

TV 101: Mastering Media Skills to Pitch and Promote Addiction Treatment

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Disclosure Information

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- ☀ Neither of the presenters have any conflicts of interest with ineligible companies

Learning Objectives

- ☀ Identify newsworthy stories or initiatives within their clinical practice that could engage the media and promote addiction treatment.
- ☀ Describe effective strategies for contacting journalists, pitching stories, and tailoring messages across traditional and social media platforms.
- ☀ Demonstrate how to prepare for a media interview, including what to expect, how to stay on message, and how to deliver key points clearly and confidently.

Agenda

- ✱ Background
- ✱ News values
- ✱ Storytelling and pitching across media platforms
- ✱ Social media
- ✱ Addiction in pop culture
- ✱ Doing a TV/video interview
- ✱ Exercises
- ✱ Pacing/coverage to be based on interest/needs
- ✱ **We may NOT cover everything**
 - ✱ **Purposefully provided more material than can be covered**

Who We Are

Lee Radosh, MD, FAAFP, FASAM

- ☀️ Addiction Medicine
- ☀️ Former family physician (residency director)
- ☀️ Previous TV medical reporter
- ☀️ Live, call-in cable TV show

Jodi Radosh, PhD

- ☀️ Communication professor
- ☀️ Former department chair
- ☀️ Numerous university and community projects
- ☀️ Former TV reporter
- ☀️ Marketing expertise
- ☀️ Director Alvernia Community News Lab

Who Are You?

- ☀️ Addiction medicine providers?
- ☀️ Work for hospital/health system?
- ☀️ Solo and/or private practice?
- ☀️ Media experience
 - ☀️ Interviewed for TV and/or online video?
 - ☀️ Newspaper article?
 - ☀️ Other?
- ☀️ Promote in social media?

Why Are You Here?

- ☀ Hot Topic
- ☀ Increase business
- ☀ Improve revenue
- ☀ Improved Public Relations
- ☀ Show your importance in a competitive market
- ☀ Impress your hospital/administration
- ☀ Do the right thing
- ☀ Educate the public
- ☀ “Get in the game”
- ☀ Have fun!
- ☀ Shine; be a ham

Why is this Important?

- ✱ Addiction medicine providers reach only a small fraction of those who could benefit from treatment
- ✱ Public understanding of addiction as a treatable illness—and of available recovery options—can save lives
- ✱ Mass media play a critical role in influencing health behavior
 - ✱ Yet, collaboration between clinicians and journalists remains limited
 - ✱ Medical community often underutilizes media as a tool for education and outreach

Challenges

- ✱ Barriers to effective medical reporting:
 - ✱ Tight deadlines
 - ✱ Sensational headlines
 - ✱ Limited medical literacy among journalists
 - ✱ Cultural differences between professions
- ✱ Providers can use media to counter misinformation, reduce stigma, and encourage treatment-seeking
- ✱ BUT many journalists still struggle to find independent experts willing to speak
- ✱ This gap represents a lost opportunity to improve public health through trusted, evidence-based communication

Solution: You!

- ☀ Media engagement is a teachable skill
- ☀ Addiction medicine providers can learn to:
 - ☀ Translate complex science into clear, compassionate, and credible messages
 - ☀ Identify newsworthy stories within their practices
 - ☀ Foster relationships with journalists
 - ☀ Craft effective news releases
 - ☀ Deliver concise sound bites on camera
- ☀ When high-profile addiction stories surface in popular culture, clinicians trained in media communication can turn tragedy into opportunity—helping the public understand addiction and see recovery as attainable

Understanding News Values and Identifying Stories



<https://ethicsadvicelineforjournalists.org/2021/04/30/journalistic-values/>

News Values

- ☀ What are news values?

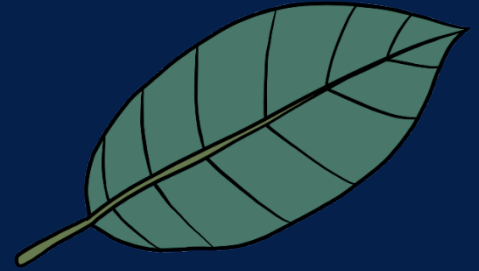
- ☀ Common:

- ☀ Conflict - war coverage
- ☀ Progress and disaster – new hospital wing
- ☀ Prominence – celebrities
- ☀ Timeliness – new Medicare law
- ☀ Novelty – “man bites dog”
- ☀ Human interest – heartwarming story
- ☀ Sex – anything about it!
- ☀ Miscellaneous
- ☀ Ex: animals, babies

