

# ACCR Committee Minutes Form

Date: 3-4-08

## Name of Committee: Public Awareness

---

**Co-Chair(s):** Chris Weis, Craig Dorin

**Note taker:** none

**Attendees:** Denise Weis, Chris Weis, Craig Dorin, Lola Zographos, Bobbi Donovan, William Boyce

---

**Announcements:** Bobbi has not received any updates from Highmark regarding involvement in the walk scheduled for May 3<sup>rd</sup>.

---

**Agenda Item:** Recovery Awareness

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

### Discussion:

Members agreed that alternative events should be sought if the zoo event does not get approved by the Pittsburgh Zoo. Potential events to be explored include the Arts Festival and Regatta. Craig agreed to explore these venues for further information.

The team discussed the need to develop an events calendar for the remainder of the year to determine what local community events should be attended.

The committee discussed purchasing materials that will be needed for the rest of the year to address some of the budget issues. Committee agreed that this would be a good use of the money.

Along those lines, the committee agreed that it should meet with a consultant to discuss a marketing plan for the ACCR – specifically what audience should be targeted, what messages should be communicated and the methods that should be used.

Chris offered that Chris Moore often talks about mental health issues on his shows on KDKA and that he might be someone to contact.

The team agreed with the plan to begin doing more media related activities to reach a broader cross section of the public.

Chelsea will look into purchasing advertising space (radio). She also obtained materials from the National Ad Council through her contact Megan who is really interested in assisting us with doing some local awareness campaigns.

Chelsea will explore doing a live show on 501 c3 Live through PCTV

Next Meeting Date, Location, and Time:

The next Public Awareness meeting will take place on **Tuesday March 18, 2008 at 11:30 am 304 Wood Street 4<sup>th</sup> floor.**