

September 7 Deadline For Picnic Sign-Up

(Continued From Page 1)

It all takes place Sunday, September 12, starting with a continental breakfast in the McBride Auditorium at 9:30 a.m. The brief business session is at 10 a.m. and the Renewal is set for 10:30. The picnic fires are lit shortly after noon (Site #1; See Map Below).

The only charge is \$8.50 to cover the all-you-can-eat catered picnic spread of brats, hot dogs, burgers, trimmings, potato salad, baked beans, fruit and soda.

Jim A. is rounding up softball, volley ball and other appropriate gear to make sure everyone has a chance to burn off the day's calory intake. Everything is provided, but you might want to bring your own lawn chairs to supplement the park's picnic tables.

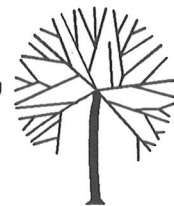
And, since the Alumni Association is always seeking funds to underwrite our many volunteer and assistance efforts on behalf of patients, there will be a raffle for a

color television plus several other great premiums. (Note: These are much-needed donations to the McBride Alumni Endowment Fund and should not be construed as gambling.)

Needless to say, family and loved ones are part of recovery and everyone is welcome for the entire day's events. There's no charge for small children, but let your conscience be your guide. If you starve the kids for a week in preparation, an added donation would be appreciated.

Since food must be ordered in advance, registration is required for the picnic and is also helpful in planning the morning renewal breakfast. Please don't delay in getting the coupon (below) to Picnic Chairman Phil Atinsky (1009 N. Jackson St. #2206, Milwaukee, WI 53202; Phone (414) 273-2965) before the registration **deadline — Tuesday night, September 7.**

THE MOVING FINGER



The McBride Alumni Association and Foundation

Vol IX, No. 3

Milwaukee, Wisconsin

Summer, 1993

McBride Day September 12

Picnic To Cap Annual Homecoming

Sure. There's brats and burgers, hot dogs and cold soda. There's good times, bad jokes and a lot of old-fashioned fun. All those great things that go with reunions and picnics.

But the big item — the *piece de resistance* — on the menu September 12 is hugs. Warmth. The glow that comes with the sight of a familiar face; one that belongs to someone with whom you shared some pretty heavy times. That shoulder you leaned on.

Things are brighter now, and there's no better way to bring home that realization than to renew those special friendships that began, and often remained, at McBride. To share the joy of recovery with those who shared the pain of getting there.

That golden opportunity is yours at the Ninth Annual McBride Day that begins with our Alumni Association

Annual Meeting and reception, then the inspirational Renewal Program, and then, on to Jacobus Park for the *reeeely* big Picnic.

This is the day when recovery comes home; when McBride Alums return to the roots of their new life. It is group reflection, a fulfillment of that old prayer, "God, let me laugh. But let me never forget why I cried."

(Continued On Page 4)



It's Picnic Time!

9TH ANNUAL

SEPTEMBER 12, 1993

McBride Alumni Picnic and Family Day

Hamburgers,
Brats & Hot Dogs



Potato Salad,
Baked Beans

Relish & Fruit

Unlimited Soda

Name _____

Address _____

City _____ St _____ ZIP _____

Phone _____

_____ @ \$8.50 Per Person \$ _____

_____ Children (Free)

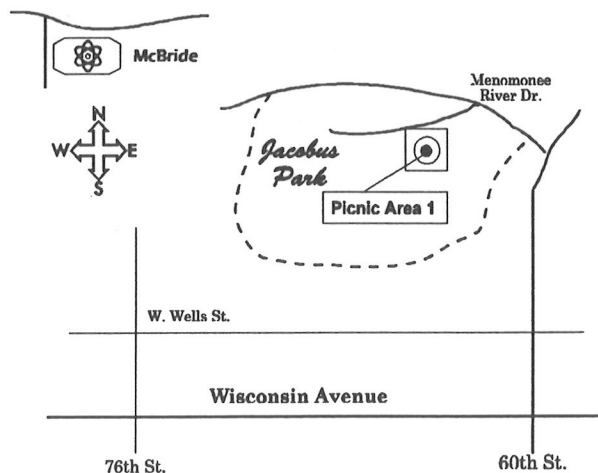
_____ Attending Renewal (Free)

_____ Foundation Contribution \$ _____

Total Check Amnt \$ _____

Make Check Payable To:
The McBride Foundation

Mail To:
Phil Atinsky
1009 N. Jackson St. #2206
Milwaukee, WI 53202



In the event of rain, an alternate site will be announced at the Renewal Program, and will be available by calling the Milwaukee Psych Hospital switchboard after 11 a.m.