Examples: What To Promote

- ✱ New staff/provider (especially if a specific skill/expertise)
- ✱ New facility (ex, new detox center)
- ✱ Volunteer event (ex, drug take back day)
- ✱ Event/education (ex, community talk)
- ✱ Accomplishments (individuals, programs)
- ✱ Comment on something already “out there” (ex, celebrities, new research/medications)
- ✱ You! Be available to be an expert

Specific Example: Kratom



- ☀ Tropical tree native to Southeast Asia
 - ☀ Leaves contain psychoactive alkaloids
 - ☀ Agonists at mu-opioid receptors, but other actions as well
- ☀ Use
 - ☀ Self-management of pain, opioid withdrawal, and mood disorders (anxiety, depression), often as an alternative to prescription opioids
- ☀ Abuse
 - ☀ Opioid-like euphoric effects (higher doses)
 - ☀ Dependence, tolerance, and opioid-like withdrawal symptoms

Why Kratom?

- ☀ In the news
- ☀ Clinical: treatment
- ☀ Political/legal: regulation
- ☀ Great opportunity to get out there now

Individual Exercise: Finding Your Story

- ☀ Identify two potential stories from your own practice and determine the most effective media channels for outreach (5 minutes)

How To Convey The Message

- ✱ Wait for “them” to call you (if you’re on lists to be called)
 - ✱ Hospital PR department
 - ✱ Local papers, TV/radio stations
- ✱ You call them
 - ✱ Send a press release
 - ✱ Contact the medical/health reporter/editor

Working With Your Public Relations Team

- ✱ PR/marketing teams can assist with:
 - ✱ Graphic design
 - ✱ Content scheduling
 - ✱ Social media analytics
 - ✱ Compliance review
- ✱ Providers provide the clinical expertise

Whom To Contact? When?



- ☀ TV: assignment desk
- ☀ Radio: show producers
- ☀ Newspaper: beat editor/writer/
assignment desk

Storytelling and Pitching Across Media Platforms



<https://easy-peasy.ai/ai-image-generator/images/media-sources-illustration-newspaper-laptop-smartphone-tv-radio-books>

Ways (Media Formats) To Promote

- ☀️ Traditional advertising (paid)
 - ☀️ TV & radio commercials
 - ☀️ Newspaper ads
- ☀️ Public relations (free promotion)
 - ☀️ Make your “product” a news story
 - ☀️ Credibility
 - ☀️ External and Internal
- ☀️ Cable TV & radio shows
- ☀️ Social media

Pitching The Story

- ☀ Story angles
- ☀ Localize a bigger story
- ☀ Know your medium
 - ☀ TV: visuals!
 - ☀ Newspaper: quotes
 - ☀ Radio: soundbites
 - ☀ Social media: all of the above, especially brevity/pacing



