ACCR Committee Minutes **Date**: July 1, 2008

Committee Name: Public Awareness Committee

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

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 was recommended that the Education Committee be sought to assist with developing the content for the WAMO advertising spots and also the structuring of the half hour talk show to be held. It was believed that the Ed committee would be great to work with to promote the ideas of the universality of recovery, hope and wellness for this campaign. **Craig will contact Virginia to discuss the collaboration. Bobbi agreed to develop the advertising message to be used on the WYEP station.**

- The team was informed of a promotional opportunity being sponsored by the organization, LifeCycles Unlimited. The event was discussed as a great and 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. It was raised that there is much happening that date and therefore it would be a good idea to appeal to the entire Coalition to for persons to staff the booth for the event**. Craig will draft a memo requesting support and Bill agreed to promote it and recruit members.** PA members who indicated availability for the event are: Warren, Dennis, Melissa (1/2 day) and Craig.

NEXT MEETING:

Date	Location	Time
Tuesday , 8/5/08	304 Wood Street (4th Floor)	11:30AM > 1:00PM