

Think about it...



Core Campaign Messages

Teens today have choices about their lifestyle.

- The choice whether or not to use alcohol and other drugs is in the hands of the individual.
- Education, media portrayal, positive peer pressure, and communication with adults can all influence an individual's choice whether or not to be substance-free.

Summer has tremendous potential, depending on the choices you make.

- It can be an opportunity to involve the entire community in youth safety.
- However, if you choose to use alcohol and other drugs, drive impaired or ride with an impaired driver, summer can be potentially deadly.
- Regardless of what activities you choose to participate in, summer provides many opportunities to engage in safe and positive decision-making.

Join teens across the country who are saying YES to safe, substance-free activities.

- Refusing to use alcohol and other drugs shows that you have a strong sense of yourself and that you are able to resist pressure from your peers.
- By participating in safe and substance-free activities and promoting their importance, you can help ensure the safety of your friends, peers and community.

Communication

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Tips for Effective Media Relations

Determine who will be the best reporters and media outlets to cover your event. Different stations have different beats. Spend some time tracking the various interests of your local media. If there are particular newspaper reporters or TV stations in your area that devote a significant amount of coverage to school events or community efforts to ensure the safety of its youth, cultivate a relationship with them. It is always better to be able to communicate with a specific person or department when looking for media attention; otherwise, your information is likely to get lost in the shuffle of busy newsrooms.

Keep a list of your media contacts. Always record basic information about whom you have contacted (you may want to keep a simple log). Be sure to record what materials you have sent to them, when they were sent, when follow-up calls were made, and what kind of coverage you received.

Make sure that your media contacts realize that your story is worthy of coverage! Remember that you are competing with hundreds of other groups and organizations for media coverage. Before pitching your idea, you need to be sure that the media will recognize how newsworthy your event is. Find an angle that will be appealing for media coverage. Here is a simple checklist to determine the newsworthiness of your event:

1. Does your event reflect a current trend that is often reported in or covered by the media?
2. Does the story give useful information?
3. Does the story have a human interest aspect?
4. Will your story/event affect many people in the community?

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Media Contact Record

Media Outlet (TV or radio station, newspaper): _____

Reporter: _____

Mailing address: _____

Telephone: _____ Fax: _____

Field of interest/Beat: _____

Materials sent: _____

Date sent: _____

Follow up call made/Date: _____

Coverage received? Yes No

Description: _____

Other information: _____

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Sample Media Advisory

[INSERT SCHOOL] SADD CHAPTER PROMOTES SUMMER SAFETY

Think About It... Summer Waves: *The Power of Communication*

WHAT: Members of the [INSERT SCHOOL] SADD Chapter are appealing to their communities throughout the nation to have a safe summer. Students are reminding motorists to always buckle up, never drive while impaired and never ride with an impaired driver. In addition, they are asking children to always wear a helmet while cycling or skating, and they are appealing to teens to avoid aggressive or distracted driving and to obey each state's youth driving restrictions. Finally, SADD members are asking local merchants to enforce laws by not selling tobacco and alcohol to youth.

WHO: This event is being sponsored by [INSERT SCHOOL]'s SADD (Students Against Destructive Decisions) chapter as part of a national campaign entitled **Think About It... The Power of SADD.**

WHEN: This campaign will take place throughout the summer.

WHERE: Students will distribute campaign materials throughout towns and cities across the country in grocery stores, convenience stores, gas stations, amusement parks, video stores, restaurants and local businesses. Local media are encouraged to participate in this student-led effort to reduce the use of alcohol and illicit drugs, and the number of youth alcohol-related traffic fatalities. Media participation to promote general public safety by sponsoring public service announcements, publishing articles and editorials, and helping students to disseminate this important safety message are also encouraged.

For more information, please contact [INSERT ORGANIZATION CONTACT NAME AND PHONE NUMBER].

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Sample Press Release

[INSERT SCHOOL LETTERHEAD]

FOR IMMEDIATE RELEASE

[INSERT CONTACT NAME]

[INSERT DATE]

[INSERT PHONE NUMBER]

LOCAL STUDENTS ASK PEERS TO **THINK ABOUT IT...**
[INSERT SCHOOL NAME] SADD CHAPTER REMINDS STUDENTS ABOUT
THE POWER OF COMMUNICATION

[INSERT CITY, STATE] – As teens across the country face difficult choices about alcohol, other drugs, and impaired driving during their summer vacation, [INSERT SCHOOL NAME] students will affirm their commitment to their own safety and the safety of others by participating in a nationwide campaign to promote summer safety.

