

Attraction vs. Promotion Checklist

Actions of Attraction	Actions of Promotion
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