ACCR Committee Minutes **Date**: August 5, 2008

Committee Name: Public Awareness Committee

Co-Chair(s):	Craig Dorin	Chris Weis			
Note Taker:	absent				
Attendees :	Curtis Upshur	Bobbi Donovan	Lola Zographos	Melissa Medice	Dennis Hughes
	Chris Weis	Craig Dorin	Warren Wright	William Boyce	

WELCOME/INTRODUCTIONS: Co-Chair Craig Dorin called the meeting to order and introductions were made.

Agenda Item: Radio advertising on WYEP and WAMO AM Radio

Committee Goal Being Addressed: The promotion of Recovery to the general public

Discussion:

- The committee discussed the proposal to initiate a radio media campaign which would be addressed on three fronts. Initially there will be a series of underwriting announcements on WYEP radio. These 15 second messages will be spread throughout the programming week so that they may reach a wide variety of listeners. The WAMO AM effort will consist of sixty 60 second informational spots as well as a ½ hour radio talk show.
- . The team identified the following potential goals or behavior changes to result from the radio media campaign.
  - ACCR name recognition
  - Encourage the public to take action…support loved ones, get help themselves, etc.
  - Understand universality of recovery
  - Educate about stigma

  In the July Public Awareness Committee meeting, it was decided that the group would discuss the possibility of collaborating with the Education Committee regarding the language and scope of the messages. The team was informed of the recent discussion of the project at the July 15, 2008 Education Committee meeting. The Education Committee members overall felt that they would need more information about the project before they Will be able to determine what if any role they might play in the project. The committee requested that Co-Chair Virginia Suplee, confer with the Public Awareness Committee with the goal of clarifying the scope of the initiative as well as any potential role for the Education Committee.
  The committee discussed how it proceed with the project in regards to its current goal of having the ads run in September. A decision was made to have Bobbi Donavan draft the ads and then email the drafts to the committee
  for additional input.

- The team discussed a promotional opportunity being sponsored by the organization, LifeCycles Unlimited. The event will be a relatively inexpensive way to engage the public and spread the ACCR's message. The event will occur on September 20th at the Pittsburgh Zoo and Aquarium from 10-5. It was determined that approximately 12 persons would be needed to staff the event in 2 shifts. Bill gave an update on the number of individuals who have volunteered to date.

NEXT MEETING:

Date	Location	Time
Tuesday , 8/5/08	One Smithfield Street Rachel Carson Room	11:30AM > 1:00PM