

PR Committee Report

We have had three zoom meetings since May.

Meeting on July 30th attendees:

Cindi C. Mary D. Nathan W. Ed G. Marla J. Anthony K. Howard R. Guillermo V. Rick L. Reba L.

There were two meetings in September attended by: Nathan W. Cindi C. Mary W. Howard R.

We've attached to the report the items that were produced. Thanks to all who participated and did the actual work.

Committee members answered inquiries from:

- Komu 8 Columbia MO
- Students at Rutgers University and Loyola Marymount
- A high school student in Fremont CA
- WEAR ABC 3 Florida
- LA Times
- The Athletic
- The Asheville Watchdog
- WRGB TV NY
- News Nation
-

Thank you to all who answered the requests and spoke to the reporters and students.

Our goal with the inquiries is to get them to use our website link and hotline number. We include any local websites and hotline numbers. Sometimes we don't end up doing interviews if they want to use our likeness or names.

Attached:

- Do's and Don'ts suggestions
- Literature distribution suggestions
- Email templates for Colleges, Universities and High Schools

Do's and Don'ts Suggestions for Public Relations

Attraction rather than promotion.
Attraction is providing information.

Whenever we speak or wherever we are represented we want to make sure to include our website and local hotline number.

Unity Step 11 - Our public relations policy is based on attraction rather than promotion; we need always maintain personal anonymity at the level of press, radio, films, television and Internet.

Don't - Above all else you should not use your image/likeness, or name in affiliation with Gamblers Anonymous.

GA focuses on helping gamblers one at a time, rather than relying on a spokesperson or promotional campaign. This maintains equality of all members and prevents people from personal gain in any form through their affiliation with GA.

This was originally put in (by AA) knowing that it would be a dangerous thing for any one imperfect human being to represent the fellowship of GA in interviews, etc. The thinking was if a fallible human being were to struggle or experience a "slip", it could be then seen as a failure of GA rather than that one's individual experience.

*** See Article III of the Guidance Code for additional reference.**

Unity Step 5 . Gamblers Anonymous has but one primary purpose - to carry its message to the compulsive gambler who still suffers.

Some ways to practice attraction include:

1. Making information available through flyers, brochures, booklets, presentations, speakers, and web pages
2. Using your own story to help others identify with you
3. Speaking opportunities include but are not exclusive to:
 - Schools, colleges and universities
 - Police and Fire Departments
 - Retirement homes and communities

- church groups and clergy groups
- counselors in training
- community health fairs
- medical professionals.

Unity Step 6. Gamblers Anonymous ought never endorse, finance or lend the Gamblers Anonymous name to any related facility or outside enterprise, lest problems of money, property and prestige divert us from our primary purpose.

Some people have confusion with this step when we attend health fairs, or speak at professional functions or recovery residences. Just because we appear with material and tell our stories does not mean we are endorsing. By this logic we couldn't have a meeting in a church lest we be seen as endorsing that particular church. What we cannot do is include outside material from their organizations in our meetings. That would be endorsing.

***Article III – Objects**

Section 1:

The specific and primary purposes for which this Fellowship is formed are as follows:

1. To contact compulsive gamblers no matter where they may be and help them overcome a gambling problem.
2. To carry the message of Gamblers Anonymous to the compulsive gambler who still suffers, through the medium of personal contact, telephone, mail, newspapers, films, radio, television, houses of worship, charitable organizations, service clubs, Internet and by whatever dignified method that is approved by the Board of Trustees within the framework of the Unity Program.
3. To distribute Gamblers Anonymous literature to compulsive gamblers and to any person, organization or institution which desires some.
4. To encourage interest and knowledge of the activities and program of Gamblers Anonymous with the peace officers, educational institutions, penal institutions, judges, probation officers, parole officers, doctors, newspapers,

motion picture companies, radio broadcasting companies, television broadcasting companies, houses of worship, charitable organizations and service clubs of the world.

Literature list for distribution. Your audience would guide you as to what is the best literature to include.

- New “There is Help” (this is perfect for most outreach opportunities)
- 20 question pamphlet/Spanish
- A newcomer asks
- Questions and Answers about the problem of Compulsive Gambling and the GA Recovery Program
- Young Gamblers in recovery
- Combo book/Spanish
- Meeting list w/ website and hotline numbers
- Handbook for Judges, Lawyers and Counselors

Recommended Points of Contact:

High School

- Principal
- Dean of Students
- Student Services Coordinator

College

- President
- Chief Human Resources Officer
- Student Services & Development

E-mail Template to High School / College contact INTRO

Dear _____,

My name is **Nathan W**, and I am a member of Gambler's Anonymous here in the **Chicagoland Area**.

My goal is to create a point of contact for your staff and your students regarding any trouble with gambling, and to offer our help.

In the past few years, the insidious compulsion of gambling has come to the attention of the public. Most areas have legalized many forms of gambling, including on-line gaming, which has caused this problem to grow at an alarming rate and affect younger and younger people.

In 1957, Gamblers Anonymous was started to help the compulsive gambler and today we have chapters all throughout the world. As Gamblers Anonymous is structured in the same manner as Alcoholics Anonymous, it has become recognized by the judiciary, behavior specialists, the medical profession and the general public.

Would you be the best person as a point of contact, or can you point me in the right direction?

We simply want to help as we have seen how gambling can destroy lives. Thank you for caring and your support - I look forward to hearing from you!

Sincerely,

Nathan W

e-mail

cell phone

www.gachicago.org

www.gamblersanonymous.org

E-mail Template to High School / College contact - V1

Dear _____,

My name is **Nathan W**, and I am a member of Gambler's Anonymous here in the **Chicagoland Area**.

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Membership in Gamblers Anonymous is open to everyone. There are no dues or initiation fees. We are entirely self-supporting. The only requisite for membership is the desire to stop gambling.

Please share my information with your team and utilize me and my resources for any of the following:

- Many forms of Literature
- Meeting information in the **Chicagoland Area**
- Conversation and questions regarding gambling
- Guest speakers on addiction, specific to Gambling

Here are our local & national websites – please take a look and let me know how I can help.

- www.gachicago.org
- www.gamblersanonymous.org

Attached are some additional materials to reference, including our 20 questions.

Thank you for caring and your support. We look forward to hearing from you if you have any questions. Please let me know and forward this along if there is a different person I should contact.

Sincerely,

Nathan W

e-mail

cell phone

E-mail Template to High School / College contact – V2 (shorter)

Dear _____,

Over the past few years, the insidious compulsion of gambling has come to the attention of the public. Most areas have legalized many forms of gambling, including on-line gaming, which has caused this problem to grow at an alarming rate and affect younger and younger people.

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