TV Interview Example

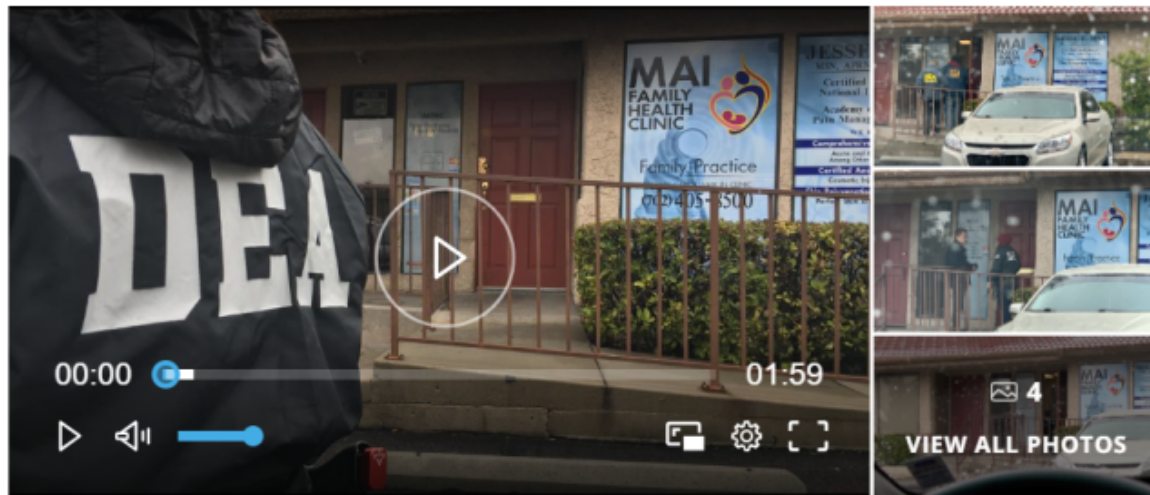


TV Story Example: You Could Comment on This

DEA agents raid Las Vegas medical clinic

by Kelsey Thomas | Thu, February 21, 2019 at 3:28 PM

Updated Mon, February 25, 2019 at 6:00 PM



Credit: @KelseyNews3LV

LAS VEGAS (KSNV) — Drug Enforcement Administration agents are cracking down on doctors over prescribing powerful prescription painkillers.

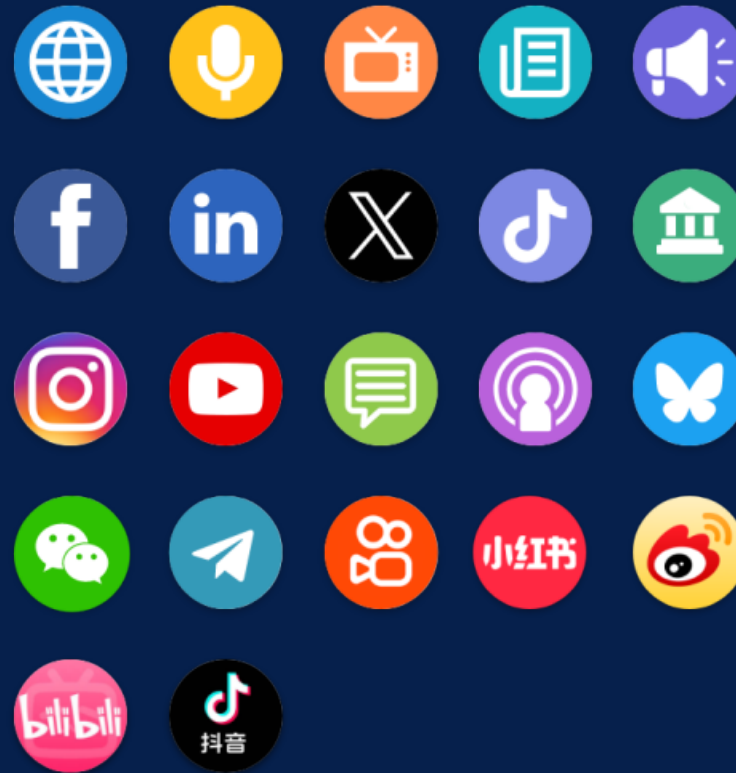
News 3 was there as the task force raided Mai Family Health Clinic on South Eastern Avenue near East Flamingo Road.

The investigation focuses on Nurse Practitioner Jesse Mai.

News 3 captured DEA agents coming and going from his office and gathering evidence.

At a news conference Thursday afternoon, the DEA announced the raid is part of "Operation Hypocritical Oath."

Promoting Addiction Medicine Through Social Media



Why Social Media Matters in Addiction Medicine

- ✱ Many patients search online before seeking treatment
- ✱ Social media helps reduce stigma around addiction
- ✱ Providers can educate the public directly
- ✱ Builds trust before a patient walks into the clinic
- ✱ Expands awareness of available treatment services

is 😞 feeling frustrated.

I apologize for the long post but I'm venting. I am beyond frustrated. I work in Addiction Medicine. Most of our patients are treated for opioid use disorder/opioid dependence...more commonly labeled 'pain pill addiction' but so many things wrong that term. It takes a lot for someone to seek help. A LOT. So when we see people trying to do the right thing but unable to get their prescriptions filled because of ignorant pharmacists, or 'dispensing limits' set by distributors, it's so disheartening. It's a huge slap in the face to those trying to do the right thing, and one more reason for people NOT to seek treatment. In this day of seeing fentanyl



Moderation Health · Follow

July 17, 2025 · 🌐

GLP-1 for off label addiction treatment use in the news: At Caron Treatment Centers, a prestigious nonprofit rehab facility, doctors have begun prescribing semaglutide—not for weight loss or diabetes, but to treat addiction. This off-label use of GLP-1 medications represents a bold new frontier in addiction medicine, with early use targeting cravings related to substances like alcohol, opioids, and even behaviors such as compulsive eating and sex.