[INSERT NAME AND TITLE] said, “We want to be sure that community members take responsibility for each other’s safety. By reminding everyone to always wear a helmet when cycling or skating, asking motorists not to drive distractedly or aggressively and never to ride with an impaired driver, we are reinforcing the importance of safety during the summer when school is out and many people are on vacation.”

[INSERT SCHOOL NAME] SADD members have worked hard to gain the support of the community by asking local merchants to enforce the laws governing the sale of tobacco and alcohol to youth. In addition, students distributed campaign materials throughout the community to remind people that whether they are driving, biking, hiking, swimming, camping, or simply relaxing, safety should never be taken for granted.

For more information about the **Think About It...** campaigns or the work of SADD, please visit www.saddonline.com or call 1-877-SADD-INC.

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Sample Drop-In Article

LOCAL SADD CHAPTER ENCOURAGES STUDENTS TO THINK ABOUT IT... SUMMER WAVES: *THE POWER OF COMMUNICATION*

Summer is traditionally a season when the number of alcohol-related traffic fatalities increases. During the summer, people are not only driving but they're also camping, boating, biking, hiking and engaging in a variety of other outdoor activities. Although many people go on vacation during the summer months, they should never take a vacation from safety. SADD (Students Against Destructive Decisions) and NHTSA (National Highway Traffic Safety Administration) have collaborated to create four new and exciting campaigns that ask teens to **Think About It...** . The third of these campaigns is entitled **Summer Waves: *The Power of Communication***.

Summer brings a much-anticipated opportunity for youth to rest and relax. Summer has the potential to be a memorable time spent with friends and family while enjoying outdoor activities either at home or on vacation. Unfortunately, many young people and adults compromise their own safety and the safety of their loved ones in the summer months by not taking the proper precautions. This summer, SADD chapters across the country are taking action in their communities to ensure that this summer is not only fun but also safe.

"The beauty of the **Think About It...** campaigns is that they don't tell us not to do certain things. Instead, teens are encouraged to take positive steps: to host substance-free parties, to serve their communities, and to communicate regularly with their friends and family. SADD trusts that teens are capable of making safe, responsible decisions as long as they have alternatives to drinking, using other drugs, and making dangerous decisions," said [INSERT SADD MEMBER'S NAME]. "By showing us how to take the lead in educating our peers and serving our community, the **Think About It...** campaigns have become the cornerstone of our program."

The goal of SADD is to empower teens and encourage them to consider the impact of their choices on their friends and family. SADD's **Think About It...** campaigns put the responsibility back on teens themselves to learn the facts, make informed decisions and then help their friends to do the same.

To find out more about SADD and its **Think About It...** campaigns, please visit www.saddonline.com.

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Sample In-School Announcements

Sample 1

A school bell rings and teens are cheering

School's out!

It's time to take a break from studying and homework, but don't take a break from safety. This summer, remember to wear a helmet when you bike, buckle up when you drive, and never ride with an impaired driver.

Make this a summer to remember. Drive safe, drive sober, and have fun.

This message is brought to you by the members of the [INSERT SCHOOL NAME HERE] SADD chapter.

Sample 2

Sounds of waves and sea gulls

School's out!

This summer, whether you're heading to the beach, hiking in the mountains, or cycling in your neighborhood, remember to be safe. Always wear a helmet, buckle up and never ride with an impaired driver. Your life depends on it.

This message is brought to you by the members of the [INSERT SCHOOL NAME HERE] SADD chapter.

Sample 3

Think about it... We all have the power of communication. This summer as you relax and enjoy the beach, the pool, a bike ride or a drive in the country, before you go, remember one thing: safety. Remind your friends to buckle up. Watch any children you're responsible for at the playground and be sure they always wear helmets. And, most importantly, remember never to ride with an impaired or aggressive driver. By communicating we can ensure one another's safety.

This message is brought to you by the members of the [INSERT SCHOOL NAME HERE] SADD chapter.

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