

Who is responsible for the publicity about A.A.?

The A.A. tradition of public relations has always been keyed to attraction rather than promotion. A.A. never seeks publicity but always cooperates fully with responsible representatives of press, radio, television, motion pictures, and other media that seek information about the recovery program. At national and international levels, news of A.A. is made available by the Public Information Committee of the General Service Board. Local committees have also been organized to provide the media with facts about A.A. as a resource for alcoholics in their communities. A.A. is deeply grateful to all its friends who have been responsible for the recognition accorded the movement. It is also deeply aware of the fact that the anonymity of members, upon which the program is so dependent, has been respected so faithfully by all media. It should also be noted that within A.A., at A.A. meetings and among themselves, A.A. members are not anonymous. A New Way of Life

A way of life cannot truly be described; it must be lived. Descriptive literature that relies upon broad, inspirational generalities is bound to leave many questions unanswered and many readers not fully satisfied that they have come upon the thing they need and seek. At the other extreme, a catalog of the mechanics and details of a program for living can portray only part of the value of such a program. A.A. is a program for a new way of life without alcohol, a program that is working successfully for hundreds of thousands of men and women who approach it and apply it with honesty and sincerity. It is working throughout the world and for men and women in all stations and walks of life. Perhaps this pamphlet has answered the main questions, spoken and unspoken, that you may have concerning A.A. Perhaps there are other questions that can be answered, as those in this pamphlet have been, solely on the basis of A.A. experience with the problem of alcoholism. If you have such questions, feel free to get in touch with an

A.A. group in or near your community. Or write to General Service Office,
Box 459, Grand Central Station, New York, NY 10163.