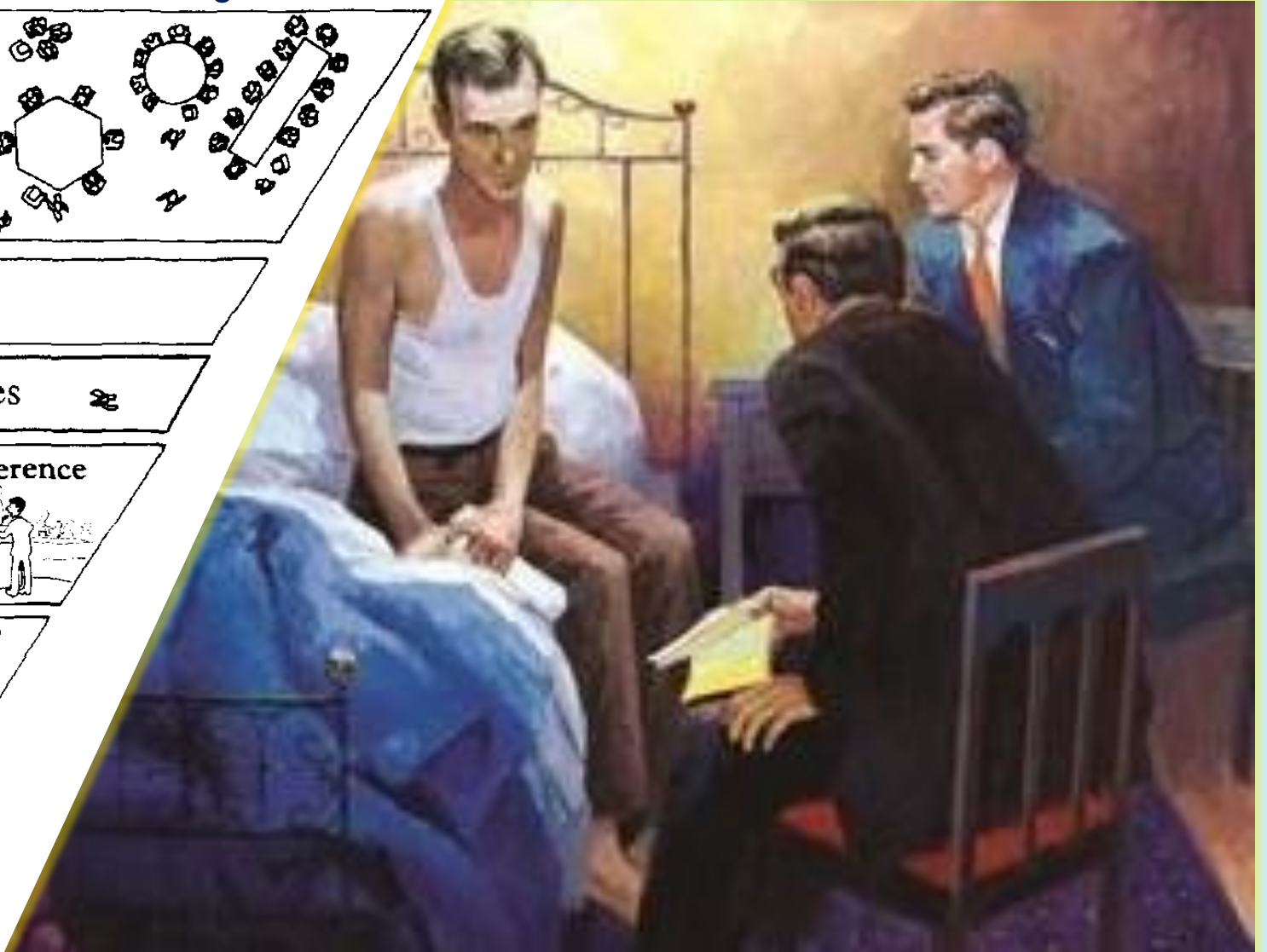
