

Public Information Handbook

How YOU Can Help Get A.A. Into Your Community

WHO

carries the message?
YOU carry the message!

WHY

carry the message?
Because we care!

WHAT

Message?
The A.A. Program!

WHERE

do we carry the message?
To interested people everywhere!

WHEN

do we carry the message?
24 hours per day minimum!

4 types of Anonymity in A.A.

- 1) Your own anonymity
- 2) “Implied covenant anonymity” which is not breaking anyone else’s anonymity.
- 3) Public anonymity - anonymity at the level of press, radio (television) and film (and now Internet.)
- 4) Spiritual anonymity - the one that the 12 Steps and 12 Traditions are based on – the continuing ego-deflating one. A.A. operates as a whole; not by the direction or demand of any member or group.

GROUP SOCIAL NETWORK SITES and Group Web Sites

Some groups are choosing to create these sites, which - since each group is autonomous - which is the individual group’s choice. Each group should observe A.A.’s Traditions and all our spiritual principles on their web sites. This includes:

- 1) **Anonymity - as anonymity is the spiritual foundation of all our Traditions, we practice anonymity on PUBLIC web sites at all times. Unless password-protected and for members only, an A.A. website is a PUBLIC medium. It requires the same safeguards that we use at the level of press, radio and film. DO NOT identify yourselves as A.A. members using full names or full-face photos. (See A.A.’s Guidelines on the Internet) . MG-18**
- 2) **Attraction not Promotion - Bill W. wrote: “Public Information takes many forms. Whatever the form, it comes down to ‘one drunk carrying the message to another drunk,’ whether through personal contact or through the use of third parties in the media.”**
- 3) **Non-Affiliation, Non-Endorsement - Linking to other A.A. web sites will often have the**

scope of a site. When linko another A.A. site, care must be exercised since each A.A. entity is autonomous. We cannot appear to affiliate with outside entities (such as other 12-Step programs) by placing their link on our web site.

- 4) General social networking web sites - Facebook, My Space, Twitter, Linked In and other social networking web sites are PUBLIC in nature. Though users create accounts and utilize user names and passwords, once on the site it is a PUBLIC medium where A.A. members and non - A.A.s mingle. As long as individuals do not identify themselves as A.A. members, there is no conflict of interest or Tradition break. Using a full name or likeness, would be contrary to the spirit of the 11th Tradition.

* Experience suggests that it is in keeping with the 11th Tradition not to disclose A.A. membership on social networking sites -- Unless it is composed solely of A.A. members, is password protected, and is not accessible to the public or non-AA members.

* All of the above also applies to an individual's social network pages.

* See also the pamphlet - "Understanding Anonymity" (P-47)

TV & Radio Spots

GSO produces TV & Radio spots (public service announcements or P.S.A.s) that have gone through "conference approval" that anyone can purchase.

While some think this is advertising or promotion, we are simply informing the public as approved by the General Service Conference. The first Public Information (PI) committee was formed by A.A. in 1955.

If you have difficulty in getting PSAs placed or run, please contact your Area PI Chair at:

pi@aaoklahoma.org or 405-842-1200

and always notify the Area Office or Area PI Chair if you are successful in placing a PSA spot.

If you have never seen or heard any TV or radio spots, it is probably because we usually request that they run from midnight to 6:00 am.

Linking A.A. Your Town's Web Site

**Have you Googled your town or city (+)
Alcoholics Anonymous to see what appears?**

**Have you considered asking your City fathers
or the Chamber of Commerce if they would
put a link on their web site to our web site
(www.aaoklahoma.org) – or your group's
website (if you have one), especially if there
ARE A.A. meetings in your town.**

PUBLIC LIBRARIES

**Have you checked your local library to see if
they have a copy (or multiple copies) of our
Big Book, Twelve & Twelve and Living Sober?
If not, you could consider donating the books.
Note: Libraries report that the books are
often checked out and never return!**

**You might also ask your local library to
include our hotline numbers:**

(405) 524-1100	Oklahoma City
(918) 627-2224	Tulsa
(405)316-9742	Spanish

**in their helpful numbers information at the
reference desk. You can also ask the library
to add a link to our web site on their web site.**

PI inSchools

(Teachers, Guidance Counselors, etc.)

- * **GSO prints a "Young People's Poster"
(M-7) that was designed specifically for
the purpose of putting AA contact
information into schools. You can get
these posters from your Intergroup or
Central Service Office (they may have to
order them for you) or from your Area PI
Chair. (pi@aaoklahoma.org)**

**These posters have a place where you can
write in your local or State hotline number.
You can just take one to the school and
ask them to post it someplace - usually
they will direct you to the guidance
counselor's office for this.**

- * **A simple way to carry the message to
schools is to purchase a "Big Book" and
other conference approved books and ask
if they would like to have it (them) for their
library.**
- * **While the above poster was originally
designed for schools, it can be utilized
many other places.**

TALKING TO YOUR DOCTOR

The first thing you will want to consider is if you are comfortable about breaking your anonymity with your doctor.

If so, there are 3 pamphlets geared toward the medical profession:

P-6 **"Three Talks to Medical Societies"**

P-11 **"A.A. member - Medications & Other Drugs"** (This has just been revised.)

P-23 **"AA for the Healthcare Professional"**

You may wish to purchase a copy of these pamphlets from your Intergroup Office or Central Service Office before your next doctor's appointment.

A simple way to talk to your doctor, is to just tell him or her you are a sober member of Alcoholics Anonymous. Then you can give him or her the pamphlets above. It is best to have the hotline numbers written on the pamphlets, so the doctor can easily refer a patient to A.A. You can also give them one of our Business Cards with our hotline numbers and web site on it.

Talking to Your Police Department

* Most of the time when people are looking for AA meetings and find nothing in the phone book or the newspaper, they call the Police Department. Does your police Department have our hotlines numbers or a local contact number?

* You might call them and find out:
Hotline numbers are:

(405) 524-1100
(918) 627-2224
(405)316-9742

Oklahoma City
Tulsa
Spanish

* You could also take them one of our business cards with the information on it.

Getting Information to the Front Desk of Hotels

Many times when A.A. members stay at hotels - they will first ask the front desk if they know where A.A. meetings are in that town. Have you considered taking one of our Business Cards with our hotline numbers and website on it - to the hotels and motels in your town?

DO NOT try to put meeting schedules or pamphlets in brochure racks at hotels. Those racks are sponsored (for profit) and not for public use.

Talking to Clergy

- * Have you ever invited a member of the clergy to an open meeting to find out more about Alcoholics Anonymous?

- * You can visit all of the churches in your town (or around your group) and give them one of our Business Cards with our hotline numbers and web site information on it together with the pamphlet "*The Clergy Asks About AA*" (P-25). You can get that pamphlet at your Intergroup or Central Office. Most generally you will get a response like: "None of our parishioners have that problem or they would have told me."

- * If you choose to break your anonymity with your own pastor or minister, you can explain that you are a member of Alcoholics Anonymous and if he or she ever runs into anyone who has a drinking problem that it would be fine to give them your number. This is a personal choice.

Telephone Directories

Have you checked your local telephone directory for Alcoholics Anonymous? Is it easy to find in your town? Or is it confusing or impossible?

The local PI Committee is responsible for the A.A. listing in the phone book (including the Yellow Pages.)

Other Good Resources:

The P.I. Workbook (M-271)

The P.I. Guidelines (MG-7)

The Internet Guidelines (MG-18)