

ANONYMITY AND PUBLIC RELATIONS

“Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, TV and films. We need guard with special care the anonymity of all AA members.” (Tradition Eleven from Al-Anon’s Twelve Traditions)

We understand that our Tradition of personal anonymity at the level of press, radio, TV, and films sometimes makes working with us out of the ordinary. Although we ask members of the media not to reveal our full names or faces, local members and staff at the World Service Office are more than willing to share their personal stories and knowledge about Al-Anon/Alateen.

Many experienced members are at ease in sharing their recovery. They adhere to the policy of anonymity as a comfort to the person thinking about attending an Al-Anon or Alateen meeting for the first time. Our Tradition of anonymity is an ongoing message to potential members that Al-Anon, like AA, is a safe, confidential place for help.

Over the years, TV, videos and films have been produced in creative ways to present Al-Anon in a positive light while protecting a member’s anonymity. We are grateful for your ongoing assistance in helping the families and friends of alcoholics.

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