



**Media and Communications Committee Meeting
 Wednesday, October 6, 2010 1:30 p.m.
 Schuler's Café**

Present: Amy Moore, Rod Macdonald, Micki Fuhrman, Harriett Dean, Karen Waters, Linda Keefe-Lewis, Marie Hansen

Review of Media and Communications Plan: Media committee reviewed Phase One of the media plan. We discussed using the "Don't Believe the Bull" messaging versus the "Most Teens Don't" campaign used in Jackson County.

Pros and Cons of each campaign:

Don't Believe the Bull:	Pros Focus tested Great potential MSU as a resource Could combine the two "Most Teens Don't" So don't "believe the bull"	Cons Not evaluated no "Bull" implies "bullsh**" Confusing message Waste of work of MSU class Not embraced by MSSAC
Most Teens Don't	Pros Most of work done for us by Jackson Clear, concise message Has been evaluated MSSAC supported	Cons Boring campaign, not flashy Dated colors, materials

PAL program involvement: the Peer Assistance Leaders (PAL) program is required to do a Substance Abuse Prevention project this year under MSSAC funding. This project could be combined with Alcohol Awareness month, and the "Most Teens Don't" theme used throughout. We could also tie in "What Teens Do Instead" for the project also. We will have one of the projects for a PAL school (one project per school) to include a Facebook page, a website, a You Tube channel, and the Alcohol Awareness Month projects.

To Do List:

- Harriett will contact Joel about the use of the Jackson campaign**
- Harriett will email Kelsey Haynes and request a breakfast meeting for October 27th (Confirmed: 8:00 a.m. at the Flap Jack Shack on South Cedar in Holt)**
- Micki will talk with Pat Bednarz about involving the Parent Trainers in the Lansing School District**
- Micki will assign PAL projects once the "media packet" is ready with project descriptions.**
- Once campaign is ready for production, Harriett will submit to the Bureau for proper approval and get the need logos (Midsouth and Bureau) for materials.**



The media committee will try and have a “media packet” for the PAL advisors and other stakeholders by Thanksgiving for Distribution in early December. Schools can then begin projects in January after holiday break.

Meeting adjourned, 3:30 p.m.

Next meeting: October 27th, 2010, 8:00 a.m. at the Flap Jack Shack on South Cedar in Holt