

# CRC Wilmington Media Coverage

## WTC MEDIA SCHEDULE COMPLETED BY DR. KARLIN & GEN. McCAFFREY SEPT. 1, 2010

- 6:20: NBC WECT-TV LIVE in-studio. THREE LIVE interviews: 6:20, 6:30, 6:45
- 7:15 Wilmington WHQR NPR in-studio Michelle Bliss
- 8:15 WCHL 1360AM News-Talk (Chapel Hill) Host Walter Storholt
- 8:35 Big Talker FM (3 stations including WAAV) LIVE Host Chad Adams
- 9AM WWIL (Religious Radio) Host Jim Stephens
- 9:10 NORTH CAROLINA NEWS NETWORK (75 Stations) Host Dave Horn
- 9:20 WGNI/Cumulus 5 stations Host Amy Thornton
- 10:30 pre-interviews at WTC:
  - Wilmington Star News (reporter Amy Hotz)
  - 10:50 Time Warner TV (NC 14) and WWAY TV (ABC 3)
- 11AM NEWS CONFERENCE, followed by NOON BALLOON LIFTOFF, 12:10 BUILDING DEDICATION (all with media photo-ops)

Sep 1 2010 06:00AM ET

## WECT-NBC

Wilmington, NC

Barry Karlin and Barry McCaffrey (three separate interviews)--  
View:

## [Play and Download File](#)

or

<http://67.214.99.203/Player.aspx?ShareId=ba0e0826-af90-4a33-b362-51b0a65c3eb3&PortalId=3CDDB705-54F4-45F7-97D3-AE049AE4E988&EmailAddress=videoclips@metromonitor.com&FileId=E34A89BA-DB70-4DAD-8A5E-320D34C1295C>

**NPR WHQR Interview of Gen. McCaffrey and Dr. Karlin: *LISTEN:***

[http://www.publicbroadcasting.net/whqr/news.newsmain?action=article&ARTICLE\\_ID=1695230](http://www.publicbroadcasting.net/whqr/news.newsmain?action=article&ARTICLE_ID=1695230)



## ***Gen. Barry McCaffrey, VIP's come to Wilmington to talk about drug abuse treatment***

*By Amy Hotz*

*Published: Wednesday, September 1, 2010 at 5:40 p.m.*



Four-star Gen. Barry McCaffrey is a former U.S. Director of National Drug Control Policy.

All of the panelists at the Wilmington Treatment Center's National Alcohol and Drug Addiction Recovery Month ceremony were dressed in suit and tie, except two.

Miss North Carolina 2010, Adrienne Leigh Core, wore an elegant red dress with her silver crown. And Judd Berryhill, who sat at the end of the long table with the congressman, the company executive, the four-star general and others, sported a blue golf shirt and slacks.

But when Berryhill's turn at the lectern came, it was his story that seemed to capture the crowd's attention most. Not only has Berryhill marked 40 years of sobriety from alcohol, but he has gone on to spend years working at places like the Wilmington Treatment Center, helping other veterans and those still in the military fight drug and alcohol abuse.

"Some really great people saved my life," he told the crowd of about 100 who gathered at the center Wednesday.

In front of Berryhill sat treatment center workers, city councilmen, New Hanover County Sheriff Ed McMahon, Wilmington Police Chief Ralph Evangelous and others.

The Wilmington Treatment Center, 2520 Troy Drive, was selected as the national headquarters for Recovery Month by CRC Health Group, which owns the facility. Guest speakers included four-star Gen. Barry McCaffrey, the former U.S. Director of National Drug Control Policy; Dr. Barry Karlin, CEO of CRC Health Group; Assistant Secretary Charles F. Smith of the N.C. Division of Veterans Affairs; and U.S. Congressman Mike McIntyre.

“I was the drug policy director for five years,” McCaffrey said during an interview before the speeches. “The longest job I ever had in my life, the most important thing I ever did in my life, bar none.”

