

Are you a new D.A. Public Information Rep?

If so, we have prepared this quick FAQ information sheet to help you get started.

What is the difference between "Attraction" versus "Promotion" for D.A. Meetings?

Our 5th Tradition states: "Each group has but one primary purpose: To carry its message to the debtor who still suffers." And our 11th Tradition states: "Our public information policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, and film." The difference between "attraction" and "promotion" may be somewhat subtle and may be seen as a matter of degree. We offer information about the fellowship: what it offers/how it works. We invite people to see what they could gain-if anything-by attending our meetings and joining our fellowship. We only share our experience, strength, and hope.

What is the first thing I can do as a Public Information Representative?

The first thing to do as a Public Information Representative is to let others know you are spreading the word of D.A. The Public Information Committee suggests you look at your meeting as the center of a bull's eye, and consider the area in close proximity as your target. Place a flyer about your meeting or a meeting schedule in the building it is housed. Next, consider your location and the places near your meeting with a community bulletin board or a stream of people, such as a supermarket, library, or church. Encourage other meetings to elect a PIR, and you can form a committee to brainstorm ideas and widen your net.

How can I best carry the message in our community?

First and foremost, familiarize yourself and your group with the suggested processes in the Public Information Manual for Debtors Anonymous. It includes most of the details about how to organize your PI media activities. But wide D.A. experience shows that it's best to start small: post flyers or meeting schedules with basic D.A. meeting information and local contacts on bulletin boards in recovery centers, AA centers, recovery bookstores, religious institutions, and the like.

Then, you might have a "Contact Professionals mailing party" during which you and your group prepare, address, and mail flyers and basic D.A. pamphlets to the addiction recovery professionals, marriage counselors, therapists, psychologists, employee relations professionals, etc. in your area. As you feel more comfortable, consider contacting (after you have completed the D.A. media training)---by mail, phone, or email---local media as well as debt-related organizations in your area: Consumer Credit Counseling Services; Bankruptcy Judges/Lawyers, Doctors, CPAs, Accountants, Tax Accountants; Employee Assistance Programs; Senior Citizen organizations; 24 Hr. Crisis Hotlines; Hospitals, Recovery Treatment Centers, and Free Clinics.

The General Service Office has thumb drives with PSAs available for your Outreach efforts. Some are in Mp3 (radio) and some in Mp4 (television). They hold the full whiteboard video plus 30-second versions in English/Spanish. The other three PSAs are also in 30-second versions in English/Spanish. They can be distributed directly to local and/or national stations. Make sure you have the correct title of the proper contact person who handles PSAs before you send them out. Each thumb drive should include a well written letter of introduction, updated D.A. Meeting lists, and contact information. Copy the files to your computers, distribute them to your local PI Groups, and ask them to make more thumb drives to distribute locally. Contact: Publicinfo@debtorsanonymous.org for more information. Locally do one-on-one contact. Take the PSAs to those that you know well.

What other support is available?

- The WSC PI Committee of Debtors Anonymous: Publicinfo@debtorsanonymous.org
- The Public Information Manual available as a free download at: <https://debtorsanonymous.org/download/public-information-manual/?wpdmdl=820>
- The General Service Board of D.A. at:

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- PI Representative Guidelines available at: <https://www.debtorsanonymous.org/fellowship-services/public-information/>
- PI Media Training Sessions <https://www.debtorsanonymous.org/events-and-news/>
- Other PIRs and/or committees at the Intergroup or GSR level: https://debtorsanonymous.org/getting_started/index.php/find-a-meeting/
- The Public Information Manual: <https://www.debtorsanonymous.org/download/public-information-manual/>

This is D.A. Service Material, developed from the shared experience of D.A. members throughout the worldwide Fellowship. It also reflects the guidance of the Twelve Traditions, the General Service Board and the General Service Office. In keeping with our Tradition of Autonomy except in matters affecting other groups or D.A. as a whole, most decisions are made by the group conscience of the members involved. The purpose of Service Material is to assist in reaching an informed group conscience. Since Service Material reflects the current and ever-developing conscience of our Fellowship as a whole, it does not undergo the usual conference-approval process, but may be updated periodically under the auspices of the General Service Board to reflect current Fellowship experience.



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