

**BAY AREA COUNCIL ON DRUGS & ALCOHOL (BACODA)
WEB SITE RE-DESIGN**

PROJECT REPORT

**Submitted to the faculty of
The University of Houston – Clear Lake**

By

Merry Margaret McClain

**In partial fulfillment of the
Requirements for the degree of
Master of Arts**

**In
Humanities – Professional Writing / Applied Graphic Design**

August 2003

We the undersigned, certify that we have read this project and approve it as adequate in scope and quality for the Master's Degree in Humanities – Professional Writing / Applied Graphic Design.



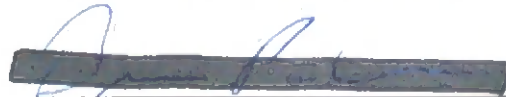
Stuart Larson
Project Director



Chloe Diepenbrock, Ph.D.
Committee Member



Howard Eisner, Ph.D.
Associate Dean for Academic Affairs



Bruce Palmer, Ph.D.
Dean

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1. Re-designed BACODA Web Site

See enclosed compact disc. Open "bacoda" folder. Open "index.htm" with your Internet Explorer program. Browse from there.

2. Previous BACODA Web Site

See enclosed compact disc. Open "oldbacoda" folder. Open "home.htm" with your Internet Explorer program. Browse from there.

3. Supporting Documentation

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- **Treatment**

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BACODA

BAY AREA COUNCIL ON DRUGS & ALCOHOL
The Light at The End Of The Tunnel!

[About BACODA](#)

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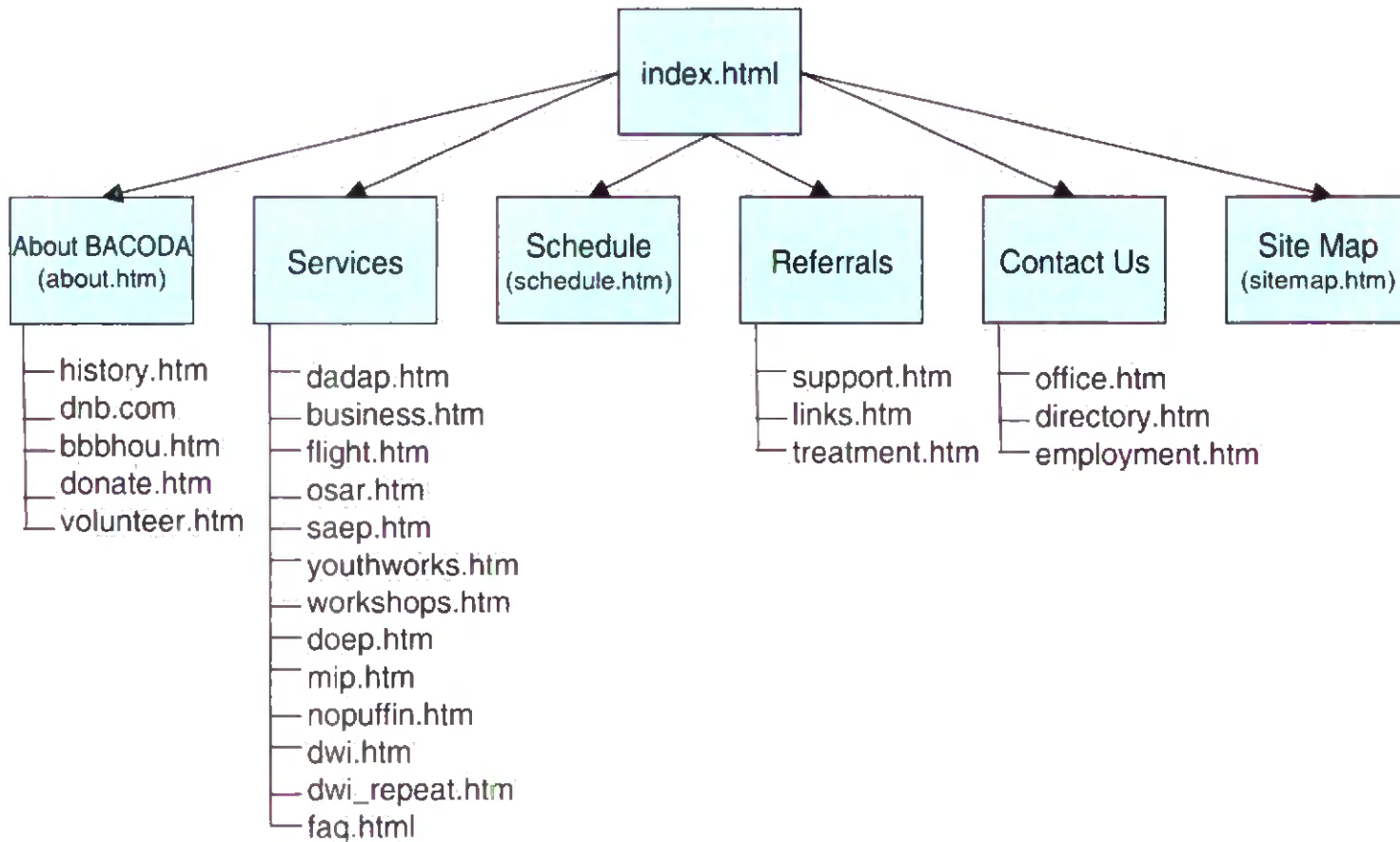
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Flow Chart



