avoiding controversial images, slogans, and comments can help ensure the flyer is not considered offensive. For public events, avoid NA slang or jokes that only NA members would understand. Also, to avoid potential legal conflict, be careful not to include any copyrighted materials such as song lyrics, professional cartoons, etc.

☞ When it comes to public events, it helps to use language that will attract that audience. If NA is participating in an event with another organization (such as county fairs, health fairs, etc.), using the words "in cooperation with" on the flyer will help make clear that there is no implied endorsement or affiliation with the other organization

☞ If trusted servants are planning to leave flyers at professional offices, hospitals, etc., be sure to get permission from a person who is authorized to give such permission. This kind of communication can help to ensure that NA flyers are not merely thrown away.

☞ Proofread, proofread, and proofread!

These suggestions are offered in the sprit of our primary purpose. Creating flyers that portray NA in a positive light can only help us continue to present NA as an attractive choice for still-suffering addicts