

Workaholics Anonymous Public Awareness Policies

Media

To inform and raise public awareness, W.A. and associated service bodies may send press releases to newspapers, magazines, television, radio, web sites, newsletters, billboards and other means of public media, providing personal anonymity is maintained for members of W.A.. Contact names on media communication can include any special worker associated with public awareness as well as the first names and contact info of individual W.A. members.

Media requests about the W.A. organization should be sent to the W.A. Outreach Coordinator at outreach@workaholics-anonymous.org .

Public Relations

To fulfill its primary purpose of carrying its message to the workaholic who still suffers and to reach those who are not aware of the existence of our fellowship. We provide informative information and use attraction and cooperation—not promotion or affiliation.

Attraction: To draw towards by means other than physical influence; to invite, encourage approach

Promotion: To push forward; to further advance, “hard sell”, advancement for profit.

We cooperate by working with groups of people and are not affiliated with any organization. We inform the Public who we are, what we do and how we can help. Working with others broadens our scope and contacts and we reach more of those in need.

In communicating via the press, radio, TV, Internet and films we always stress personal anonymity at the public level.

Hiring outside contractors or service companies is not considered an affiliation.
**Examples could include, but are not limited to, hospitals, doctors, nurses, clergy, treatment centers, educators, dieticians, family therapist, marriage counselors and employee assistance*

Public Service Announcements & Paid Ads

To raise public awareness, W.A. and associated service bodies may make use of public service announcements and purchase ads in appropriate newspapers, magazines, television, radio, newsletters, web sites, billboards and other means of public media.