Project Treatment

This project is to redesign the BACODA (Bay Area Council On Drugs & Alcohol) web site. In my opinion, BACODA and its customers would benefit from a more concisely organized and professional-looking web site. The main audience consists of potential BACODA clients searching for information on services and classes; thus, my concept is to instantly give the customers what they want without any distractions.

The overall style of each page is direct, but softened with curved corners. The colors of the BACODA logo are black, white, and yellow. These will be the dominant colors, along with gray. Most people have short attention spans and especially with the Internet, so scrolling will be kept to a minimum.

The technicalities will include many rollovers, drop-down menus, a site map, and a banner with the official BACODA logo. I recreated the logo, original artwork by Jack Amuny. My main concern is for users to be able to access every corner of the site quickly and with ease.

The site consists of an estimated 25 total Web (htm) pages.

**Bay Area Council on Drugs and Alcohol, Inc. (BACODA)
1300-A Bay Area Boulevard, Suite 102
Houston, Texas 77058
Merry McClain, Volunteer Public Relations Writer
Day Phone: 281-226-4725
Night Phone: 281-326-1294**

BACODA Backgrounder

The Bay Area Council on Drugs and Alcohol (BACODA) was founded in 1974 by a group of concerned parents, business people, medical professionals, and civic leaders in order to establish a centralized clearinghouse for information on drug and alcohol abuse and to reduce the prevalence of these diseases in the Texas Bay Area. BACODA is a non-profit United Way agency governed by a volunteer board of directors.

Our services extend to school districts, referrals from the criminal justice system, medically indigent, adult and adolescent substance abusers, family members, and the general public. Services are offered in a confidential setting. BACODA currently serves southeast Harris County, all of Galveston County, and northern Brazoria County with a total service population of 1.2 million people according to the 2000 U.S. Census information.

Our services include information, educational programs (for all ages), prevention, intervention, screening, assessments and urinalysis, outreach and referral, follow up, short-term and bilingual counseling, and working with alternative education programs for intermediate and high school students. All BACODA services are provided on a sliding scale and no individual is denied services due to lack of funds.