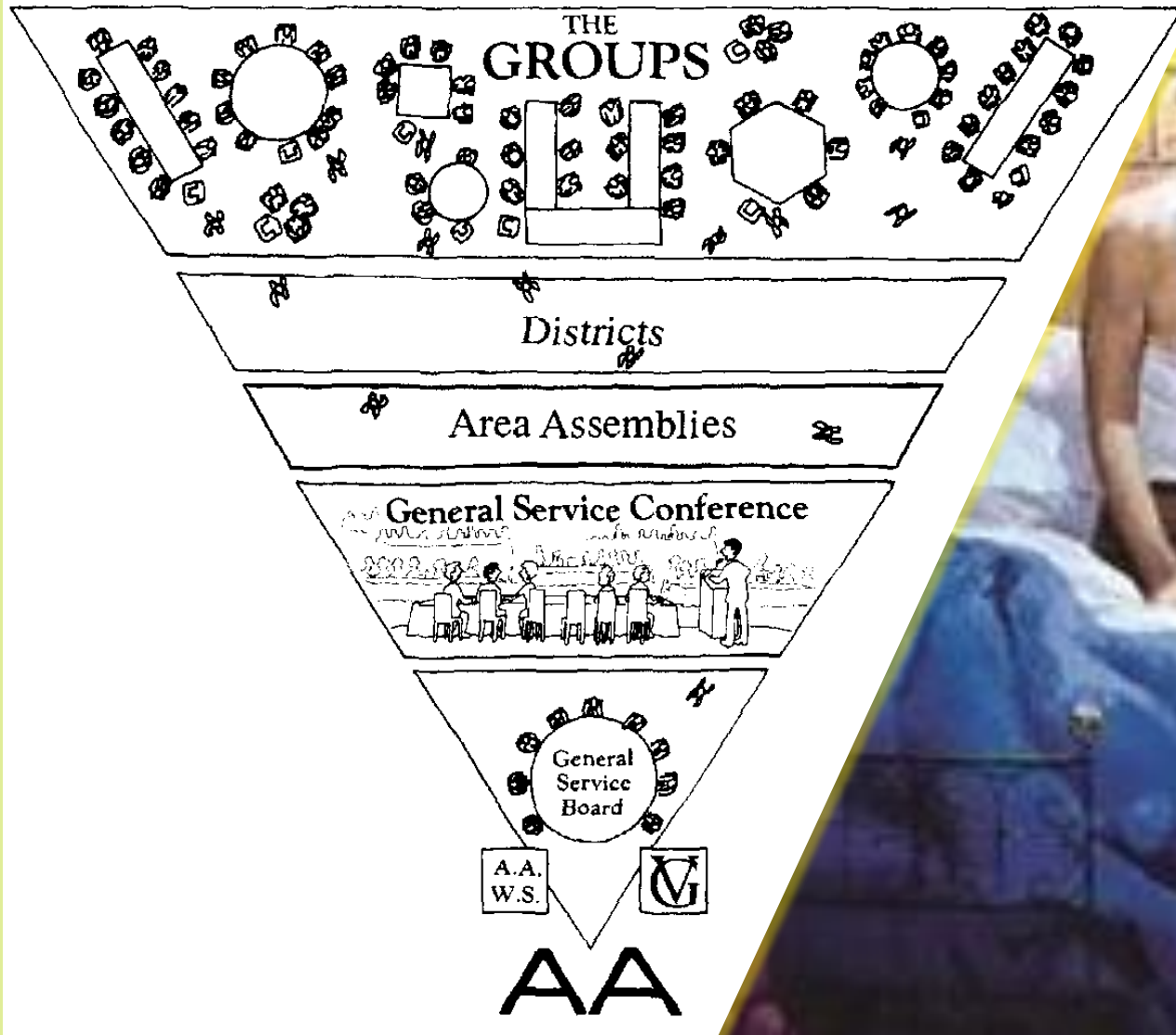


