



AREA 11 DELEGATE'S REPORT

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Area 11 General Service Committee

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Thank You Area 11

Rich P, our NERT sent
this update on 8/7/17

Contributions are now
covering 83% of
Services, which continues
to give AA a shot at self-
support.

In response to that,
literature prices have
been **frozen** and our
pension debt was paid
down!

For Updated
Meeting Schedule
& Answering Service
Information, visit
our website at
www.ct-aa.org

Supporting Our Future

Conference Summary Reports

This month I will be visiting Districts 2, 5, and 7 to present the Conference Summary Report to the GSRs and Officers of those districts. It has been exciting to go to each district since May, and a powerful example of Tradition 2 in action. It could not have happened without the group conscience of the trusted servants of each District.

Tradition Two is closely linked to Concept 1 and, again I get to see both of them in action as I give the Conference Summary Report. Through Concept 1, the ultimate authority of the group conscience of Tradition 2, I am given the responsibility to serve the groups of Area 11, and to report to all I serve. I have chosen to visit each district to present the Conference Summary Report, in order for GSRs to have a hardcopy to take back to their groups what happened at the 67th General Conference.

If you would like to receive a copy or need additional copies of the Conference report, please email me at delegate@ct-aa. I will send a digital version to you. And remember to please to pass it on.

PI and Tradition 11 Attraction vs Promotion

As I have visited the districts over the last three years, I have heard some interesting and creative ideas that District PI committees have been using to carry the message into the Connecticut communities that AA is here and what AA does and does not do.

The discussions about these District PI Special Projects often include a discussion about the difference between Attraction and Promotion. Questions like "Is advertising on a shopping cart Promotion or Attraction?". I have included excerpts of a presentation about PSAs that was given at NERF held in Pittsburgh in June this year by Bill W., Panel 66 Delegate from Area 48, HMB, who served as the alternate chairperson of the Conference Committee on Public Information.

The hope is that you will have additional information and perspectives about the difference between Attraction and Promotion when this topic arises in discussions at business meetings in your home group or at your District meetings. Since membership is flat at this time, attracting the alcoholic who needs AA and doesn't know it is a priority!

NERAASA 2018

Area 11 is grateful for the opportunity to host NERAASA 2018. Host committee T-Shirts have now been spotted to ignite even more enthusiasm. The new NERAASA 2018 website is up. Please visit NERAASA2018.org to check it out!

Planning meetings are held at 9:00 AM on the last Sunday of the month. The next NERAASA 2018 Host Planning Committee meeting is set to take place on Sunday, August 27th in the 4th floor Area Office. Join the committee for FUN and FELLOWSHIP.

UPCOMING EVENTS

SAVE THE DATE!! BUS TRIP TO GSO!!! FRIDAY SEPTEMBER 8TH.

Only 25 Seats Available-\$40.

Reserve your seat now with John

SEPT. 29,30, & OCT. 1 2017
59th Area 11 Convention Radisson Hotel Cromwell 100 Berlin Rd. Cromwell, CT This year's theme is:

A New Freedom & A New Happiness

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*Thank you*

*Online Contributions Continue to Grow - Up 13% this year*

## Tradition 11 - Attraction Not Promotion by Bill W, Panel 66 Delegate, Area 48, HMB

PSAs are not the same thing as bringing someone to a meeting. They are not the same thing as a 12<sup>th</sup> Step call. They are not one alcoholic sitting down and sharing their experience, strength and hope with another alcoholic. They have a goal: they are there to let the still sick and suffering alcoholic know that there is an alternative. Since their (PSAs) goal is to carry some message about AA to the still sick and suffering alcoholic, the question stands: Do they constitute a breaking of our Tradition 11, based on Attraction and not Promotion?

But let's look at our Tradition first. Our literature does not go into a great deal of detail. The long form of Tradition 11 says, "*Our relations with the general public should be characterized by personal anonymity. We think A.A. ought to avoid sensational advertising. Our names and pictures as A.A. members ought not be broadcast, filmed, or publicly printed. Our public relations should be guided by the principle of attraction rather than promotion. There is never need to praise ourselves. We feel it better to let our friends recommend us.*"

If you think about it, this does not really help. It tells us not to have sensational advertising, and to not praise ourselves, but does allow us to have our friends recommend us and it doesn't say how to stop our friends from praising us, and what about non-sensational advertising? When I was writing for advertising it was understood that while I should never actually LIE about the product, a definite no-no, I could, shall we say, *exaggerate* the benefits of owning it. There was a message in all of the promotion, and it was far more explicit than implicit, that if you the reader, the viewer, would give us, the company, money, we would in return give you our product. And our product was then going to give you something more, be it, added wealth, added beauty, added prestige, added sex appeal, added joy. You give us money, we give you happiness. And our product would do this better than any of our competitor's products. Now, That I recognize as Promotion.

To promote something is to put it ahead of other things. It is saying, our brand is better. Promoting something is like promoting a person. It is putting it ahead of, above, something else. To Promote AA, we must say that AA is better than another program or way, that in return for your time and money that AA will give you something in return and will give you a bigger, a better, a faster return, than some other program will.

Our Public Service Announcements do not violate the words of Tradition 11. Nor do they go against what we say in the forward to the 2<sup>nd</sup> edition of the Big Book, that we have no monopoly on recovery. Our PSAs talk about getting help, they talk about a Program that works, they talk about having Hope.

Those are the words of attraction - they are not the hype of

Please feel free to copy this report and circulate it as needed within A.A. Groups and A.A. Service Committees.

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