

# Lobby

How important is media advocacy to your initiative?

1. Not important
2. Somewhat important
3. Very important



Pacific Southwest (HHS Region 9)

PTTC

Prevention Technology Transfer Center Network

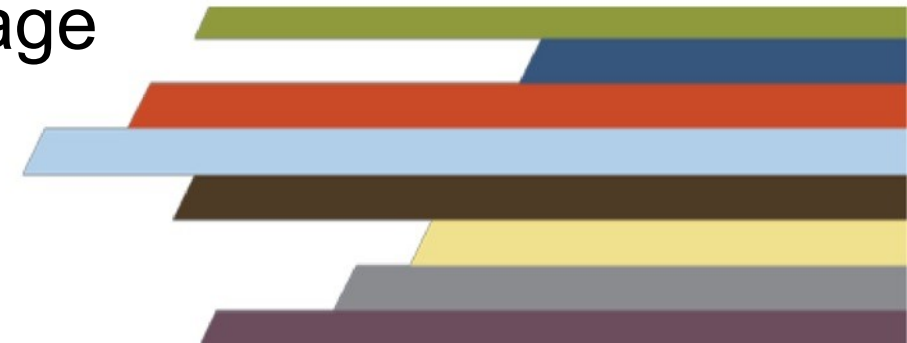
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# MEDIA ADVOCACY - Catching the Wind Pt. II

How to Engage Traditional Media, and Leverage  
Social Media

*Bernard Gonzales, GComm Consulting*



# Disclaimer

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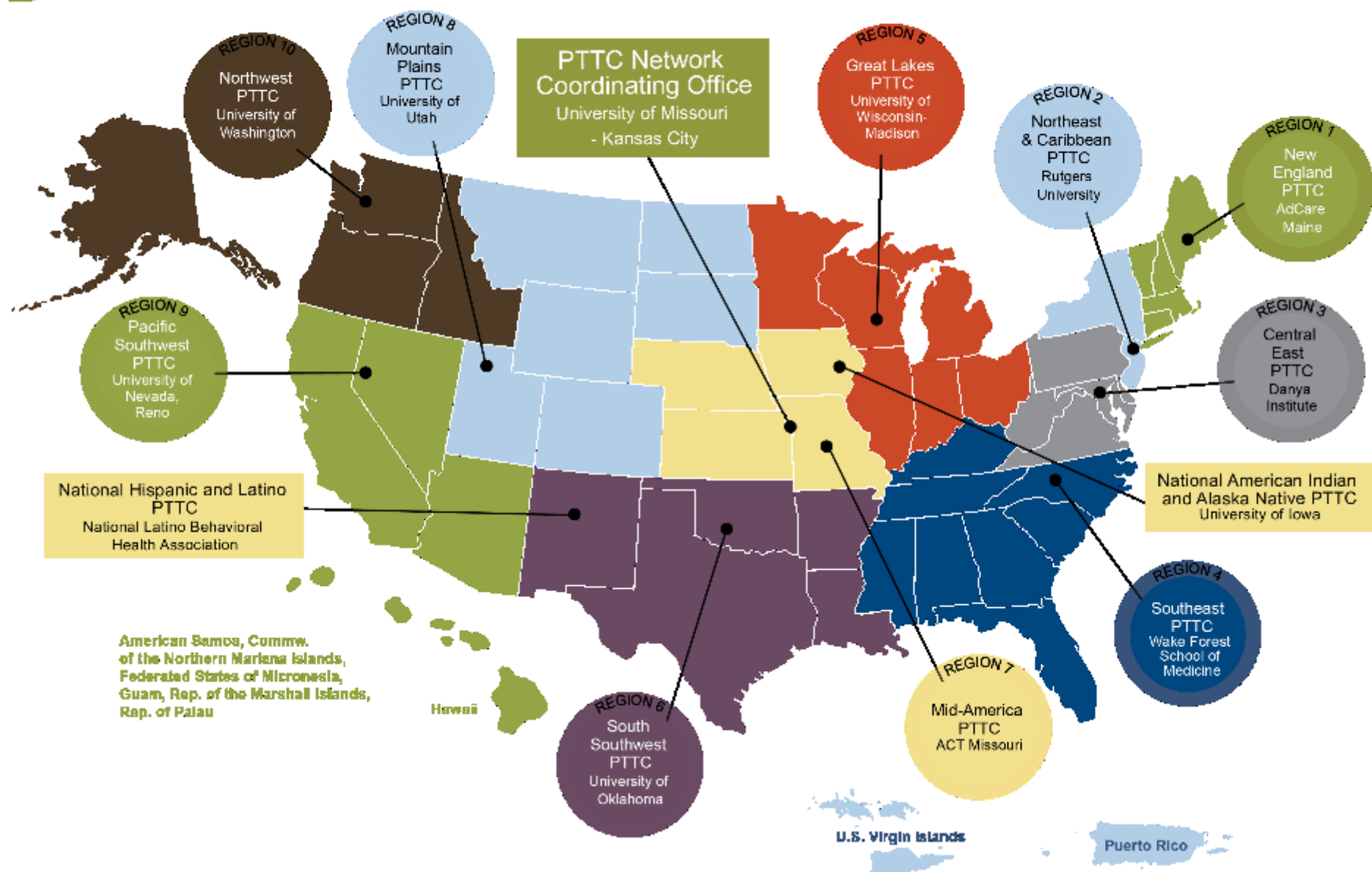
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# PTTC

