

PIR® PR Committee

Media Tools Handbook

Purpose

This handbook provides an overview of the **tools, platforms, and workflows used by the PIR® PR Committee** to produce and distribute media.

It is intended for **PR Committee members, volunteers, and contributors** who support PIR® communications, podcast production, social media, and public outreach.

1. PIR® PR Ecosystem Overview

The PR ecosystem describes **how PIR® content flows from creation to public distribution**.

The goal of PR is to **share the message of recovery, strengthen the fellowship, and reach people who may benefit from PIR®**.

PR Content Flow

CONTENT SOURCES

(PIR Community / Guests / Events / Committees)



CONTENT CREATION

(Riverside / OpusClip / Canva)



CORE CONTENT PLATFORMS

(Podcast / Newsletter)



DISTRIBUTION CHANNELS

(WhatsApp / Instagram / TikTok / YouTube / LinkedIn / Facebook)



PIR® WEBSITE (Central Hub)



AUDIENCE

(Recovery Community / Public / Researchers / Professionals)

This ecosystem creates a **continuous content loop**:

Podcast → Clips → Social Media → Website → Meetings → Community Stories → Podcast

2. Content Sources

PIR® media begins with **stories, experiences, and knowledge from the fellowship.**

PIR® Community

- Recovery stories
- Member reflections
- Meeting experiences
- Step work insights

Podcast Guests

- Recovery journeys
- Psychedelic integration stories
- Researchers and practitioners

Events

- PIR® Convention
- Talks and panels
- Workshops
- Community gatherings

Committees

- Board announcements
 - Committee updates
 - Service opportunities
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3. Content Production Tools

Riverside – Podcast Recording

Riverside is the primary platform used to record **PIR® Integration Radio.**

Functions include:

- High-quality remote recording

- **AI Magic Edit**
- Automatic removal of filler words
- Export of master recordings for editing

Typical workflow:

Record → AI Clean → Editor Finalises → Publish Episode

OpusClip – AI Video Clipping

OpusClip converts long-form video into **short clips suitable for social media**.

Typical uses:

- Podcast highlights
- Talks and interviews
- Convention speakers
- Educational clips

Key benefit:

The AI identifies **engaging moments** and automatically formats them for platforms such as TikTok, Instagram, and YouTube Shorts.

Canva – Graphic Design

Canva is the main design platform used by the PR Committee.

It is used to produce:

- WhatsApp posters
- Meeting announcements
- Podcast promotional graphics
- Convention materials
- Newsletter visuals
- Social media graphics

All designs should follow **PIR® branding guidelines**.

4. Core Content Platforms

PIR® Integration Radio

The official PIR® podcast.

Purpose:

- Share recovery journeys
- Amplify community voices
- Explore psychedelic-informed recovery
- Build connection within the fellowship

Typical production cycle:

1. Record episode in Riverside
 2. Clean audio using AI tools
 3. Final editing
 4. Produce short clips
 5. Release episode
 6. Promote across PR channels
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De Vine Newsletter

The **monthly PIR® newsletter**.

Typical content includes:

- Spiritual Principle of the Month
- Member contributions
- Committee updates
- Convention announcements
- Podcast promotion
- Service opportunities

The newsletter is a key tool for **community engagement and internal communication**.

5. Distribution Channels

PR content is shared through both **internal community channels** and **public outreach platforms**.

WhatsApp

Primary communication channel within the fellowship.

Uses:

- Meeting announcements
 - Posters
 - Podcast releases
 - Newsletter distribution
 - Service opportunities
 - Convention updates
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Instagram

Visual storytelling platform.

Used for:

- Podcast clips
 - Inspirational quotes
 - Meeting announcements
 - Event promotion
 - Community engagement
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TikTok

Short-form discovery platform.

Used for:

- Short podcast clips
 - Educational snippets
 - Recovery insights
 - Story highlights
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YouTube

Long-form media platform.

Used for:

- Full podcast episodes
- Talks and presentations
- Convention recordings
- Interview series

Also supports **YouTube Shorts**.

LinkedIn

Professional network.

Used for:

- Convention announcements
- Research discussions
- Professional partnerships
- Educational outreach

Audience includes:

- Researchers
 - Therapists
 - Psychedelic professionals
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Facebook

Community outreach platform.

Used for:

- Event promotion
 - Community engagement
 - Sharing podcast episodes
 - Cross-posting announcements
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6. Central Hub

PIR® Website

The website serves as the **central information hub**.

Key functions:

- Meeting directory
- Podcast archive
- Newsletter archive
- Convention information
- Educational resources

All PR channels should ideally **drive traffic back to the website**.

7. Audience

PIR® PR efforts reach several audiences.

Recovery Community

- PIR® members
- People in recovery
- Meeting participants

Psychedelic Community

- Researchers
- Therapists
- Practitioners
- Integration specialists

General Public

- People exploring recovery
 - People interested in psychedelic healing
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8. Guiding Principles for PR

All PIR® communications should reflect the fellowship's values.

