



Sex Addicts
Anonymous®

Understanding Attraction vs. Promotion

Agenda



1. Introductions and housekeeping



2. What does ISO do?



3. Understanding Attraction vs. Promotion



Part 1

Introductions
Housekeeping

Introductions

Phillip B
ISO Program Manager

What do I do?

Help groups carry the message

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1. Housekeeping

- Estimated duration: 30-40 minutes
- Questions encouraged and valued!
- These materials will be emailed to you:
 1. Attraction vs Promotion PowerPoint.pdf
 2. ATTRACTION vs. PROMOTION CHECKLIST.pdf

2. Disclaimer

1. The ISO has no authority over any SAA group and does not make policy for or get involved in group functioning.
2. The materials and ideas are presented as **suggestions only**
3. Each group must determine how to carry the message
4. This presentation and handouts are not approved ISO information.
5. As in all matters related to recovery, follow the steps, traditions, and your group conscience.

3. Sources

The sources for this information are:

- The SAA “Green Book”
- *SAA CPC Handbook*
- *Introducing SAA to the Professional Community* pamphlet
- *The AA 12 Steps and 12 Traditions*
- *The AA Public Information Workbook*
- *The AA Cooperation with the Professional Community Workbook*

Part 2

Overview of the ISO

What Does the ISO Do?

ISO =

The International Service Organization of SAA, Inc.

- ISO is incorporated as a non-profit organization
 - Section 501 (c) (3) of the U.S. Internal Revenue Service Code
- Conducts the official business of ISO
- Serves the fellowship (not a “headquarters”)
- The ISO office is in Houston

ISO VISION and MISSION

- VISION: Our vision is to be a premier global resource for recovery in support of SAA and the sex addict who still suffers.
- MISSION: The ISO serves member groups by helping carry the SAA message of recovery to the sex addict who still suffers.

How Does the ISO Office Serve the Fellowship

**Answer ~ 1500
E-mails & 900
phone calls**

**Publish &
Distribute
Literature**

**Manage
Bookstore**

**PI & CPC
"Outreach"**

**Manage 6
Websites**

**Prisoner
Outreach**

**Support Lists
Men & Women**

**New Meeting
Assistance**

**Training for
SAA Members**

**Bi-Monthly
Newsletter
TOC**

**Coordinate
40+ Zoom
Meetings**

**Conducts Business,
Legal, Copyright**

**Maintain 140
E-mail Lists**

**Maintain
Meeting
Database**

**Supports
Convention &
Delegate
Conference**

**Information
Technology**

Part 3

Understanding Attraction vs. Promotion

Attraction vs. Promotion: Background

- Tradition Eleven states that “Our public relations policy is based on attraction rather than promotion....”
- Informal survey of $\approx 150+$ SAA groups revealed **universal misunderstanding** of these concepts.
- This misunderstanding has had a negative effect on our fellowship’s
 - willingness and ability
 - to carry the message of recovery

Attraction vs. Promotion: Background

- Attraction & Promotion are technical terms; don't have the same meaning in daily conversation
- Promotion does not mean advertising or publicity
- Attraction is very active
- The message, not the medium determines attraction v. promotion

Attraction vs. Promotion: Background - continued

ACTIVITY – QUESTIONNAIRE

Promotion is Self-Promotion

- “By temperament, nearly every one of us had been an irrepressible promoter, and the prospect of a society composed almost entirely of promoters was frightening. Considering this explosive factor, we knew we had to exercise self-restraint.”

-- *AA Twelve Steps and Twelve Traditions* p. 184

Exactly what is “Attraction vs. Promotion?”

Source: SAA Tradition Eleven Green Book pp. 94-95

Actions of Attraction

- Maintaining anonymity
- Keeping focus on SAA as a whole rather than a particular person
- A simple declaration of who we are and what we do.
- Focusing on program principles
- **Striving** to make our existence and message known
- **Taking responsibility** to make SAA's presence known
- **Raising public awareness**
- Phone lines
- Mailings
- **Running public service announcements** (PSAs) on local stations

vs.