**Prevention Technology Transfer Center Network**  
Funded by Substance Abuse and Mental Health Services Administration

## PTTC Network



# Purpose of the TTCs

1

Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.

2

Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.



# PTTC Network Approach

## ***The PTTCs...***

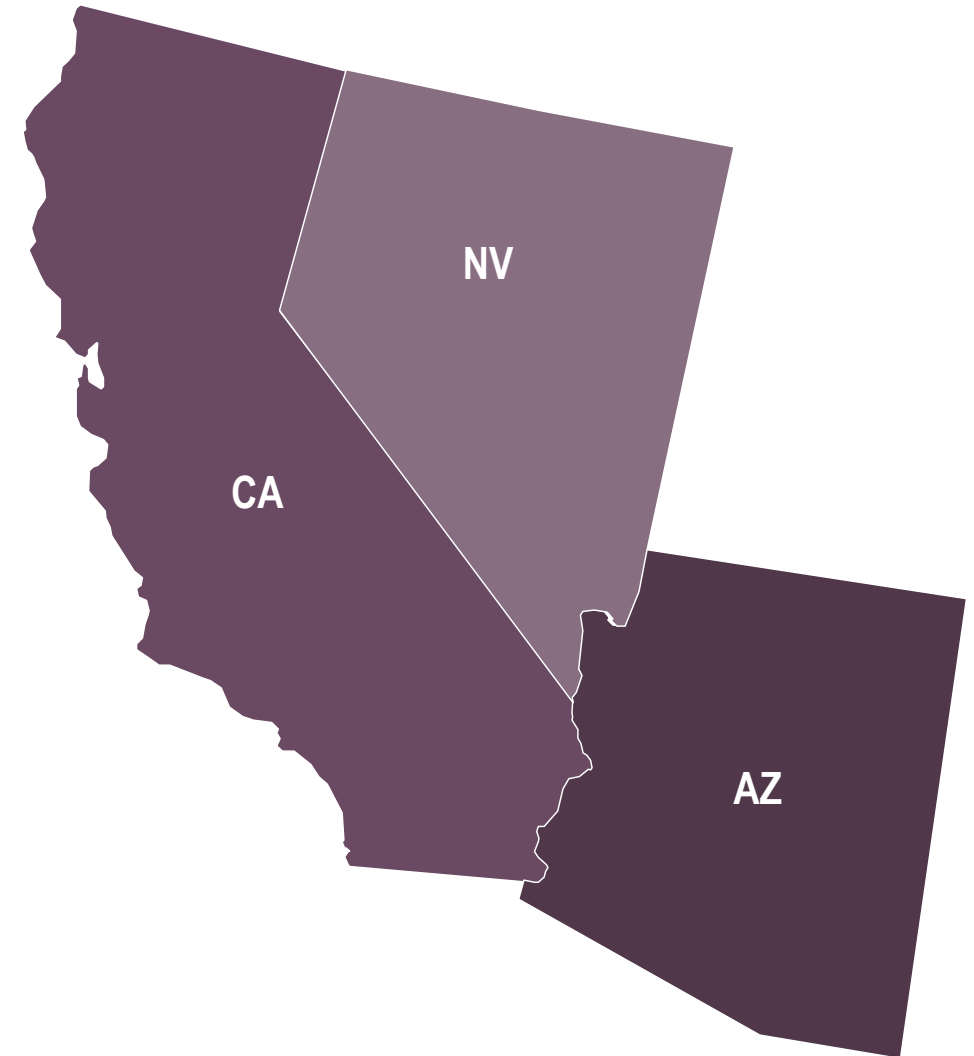
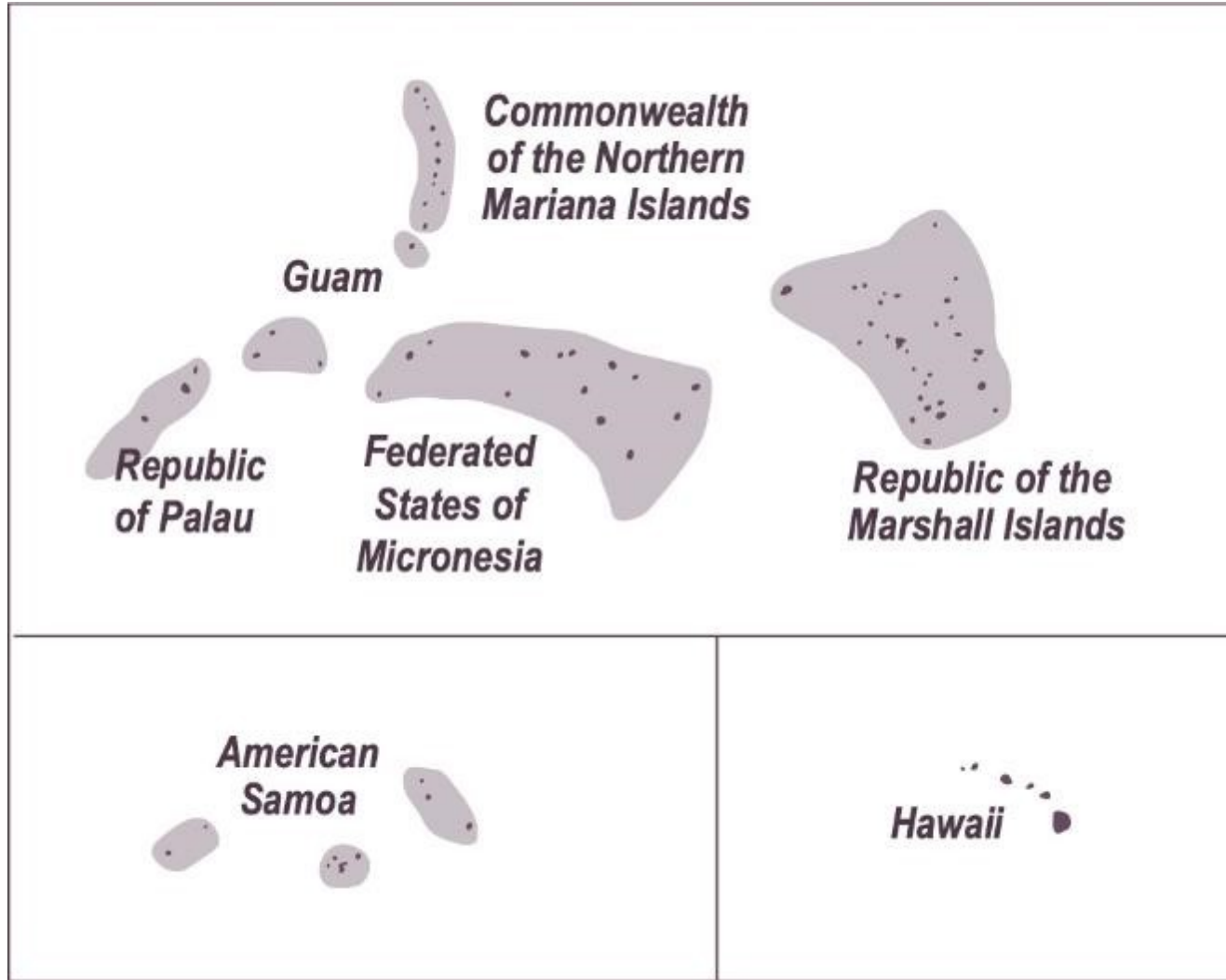
Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts

