

District 12 Newsletter

November 2017

Tradition Eleven

*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.*



Happy Thanksgiving

It Works if you Work it!
One Day at a Time!
Let Go and Let God!
Get a Sponsor don't go
it alone....

On the 11th Tradition

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.

Providence has been looking after the public relations of Alcoholics Anonymous. It can scarcely have been otherwise. Though more than a dozen years old, hardly a syllable of criticism or ridicule has ever been spoken of A.A. Somehow we have been spared all the pains of medical or religious controversy and we have good friends both wet and dry, right and left. Like most societies, we are sometimes scandalous--but never yet in public. From all over the world, naught comes but keen sympathy and downright admiration. Our friends of the press and radio have outdone themselves. Anyone can see that we are in a fair way to be spoiled. Our reputation is already so much better than our actual character!

Surely these phenomenal blessings must have a deep purpose. Who doubts that this purpose wishes to let every alcoholic in the world know that A.A. is truly for him, can he only want his liberation enough. Hence, our messages through public channels have never been seriously discolored, nor has the searing breath of prejudice ever issued from anywhere.

Good public relations are A.A. lifelines reaching out to the brother alcoholic who still does not know us. For years to come, our growth is sure to depend upon the strength and number of these lifelines. One serious public relations calamity could always turn thousands away from us to perish--a matter of life and death indeed!

The future poses no greater problem or challenge to A.A. than how best to preserve a friendly and vital relation to all the world about us. Success will heavily rest upon right principles, a wise vigilance and the deepest personal responsibility on the part of every man jack of us. Nothing less will do. Else our brother may again turn his face to the wall because we did not care enough.

So, the 11th Tradition stands sentinel over the lifelines, announcing that there is no need for self-praise, that it is better to let our friends recommend us, and that our whole public relations policy, contrary to usual customs, should be based upon the principle of attraction rather than promotion. Shot in the arm methods are not for us--no press agents, no promotional devices, no big names. The hazards are too great. Immediate results will always be illusive because easy shortcuts to notoriety can generate permanent and smothering liabilities.

More and more, therefore, are we emphasizing the principle of personal anonymity as it applies to our public relations. We ask of each other the highest degree of personal responsibility in this respect. As a movement, we have been, before now, tempted to exploit the names of our well known public characters. We have rationalized that other societies, even the best, do the same. As individuals, we have sometimes believed that the public use of our names could demonstrate our personal courage in the face of stigma; so lending power and conviction to news stories and magazine articles.

But these are not the allures they once were. Vividly, we are becoming aware that no member ought to describe himself in full view of the general public as an A.A., even for the most worthy purpose, lest a perilous precedent be set which would tempt others to do likewise for purposes not so worthy.

We see that on breaking anonymity by press, radio or pictures, anyone of us could easily transfer the valuable name of Alcoholics Anonymous over onto any enterprise or into the midst of any controversy.

So, it is becoming our code that there are things that no A.A. ever does, lest he divert A.A. from its sole purpose and injure our public relations. And thereby the chances of those sick ones yet to come.

To the million alcoholics who have not yet heard our A.A. story we should ever say, "Greetings and welcome. Be assured that we shall never weaken the lifelines which we float out to you. In our public relations, we shall, God willing, keep the faith."

Bill W.— 1948

Reprinted from the AA Grapevine

District 12 Christmas Party Sunday, December 10th

Gurnee Community Church
4555 Old Grand Avenue, Gurnee

Coffee @ 2:00pm

Speaker @ 3:00pm

Dinner @ 4:00pm

Children under 10 years of age will receive
a present from Santa.

Please bring a desert to pass

EVENTS & ANNOUNCEMENTS

CALENDAR IN A NUT SHELL!

| Date | Event |
|---------------------------------------|--|
| Saturday Nov 4th | Northern Illinois Area 20 Big Book Conference 1st United Methodist Church, 801 N. Sycamore, Hinkley, IL 60520 Register on line at www.bbc2017.aadistrict71.org |
| Sunday Nov 5th | Ninth Annual Tradition Play Waukegan Alano Club, 2419 Washington Street, Waukegan, IL 60085 Doors open at 2:00 PM Tickets \$5.00 Spaghetti Dinner to follow |
| Weekend Nov 10th- 12th | National Corrections Conference Doubletree Hotel 1973 Craigshire St. Louis MO 63146 Conference Chair: John S. 314-413-5939 Hotel Phone—314-434-0100 |
| Weekend Nov 17th- 19th | East Central Regional Forum Wyndham Springfield City Centre, 700 E. Adams Street, Springfield, IL 62701 You can register online at: www.aa.org Hotel Phone—217.789.1530 |
| Saturday Dec 9th | Winter Assembly Hosted by District 11 Lord of Life Lutheran Church, La Fox, IL All GSR's and anyone interested in Area Service should attend |
| Sunday Dec 10th | District 12 Christmas Party Gurnee Community Church, 4555 Old Grand Avenue, Gurnee, IL Coffee @ 2:00PM Children under 10 years of age will receive a present from Santa |

District 12 Business/GSR Meeting.

