



Good News



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ATTRACTION VS. PROMOTION - THE DIFFERENCE?

The two parts of the Eleventh Tradition - on public relations policy and on anonymity - are closely connected.

The public should know about AA. In particular, the millions of alcoholics who will get sober in the Fellowship in the next 20 years are almost all alive now, and still part of the public. To come to us, they will need to know about us, and it is our Twelfth Step obligation to see that they do. In fact, the better their understanding of their disease and of AA, the sooner they may come.

The public relations side of our Twelfth Step is underscored by our 1974 and 1977 surveys. We learned that more than half our present membership heard about AA from public sources - institutions, the press, doctors, ministers, etc. - and less than half directly from an AA source. We learned this again, for Bill had pointed it out long ago.

Certainly, one reason AA is so respected today is the regard third parties express for the effectiveness of our program, rather than what we say about ourselves. In the long form of the Eleventh Tradition, our founders said, "There is never a need to praise ourselves. We feel it better to let our friends recommend us." As far back as the Jack Alexander article in a 1941 Saturday Evening Post, this idea has contributed to our growth.

Our latest survey of public information committees indicate that almost 90% have found the media cooperative in carrying our message. But for the success of this activity, it is essential that our non-AA friends relay our message truly, without distortion. That knowledge can come only from us, through (1) public information work and (2) the example of our personal sobriety.

THE DIFFERENCE? (Continued from page 1)

In "AA Comes of Age," the connection between our public relations policy and our anonymity principle is very clear. Bill gives many examples of individuals whose egos got tangled up with their Twelfth Step work. The danger to the Fellowship was that society, seeing our program personified by individuals driven by a desire for public recognition, would come to attribute those characteristics to all of us and would lose belief in our message. So much for promotion.

The attractive thing about our Fellowship, as far as society is concerned, is the hope it offers for the alleviation of the disruption caused by alcoholics. How universal this hope can be has just been underscored by our new 1977 survey. The increase in youthful alcoholism is being followed by an increase in young people joining our Fellowship. This message must be fully presented through our public relations efforts.

A sober alcoholic is our most potent message to the still-suffering one, while persistent evangelism would drive him away. Just so, the record of our Fellowship, honestly and thoroughly presented, can enlist all segments of society in the alcoholic's behalf, while a promoter's zeal could alienate them.

The difference between promotion and attraction is the difference between trying to push a product at the public and truly letting the product sell itself. It's the difference between the outside world's way and the AA way

(A presentation from Final Report of the 28th General Service Conference)

Note: the 1980 Survey is now underway.

Reprinted from THE SILVER DOLLAR, North Dakota

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A really contented man has his yesterdays filed away, his present in order, and his tomorrow subject to instant revision.

(From Fresno Pipeline)

● *Could a Dry Drunk Be Called a Temperance Tantrum?* ●

LEARNING TO LIVE

Every recovery story told in AA is linked with some other person in the Fellowship. Because that other person lives, I was made to love. I was given an example of love which I try to follow. The good that is in our lives is not exclusively ours - it has been given to us. God does not create life so that He can possess; he creates life so that He can share.

The size of a person's world is in the size of his or her heart. We can be at home in the world of reality only to the extent that we have learned to love it. Fully alive men and women escape from a dark and diminished world of egocentricity, which always has a population of one. They are filled with empathy which enables them to feel deeply and spontaneously with others. Because they can enter the feeling world of others, (almost as if they were inside others or others were inside them) their world is greatly enlarged and their potential for human experience greatly enhanced. They have become "persons for others," and there are others so dear to them that they have personally experienced a "greater love than this" sense of commitment. They would protect their loved ones with their own lives.

People who love learn to move the focus of their attention and concern for themselves out to others. For real love cannot be successfully imitated. Our care and concern for others must be genuine, or our love means nothing.

This much is certain: There is no learning to live without learning to love.

(John P from "The Road Back, Donneybrook, Ireland)

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"Always treat a rumor like a check. Make sure it's genuine before you endorse it"

"If you really want to feel miserable, hate somebody."

(From Box 1232 - Louisville, KY.)