Dr. Steven Klein, one of the physicians spearheading this approach, insists it's a calculated and medically responsible move. Still, Caron's program marks a significant departure from traditional treatment protocols and places the facility on the cutting edge of experimental addiction therapies. Though early research is promising, large-scale clinical trials are still in progress and conclusive data remains years away.

Read more below:

If you are in Ohio, Indiana, Florida or Arizona and interested to learn more, request a confidential and complementary consultation with Dr. Paul now— in **Sarasota, FL**.



Facebook Examples



StrategicCare LLC · Follow

March 2 at 9:19 PM · 🌐

We are proud to announce our newest provider who is bringing a wealth of knowledge and experience to our practice. Dr. Harold Johnson will be working as a Medical Director alongside our Chief Nursing Officer, Hope Dukes, APRN.

Harold P. Johnson, MD

Dr. Harold P. Johnson is a psychiatrist with over 20 years of experience in treating mental health and substance use disorders. He has a fellowship in addiction medicine from the University of South Florida. He provides evidence based, patient centered care for conditions including anxiety, PTSD, chronic pain, and treatment resistant disorders, with a focus on safety, function, and quality of life.

Dr. Johnson also offers concierge psychiatric services for professional and collegiate athletes. He serves as a psychiatric consultant to two Professional sports organizations. His compassionate approach is shaped by his background as a former collegiate athlete and his personal recovery from a stroke, allowing him to deliver confidential, personalized care tailored to each patient's unique needs.



Boca Recovery Center ✓ and Clean And Sober · Follow

September 9, 2025 · 🌐

Lindsay Lohan explaining why she couldn't never have a substance ever again. Who loves the transformation she's made in life?!— and **Clean And Sober**

Best Social Media Platforms for Addiction Medicine

- ☀️ LinkedIn: professional networking and referrals
- ☀️ Instagram: educational graphics and short videos
- ☀️ Facebook: community outreach and patient education
- ☀️ YouTube / TikTok: short educational videos and myth-busting

Sample Content Ideas for Social Media

- ☀ What happens during your visit with addiction medicine?
- ☀ How buprenorphine works in opioid use disorder
- ☀ Signs someone may need treatment
- ☀ How families can support recovery – what to say and not to say
- ☀ When to seek help for alcohol use disorder
- ☀ Confidentiality in addiction treatment
- ☀ Addressing Stigma

Addressing Stigma Through Social Media

- ☀️ Normalize addiction as a medical condition
- ☀️ Promote evidence-based treatment
- ☀️ Counter misinformation online
- ☀️ Encourage people to seek help
- ☀️ Reinforce that language matters

Sample "High Engagement" Post Types (Lead To Patient Inquiries)

- ☀ 'Do I Have a Problem?' checklist
- ☀ First visit explanation
- ☀ Myth-busting posts
- ☀ Encouragement/recovery posts
- ☀ Family education
- ☀ Overdose prevention & harm reduction
- ☀ Treatment principles
- ☀ Local clinic introduction
- ☀ Referral information

Potential Social Media Post Examples



Sample Post: Do I Have a Problem?

- ☀ Signs it may be time to talk to a provider:
 - ☀ Tried to cut back but couldn't
 - ☀ Hiding substance use
 - ☀ Withdrawal symptoms
 - ☀ Problems at work or home
- ☀ Reassurance: Addiction is a treatable medical condition
- ☀ Why this social media approach works:
 - ☀ Mirrors Google search behavior
 - ☀ People often search: "Do I have an addiction?"

Sample Post: What Happens at First Visit?

- ☀ Elicit history and goals
- ☀ Review addiction history and medical background
- ☀ Assess safety
- ☀ Review treatment options
- ☀ Personalized care plan

STEPS TO GET HELP FOR ALCOHOL ADDICTION

INITIAL ASSESSMENT

1 Addiction specialists evaluate the severity of alcohol use disorder (AUD) through medical and psychological assessments to create a personalized treatment approach

DETOX

2 Medically supervised detox helps manage withdrawal symptoms, ensuring safe alcohol withdrawal. It typically lasts 3-7 days depending on dependence severity

TREATMENT PLAN DEVELOPMENT

3 A customized treatment plan is developed, incorporating therapy options, medication-assisted treatment, and aftercare strategies to support long-term recovery



<https://carolinacenterforrecovery.com/addiction-blog/alcohol/first-step-treatment/>