McCaffrey’s other accomplishments include being the youngest four-star general in the U.S. Army and serving as assistant to Colin Powell when Powell was chairman of the Joint Chiefs of Staff.

Drug prevention and education programs are fun, McCaffrey said, but science-based, research-based treatment centers like the one in Wilmington are paramount to the 23 million or so Americans who have a chronic substance abuse disorder. More than 600,000 of those people live in North Carolina. Nineteen million Americans, however, get no treatment. And that’s what McCaffrey and others are trying to address.

“When I left government, I said, ‘What I’m going to devote my time doing is not law enforcement, prevention, education (or) international cooperation but effective drug treatment,’” McCaffrey said.

McCaffrey has since become a director and senior policy advisor of CRC Health Group, which is the country’s largest drug, alcohol and behavioral treatment provider.

Treatment of substance abuse is likened to such diseases as such as diabetes because it is a life-long process. McCaffrey said the line of science-based procedures like that offered in Wilmington has about an 88 percent success rate in the first 30 days. If a relapse happens, then relapse recovery models take over, he said.

“If you do get treatment, almost everyone does well in a structured program,” said Karlin, CRC Health Group’s CEO.

And this includes the growing number of veterans returning from Iraq and Afghanistan with substance abuse, post-traumatic stress and depression issues.

The Wilmington Treatment Center has treated about 2,500 veterans and their families in the last decade. With the exception of prescription drug abuse, national drug abuse numbers have gone down dramatically, thanks to educational programs, Karlin said. In the military, however, McCaffrey said the numbers have doubled, but it is still a “tiny number if you discount alcohol.”

During the series of speeches, Karlin also addressed drug issues in the military.

“As much as 30 percent of returning military coming back from Iraq and Afghanistan have reported symptoms of substance abuse,” he said.

Smith, the assistant secretary for N.C. Division of Veterans Affairs, said it’s tough to walk off the streets of Baghdad and onto the streets of Wilmington. Many in the military turn to drugs or alcohol to cope.

Berryhill, the veteran, said he sees it every day. But he also works every day to help those other veterans get through their issues.

“It’s the greatest thing that ever happened in my life,” Berryhill said of working with soldiers at Fort Bragg.

For the past four months he's taken those soldiers to the Wilmington Treatment Center where they meet recovering veterans who encourage them to continue working toward sobriety.

Once, Berryhill could just as easily have been in that crowd. But now it's his turn, and everyone's turn, he said, to give back.

Amy Hotz: 343-2099

On Twitter.com: @AmyHotz

Link to Article: <http://www.starnewsonline.com/article/20100901/ARTICLES/100909965>



NATIONAL PUBLIC RADIO

## **General Barry McCaffrey and Dr. Barry Karlin Discuss Substance Abuse within the Military**

Michelle Bliss *(2010-09-01)*

General Barry McCaffrey is the former U.S. Director of National Drug Control Policy. Dr. Barry Karlin is CEO of CRC Health Group, the nation's largest provider of behavioral health and addiction services.

**09-01-10 (WHQR)** - Today marks the beginning of National Alcohol and Drug Addiction Recovery Month. Here in Wilmington, local leaders and families are gathering at the Wilmington Treatment Center for a launch event.

Among those in attendance will be Four-Star General Barry McCaffrey, the former U.S. Director of National Drug Control Policy, and Dr. Barry Karlin, the CEO of CRC Health Group which is the nation's largest provider of behavioral health and addiction services.

They sat down with WHQR's Michelle Bliss to talk about today's event and the growing problem of addiction among U.S. service members and veterans.

Link to listen to the interview:

[http://www.publicbroadcasting.net/whqr/news.newsmain?action=article&ARTICLE\\_ID=1695230](http://www.publicbroadcasting.net/whqr/news.newsmain?action=article&ARTICLE_ID=1695230)

To learn more, visit [Wilmington Treatment Center](#).

