

What We Do

Public Information has one ultimate goal, and it is the same as every A.A. Group and type of service work: To carry the message to the alcoholic who still suffers. We carry the message by getting in touch with the media, schools, industry, and other organizations which can report on the nature and purpose of A.A. and what it can do for alcoholics. We also keep the A.A. fellowship well informed, so that members and groups may carry the message effectively.

Why We Do It

Much of the Public has not had the opportunity to find out how the AA Program works. There are a great many misconceptions about AA in the public eye. Unless we inform the public, many practicing alcoholics may never find us.

How to get started in Public Information work:

- Contact the Area P.I. Chairperson. Find out what projects the Area P.I. Committee is working on. Invite the Area P.I. Chairperson to attend one of your District meetings or to give a P.I. workshop in your District. This can be a great way to help educate others in your district, and get them excited about P.I. work.
- Attend Area P.I. committee meetings, generally held at the Area Assemblies in March, September and December. Participate and help be a part of establishing the goals and projects of the P.I. Committee.
- Talk to other District P.I. chairpersons and ask them to share their experience.
- Obtain the Public Information workbook from GSO or your local Central Office. Read it and become familiar with what P.I. work is, and the suggestions for action. Subscribe to Box 459, the bi-monthly GSO newsletter – it usually contains ideas for P.I. work in each issue
- Look at the list of suggested P.I. goals below. Consider which of these actions you'd like to achieve with your District P.I. committee.
- Become familiar with the Traditions, particularly 6, 8, 11 and 12, which apply most strongly to P.I. work. We are not authorities in the whole field of alcoholism. We share our recovery program, but we are not professionals.
- Find interested persons in your group or district and ask for their help. You do not have to be a committee of one!
- Read and understand the concept of anonymity, and why it is so important to our fellowship.

Suggested P.I. Committee Goals

As part of P.I. shared experience, the following is a list of goals from a district P.I. committee:

1. Be sure every public library has at least one Conference-approved book, e.g. the Big Book, *Twelve Steps and Twelve Traditions* or *Living Sober*.
2. Let the Fellowship know how to reach out to the hearing impaired
3. Place a literature rack in every high school, college, police station, library and hospital in the district and keep the rack stocked with appropriate literature and meeting schedules.
4. Send a letter to high schools, offering A.A. literature and/or a presentation on A.A. – what we do and what we do not do.
5. Send a letter to convalescent homes, rest homes and senior centers in the district offering A.A. literature and/or a presentation on A.A.
6. List open AA meetings in the newspapers in the district.
7. Place a small (paid if necessary) announcement in every district newspaper around the holidays.
8. Work with the newspapers – anonymity, Traditions – generating interest in our Fellowship.
9. Respond to speaking requests at non-A.A. meetings in the district.
10. Place Public Service Announcements with radio and television stations.
11. Put meeting schedules behind the front desks at every hotel, motel and bed and breakfast.
12. Participate in district and state A.A. seminars and conventions.
13. Fight apathy within the Fellowship, find a co-chair and interested people in order to achieve all of the above, and most importantly, keep your sanity and stay away from the first drink.

From: A.A. Guidelines, Public Information

Traditions Are Our Guide

Thoughtful reading of A.A. literature (*Twelve Steps and Twelve Traditions* and the pamphlets “A.A. Tradition – How it Developed” and “The Twelve Traditions Illustrated”) is essential for anyone who works with non-A.A.’s.

Of course, all the Traditions are important in this Twelfth Step work; and Traditions Six, Eight, Eleven and Twelve are directly related to it.

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History

The first Public Information committee in A.A. was formed by the General Service Board in 1956. At that time, the following statement of “A.A.’s movement-wide public information policy” was written and approved by the General Service Conference:

In all public relationships, A.A.’s sole objective is to help the still-suffering alcoholic. Always mindful of the importance of personal anonymity, we believe this can be done by making known to him, and to those who may be interested in his problems, our own experience as individuals and as a Fellowship in learning to live without alcohol. We believe that our experience should be made available freely to all who express sincere interest. We believe further that all efforts in this field should always reflect our gratitude for the gift of sobriety and our awareness that many outside A.A. are equally concerned with the serious problem of alcoholism.

As our co-founder, Bill W., wrote:

Public Information takes many forms – the simple sign outside a meeting place that says “A.A. meeting tonight;” listing in local phone directories; distribution of A.A. literature; and radio and television shows using sophisticated media techniques. 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 and the media.

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To become a volunteer or to find out more about Area 46 P.I. work, contact area46pi@newmexicoaa.org.