SENY Service Sponsor Committee

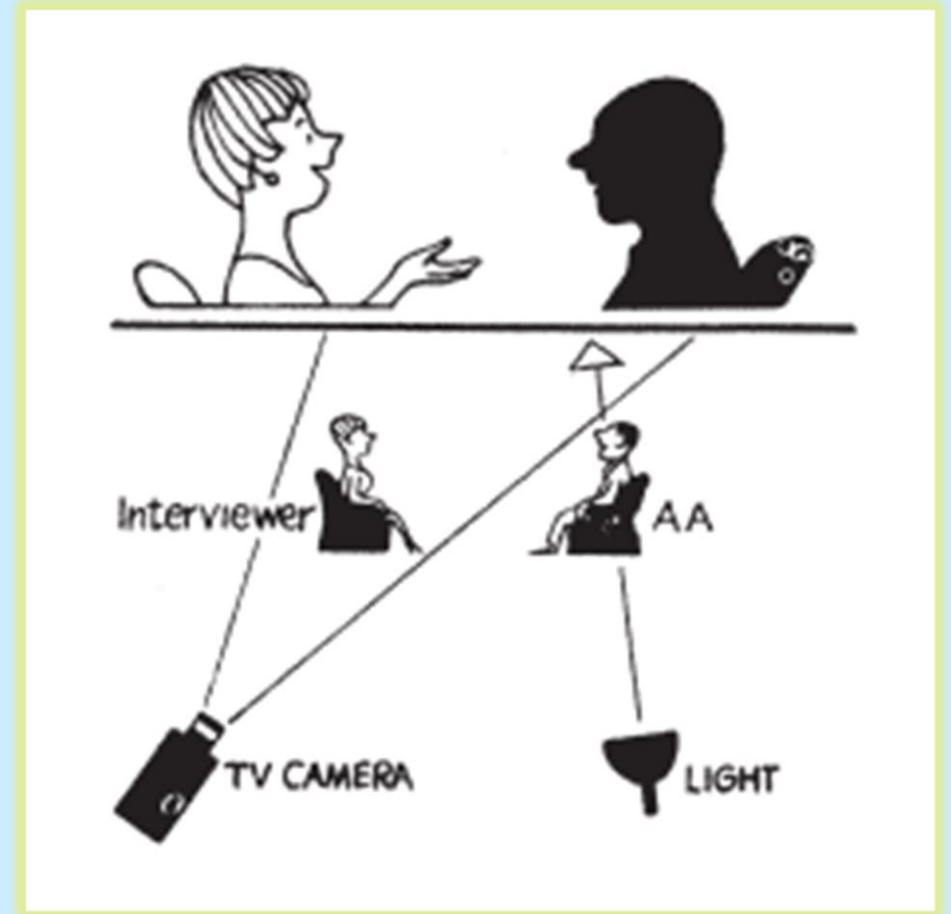
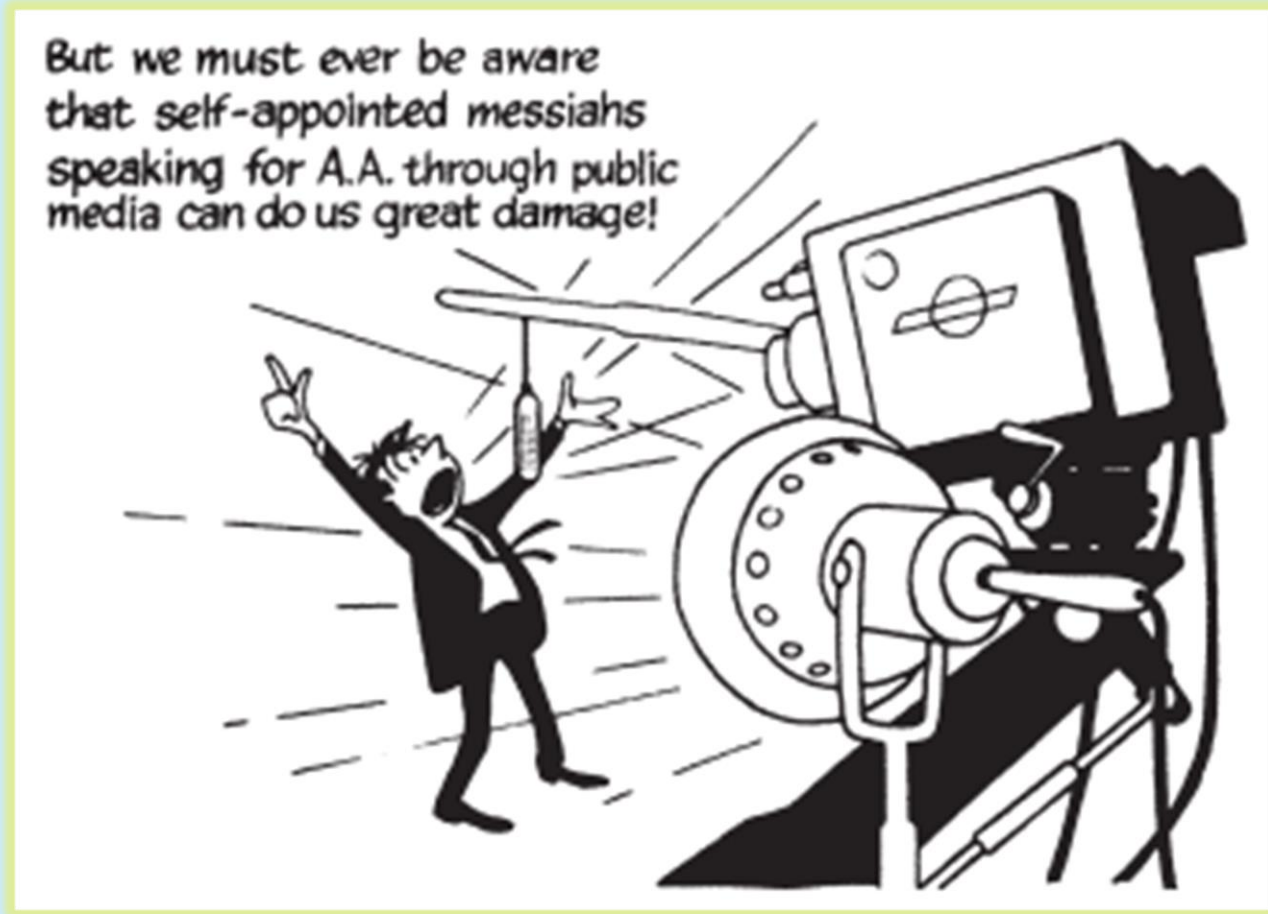