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WECT-  
NBC WILMINGTON,  
NC,

SEP 1 2010 6:00AM ET  
CAROLINA IN THE MORNING

Nielsen Audience: 22,199

**[\*\*06:20:54 AM\*\*]** A HOST OF DIGNATARIES WILL TAKE PLACE IN THE NEWS CONFERENCE HONORING RECOVERING SERVICE MEN AND WOMEN, INCLUDING GENERAL **BARRY MCCAFFREY**, A RETIRED FOUR STAR GENERAL, WHO SPENT THIRTY TWO YEARS IN THE UNITED STATES ARMY, WAS THE NATION'S DRUG CZAR FOR FIVE YEARS AND NOW IS A COMMENTATOR FOR NBC AND MSNBC. ALSO JOINING US, IS **DR. BARRY KARLIN**, CEO OF CRC HEALTH GROUP, THE COUNTRY'S LARGEST BEHAVIORAL AND SUBSTANCE ABUSE TREATMENT PROVIDER. IT IS AN HONOR TO HAVE BOTH OF YOU WITH US TODAY. THE EVENT IS TO FOCUS ON THE MENTAL HEALTH DISORDERS AND ADDICTION ISSUES OF MANY OF OUR ACTIVE DUTY AND RETURNING SERVICE MEN AND WOMEN, AND IT IS NOW AN ISSUE OF GREAT IMPORTANCE.... (INTERVIEWS CONTINUE WITH BOTH GEN. MCCAFFREY AND DR. KARLIN...)

WECT-  
NBC WILMINGTON,  
NC,

SEP 1 2010 6:00AM ET  
CAROLINA IN THE MORNING

Nielsen Audience: 22,199  
Calculated Ad Equivalency: \$1,050  
Calculated Publicity Value: \$3,150

**[\*\*06:45:35 AM\*\*]** AS WE TOLD YOU EARLIER THIS MORNING, THE WILMINGTON TREATMENT CENTER HAS BEEN SELECTED AS THE NATIONAL HEADQUARTERS FOR TODAY'S ANNOUNCEMENT BY CRC HEALTH GROUP AS NATIONAL ALCOHOL AND DRUG ADDICTION RECOVERY MONTH. C R C HEALTH GROUP IS THE NATION'S LARGEST PROVIDER OF BEHAVIORAL HEALTH AND ADDICTION SERVICES AND ITS CEO, **DOCTOR BARRY KARLIN**, IS JOINING US TODAY. GOOD MORNING. WHY WAS THE WILMINGTON TREATMENT CENTER SELECTED FOR THE ANNOUNCEMENT LOCATION THIS MORNING?  
(Interview continues...)

Report Generated: 2010/09/02 13:55:28.238 (CT)

**Total Story Count:** 4

**Total Nielsen Audience:** 22,199

**Total Calculated Ad Equivalency:** \$2,660

**Total Calculated Publicity Value:** \$7,980

## **General Barry McCaffrey to visit Wilmington**

*Posted: Aug 31, 2010 8:06 AM EDT Updated: Aug 31, 2010 9:45 AM EDT*



Reported by Kim Ratcliff

WILMINGTON, N. C. (WECT)-Several important guests will be in Wilmington Wednesday in honor of National Recovery Month and the servicemen and women recovering from alcohol and or drug addictions.

The guests include: Four-Star General Barry McCaffrey, the former U.S. Director of National Drug Control Policy, Dr. Barry Karlin, CEO of CRC Health Group, the nation's largest provider of behavioral health and addiction services, Charles Smith--North Carolina State Veterans Affairs Director, U.S. Cong. Mike McIntyre, Miss North Carolina 2010--Adrienne Leigh Core, together with other elected officials, police chiefs, treatment experts, state and local veterans officials, recovering alumni, and families.

The event, titled "Recovery Takes Flight," is part of National Alcohol and Drug Addiction Recovery Month, supported by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.

Wilmington Treatment Center has been selected as the nationwide headquarters for the September 1 event by CRC and, in conjunction with over 100 other CRC Health Group addiction treatment facilities, will be releasing biodegradable balloons in a show of support for those in recovery and the many treatment professionals who dedicate their lives to making a difference.

