

Attraction vs. Promotion Checklist

| Actions of Attraction | Actions of Promotion |
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| Sources: Green Book pp. 94-95; AA 12&12 pp. 180-183; AA PI Workbook pp. 6-23 | |
| Maintaining anonymity at public level | Breaking anonymity at the public level |
| Keeping focus on SAA principles rather than a particular person | Celebrity spokespersons / endorsements |
| Simple declaration of who we are and what we do | Identifying the program with an individual |
| Fight apathy in the fellowship | Claims of effectiveness |
| Striving to make our existence known | “Membership drives” |
| Taking responsibility to make SAA’s presence known | Diagnosing someone/telling someone they are as sex addict |
| Raising public awareness | Telling people they should attend meetings |
| Phone lines | Telling people they need recovery |
| Mailings | Giving advice |
| Running public service announcements on local stations | Publicized leadership |
| Newspaper notices | People who symbolize causes |
| Immense and favorable publicity of every description | Individual members being in the public eye |
| Radio, movies, TV, internet announcements | Publicizing the names of members “of local, national, or international fame.” |
| Getting reporters to tell our story | |
| Cooperating with the professional community | |
| Community or Public information meetings | |
| Participating in non-SAA events | |
| Radio, TV, Internet interviews | |
| Presentations to employers | |
| Talk shows and similar programs | |
| Using sophisticated media techniques | |
| Get on better terms with medicine, religion, employers, governments, courts, prisons, mental hospitals, etc. | |
| Increasing the good will of editors, writers, television, and radio channels. | |
| Opening publicity outlets wider and wider | |

Key Points:

1. **Attraction is very active!** We should be doing everything we possibly can to reach suffering addicts, the general public, and professionals.
2. **We can and should use any and all media to carry the message** Sophisticated media campaigns; immense and favorable publicity of all types.
3. **Attraction entails cooperation** With professionals and members of the media such as writers, reporters, editors, directors, producers