Provide training and resources to prevention professionals to improve their understanding of

- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention practices.

Develop tools and resources to engage the next generation of prevention professionals

# Pacific Southwest





# Mark your Calendars!\*

## ***Unraveling the Mystery of U.S. Alcohol Regulation***

***Wednesday, December 15<sup>th</sup>***

## ***Determinants of Health 360: Social, Commercial, and Legal Considerations for Preventing Substance Misuse***

***Thursday, January 20<sup>th</sup>***

*Please visit [pspttc.org](https://pspttc.org) for registration and more information!*

\*all times 3:00 Pacific, unless otherwise noted.



# Housekeeping

- For technical support email Karen at [ktotten@casat.org](mailto:ktotten@casat.org)
- Webinar recording and materials
- Certificates of attendance



# Presenter

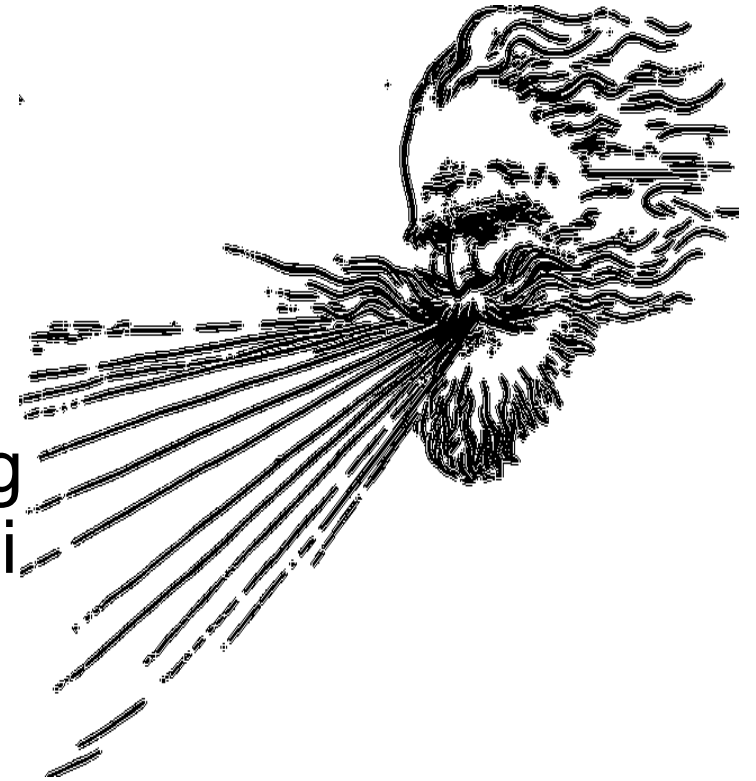
**Bernard Gonzales**, possesses extensive experience in broadcast journalism, public relations, government relations, and education. Currently, he operates a small business, GComm Consulting. He is the Media Specialist consultant for The Center for Community Research (CCR). CCR oversees the San Diego County Meth Strike Force, Prescription Drug Abuse Task Force, and Marijuana Prevention Initiative. Prior to that, he was the Senior Council Aide to Chula Vista City Councilmember, now Mayor Mary Casillas Salas.