Wilmington Treatment Center has assisted 2500 men and women in service and post-service over the past seven years, as well as their families, among the many thousands of successful alumni from all fields.

In addition to Recovery Month, the event will celebrate the grand opening of the Charles S. Sharp Clinical Building with a ribbon-cutting ceremony. Sharp served as Executive Director of Wilmington Treatment Center for 16 years before passing away in February.

Gen. McCaffrey and Dr. Barry Karlin will join Bob Townsend for a live interview Wednesday morning in the 6:00-7:00am hour of Carolina in the Morning.

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Link to Article: <http://www.wect.com/Global/story.asp?S=13071805>



## Treatment center celebrates recovery

Submitted by [Ramon Herrera](#) on Wed, 09/01/2010 - 4:08pm.



WILMINGTON, NC (WWAY) -- September is National Recovery Month. Here in Wilmington a treatment center has been recognized for helping many, including our service men and women.

The Wilmington Treatment Center has been labeled as a model for other recovery centers. For those who've battled addiction prior to facilities like these being around, it's a breath of fresh air knowing their fellow servicemen and women now have a greater chance at recovery.

Judd Berryhill was one of the guests of honor at Wednesday's "Recovery Takes Flight" celebration. But out of all the guests who spoke at the Wilmington Treatment Center, Berryhill is the only one who truly knows what it's like to deal with an addiction.

"Like they say, the choices are insanity, death or recovery," Berryhill said. "And thank God I was exposed to recovery in my process."

Berryhill is an Army vet. Soon after he left the military he turned to alcohol. Berryhill has now recovered from his alcoholism and has even become a certified counselor.

"It gives us a chance to give back," he said. "The time and effort that was put up to me and the people who believed in me, it's now my job to give that back."

Berryhill's story has come full circle. He hopes as more people come forward to get help, the stigma of addiction will fade away. Wednesday's celebration represented hope for those struggling with recovery, whether they are servicemen and women or civilians.

The Wilmington Treatment Center has assisted more than 2,000 men and women in the military and after their service over the past seven years, as well as their families.

Link to video: [http://www.wwaytv3.com/video/treatment\\_center\\_celebrates\\_recovery/09](http://www.wwaytv3.com/video/treatment_center_celebrates_recovery/09)

Link to Article: [http://www.wwaytv3.com/treatment\\_center\\_celebrates\\_recovery/09/2010](http://www.wwaytv3.com/treatment_center_celebrates_recovery/09/2010)



## **National Alcohol and Drug Addiction Recovery Month is Underway in Wilmington**

Michelle Bliss *(2010-08-30)*

**08-31-10 (WHQR)** - Wilmington Treatment Center is hosting a celebration today for National Alcohol and Drug Addiction Recovery Month.

Today's event includes a public press conference to discuss the prevalence of addiction in the military. There will also be a ribbon-cutting for the new Charles S. Sharp Clinical Building.

Wilmington Treatment Center's Marketing Director Mandy Anderson-Ille says the new building will separate mental health services from recreational areas.

"In the room that you would maybe do all your counseling in, maybe you told your life story, was also the room where you watched TV in at night. So, there was no real break for the patient to get away from where they processed all their emotions for the day."

General Barry McCaffrey, the former U.S. Director of National Drug Control Policy, will attend the event.

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# **TheSunNews.com**

Wednesday, Sep 1, 2010

Posted on Wed, Sep. 01, 2010

## NC drug treatment center hosts former US drug czar

The Associated Press

The mental health and substance abuse problems affecting returning troops and active law officers are getting attention in North Carolina.

Former U.S. drug czar and retired Army Gen. Barry McCaffrey is headlining a forum in Wilmington on Wednesday about how to combat these illnesses. U.S. Rep. Mike McIntyre is also taking part.

The Star-News of Wilmington reported that the issue is how to treat active-duty and returning service members with mental health issues that may be accompanied by alcohol and drug abuse.