-more-

Educational programs include the following:

- **Drug and Alcohol Driving Awareness Program (DADAP) – Texas**
Department of Insurance-approved class to lower insurance premiums by up to 5% (contact your insurance agent for specific discount)
- **Drug Free Business Bay Area – services of this program includes**
 1. **Drug-free Workplace Policy Review and Assistance**
 2. **Supervisory Training (meets Department of Transportation – DOT requirements)**
 3. **Employee Awareness Programs**
 4. **Substance Abuse Profession (SAP) Services (meets DOT requirements)**
 5. **Aftercare Services**
- **FLIGHT (Families Learning Interdependence and Growing Healthy Together)**
101 - Basic Training – Educational program designed to encourage participants through education, short-term emotional support, guidelines and strategies to take steps toward changing self in order to survive and thrive in one of the most destructive human relationships, when a family member is dependent on drugs
- **Substance Abuse Education Program (SAEP) – Substance use intervention by raising consciousness about the effect that alcohol and/or drug use has on the individual's life and others around her/him**
- **Youth Works – Substance abuse prevention and intervention in the local area school districts**
- **CPS (Certified Prevention Specialist) Training and CEU (Continuing Education Unit) Workshop Services – Training for future Licensed Chemical Dependency Counselors, Educators, LPC and Criminal Justice professionals**

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- **Drug Offender Education Program (DOEP) – Texas state-mandated class for adults aged 21 and older who have been convicted of certain drug offenses (DUI, PI, “Open Container” or first DWI charge) and/or have had their driver’s license suspended or revoked**
- **Minors In Possession (MIP) – Texas state-mandated class for people under age 21 who have received an MIP, DUI, PI, “Open Container” or other alcohol/drug-related charge**
- **No Puffin’ Tobacco Awareness – Texas state-mandated class for minors who have been found in possession of tobacco products and have received a ticket**
- **Texas DWI Education Program – Texas state-mandated class for adults aged 21 and older who have received a first DWI**
- **Texas DWI Education Program for Repeat Offenders – Texas state-mandated class for those who have received a second or subsequent DWI**

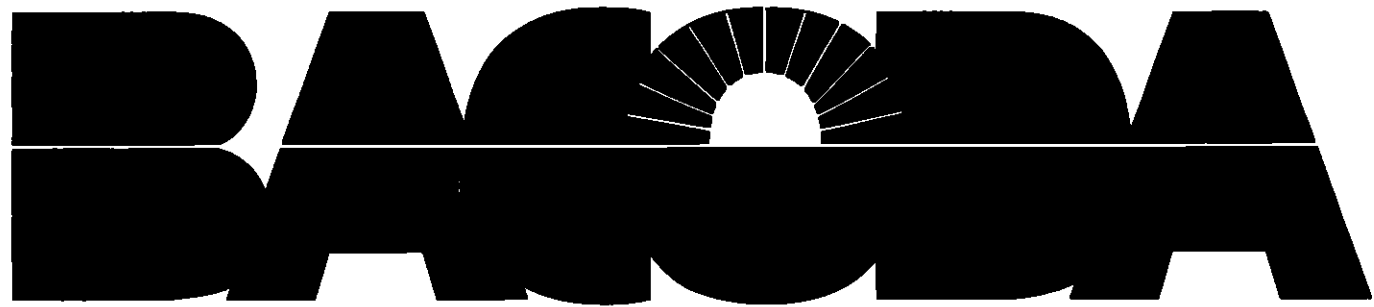
The BACODA corporate office is located in Clear Lake. Services are also offered in Texas City and Galveston. For more information, please call 281-280-0800 or 800-510-3111, or visit <http://www.bacoda.com>.