# Welcome to Media Advocacy: Catching the Wind, Part II

My name is Bernard Gonzales.

Understanding *traditional media* and leveraging *social media* to enhance advocacy messaging is like harnessing the wind.





# Media Advocacy

## The Art of Persuasion



# Media Advocacy

It is also the most important tool to tell your authentic story.



# Purpose of Media Advocacy

To elucidate issues through research and planning with the use of media resources in order to shape public debate, inform various publics and create change.

# Knowing these five things are the key to shaping your media advocacy plan.

- What are your obligations and expectations?
- What's your budget? Time, energy and money.
- Who are you messaging to? General public, policymakers, colleagues.
- What messaging platforms will you plan to include?
- What is your authentic message? "Treatment is available, recovery is possible."





How many people in your workforce are assigned to media advocacy?

A. 0

B. 1

C. 2

D. More than 3 or more



# Purposeful strategy, action and goals

## **Be specific:**

- Get information to the public
- Bring people to your issues
- Counteract misconceptions

## **Establish tangible/timely content:**

- MSF/PDATF Report Cards
- Opioid Summit
- MSF/Fentanyl Info Cards

# METH 101

Presented by  
San Diego County Meth Strike Force

## What is Meth?

Methamphetamine, also known as "speed," "crank," "crystal," or "ice" is a highly addictive, powerful central nervous system stimulant. The color and texture of meth can vary; it is usually white or slightly yellow in a crystal-like powder or rock-like chunks.

Meth use results in increased heart rate and blood pressure, elevated temperature, and wakefulness.

These effects can last 8 to 24 hours.



Adults **55 to 64 years old** have the highest meth-caused death rate in San Diego County.

Meth can be **smoked, injected, snorted, and taken orally.**



# 483

meth-related deaths  
occurred in  
San Diego County during 2018

## Harms of Use



Tolerance develops rapidly, often leading to addiction in a relatively short time.

Meth use can cause heart palpitations, nausea, damage to blood vessels in the brain, shortness of breath, mental confusion, malnutrition, anorexia, severe anxiety, and depression.

Continued use can lead to permanent damage to the brain, heart and death.

## Common Signs of Use

The signs and symptoms of a meth addiction are both physical and psychological:



Sleep disturbances



Mood swings, explosive outbursts



Relationship problems, sudden change in friends, & reduced interaction with family



Unexplained need for money in order to purchase drugs



Changes in eating patterns

# FENTANYL

is here and killing San Diego County Residents



Fentanyl can be found in all illicit drugs including powders and pills.



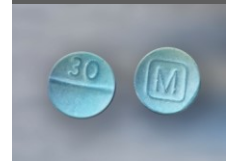
Avoid illicit drugs.



Have someone with naloxone close by.