Law enforcement officers sometimes go through the same symptoms after years of stress and danger on the job.

The event is part of National Alcohol and Drug Addiction Recovery Month.



09/01/2010 07:16 PM

### Treatment center recognized for helping military

By: Julie Fertig



WILMINGTON — In honor of National Recovery Month, Gen. Barry McCaffrey recognized the success of a North Carolina treatment facility.

McCaffrey said the Wilmington Treatment Center serves a national model in how its workers help military members and veterans recover from alcohol addiction and substance abuse. The facility treats military from across North Carolina and around the world and has a success rate of 88-percent according to McCaffrey.

"They're coming home, some of them have seen a lot of combat, a lot of stress, post traumatic stress disorder, dual diagnosis," said McCaffrey.

McCaffrey said the center offers a variety of different treatment options for alcohol and drug abuse and mental challenges.

"Whether you are a young marine at Camp Lejeune or a family member, Air Force, Navy or Army, you can come here, and have a program tailored to your challenges," said McCaffrey.

National Recovery Month begins on the first of September and is now in its 21st year of observance.

Link to video: [http://charlotte.news14.com/content/top\\_stories/629901/treatment-center-recognized-for-helping-military](http://charlotte.news14.com/content/top_stories/629901/treatment-center-recognized-for-helping-military)

Wilmington Star News



## Wilmington Treatment Center hosts forum on recovery

*Published: Thursday, August 26, 2010 at 4:56 p.m.*

WILMINGTON | Many active duty and returning service men and women are coming home with mental health issues, sometimes accompanied by alcohol and drug abuse. Law enforcement officers might also go through many of the same symptoms after years of stress and danger on the job.

This realization and information on how to combat these illnesses will be discussed during a forum titled "Recovery Takes Flight", 11 a.m. Sept. 1 at the Wilmington Treatment Center, 2520 Troy Drive. The event is part of National Alcohol and Drug Addiction Recovery Month.

Among those who will attend are four-star general Barry McCaffrey, former U.S. Director of National Drug Control Policy; Dr. Barry Karlin, CEO of CRC Health Group; Charles Smith, North Carolina Director of Veterans Affairs; U.S. Congressman Mike McIntyre; Miss North Carolina 2010 Adrienne Leigh Core; elected officials; police chiefs; treatment experts; veterans officials; recovering alumni and others.

The public is invited to attend the event, including the luncheon that follows, free of charge.

For more information call (800) 992-3671 or go to [WilmingtonTreatment.com](http://WilmingtonTreatment.com).

— Amy Hotz

Link to Article: <http://www.starnewsonline.com/article/20100826/ARTICLES/100829718>

## **ASSOCIATED PRESS**

AP DAY BOOK:

(AP) Wed. Sept. 1 11:00 AM: GENERAL BARRY MCCAFFREY, VIP'S HONOR VETERANS DURING NATIONAL RECOVERY MONTH—NEWS CONFERENCE, WILMINGTON TREATMENT CENTER, 2520 Troy Drive. Contact Bob Weiner 202-306-1200

NC Department of Veterans Affairs Press Release:

### **GEN. McCAFFREY, NCDVA TO HONOR VETERANS IN LAUNCH OF 'NATIONAL RECOVERY MONTH'**

**RALEIGH** – Just hours after the official end of the U.S. combat mission in Iraq, Gen. Barry McCaffrey will be in Wilmington at 11 a.m. Wednesday to honor recovering servicemen and women at the launch of National Recovery Month. Charlie Smith, Director of the [N.C. Division of Veterans Affairs](#), Congressman Mike McIntyre and others will join him for a news conference at the Wilmington Treatment Center, 2520 Troy Drive.

“The event will honor our servicemen and women and the treatment experts who do everything possible to assure them ongoing productive lives,” stated Gen. McCaffrey, the former U.S. Director of National Drug Control Policy. “Wilmington is a national model facility in how its professionals help our military and veterans. It draws from 30 military bases. It has made an important contribution both over the past several years and now as our combat mission ends in Iraq and continues in Afghanistan.”