COMING ATTRACTIONS

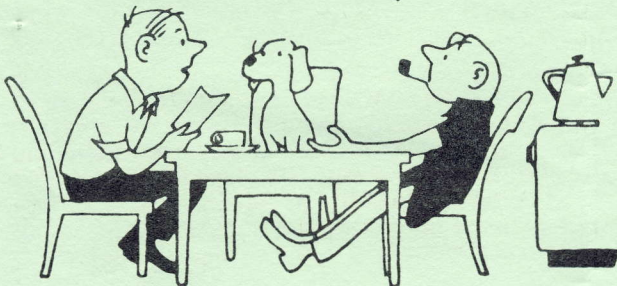
- Jan 16th 2nd Annual Young Peoples Roundup of So. Nevada
17th Full program of Meetings, Rock & Roll, Buffet & 'Round
18th the clock bowling.
 Showboat - 2800 Fremont, Las Vegas, Nevada
 Registration - 9AM Fri. \$8.00
 Buffet - \$11.00 Call Frank 702-458-1727
- Jan 14th Daly City Group 18th Anniversary
 Speaker - Jack P., Sacramento at 8:00 PM
 80 Wellington Ave., Daly City (parking in back).
- Jan 18th Sinbar Group 6th Anniversary
 Speaker - Bob P., Fremont Fellowship 8:00PM
 After Meeting - Pie ala mode and arms length AA
 Finn Barr Church, Hearst & Edna Street, San Francisco.
- Jan 24th South of Market Groups 35th Anniversary
 Meeting 2:00PM Refreshments & hot coffee after
 1275 Harrison Street, Corner of 9th, San Francisco.
- Jan 24th Central Valley Intergroup 4th Annual
 Speaker - Sybil C - Los Angeles
 Dinner 7:00PM Meeting - 8:30PM Dance - 10:00PM
 Fresno Hilton Hotel, 1055 Van Ness (Ballroom)
- Jan 28th San Francisco Alumni Group 12th Anniversary
 Speaker - Gene D., Calistoga 8:30PM
 Luthern Church, 33rd and Ulloa Street, San Francisco.
- Jan 31st Delta Intergroup 4th Annual Unity Day
 Registration - 12:30PM - \$7.50 includes dinner
 Meetings begin 1:30, Speakers at 4:00 and 7:30PM
 Speakers - Patty K, Sacto, Bill Mc, Lodi, and
 Dr. David A., Dallas
 Ripon Community Center, 4th & Walnut, Ripon, Ca.

COMING ATTRACTIONS (Continued)

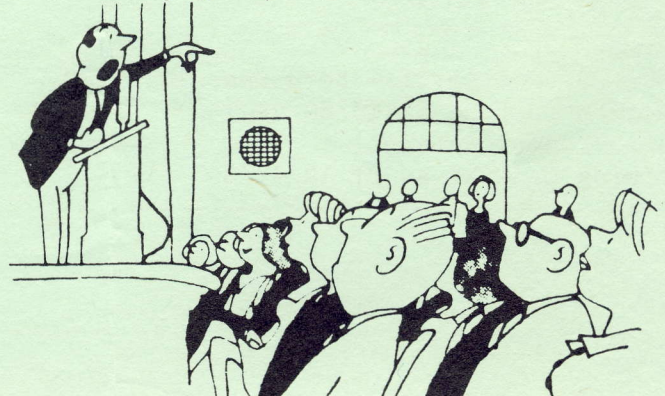
Jan 31st Valley Service Center 10th Anniversary
 Workshop - 2:00 to 4:30, Buffet 5:30 - 7:30
 Speaker - 8:00 Clancy I., Venice, Ca.
 Veteran's Memorial Bldg, Main Street, Pleasanton
 Suggested donation - Adults \$3.50, Children \$1.50

Feb 1st Colma Eye Opener 2nd Anniversary
 Meeting at 10:30AM (this date only)
 A.A.A. Distributors Building
 250 San Pedro Road, Colma
 After the meeting - Brunch Buffet & Pot Luck
 You are invited!

There are all kinds of groups...
 Little groups...



|||||
 and big groups...



NCC CORNER

The NCC Financial Report from April 1980 through December 10th, 1980 is printed in this Good News issue per our structure.

Our Annual Spring Conference in Fresno, March 13 through 15th, 1981, marks our 34th year in Carrying the Message. It will be held at the Fresno Convention Center, 700 M Street. Our guest speakers will be: Wes J., Los Angeles, for Friday Kick Off - Dave C., Raleigh, N.C. for Saturday Night, and Dottie H., Lakewood, Ca. for Sunday. As in the past, there will be a minimum parking fee for the whole weekend. The complete program for the Conference will appear in your February issue.

May your New Year be a success, one day at a time.

With AA Love,

Merilyn W., NCC Secretary

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NCC FINANCIAL REPORT

Balance on hand April 4, 1980		\$9,161.68
San Jose Conference June 13 thru 15, 1980		
Total Receipts	\$11,626.68	
Total Disbursements	<u>(7,325.76)</u>	
Net		4,300.92
Sacramento Conference Oct 10-12, 80		
Total Receipts	\$ 9,352.06	
Total Disbursements	<u>(7601.01)</u>	
Net		1,751.05
NCC Expenses April 4 thru Dec. 10, 1980		<u>(3,040.04)</u>
Balance on Hand 12/10/80		\$12,173.61
Less Prudent Reserve		<u>(4,500.00)</u>
Working Capital as of 12/10/80		<u>\$ 7,673.61</u>

FROM THE MAIL BAG

I would like to take this opportunity to thank all of you who find time to drop a line with your renewal. Coming Attractions are mentioned many times. Those of you who are aware of a coming event that should be shared in the Good News be sure to get it to our office in plenty of time for the issue it should appear in. A month in advance is a good rule of thumb. Also, Good News wants to thank those of you who have sent donations along with your renewals. And speaking of renewals, our new way of informing you of your renewal date seems to be a great success thanks to you. Remember to look for the notice above the form to renew. Also your renewal date is on your mailing label.

Looking forward to sharing with you in 1981.

Love in AA,
Gloria P., Editor

P.S. Someone has come forward and offered to be Business Manager for the Good News. Merilyn and I are meeting with him and hopefully will transfer the financial and mailing duties to him. The Good News Financial report will appear in your February Issue.

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 * presents the experience and opinions of AAs
 * and other interested in the field of alcoholism.
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*Have a Very Happy
New Year*

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