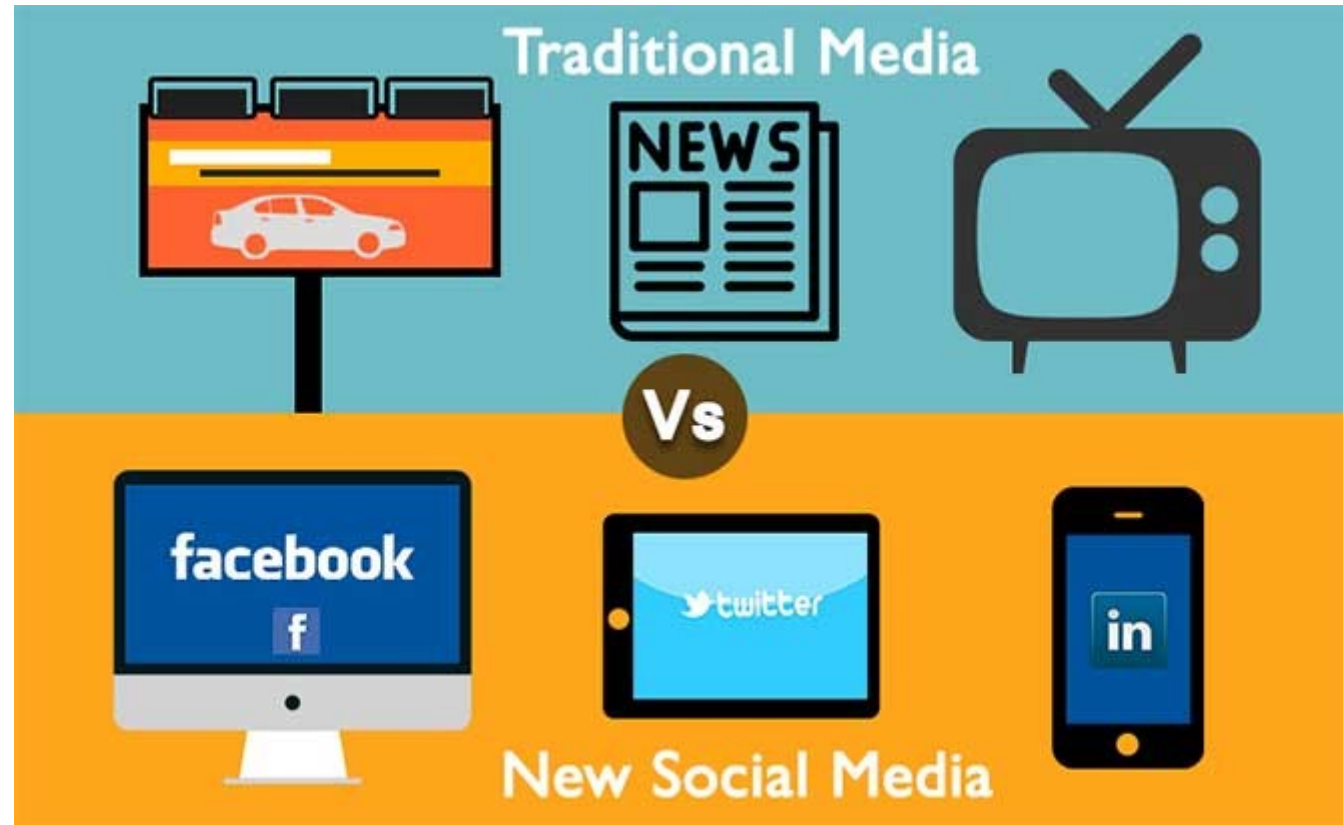


Fentanyl can be found in **any** pill you buy on the street...or in cocaine and meth...and can kill you instantly.



For information and recovery options call:  
San Diego County Access and Crisis Line:  
1-888-724-7240 free assistance 24/7.

# A brief discussion on “traditional” and “new” media



# Traditional Media Relationships

- Identify your traditional media outlets.
- Learn their structure.
- Learn their product.
- Learn their key decision makers.
- Learn who is on or interested in “your beat.”
- Get key contact info; Dayside, Nightside and Overnight
- Make contact and make an effort to meet face-to-face (coffee, lunch, station visit, etc.).
- Create a media calendar and send it out at strategic intervals (sweeps/ratings periods).
- Always have cards and materials available.



