



Catching the Wind: How Substance Misuse Prevention Practitioners Can Engage Traditional Media and Leverage Social Media

Overview

Your work as a substance misuse prevention practitioner is important and timely. Your data and information are valuable and needed. Your programs are necessary and effective. However, you may have a small budget for outreach. The traditional media has undergone a paradigm shift in the past 20 years. Social media has created a second-by-second news cycle. The result is short attention spans and ultra-competitive platforms for eyes and ears. So, what do we do to get our stories out there? Join this webinar to learn strategies for enhancing your media visibility!

Objectives

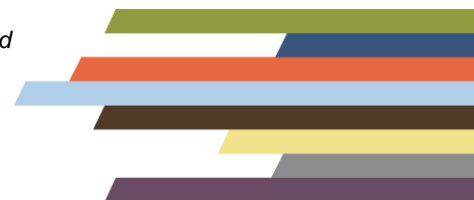
By the end of the webinar, participants will be able to:

- Describe what media advocacy is and is not
- Identify strategies for establishing, maintaining, and growing your media relationships
- Identify tools and resources available to enhance media outreach

Audience

Community, tribal, jurisdiction, and state-level substance misuse prevention practitioners and allied health partners located in the Pacific Southwest region, including American Samoa, Arizona, California, Commonwealth of Northern Mariana Islands, Federated States of Micronesia, Guam, Hawaii, Nevada, Republic of Marshall Islands, and Republic of Palau.

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.

Date and Time

States and American Samoa

October 20, 2021

03:00 p.m. - 04:00 p.m. Pacific (including Arizona)

12:00 p.m. - 01:00 p.m. Hawaii

11:00 a.m. - 12:00 p.m. American Samoa

Pacific Jurisdictions

October 21, 2021

10:00 a.m. - 11:00 a.m. Republic of the Marshall Islands

09:00 a.m. - 10:00 a.m. Pohnpei and Kosrae

08:00 a.m. - 09:00 a.m. Guam, Northern Mariana Islands, Chuuk, and Yap

07:00 a.m. - 08:00 a.m. Republic of Palau

Cost: Free

Certificates of Attendance:

Participants will receive a Certificate of Attendance for 1.0 hour for participating in the live event.

To Register:

https://us06web.zoom.us/webinar/register/WN_1KilEv1tSx2kkpm346VqLw

Questions? Please contact Karen Totten (ktotten@casat.org) for any questions related to registration. For any other questions, please contact Britany Wiele (bwiele@casat.org).