3rd Sunday of Every Month

3:00 pm Concepts/GSR Meeting

3:30 pm Traditions Meeting

4:00 pm Business/GSR Meeting

Vista West Medical Center, 2615 Washington St, Waukegan, IL

Help Needed for Vista West Psyc Ward Meeting

Meetings are Tuesday Evening & Sunday Morning

Come to the Vista West Cafeteria at 7:00pm, Tuesday to find out the times and procedures for the Sunday meeting

VOLUNTEERS NEEDED 12 STEP WORK

Sponsor Panel: ATP 1 st & 3rd Saturday 12:45-2pm

Back to Basics: ATP 2nd & 4th Saturday 12:45-2pm

Drug Court: 1:30pm Wednesday Court 204

Mental Health Court: 9:00am Monday Court 220

Veterans Court: 9:00am Friday Court 201

Detox: ATP 7:30pm Wednesday, 2:00pm & 7:00pm Sunday

For Info Contact: Frank M. @ 224-730-3045

VOLUNTEERS WE NEED A COMMITMENT!!!

Lake County Work Release

Tuesday and/or Thursday

Once or twice a month 7:15 pm

Both men and women needed

For more info contact: Les 847-336-3275

Want to be Published

Send your Traditions articles to

Dist12.Newsletter@gmail.com

Deadline for the December issue is

November 16th

A.A. Contacts

General Service Office:

<http://www.aa.org>

Northern Illinois Area 20:

<http://www.aa-nia.org>

District 12 Website:

<http://www.aadistrict12.com>

District 12 Answering Service:

847-623-9660

Northern Illinois Area 20 - District 12: P.O. Box 8882 - Waukegan, IL 60079-8882

Newsletter Submissions should be sent to Dist12.Newsletter@gmail.com

District 12 Officers (Confidential – this information is for A.A. Use only)

If you are interested in one of the positions listed as OPEN, please contact an officer.

| Position | Chair | Phone | Email | Alternate | Phone | Email |
|--------------------|------------|--------------|----------------------------------|-------------|--------------|-----------------------------|
| DCM | Pete O. | 224-381-9992 | peter.ochoa73@yahoo.com | OPEN | | |
| Secretary | Tracie J. | 847-847-9201 | tracie_jahnke@yahoo.com | OPEN | | |
| Treasurer | Jackie S | 224-247-8963 | spencerbox@comcast.net | Karen F. | 847-609-7354 | k.finkel@comcast.net |
| Answering Service | OPEN | | | Mike C. | 847-942-2339 | michaelcorder2016@gmail.com |
| Archive | Tom B. | 847-363-4363 | tomhat609@gmail.com | OPEN | | |
| Bridging the Gap | Ray L. | 847-917-6442 | r.leeper@sbcglobal.net | OPEN | | |
| Corrections | Frank M. | 224-730-3045 | aboutme615@gmail.com | Les M. | 847-336-3275 | |
| CPC / Treatment | Dick M. | 847-404-3713 | dick71308@ameritech.net | OPEN | | |
| Directory | Tyra H. | 224-281-3369 | tyrasaldana1@gmail.com | OPEN | | |
| Grapevine | Laura J. | 847-533-0895 | laurajohnson3623@comcast.net | Mary P. | 847-309-2306 | mgk6perk@gmail.com |
| Literature | John M.. | | Contact thru District 12 Website | OPEN | | |
| Newsletter | Mike H. | 847-848-4855 | dist12.newsletter@gmail.com | OPEN | | |
| Public Information | OPEN | | | OPEN | | |
| Special Events | Cortney T. | 847-508-5638 | cortney.t0516@gmail.com | Kristina K. | 224-456-1225 | mykrazyemail@yahoo.com |
| Webmaster | Danny K. | 224-440-2024 | kratovild@gmail.com | OPEN | | |