The U.S. Department of Health and Human Services reports that millions of returning service members do not receive needed treatment in their struggle with mental health and substance abuse issues. The Wilmington Treatment Center has assisted about 2,500 men and women in service and post-service over the past seven years, as well as their families.

The news conference will conclude with the release of biodegradable balloons in a show of support for those in recovery and the many treatment professionals who dedicate their lives to making a difference. It will be immediately followed by a ribbon-cutting ceremony to celebrate the grand opening of the Charles S. Sharp Clinical Building. Sharp served as Executive Director of Wilmington Treatment Center for 16 years before passing away in February.

CRC RELEASE—disseminated via PRN, Bostick, and RWA Blitz

FOR IMMEDIATE RELEASE: August 30, 2010

Contact: Bob Weiner/Gavriel Swerling 301-283-0821/202-306-1200

**11AM WED., SEPT. 1 NEWS CONFERENCE: 4-STAR GEN. McCAFFREY, NC VETERANS DIRECTOR, CONGRESS, MISS NORTH CAROLINA, CRC HEALTH CEO, LAW ENFORCEMENT**  
***2520 Troy Drive, Wilmington, NC 28401, Wilmington Treatment Center***

#### ***TO HONOR RECOVERING MILITARY***

(Wilmington, NC) -- Four-Star General Barry McCaffrey, the former U.S. Director of National Drug Control Policy, Dr. Barry Karlin, CEO of CRC Health Group, the nation's largest provider of behavioral health and addiction services, Charles Smith--North Carolina State Veterans Affairs Director, U.S. Cong. Mike McIntyre, Miss North Carolina 2010--Adrienne Leigh Core, together with other elected officials, police chiefs, treatment experts, state and local veterans officials, recovering alumni, and families, will lead a news conference honoring recovering servicemen and women to launch National Recovery Month.

The event is **Wednesday, September 1, 2010 at 11AM** at Wilmington Treatment Center, 2520 Troy Drive, Wilmington, NC 28401.

The event, titled "Recovery Takes Flight," is part of National Alcohol and Drug Addiction Recovery Month, supported by the Substance Abuse and Mental Health Services Administration (SAMHSA) of the U.S. Department of Health and Human Services.

Wilmington Treatment Center has been selected as the nationwide headquarters for the September 1 event by CRC and, in conjunction with over 100 other CRC Health Group addiction treatment facilities, will be releasing biodegradable balloons in a show of support for those in recovery and the many treatment professionals who dedicate their lives to making a difference.

The special press conference prior to the balloon liftoff will focus on the mental health disorders and addiction issues of many of our active duty and returning service men and women. With service suicides and addiction reaching higher levels, the issue is now of paramount importance. Wilmington Treatment Center is proud to have assisted 2500 men and women in service and post-service over the past seven years, as well as their families, among the many thousands of successful alumni from all fields.

Gen. McCaffrey stated, "The event will honor our servicemen and women and the treatment experts who do everything possible to assure them ongoing productive lives. Wilmington is a national model facility in how its professionals help our military and veterans. It draws from 30 military bases. It has made an important contribution both over the past several years and now as our combat mission ends in Iraq and continues in Afghanistan."

Dr. Karlin said, "We selected Wilmington Treatment Center because the facility is a leader in the effective treatment of mental health and substance abuse of men and women in service and afterward, as well as for the population as a whole as we address the national and state drug addiction crisis. According to HHS, North Carolina has 646,000 people who need but do not receive treatment; nationally there is a treatment gap of 20 million who need but do not receive treatment."

In addition to Recovery Month, the event will celebrate the grand opening of the Charles S. Sharp Clinical Building with a ribbon-cutting ceremony. Sharp served as Executive Director of Wilmington Treatment Center for 16 years before passing away in February.

The media and public are invited to the events free of charge. The emcee will be Wilmington Treatment Center Executive Director Robert Pitts. A luncheon follows.

*Source: Robert Weiner Associates*