'Coming To A Channel Near You'

Recovery, with strong McBride overtones, has taken to the Milwaukee airwaves, and soon, thanks to space-age, satellite communications technology, it will be seen nationwide via cable television.

The brainchild of McBride Alum Jonathan Katch, "RecoveryNet — The Wellness Channel" began airing its prototype call-in radio show early this summer on WISN (AM 1130) and can be heard Sunday nights from 10 p.m. until midnight. But the big things are yet to come.

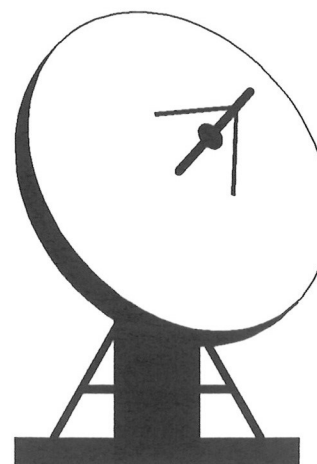
"We've got firm commitments now," beamed Katch as he

talked about the enterprise of which he is president and which has several ADMC physicians among its major backers. "The television programming will be in seven major markets plus many smaller ones in 1994. We'll be available in at least 25% of all cable-served homes in America on the day we launch."

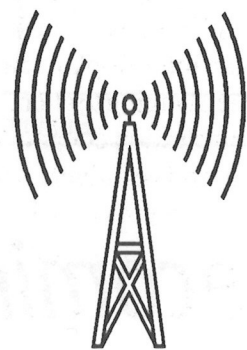
Most significant among those "firm commitments" is the one from Denver-based TCI, the nation's largest operator of cable television systems and programming. Negotiations with others are still in progress, including an arrangement that would cover all of Canada.

Though persons recovering from alcoholism and other chemical addiction represent the core target for the new network, the many other forms of addiction, especially those that have spawned 12-step programs for recovery (gambling and eating disorders, for example), increase the audience tremendously.

(Continued On Page 2)



RecoveryNet: TV With A Message



(Continued From Page 1)

"When you add the families and loved ones and others who are affected by the problem, we've got a potential market that could rival that of the commercial networks," Katch explained.

He said the TV programming would be addiction-issues-oriented but broad-based, with a heavy emphasis on self-help and other positive, constructive areas. "Real-life situations," like dramatizations of personal experiences and group therapy sessions, will be included, as will topics of interest to families and co-dependents.

Panel discussions and talk-show formats will also have a role, along with movies and other commercial entertainment appropriate for this audience.

Plans for extending the radio side of RecoveryNet to other markets are less definite.

"This is still shakedown time; it's a pilot," Katch said. "But I think it's safe to say that radio, too, will be nationwide by the end of next year."

He said that responses and reaction to the Milwaukee show have been "very positive," and that the number of callers and comments has been growing each week.

The program, with Katch as host, has featured a variety of special guests with whom callers can chat and ask questions. Using telephone hook-ups, addiction experts from coast-to-coast have taken part, along with many local personalities such as Drs. David Benzer and Charles Engel, who also contribute a weekly (taped) point-counterpoint-type segment.

Dr. Sheila Sorkin, another McBride physician (and Alum) who has appeared on the live broadcast, described the concept as "really exciting. The ability to reach so many people, so many who might be too shy or otherwise inhibited from reaching out for help, is fantastic.

"This could be one of the greatest steps ever taken in helping those who suffer from, and are affected by, addiction," she said.

Callers thus far have been primarily from Milwaukee, but many have been from outstate areas, thanks to the powerful signal from WISN,

the state's largest, most listened-to news-talk station.

