

Committee Name: Public Awareness Committee

Co-Chair(s): Chelsea Quattrone Chris Weis

Note Taker: William Boyce

Attendees : Chris Weis Bobbi Donovan Lola Zographos Melissa Medice Rich Marrow
Craig Dorin Denise Weiss William Boyce Dannette
Veahmann

WELCOME/INTRODUCTIONS: Co-Chair 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

NEXT MEETING:

<u>Date</u>	<u>Location</u>	<u>Time</u>
Tuesday , 12/4/08	One Smithfield Street Rachel Carson Room	11:30AM > 1:00PM