Newspaper Contact Sheet

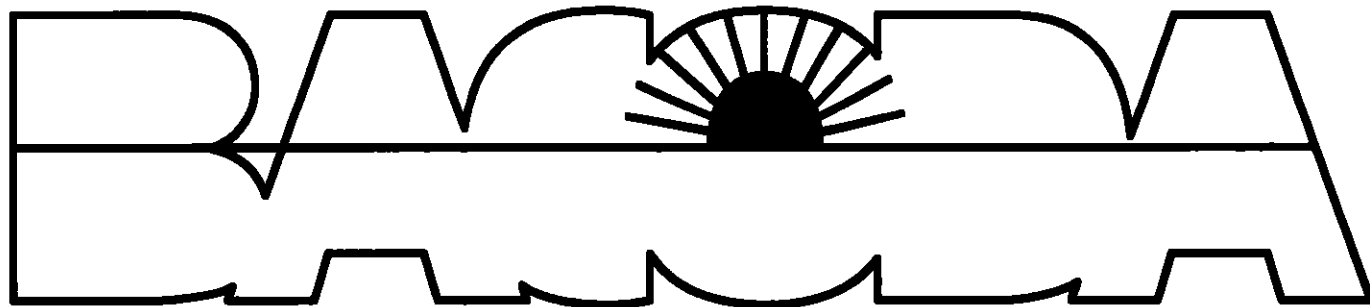
Newspaper	Contact	Title	Email	Phone	Fax	Address	City	State	Zip Code	URL	Deadline	Format/Special Instructions
Alvin Sun / Alvin Advertiser	Kathleen Hoton	Managing Editor	alvinsun@swbell.net	281-331-4421	281-331-4424	570 Dula	Alvin	TX	77511	N/A	Noon Wed	Prefer just an e-mail - no attachments
Galveston County Daily News	Doreen Durrschmidt	Community News Director	doreen.durrschmidt@galvnews.com	800-561-3611, ext 5238	409-740-3421	8522 Teichman Road	Galveston	TX	77554	www.galvnews.com	Daily 3:00 p.m.	Events open to the public, Awards presented, etc.
Galveston County Observer News	Harold Thomas	Editor	gobsvrn3@aol.com	409-762-4312	409-762-3650	3106 Market St.	Galveston	TX	77553	N/A	Mondays	Prefer just an e-mail - no attachments
Houston Chronicle	Richard Zagrzecki	Zone Editor, Clear Lake/Bay Area ThisWeek	richard.zagrzecki@chron.com	713-362-2793	713-362-7552	801 Texas Ave.	Houston	TX	77002	www.chron.com	Two weeks in advance	N/A
The (Clear Lake) Citizen	Mary Alyce Cheery	Editorial Editor	N/A	281-488-1108	281-286-0750	17511 El Camino Real, Ste. 131	Houston	TX	77058	www.thecitizen-online.com	1week prior	Prefer fax
Bayshore Sun	John Black	Editor	baysun1437@aol.com	281-471-1234	281-471-5763	820 S. 8th Street	LaPorte	TX	77571	N/A	Mon 4:00 p.m. for Mon Edition, Thurs 4 for Weekend Edition	N/A
Galveston County Advertiser / Bay Area Advertiser	Leonard Dorsey	Editor	ldorsey@eazynk.com	281-535-1123	281-535-1149	2525 South Shore Blvd, Ste 230	League City	TX	77573	www.theadvertisernewspapers.com	Friday	
Pasadena Citizen	Jimmy Galvan	Editor	jgalvan@hcconline.com	713-477-0221, ext 501	713-477-4172	102 S. Shaver	Pasadena	TX	77506	www.hcconline.com	2 days prior	Prefer emailed Word attachment
Friendswood Journal / Pearland Journal	Whit Jones	Editor	wjones@hcconline.com	281-485-2785	281-485-4464	2206 E. Broadway, Ste. A	Pearland	TX	77581	www.hcconline.com	Monday AM	Prefer emailed PDF attachment
Friendswood Reporter-News / Pearland Reporter-News	Billy Liggett	Editor	rl_news@swbell.net	281-485-7501	281-485-6397	2404 S. Park	Pearland	TX	77581	www.thereporternews.com	Noon Mon	Prefer emailed Word attachment
Texas City Sun	Clarissa Silba	Lifestyle Editor	clarissa.silba@texascitysun.com	409-945-3441	409-935-0428	7800 Emmett F. Lowry Expressway	Texas City	TX	77591	www.texascitysun.com	Daily	N/A



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Drug and Alcohol Driving Awareness Program (DADAP)

This six-hour Texas Department of Insurance-approved class can save you up to 5% on your auto insurance! Call your insurance agent to learn your exact savings.

**Class offered on weekdays and weekends
at 1300A Bay Area Blvd, Suite 102.
Call BACODA for the schedule at 281-280-0800
or visit <http://www.bacoda.com>.**

\$45.00 pre-registration
\$50.00 registration at the door
Bring in this coupon for an extra \$5.00 off!



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