

MEDIA SECTOR

National Target: National Newspaper Association/
National Association of Broadcasters

Local Target: local NNA/NAB affiliates/local media*

* Consider local advertisers (such as billboard owners), local cable company, not only earned media

OPPORTUNITIES FOR COLLABORATION

Communication

- Establish and maintain reach to the masses
- Provide access and expertise to data, facts and human interest stories
- Target prevention messages and community call to action

Training and Education

- Provide PSAs
- Provide timely updates and coalition progress
- Sponsor community events

Resources

- Provide free/reduced price airtime/space
- Distribute prevention/wellness materials and provide experts/professionals
- Cover/broadcast/host coalition events

Community Change

- Drive public policy
- Increase visibility as a responsible agent of change
- Begin regular public opinion polling on substance abuse
- Feature regular articles on substance abuse
- Participate in and inform local editorial board or news dept.

WHY SHOULD YOU CARE?

WHY YOU NEED TO HELP

Addressing substance abuse will ...

- Broad access to community members
- Increase credibility
- Influence public opinion

- Obligation to inform and educate the public
- Respond to the nation's #1 health priority

- What the organization is doing (on a local level)
- What community coalitions can do for the organization
- What the organization and community coalition can do together