The time-slot may not be the most convenient, but the trade-off is the considerable geographic reach of the station. "First we have to let people know we're here, then build a regular audience," Katch said. "I hope that fellow Alums will listen and talk it up.

"Just like seeking help for the first time, it's sometimes hard to pick up the phone and call," he said. "But after you've heard others take that first step, the barriers come down. You realize that your anonymity is intact; maybe you've had a chance to get something off your chest. But no matter what the nature of your call, others have benefited. It's a good feeling."

Despite the heavy involvement of individuals with close ties to McBride, RecoveryNet has no affiliation with the center and is, in fact, looking at potential programming sponsorship and other involvement with several large treatment organizations in other parts of the country.

"We're definitely looking at the big picture," Katch emphasized.

McBRIDE DAY SCHEDULE

9:30 a.m.
Continental Breakfast
10:00 a.m.
Annual Meeting
10:30 a.m.
Renewal Program
12:30 p.m.
9th Annual Picnic
(Jacobus Park)

Mark Your Calendars

Annual Meeting; Renewal; Picnic September 12
Board Meeting* September 14
Board Meeting October 12
Awareness Program November 18
Winter Retreat January 7-9, 1994
Fun Night February, 1994
Summer Retreat May 27-29, 1994

* Second Tuesday Each Month; 6 p.m. at McBride

Renewal Focuses On Spiritual Growth

If there is a thread that is woven throughout recovery, it is the spiritual fellowship that is both extremely personal yet common to all of us. It is an inner strength that is necessary to keep things in perspective.

The McBride Renewal Program is designed to recharge that battery of motivation and awareness of our need for each other. It is a time of reflection and shared emotions; of joining hands both literally and symbolically to renew the commitment made to ourselves while patients at the McBride Center.

This year's inspirational get-together continues a tradition begun several years ago. We'll hear from two Alums, plus a spouse to emphasize the involvement of others in both our disease and our recovery. "Recovery — A New Beginning," and "Recovery — Continuing Growth" will be presented from the Alumni viewpoint, and "Recovery — A Time of Healing" will look at the picture through the eyes of an Alanon member.

Closing remarks from an ADMC physician will tie it all together.

Complimentary coffee, juice and pastry will be served, and Renewal Chairman John Hopkins has urged everyone planning to attend to mail in the registration coupon. It's not required, so last-minute decisions are fine, but an advance indication of crowd size will help in planning the refreshments.

Board of Directors To Be Elected

They're often taken for granted, but members of the Alumni Board not only contribute a lot of time, effort and energy, they also represent each of us in handling the organization's activities and business.

Directors, who are elected at the annual meeting, serve two-year terms that are staggered to assure continuity. Five of the nine regular positions are to be filled at the 1993 business meeting at 10 a.m. September 12, just before the Renewal Program.

Those whose terms expire this year (and who may run for reelection) include Beth Dancy, David Franczyk, Marian Catania, Jeff Newburg and Ann Gerlach. A slate of candidates is being assembled for recommendation by the Board's Nominating Committee, comprised of the holdover directors, Phil Atinsky, John Hopkins, Peggy Haggerty and Bob Hanning. (Ken Zimmerman, as a past-president, continues to serve as an ex-officio member.)

The Board meets at 6 p.m. the second Tuesday of each month at McBride, and all Alums are welcome. Officers and committees for the coming year will be selected at the Sept. 14 meeting.

Suggestions Always Welcome

Got some ideas for new Alumni activities, or some suggestions for changing the way things are handled now? Or are you simply curious about "that thing called the Alumni Association?"

The Annual Meeting at 10 a.m. September 12 in the McBride Auditorium is your chance to voice opinions, share your thoughts about the organization and its function or to simply hear a summary of what's been going on for the past year.

(It's also a requirement of our incorporation as a non-profit organization (501-c3) under federal and state law and regulations.)

As a reminder, the McBride Alumni Association & Foundation

The Moving Finger is published quarterly by and for the McBride Alumni Association. Please send address and telephone corrections to:

The McBride Foundation
17935 Country Lane
Brookfield, WI 53045

Ken Zimmerman
Editor