

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 DA 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; and Hospitals, Recovery Treatment Centers, and Free Clinics.

You can also send the D.A.-approved, audio-CD Public Service Announcement (PSA) (available through the GSO - item #AV-103) to your local radio stations and ask them to

broadcast the PSA and announce your local contact information or web site address. Lastly, the best way to carry the message is for you and your fellow members TO BE THE MESSAGE through the quality of your own recovery.

What other support is available?

- The WSC PI Committee of Debtors Anonymous: pi@debtorsanonymous.org
- The International Public Information Manual available as a free download on-line from <http://www.debtorsanonymous.org/literature/PIManual-2006.PDF>

- The General Service Board of D.A. at:

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Office
PO Box 920888
Needham, MA 02492-0009

Toll Free: 800-421-2383 (U.S. only)
Direct dial: 781-453-2743
Fax: 781-453-2745
pi@debtorsanonymous.org

- PI Representative pamphlet available at <http://www.debtorsanonymous.org>
 - PI training conferences/sessions
 - Other PIRs and/or committees at the Intergroup or GSR level
 - Existing 12-Step PI Information: http://www.aa.org/lang/en/en_pdfs/mg-7_publicinfo.pdf
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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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