Tradition Eleven

“Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio and films.”

- Twelve Steps and Twelve Traditions, p. 180

How to Remain Anonymous on TV



Dr. Bob and Anonymity

"The AA who hides his identity from his fellow AA by using only a given name violates the Tradition just as much as the AA who permits his name to appear in the press in connection with matters pertaining to AA."



"The former is maintaining his anonymity below the level of press, radio, and films, and the latter is maintaining his anonymity above the level of press, radio, and films -- whereas the Tradition states that we should maintain our anonymity at the level of press, radio, and films."

- *Dr. Bob and the Good Oldtimers* p. 264-265

Tradition Eleven – Long Form

*“Our relations with the general public should be characterized by personal anonymity. We think A.A. should **avoid sensational advertising**. Our names and pictures as A.A. members ought not be broadcast, filmed, or publicly printed. Our public relations should be guided by the principle of attraction rather than promotion. There is **never need to praise ourselves**. We feel it better that our friends recommend us.”*

- Twelve Steps and Twelve Traditions, p. 191



Read All About It ...

- ❖ Achievement,
- ❖ Distinction,
- ❖ Power,
- ❖ Honor, and
- ❖ Fame.

Quotes from our “Big Book”

“We have no monopoly on God; we merely have an approach that worked with us.”



- *Working With Others*, page 95

“Upon therapy for the alcoholic himself, we surely have no monopoly.”

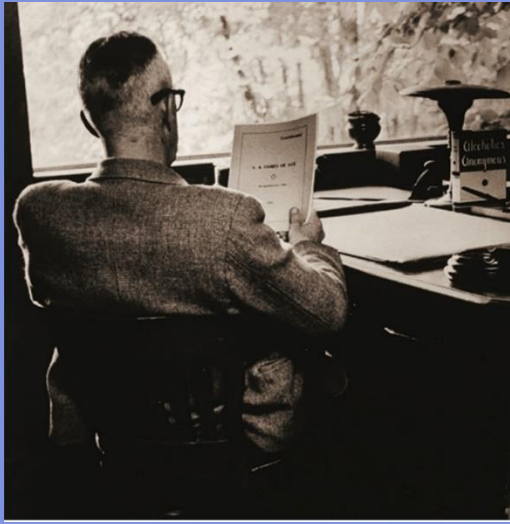
- *Forward to the Second Edition*, page xxi

Tradition Eleven



The Group Conscience, and Tradition Eleven, have a way of deflating “big egos” and helping to return AA members to their right size.