Actions of Promotion

- Breaking anonymity at the level of radio, press, TV, internet, movies
- Celebrity endorsements
- Identifying the program with an individual
- Claims of effectiveness
- Trying to increase our membership; “membership drives”
- Diagnosing someone – telling someone they are a sex addict
- Telling people, they:
 - Should attend meetings
 -
- C

Self-Promotion

Exactly what is “Attraction vs. (Self) Promotion?”

Source: Tradition Eleven in AA’s “12 Steps & 12 Traditions” pp. 183-186

Actions of Attraction

- “... immense and favorable publicity of every description...”
- “...newspapers...radio program...moving picture...television”
- Building good will with the press; close contact with local newspaper
- Getting news reporters to tell our story in articles
- Remaining anonymous at level of press, radio, tv, movies, internet, etc.

vs.

Actions of Promotion

- “...publicized leadership...”
- “People who symbolize causes...”
- Individual members “...being in the public eye...”
- Publicizing the names of members “of local, national, or international fame.”
- Breaking anonymity at level of press, radio, tv, movies, internet, etc.

More on “Attraction”

Source: AA *Public Information Workbook*

Actions of Attraction

- “Place a small announcement (paid if necessary) in every newspaper...” p. 8
- “...the simple sign...listing in phone directories; distribution of A.A. literature, p. 6
- “radio and television shows using sophisticated media techniques....” p. 6
- “Workshops” p. 11

Actions of Attraction

- Cooperation with professional community – doctors, therapists, etc. p. 12
- “Community or Public Information Meetings” p. 13
- “...it is not a break of Tradition Eleven when you privately identify yourself as an A.A....to non-A.A.s encountered in the course of P.I. work. P. 9

More on “Attraction”

Source: AA *Public Information Workbook*

Actions of Attraction

- “Participating in Non-A.A. Events” p. 16
- “Presentations to Employers” p. 18
- “Radio, TV, and Internet Interviews” p. 19
- “Press Interviews” p. 20

Actions of Attraction

- “Talk Shows and Similar Programs” p.20
- “We need to be on better terms with medicine, religion, employers, governments, courts, prisons, mental hospitals...” etc. p. 23
- “We need ***the increasing good will*** of editors, writers, television, and radio channels. These publicity outlets should be opened wider and wider...” p. 23

What do we communicate?

Our message is simple:

1. We are SAA
2. This is what sex addiction may look like
3. This is what we offer
4. How to contact us

Our Message

Addicted to **Sex?** **Love?** **Porn?**

Sex Addicts Anonymous®
No-fee, Confidential Help

Shame To Grace Harrisburg

717-308-8070

info@shametograceharrisburg.org

Thursdays 7-8 pm

Sundays 5-6 pm

**“I had a sex addiction
and didn’t know it”**

How about you?

If you’re scanning this part of the newspaper you might have a problem. It’s important to know the signs. Sex addiction can take many forms such as:

- Affairs
- Regular porn use
- Constant thoughts of sex
- Compulsive masturbation
- Paying for sex
- Anonymous sex
- Destructive relationships
- Voyeurism

Sex Addicts Anonymous® can help. SAA is a volunteer-run non-profit organization dedicated to helping people recover from sex addiction.

To learn more, call or text:

604-260-4866

It’s free, local, and confidential

www.saavancouver.org/gethelp

SAA welcomes newcomers of any sexual orientation or identity, whether they are gay, lesbian, straight, bisexual or transgender.

The essence of Attraction is immense and favorable:

Publicity

Publicity

For the program, NOT
individual members

Publicity

Key Points

1. Attraction and Promotion are technical terms
2. Attraction is VERY active
3. Promotion does not mean advertising or publicity (except individuals)
4. We publicize the program, not individuals
5. The message, not the medium determines attraction or promotion
6. We can and should use all media such as TV, radio, newspapers, movies, videos, podcasts, internet, etc.
7. Attraction entails cooperation with:
 - professionals
 - the media

Thank You!

Please consider a donation to the ISO

Monthly LifeLine Donor

1. Text SAA to
91999

2. Choose the
“monthly”
option

One Time Donation

1. Text SAA to
91999

**SAAG for
group donations**