



NEWS FROM THE CENTRAL SERVICE OFFICE OF SOUTHERN COLORADO

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Office hours Monday-Friday 10 am to 4 pm. Closed some holidays. Call to verify.

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UPCOMING EVENTS

- **CSO Monthly Business Meeting** 1st Wednesday of each month at 6:00 PM at the CSO. All groups are encouraged to send a representative.
- **District 8 Meeting** 3rd Saturday of the month at 1:30 pm. At the Central Service Office
- **Hit and Run** to Rye, December 1st, meet at the Pueblo Alano Club at 5:30 pm

BILL W. ON ANONYMITY

During the 1940s, Bill would write articles in the Grapevine on the principles that would become the 12 Traditions. Below is one such article from October 1948.

Editorial: 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

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Treasurer's Report

Sept 1st balance	\$709.63
Revenue	\$466.82
Expenses	\$748.58
Oct 1st Balance	\$844.95
Revenue	\$1561.31
Expenses	\$1608.04
Nov 1st Balance	\$798.22
Misc Fund	\$1000.00
Prudent Reserve	\$2500.00

If your group or the AA community have a special occasion or event that you would like in the newsletter, or a flyer that you would like distributed with the newsletter please contact CSO with the information. If your group is not getting the newsletter, also contact CSO to be placed on our distribution list.

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

Bill W.

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YOUR CENTRAL SERVICE OFFICE

Have you ever wondered what the Central Service Office (CSO) does? The CSO plays an important part in AA in the Southern Colorado region.

Firstly, when someone calls AA, we are the ones who answer. Whether it is a call for information or help, it comes through us. We also take calls from non AA sources like hospitals or social service organizations and answer their questions and provide information.

Next, we provide communication to the groups of Southern Colorado through our newsletter.

Also, we maintain and distribute the meeting list for Southeastern Colorado.

Furthermore, we sell AA and Grapevine literature. If you need something, whether it is a book or other media, we have it or can order it for you or your group.

Finally, we sponsor activities throughout the year. We host the annual Longtimers' Event and 4th of July picnic. We are also sponsoring "Hit and Run" meetings along with District 8.

All of this is done by a group of volunteers who contribute their time to give back to the AA community. If you are interested in helping out at the Central Office or Serving on our Steering Committee, please call us at 719-546-1173 between 10 am and 4 pm Monday through Friday.

DISCLAIMER

This Newsletter is a publication of the CSO of Southern Colorado. It is about, by, and for the members of A.A. Opinions expressed herein are not to be attributed to Alcoholics Anonymous. Publication of an article does not imply endorsement by either A.A. or the CSO, except where indicated.