

Tradition XI

SHORT FORM: 'OUR PUBLIC RELATIONS POLICY IS BASED ON ATTRACTION RATHER THAN PROMOTION; WE NEED ALWAYS MAINTAIN PERSONAL ANONYMITY AT THE LEVEL OF PRESS, RADIO, AND FILMS.'

Long form: '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.'

Make a list of areas of your life, e.g.

Home
Work
AA
Friends
Other

Ask, with each of these areas (where relevant):

- Are my communications sober or sensational?
- Do I praise myself?
- Do I carry the AA message through attraction or promotion?
- Do I refuse personal publicity—do I value personal anonymity?
- Do I have personal ambition? How could that be contrasted to true ambition?
- Do I let good come to me or do I still try to go and get it?
- Do I give regardless of getting, or do I still give to get?
- How have I attracted 'bad'?
- How has self-promotion failed me?
- Do I promote myself at the expense of others?
- Do I promote myself through concealment of the full truth, or outright deception?
- Do I promote myself through reward to others, or threat of punishment?
- Are there any areas where I fail to attract because of invisibility?
- Do I practise anonymity so zealously my ability to serve is impaired?
- Do I take credit where credit is due to God?
- Do I make myself unattractive through offensive words or behaviour, criticism and other forms of attack, withdrawal, or other forms of negativity?

Tradition XI ideas and quotations

"This Tradition is a constant and practical reminder that personal ambition has no place in A.A." (Twelve Steps and Twelve Traditions)