

Committee Name: Public Awareness Committee

Co-Chair(s): Chelsea Quattrone Chris Weis

Note Taker: William Boyce

Attendees : Michael Gruber Bobbi Donovan Lola Zographos Melissa Medice Rich Marrow
Chris Weis Craig Dorin Dannette Veahmann

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

Agenda Item: Radio advertising and upcoming promotional event opportunity

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

Discussion:

- Prior to the close of the 07/08 fiscal year the team agreed to purchase advertising space on two local radio stations; WYEP and WAMO. The goal of the advertising was questioned and discussed for the duration of the meeting. 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
- The team discussed the development of the advertising campaign. It appears that the WAMO campaign will end on December 20th when we will air a one-half hour radio talk show featuring members of the ACCR Child and Family Committee.
- The group discussed ways to use some of the unique talents of members of the committee. We have 4 individuals who have extensive training in photography. The group talked about ways to utilize these skills perhaps through the purchase of a camera.

NEXT MEETING:

<u>Date</u>	<u>Location</u>	<u>Time</u>
Tuesday , 1/6/08	One Smithfield Street (Carson Room)	1:30 pm