

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	

Committee Chair: DANNAH HOSFORD; Secretary: ERICA LEARY

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

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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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