Media Sector

Who is the Media Sector?

The Media Sector includes news outlets, social media, and people who share information with the public. They help shape how people think and talk about health and safety.

The media can share real stories, correct wrong information, and teach people about mental health and substance use. By working with ROSCs, the media can share messages that reduce stigma, highlight support options, and encourage understanding and hope.

How can the Media Sector support recovery?

The media can support recovery by sharing honest and caring stories with a wide audience. They help shape how people understand mental health and substance use.

To make the biggest impact, the media and ROSCs can:

- **Shape public views:** Share stories that help people understand and accept recovery.
- **Reduce stigma:** Use respectful language and avoid harmful or exaggerated stories.
- **Share real experiences:** Highlight stories from people in recovery and their families.
- **Promote hope:** Show that recovery is possible and people can heal.
- **Share helpful resources:** Let people know where they can get help and support.
- **Correct misinformation:** Share accurate facts and clear up myths.

How can ROSCs work with the Media Sector?

- Share accurate and clear information with media partners.
- Offer training on respectful language and storytelling.
- Connect media with people who can safely share their recovery stories.
- Work together on public awareness campaigns.
- Share data and community information to guide reporting.
- Build strong, long-term relationships with media groups.

What is the role of the Media Sector?

- Amplifies prevention messages and public health campaigns.
- Shapes community norms around substance use and mental health.
- Informs the public with timely, accurate, and culturally relevant content.
- Counters misinformation and stigma.
- Highlights community resources and success stories.

How to Write a Press Release

A press release is a short, compelling news story sent to journalists or news stations to announce something newsworthy.

Purpose

- Gain media coverage.
- Share important updates.
- Highlight community impact.
- Promote events or campaigns.

What is included in a Press Release?

Headline	Grabs attention
Subhead (optional)	Gives more detail
Dateline	City, state, and date
Lead Paragraph	5Ws: who, what, when, where, why
Body Paragraph	Context, quotes, supporting facts
Boilerplate	Short blurb about your organization
Media Contact Info	Name, email, phone number

Media Sector

Organization	Why work with them?	How to engage with them?
Local TV & Radio Stations	They have trusted voices and platforms that reach thousands daily. Local broadcasters often prioritize community-based stories and public service messages.	• Pitch community centered prevention stories with community impact. • Offer local experts or youth voices for interviews. • Provide press releases and media toolkits tied to awareness days (e.g., Red Ribbon Week).
Newspapers, Magazines, & Reporters	Print and digital journalists shape community perspective. Local papers often look for stories about community efforts and challenges.	• Build relationships by sending timely, relevant story ideas. • Offer op-eds or guest columns authored by coalition leaders or youth. • Invite them to prevention events or press briefings by sending them a press release.
Social Media Influencers & Managers	They connect with youth and community members on platforms like TikTok, Instagram, or Facebook and can spread prevention messages quickly and creatively.	• Partner for awareness campaigns (e.g., "Fentanyl Facts Friday") • Provide key messages they can re-share authentically. • Feature them in PSA-style content or storytelling series.
Public Relations Firms & Consultants	They know how to craft strategic messaging and can help increase the reach of your prevention efforts.	• Contract for help designing a campaign, slogan, or logo. • Use their expertise for audience segmentation and message testing. • Collaborate on earned media or crisis communication plans.
Health Department & Coalition Communication Staff	They manage official channels and already have established reach.	• Collaborate on consistent messaging across coalitions and programs. • Leverage their platforms for posting content and alerts. • Include them in campaign planning from the start.