County of Los Angeles – Department of Public Health

**ATTACHMENT F**

Substance Abuse Prevention and Control

**MEDIA COVERAGE REVIEW FORM**

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| --- | --- | --- | --- |
| **AGENCY** |  | **AGENCY CODE** |  |
| **CONTRACT TYPE**  |  | **SEARCH DATES**  |  |
| **CITY REVIEWED** |  |

**PURPOSE:** To understand 1) what local media outlets (e.g., television news reports, radio news reports, newspaper articles, and reputable social media) exists in the target community and 2) what local AOD related issues are most frequently covered by local media outlets to provide insight on local AOD topics of interest to residents.

Topics included on this form should be based on knowledge of what occurs in the target community and should not be an exhaustive search of each SAPC priority AOD problem (alcohol, illicit drugs, and misused legal products) and contributing factor (availability, accessibility, social norms, and community conditions). It should, however, focus on AOD issues and topics that either occurred in the local target area or directly affected residents of the local target area. News coverage with County-wide impact (e.g., Raves) should be included only if truly relevant for the target area.

Contractors will include the news that best portrays an overview of the local AOD problems and contributing factors, and will describe the potential impact on the assessment and subsequent services. This is a preliminary review but it can be repeated near the end of the assessment process when determining what services to provide.

**SCOPE & TIME COMMITMENT:** A separate form must be completed for each city reviewed. The search should be limited to the past one (1) year unless recommended otherwise**.** This part of the *Local Data Review* should take no more than 4 hours (½ day) per city reviewed. There is no minimum or maximum number of articles/stories required as it is up to the agency to determine what constitutes due diligence.

**DIRECTIONS:***PART 1*: Review the type of media sources available in the target area, including outlet type, frequency of distribution, and target audience/language. *Part 2:* Conduct a general internet search by inserting the city reviewed along with a substance (e.g., alcohol, inhalants) and topic that is known or suspected to be a significant issue for the local area (e.g., underage sales, alcohol-free events, house parties). Search for both positive (prevention related) and negative (consequences, harms) related coverage.

Possible news and media sources include:

* News websites: Include articles in local newspapers and larger area papers (e.g, L.A. Times, L.A. Daily News, and San Gabriel Valley Tribune).
* Social media websites and blogs: Many cities have Facebook and Twitter accounts which allow them to post recent and upcoming news and events. Become a “fan” of your city’s Facebook or Twitter page.
* Area and local radio: Area radio stations (e.g. KCRW.com, KNX1070.com) have websites and on-line archives that can be searched for local news.
* Area and local television: Area T.V. stations (e.g, abc7.com, ktla.com). Some cities may have local access channels which host community news/events programs, or flash news/events on the screen periodically.

**Complete Tables 2 (Alcohol), 3 (Illicit Drugs), and 4 (Misused Legal Products)**

As appropriate, complete the following tables for each major substance category. Include the following information and maintain a copy of the article/file on-site:

* Title of media record
* Author and date published
* Key words searched
* Media source (include web link)
* Brief Summary: include highlights and main conclusion of the media record
* How Media Record informs the Assessment: Critically analyze the media record and link the information contained in the record to the goals and objectives. How might you adjust future services, strategies, and tactics to address issues raised in the media record and/or strengthen community support?

**Table 1: Local Media Outlets**

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|  |  |  |  |
| --- | --- | --- | --- |
| **Type of Media Outlet****(e.g., newspaper, TV, blog)** | **Distribution Frequency****(e.g., daily, weekly)** | **Publication Language**  | **Target Population** |
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|  |  |  | ADD CELLS BY PLACING CURSOR OUTSIDE OF BOX AND PRESS ENTER 🡪 |

**Table 2: Alcohol (Underage and Binge Drinking) Related Media Items**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title of Alcohol Related News Item** | **Date Published and Author** | **Key Words Searched** | **Media Outlet****(Include web links)** | **Brief Summary** | **How News Item Informs the Comprehensive Community Assessment** |
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**Table 3: Illicit Drug (Marijuana, Methamphetamine, Ecstasy) Related Media Items**

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|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Title of Illicit Drug News Item** | **Date Published and Author** | **Key Words Searched** | **Media Outlet****(Include web links)** | **Brief Summary** | **How News Item Informs the Comprehensive Community Assessment** |
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**Table 4: Misuse of Legal Product (Prescription Drugs, Over-the-Counter/OTC Medications, Inhalants) Related Media Items**

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| --- | --- | --- | --- | --- | --- |
| **Title of Legal Product News Item** | **Date Published and Author** | **Key Words Searched** | **Media Outlet****(Include web links)** | **Brief Summary** | **How News Item Informs the Comprehensive Community Assessment** |
|  |  |  |  |  |  |
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| **Indicate here the names of any reporters or publications that appear to cover articles favorable to alcohol and other drug prevention (AOD) or public health topics. These potential contacts could be accessed later during the assessment or upon implementation to promote AOD prevention issues.** |
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