

NCPC Committee 3: Media and Communications

GOAL: By January 2010:

NCPC will increase hits to website by 10%; increase coverage in Spanish language media and develop a minimum of 12 news stories.

| Activities | Action Steps | Who is Responsible? | By When? | Progress/Outcomes |
|--|---|--|---------------------|--|
| Contact Legislators (Short Term; annually) (Bilbray's office – Mark Shaffer – Ed. Rep) | Create lists of local political leaders: <ul style="list-style-type: none"> ◆ City council members ◆ School Board members ◆ CA Assembly and Senate ◆ Federal Congressional and Senate officers | John Lundblad and TCPC staff | Annually (October?) | |
| | Create lists of other key leaders: <ul style="list-style-type: none"> ◆ Tri-City Medical Center ◆ Faith Based organizations | John Lundblad and TCPC staff | Annually (October?) | |
| | Inform local leaders about NCPC through email, mail, phone, etc; encourage attendance at NCPC meetings. | Aaron, TCPC staff, NCPC Board members | Quarterly? | |
| | Schedule mtgs. in legislators' offices with NCPC Board members and staff; provide brochures/resources they can help distribute through their offices and at community events | Aaron | January 2010 | |
| Update Website (Short Term - ongoing) | Research web design companies/individuals and select designer | Leticia Robles, Erica Leary | June 2009 | ◆ <i>John L. emailed potential designers Leticia and Erica interviewed 3 designers and selected Nonprofit Management Solutions</i> |
| | Coordinate with web designer to revise NCPC website | Leticia Robles, Erica Leary, Aaron Byzak, Debbie Obregon | July 2009 | ◆ <i>NCPC revised website in development; hope to view at meeting on 9/10/09</i> |
| | Translate website to Spanish language and include Spanish resources | Leticia Robles | December 2009 | - |
| | Review website monthly and make changes as needed | Leticia Robles, Debbie Obregon | As needed | |

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last rvsd 9/4/2009

Members: Gena Knutson, John Lundblad, Leticia Robles, Ray Thomson, Luzman Vigil, Ulises Villalba, Tiffany Wyndham

NCPCC Committee 3: Media and Communications

GOAL: By January 2010:
NCPCC will increase hits to website by 10%; increase coverage in Spanish language media and develop a minimum of 12 news stories.

| Activities | Action Steps | Who is Responsible? | By When? | Progress/Outcomes |
|--|---|---|-----------------------|---|
| Use MySpace and internet for youth recruitment (Short Term - ongoing) | Establish NCPCC MySpace account | Jovonne | Done 2008 | <i>Jovonne's last day was 8/14/09;</i> |
| | Train new NCPCC staff advisor to maintain and monitor account in partnership with NCPCC members | TBD | 9/30/09 | |
| Create an NCPCC Facebook membership | Invite all NCPCC members and anyone interested in prevention to become our friends on Facebook to stay current on news, events, and accomplishments of the coalition. | Leticia Robles | Propose idea to group | |
| Business cards for NCPCC members (Short Term) | Design NCPCC business cards; include mission statement on back | Aaron | | <i>COMPLETE</i> |
| | Order and distribute business cards to interested board members | Aaron, Debbie | Annually in February | <i>Done – will order in January after board election.</i> |
| Host Media Training for NCPCC members (Short Term) | Research media and spokesperson trainers | <ul style="list-style-type: none"> - OPD hosts media training – Leonard will check schedule. - Dannah & Leticia will look to further develop plan by March '09. | | <ul style="list-style-type: none"> • <i>Leonard informed us that OPD was not holding media training.</i> |

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| | Schedule training and invite NCPC members | Dannah & Leticia | | |
| | Hold media/spokesperson training | | | <ul style="list-style-type: none"> Spokesperson training was provided at Youth Advocacy Conference on 6/30/09 by Dannah Hosford (and very well received!) |
| Contact news stations, including Spanish language TV (Medium Term - ongoing) | Create list of TV stations and reporters (including Spanish language) | Leticia Robles | December 2009 | |
| | Contact news stations with NCPC activities | Leticia Robles | Ongoing | |
| | Nominate NCPC volunteers for media awards (i.e. CBS National News Assignment America, 7/39 Student award) | Dannah Hosford, Leticia Robles | November 2009 | <ul style="list-style-type: none"> Committee members recommended nominating Carlsbad brother & sister who advocated for smoke-free beaches |
| | Develop NCPC system for releasing timely media responses (outside county-funded contract) | Aaron Byzak; NCPC Board members | | At 8/13/09 Board meeting Ray Machado, Margie O'Hern, and Fred Becker agreed to sign media releases as appropriate. |
| Develop relationships with local reporters, | Create list of newspaper reporters who cover prevention efforts | Leticia Robles | December 2009 | |

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| including Spanish language media (Medium Term - ongoing) | Attend NCT Journalist Roundtable meetings | Leticia Robles | Ongoing | |
| | Contact newspapers and reporters with NCPC activities | Leticia Robles | Ongoing | |
| | Email JNR's and media releases to NCPC list serve so members are aware of media efforts | Leticia Robles | Ongoing | |
| Prepare stories for TV and Newspapers, including Spanish language media (Medium Term - ongoing) | Invite and motivate NCPC members and prevention experts to write about current substance abuse issues. | Dannah Hosford/ Leticia Robles | Quarterly | |
| | JNR' for all sponsored events | Dannah Hosford/ Leticia Robles | As needed | <i>In addition to underage drinking and 420 health column through VCC</i> |
| | Post news releases and media clips on website | Leticia Robles | Ongoing | |

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| Sponsor more billboards/PSA's/ movie theater ads or bus ads with prevention messages (Long Term/on going) | Look to partner with other businesses/organizations that advertise on billboards (car dealerships, casinos, etc.) | Ray Thomson | | <i>Erica phoned LAMAR re: vacant billboard at 78 and El Camino on 9/4/09; awaiting call back on 9/8/09</i> |
| | Contact KOCT, County Television network, school media venues, to air PSA's | TCPC staff | June 2010 | |
| | Contact venues for costs of print PSA's (movie theaters, bus ads, theater programs, etc.) | Need volunteer | January 2010 | |

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