# What is Newsworthy?

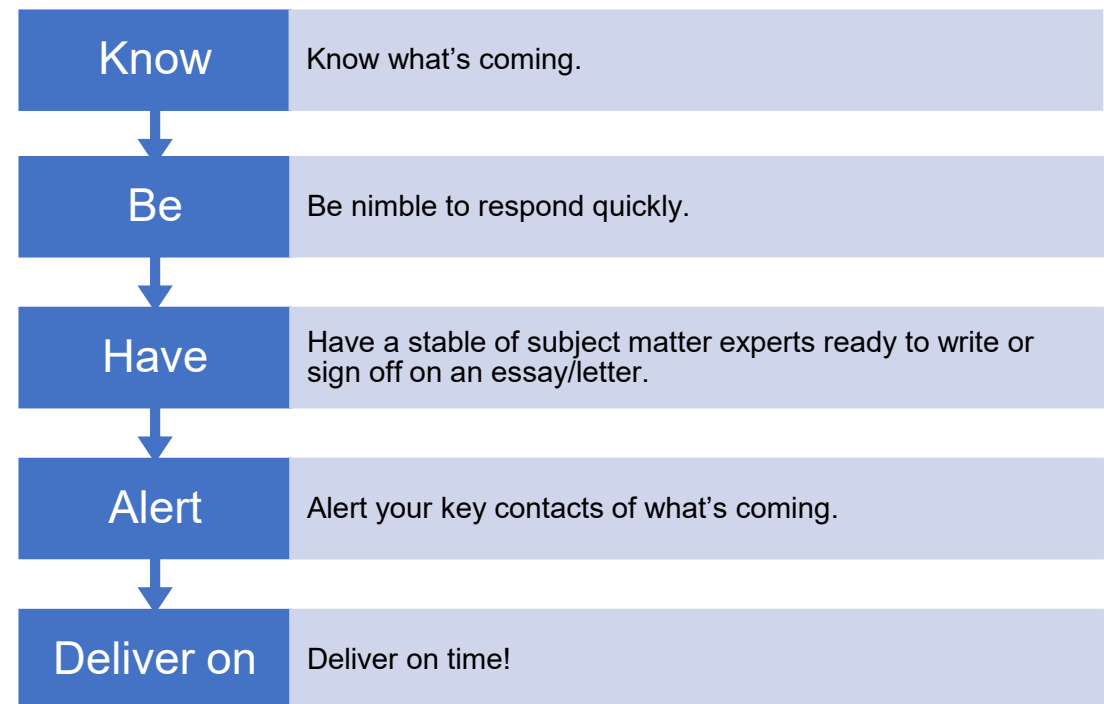
- Timeliness
  - Proximity
  - Salience
  - Conflict
  - Celebrity
  - Impact
  - Involvement
  - Human interest
  - Novelty
  - Enterprise
- Generally, stories that get covered involve at least one or more of these factors.
  - News is also covered based on routine (attending city council meetings) and/or instinct.

# News Releases, Op-eds and Letters to the Editor

## Keys to News Releases

- Boilerplate
- Structure
- Timeliness
- Replication
- Acknowledgement

## Keys to Op-eds and Letters to Editor





# Press Release Example



**FOR IMMEDIATE RELEASE**

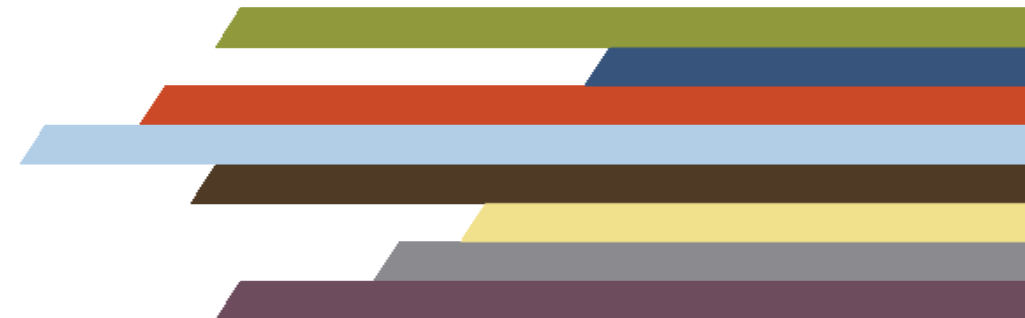
**International Overdose Awareness Day (IOAD) – News  
Conference**

