



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

Overview

Join the Pacific Southwest PTTC for a deeper dive into media advocacy with Catching the Wind Part II. Merging your understanding and use of social and traditional media is the key to bringing attention to media advocacy campaigns. Learn what really needs to go into a media release. Find out who really has time to pay attention to your information in a newsroom. Learn to strategize your use of social media to engage traditional media. Join this webinar to learn strategies for enhancing your media visibility!

During this webinar participants will:

- Review 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

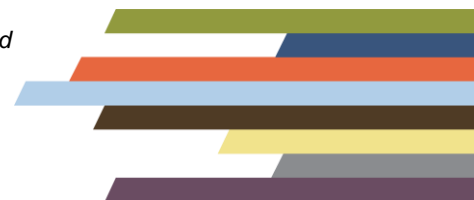
Community, tribal, jurisdiction, and state-level substance misuse prevention practitioners and allied health partners located in the Pacific Southwest region, including American Samoa, Arizona, California, Commonwealth of Northern Mariana Islands, Federated States of Micronesia, Guam, Hawaii, Nevada,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

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(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

November 18, 2021

04:00 p.m. - 05:00 p.m. Arizona
03:00 p.m. - 04:00 p.m. Pacific
01:00 p.m. - 02:00 p.m. Hawaii
12:00 p.m. - 01:00 p.m. American Samoa

Pacific Jurisdictions

November 19, 2021

11:00 a.m. - 12:00 p.m. Republic of the Marshall Islands
10:00 a.m. - 11:00 a.m. Pohnpei and Kosrae
09:00 a.m. - 10:00 a.m. Guam, Northern Mariana Islands, Chuuk, and Yap
08:00 a.m. - 09:00 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://www.pttcnetwork.org/centers/pacific-southwest-pttc/event/catching-wind-part-ii-how-substance-misuse-prevention>

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).

