

COMMENTARIES ON THE TWELVE TRADITIONS OF SCA

Tradition 11:

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

Under all circumstances, we maintain our anonymity at the level of the mass media. New types of media have been created since this Tradition was first written, and more may yet be invented. It has become necessary to define the term “mass media” in the most general sense. One definition is any form of communication that reaches a large, and indeterminate, group of people. At this level, it is important that we maintain personal anonymity. This is mainly because each individual member does not represent SCA as a whole. Our individual actions are not to be seen as to represent the whole message of the Program. Otherwise, this may affect the ability of SCA to carry its message. We also maintain anonymity to keep our humility – that is, we see ourselves as equal to other members of SCA, neither better nor worse.

In Sexual Compulsives Anonymous, we maintain “personal anonymity,” not “program anonymity.” We reach out to the general public and to specific organizations to ensure that people know about our program of recovery. If we are approached for information from the mass media, we provide it. We can even publish advertisements in places appropriate for Twelve Step programs. When we do this, our message is descriptive and educational. We do not make overblown claims or use celebrity endorsements. We trust that some people will find SCA attractive and contact us, or seek out a meeting.

(Extract from “The Twelve Traditions of Sexual Compulsives Anonymous” © SCA-ISO)