# Distribution

- [Mailchimp](#)



- [MailerLite](#)
- [Sendinblue](#)
- [Moosend](#)
- [EngageBay](#)
- [Mailjet](#)





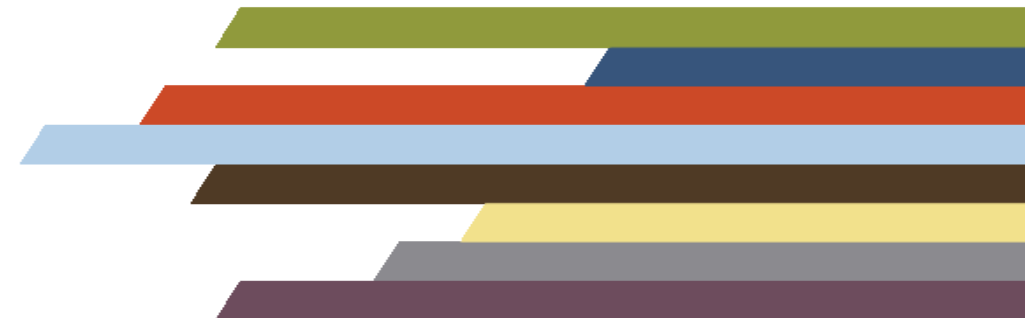
Which social media platform has the most impact?

A. MySpace

B. YouTube

C. Twitter

D. Facebook



# Social Media

## **Creating content**

- Learn basic photography
- Learn basic video editing
- Learn to go "live," Facebook or YouTube.
- Organize and archiving your stories

## **Which platforms?**

- Facebook
- Twitter
- YouTube

# Social Media

## **Creating content**

- Take advantage of content creation opportunities.
- Be mindful of things that could be misconstrued.
- Post with timeliness.
- Don't overload your day with social media activity.

## **Be consistent**

- Establish a meaningful posting expectations.
- Post relevant observations.
- Maintain integrity, collegialism and neutrality.
- Consistently accentuate your primary message.

# Last Big Things

- Check and double check anything you release whether to traditional or social media.
- Have a second pair of eyes at least one level above you to examine whatever content you are about to release.
- Once your info is out there, be responsive even if you can't come through.

# MSF/PDATF Report Card Release





# Resources

## Websites

- Society of Professional Journalists  
<https://www.spj.org>
- The Public Relations Society of America (PRSA) <https://www.prsa.org>
- The AP Stylebook  
<https://www.apstylebook.com>
- Public Relations Toolkit: How to PR  
<http://www.aboutpublicrelations.net/toolkit.htm>

## Books

- The Public Relations Handbook for Nonprofits: A Comprehensive and Practical Guide by Art Feinglass
- Writing Broadcast News - Shorter, Stronger by Mervyn Block
- Publicity Handbook by David R Yale
- Media Advocacy and Public Health: Power for Prevention by David H. Jernigan, Lori Dorfman, Lawrence M. Wallack

What percentage of your outreach plan is/will be media related?

A. 0%

B. 25%

C. 50%

D. 100%

# Q and A – eh!



# Contact Information

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Please click on the link in the chat to complete a very brief online feedback form!

*Thank you!*



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Email with general questions: [pspttc-info@casat.org](mailto:pspttc-info@casat.org)

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Follow us on Twitter: [https://twitter.com/PS\\_PTTC](https://twitter.com/PS_PTTC)

Call us toll-free: 1-833-9SW-PTTC

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Thank You!

**CASAT**

**N** Center for the Application of  
Substance Abuse Technologies  
UNIVERSITY OF NEVADA, RENO

