

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.”

TRADITION TWELVE

“Anonymity is the spiritual foundation of all our traditions, ever reminding us to place principles before personalities.”



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**WHAT DOES
ANONYMITY
MEAN TO
AA?**

Members of Alcoholics Anonymous make a point of carrying the message about their own recovery in AA on a person-to-person basis - but never disclose the membership of others. In this way, they may serve as examples of recovery and thus stimulate active alcoholics to seek help.

In public media, however - such as TV, radio, films and the press - AA Traditions urge members to maintain strict anonymity, for three reasons:

- 1 We have learned from our own experience that the active alcoholic will shun any

source of help which might reveal his identity.

- 2 Past events indicate that those alcoholics who seek public recognition as AA members may drink again.
- 3 Public attention and publicity for individual members of AA would invite self-serving competition and conflict over differing personal views.

Anonymity in public media guards the unity of AA members and preserves the attraction of the program for the millions who still need help.