Bill's "Last Message"



“If I were asked which of our blessings I felt was most responsible for our growth as a Fellowship and most vital to our community, I would say, the ‘Concept of Anonymity.’ ”

“Anonymity has two attributes essential to our individual and collective survival; the **spiritual and the **practical**.”**

“On the spiritual level, anonymity demands the greatest discipline of which we are capable; on the practical level, anonymity has brought protection for the newcomer, respect and support of the world outside and ... I deeply believe that the principle of anonymity must remain our primary and enduring safeguard.”

- Read by Lois W., at the New York Intergroup Association, October 10, 1970.

Traditions Checklist

AA GRAPEVINE

www.aagrapevine.org

3. Am I careful about throwing AA members' names around—even within the Fellowship?
2. Am I always careful to keep the confidences shared with me as an AA member?
6. Am I careful not to identify myself or others as members of AA when I post certain things on social media, such as Facebook, Twitter or Instagram?



SMF-131

What About Social Media?

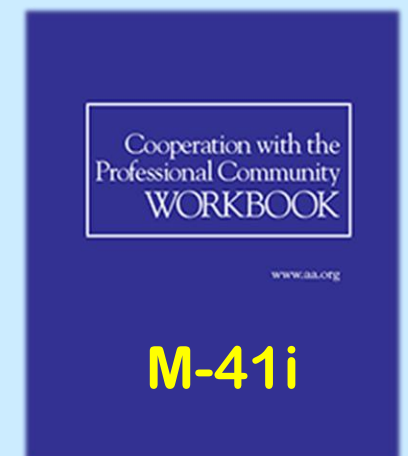
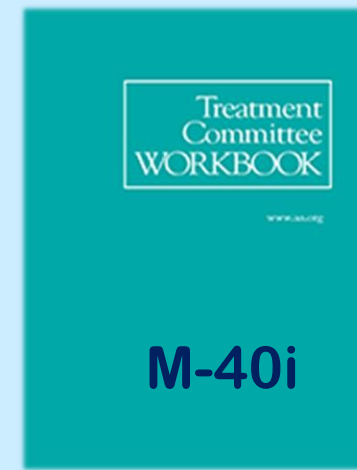
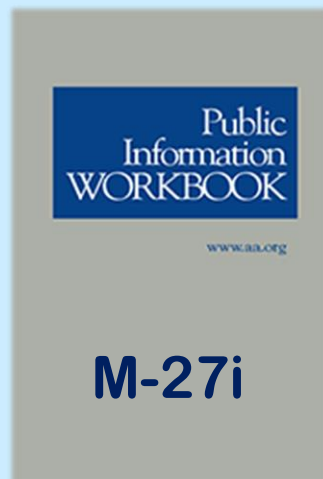
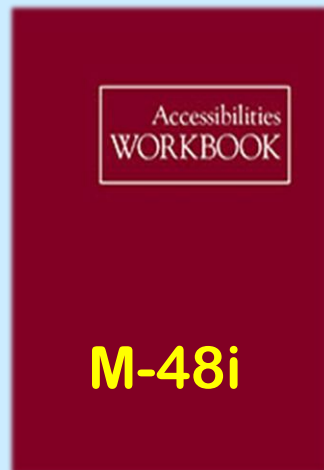


Well, Tradition Eleven does say: “...at the level of...”

How, Then, Can We “Carry the Message”

Each of these committees may serve as a resource for the community through our Sixth Tradition of cooperation but not affiliation.

- ❖ Cooperation with the Professional Community,
- ❖ Treatment Facilities, Public Information,
- ❖ Corrections, and Accessibilities.



Remember the Connection ...

