

**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