PR should always prioritise:

- Authenticity
- Recovery-first messaging
- Respectful discussion of psychedelics
- Inclusivity
- Service
- Anonymity when appropriate

Below is the **expanded section of the PIR® PR Committee Media Tools Handbook**, with the **three new chapters integrated** so the handbook becomes a **complete operational guide for PR volunteers**.

You can append this directly after the previous sections.

PIR® PR Committee

Media Tools Handbook

Additional Operational Sections

9. PR Committee Roles & Responsibilities

The PR Committee supports the fellowship by helping **communicate the message of recovery, share community stories, and increase awareness of PIR®**.

Because PR work can involve many different activities, roles may be shared among several volunteers.

PR Committee Chair

Responsibilities:

- Coordinate PR Committee activities

- Organise PR meetings
 - Maintain alignment with PIR® Board and committees
 - Oversee communication strategy
 - Ensure messaging reflects PIR® values
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Podcast Lead

Responsible for **PIR® Integration Radio**.

Tasks may include:

- Scheduling guest interviews
 - Coordinating recording sessions
 - Managing Riverside recordings
 - Liaising with podcast editors
 - Publishing episodes
 - Coordinating promotional clips
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Social Media Lead

Responsible for **public-facing social channels**.

Platforms include:

- Instagram
- TikTok
- YouTube
- LinkedIn
- Facebook

Tasks include:

- Scheduling posts
 - Sharing podcast clips
 - Promoting meetings and events
 - Highlighting community stories
 - Maintaining consistent tone and branding
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Newsletter Editor

Responsible for **De Vine**, the PIR® newsletter.

Responsibilities include:

- Collecting member contributions
 - Editing submissions
 - Coordinating committee updates
 - Formatting newsletter layout
 - Publishing monthly editions
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Visual Design Support

Handles **graphic design work**.

Tasks include:

- Creating posters
- Podcast announcement graphics
- Event visuals
- Convention promotional material

Most visuals are created using **Canva**.

Media & Clip Editor

Supports **short-form content creation**.

Tasks include:

- Creating podcast clips
- Extracting highlights from talks
- Preparing social media reels
- Uploading content to platforms

Tools used may include:

- OpusClip
 - Riverside
 - Canva
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10. Podcast Production Workflow

This section outlines the typical lifecycle of a **PIR® Integration Radio episode**.

Step 1 — Guest Identification

Potential guests may include:

- PIR® members
- People in recovery
- Researchers
- Therapists
- Integration practitioners

The goal is to highlight **authentic voices from the recovery community**.

Step 2 — Episode Recording

Podcast episodes are recorded using **Riverside**.

Benefits of Riverside:

- High-quality audio recording
 - Separate audio tracks
 - AI editing tools
 - Remote guest recording
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Step 3 — AI Cleanup

After recording, the Riverside **Magic Edit** feature can be used to:

- Remove filler words
- Clean up pauses
- Improve flow

This produces a **clean working version**.

Step 4 — Final Audio Editing

The cleaned audio is then provided to the **podcast editor** for:

- Sound balancing
- Intro/outro insertion
- Final polish

Step 5 — Clip Creation

Short clips may be generated using:

- Riverside
- OpusClip

These clips are used to create:

- Social media reels
 - Podcast teasers
 - Promotional snippets
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Step 6 — Episode Release

The episode is published and promoted through PR channels.

Promotion may include:

- Social media posts
 - WhatsApp announcements
 - Newsletter promotion
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11. Social Media Posting Strategy

PR should aim to **share meaningful content without overwhelming the audience.**

The goal is to balance **community updates, inspiration, and education.**

Types of Content

Podcast Promotion

Examples:

- Episode announcements
- Guest highlights
- Short clips

- Quotes from interviews
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Meeting Promotion

Examples:

- Local meeting posters
 - New meeting announcements
 - Special events
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Community Stories

Examples:

- Recovery reflections
 - Member experiences
 - Step insights
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Educational Content

Examples:

- Psychedelic integration insights
 - Recovery principles
 - Harm reduction discussions
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Convention Promotion

Examples:

- Convention announcements
 - Speaker highlights
 - Registration reminders
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Recommended Posting Rhythm

This is only a guideline.

Typical frequency might be:

Podcast clips
1–2 posts per week

Meeting announcements
As needed

Newsletter promotion
Once per month

Convention promotion
Increasing frequency closer to event

Tone & Messaging

PIR® social media should always reflect:

- Recovery-first messaging
- Respect for anonymity
- Inclusivity
- Authentic community voice

Posts should **avoid sensationalising psychedelics** and instead emphasise:

- integration
 - recovery
 - community
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12. PR Content Growth Loop

The PR ecosystem works best when content flows through a **continuous cycle**.

Community Stories



Podcast Interviews



Short Clips



Social Media Posts



Website & Newsletter



New Audience Members



New Community Stories

This loop strengthens **both outreach and fellowship engagement**.

13. Future PR Development

As PIR® continues to grow, PR efforts may expand to include:

- YouTube channel development
- Convention media coverage
- Educational video series
- Interview series with researchers and therapists
- Expanded podcast production
- Regional PR support for meetings