

## **12 Recommended Guidelines for Dealing with the Media**

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1. We try to avoid drawing undue attention to S.L.A.A. as a whole from the public media.
2. S.L.A.A. has no opinion on outside issues, hence the S.L.A.A. name ought never to be drawn into public controversy.
3. Our public relations policy is based on attraction rather than promotion. (We do not court publicity.)
4. Any unilateral action, by any S.L.A.A. member acting on his/her own, to place S.L.A.A. before the public media, at any level is expressly discouraged.
5. Group conscience-based decisions need always be made regarding the appropriateness of accepting or declining any and all media or public relations opportunities, and, if an opportunity is accepted, regarding in what ways to respond, within the spirit of these guidelines.
6. All media or public relations offers which are extended to S.L.A.A. under condition of a "deadline," which, in order to accept such an offer, would make it necessary to circumvent or shortcircuit appropriate group conscience decision-making regarding the offer, should be declined.
7. Public relations or media situations which are entered into need always be handled by at least two sober S.L.A.A. members. Participating S.L.A.A. members should make it clear that they speak only as individuals, and not for S.L.A.A. as a whole. No S.L.A.A. member should ever be in a position in which there is the appearance that he/ she speaks for S.L.A.A. as a whole.
8. Any S.L.A.A. members involved in responding to media/public relations offers should utilize first name pseudonyms for this purpose. Visual anonymity is strongly recommended in all media situations involving T.V., film, or video. We need always maintain personal anonymity at the level of press, radio, T.V., film and other public media.
9. We avoid participating in public forums, workshops or other media events in which there appears to be any possibility that S.L.A.A. would be pitted against opposing or adversarial viewpoints, or spokespersons representing other interests or causes.
10. The appropriate level of "group conscience" to be consulted in matters of media or public relations is that level which represents the geographical area of S.L.A.A. to be impacted, or affected, by the prospective publicity. Media/ public relations opportunities which would affect a larger level of S.L.A.A. Fellowship should be referred to the "group conscience" body operative at the larger level of S.L.A.A. Each level of "group conscience" within S.L.A.A. may, if it chooses, appoint a media/public relations conscience committee, responsible directly to the "group conscience" which appoints it, to serve as the "group conscience" decision-making body regarding media/public relations offers, at each respective S.L.A.A. service level.
11. Any media/public relations opportunities which have an aspect to them which could potentially affect S.L.A.A. as a whole, should be referred to the "group conscience" decision-making body operative at the Fellowship-Wide level, c/o the Board of Trustees.
12. It is recommended that media/public relations decision-making at any level of "group conscience" be preceded by one minute of silent meditation, so as to clear a channel through which the guiding God presence behind S.L.A.A. may make itself felt, helping to ensure that "group conscience" decisions will truly reflect this Power's design for S.L.A.A.