

***PEC Meeting:***

Wednesday, February 15th 2017

3:15 pm

* Welcome: Introduction
  + 1. Name Ideas?
    2. Parent Engagement-Budget on Billboards ($8,000) and Graphics ($6,000)
       1. The Power Points program
          1. Change funding for Billboards to Movie Theater ads
          2. Change Graphics budget to Radio and bumper stickers
          3. Quote attached from NCM.
       2. Keep the billboards
          1. McKinley Griffith graphics to create 4 billboards
          2. Roughly $940 per billboard.
          3. Use the remaining on Radio Ads + bumper stickers. Do the Cinema Ads Next Holiday season in new budget.
    3. Radio Ad.
       1. Quote attached from Adirondack Broadcasting
       2. Repeat this in April for DEA take back and Community Forum?
       3. Volunteers mandatory!
    4. New Programs for March
       1. May 10th Community Forum
          1. Status Update from assignments- New offer from DOJ.
       2. Press Releases- CCFW/Sheriff Press release for March

(The March Meeting will have the April Take back day and May Community Forum)

* + - 1. Online surveys- Review UAlbany’s surveys.
      2. Bumper Stickers- 250 for $375. Sticker Mock up attached.
    1. Volunteer projects
       1. Door knocker Distribution
       2. DEA Take back day April 29th. Reach Out to RAIS County Wide?
    2. Flyers
       1. Draft of Community Forum Flyer- see attached
       2. SFST course changed to the 21st due to a court date.
    3. Meeting with SGF High Marketing class
    4. Heroin and RX summit- Budget request were already submitted but no meeting in April due to the conference.
    5. Purchases for March
       1. Social Media Boost- $100 for coalition awareness and Health Fair
       2. Radio Ad - $540.
       3. Bumper Stickers - $375
       4. \_\_\_\_\_\_\_\_\_\_\_\_\_
       5. \_\_\_\_\_\_\_\_\_\_\_\_\_
    6. Next Meeting- March 15th at 3:15 in the South Glens Falls Police Station

***Our Vision:***

***A substance abuse-free community in which all individuals are involved in prevention and education.***

***Our Mission:***

***CCFW is an organization of caring community members working proactively to reduce youth substance use and risky behavior, while providing families with resources, education, and activities that promote safety, health and wellness.***

***Client:              PREVENTION COUNCIL***

***Station:           107.1 The Point WKBE***

***Dates:              March 13-17, 2017***

***Schedule:***

**40-:60 second ads the week leading up to the Health Fair.  All ads will air 6am-7pm.**

**Your total investment: $540.00 (using special not-for-profit rates)**

***Adirondack Broadcasting to provide:***

***-All copywriting & production services***

***-No charge matching schedule on The Point web stream***

***-100 public service announcements spread over our other stations that week***

***-30 minute interview on the station Public Affairs Program to air the week before March 18th***

**Michael Morgan**

**Adirondack Broadcasting**

**FROGGY 100.3-Q 101.7-107.1 THE POINT**

**FOX SPORTS RADIO 1230-CBS SPORTS RADIO 1410**

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***Local radio works in the North Country!***

Community Forum Planning Document

PFS Committee

Super Power your Parenting Initiative

Hosts: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Benita Zon) ( Marcy Fraser) ( Carie Worner)

Speakers (5 - Ten Minute Speeches on the issue- General overall)

* Local Level\_\_\_\_\_\_\_\_\_\_\_ (Mike Patten) (Garner Congdon) (Joe Orlow) (Elise Stefanik)
* Janine Stuchin (Prevention) (Carrie Worner) (Arthur Johnson) (A. Duff)
* Michael Zurlo (Enforcement)
* Michael Prezioso (Treatment)
* Federal Level \_\_\_\_\_\_\_\_ (DEA Agent) (FBI Agent) (US Assistant Attorney general)

10 Minute Break

Panel (Local + treatment options)

* \_\_\_Recovery Advocacy\_\_\_ (Sue Martin) (Judy Moffitt) (Julie Ann Brenan) (FOR-NY)
* \_\_\_Navigator\_\_\_\_\_\_\_\_\_\_ (Wanda From Saratoga Hospital) ( June from Baywood)
* \_\_\_CASAC\_\_\_\_\_\_\_\_\_\_\_\_\_ (ECS Psychological Services)
* \_\_\_Coalition\_\_\_\_\_\_\_\_\_\_\_ (Donna) (Mike) (Tim)

Collect Questions for the Panel

* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Coalition Members)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Put together take home notes: James

Advertising options

* Radio Ads \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Flyers (See attached)
* School Email Mike Patten
* Community Calendars \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Event Bright Registration James
* Social Media Ads James



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