Sample Post: Myth Busting

- ☀ MYTH: Suboxone replaces one addiction with another
- ☀ FACT: Buprenorphine (Suboxone) stabilizes brain chemistry, reduces cravings, and lowers overdose risk
- ☀ Medication treatment is one of the most effective treatments in medicine.
- ☀ Why this social media approach works:
 - ☀ Corrects misinformation
 - ☀ Educational
 - ☀ Easy to understand
 - ☀ These can be easily saved posts

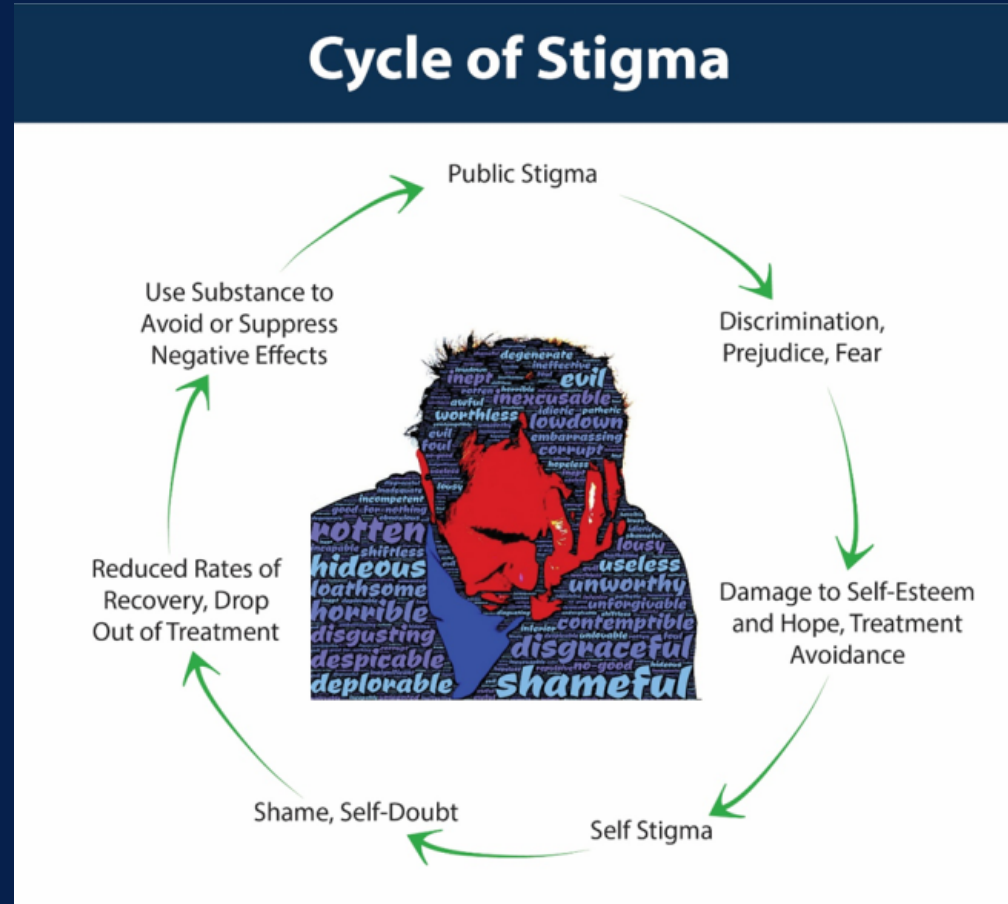
MYTHS	VS	FACTS
Trades one addiction for another Medication-assisted treatment (MAT) bridges the biological and behavioral components of addiction. Research indicates that a combination of medication and behavioral therapies can successfully treat substance use disorder.		
Only for short-term use Research shows patients on MAT for at least 1-2 years have the greatest rates of long-term success.		
Increases the risk of overdose in patients MAT helps to prevent overdoses from occurring.		
Providing MAT will only hinder recovery MAT has been shown to assist patients in recovery by improving quality of life, level of functioning, the ability to handle stress, and MAT helps reduce mortality while patients begin recovery.		

Sample Post:

What Addiction Really Looks Like

- ☀️ Example caption: “Addiction doesn’t always look like what people expect”
- ☀️ Many patients:
 - ☀️ Have careers
 - ☀️ Have families
 - ☀️ Look completely “normal”
- ☀️ Addiction can affect anyone.
- ☀️ Treatment works
- ☀️ Why this social media approach works:
 - ☀️ Breaks stereotypes
 - ☀️ Encourages people to seek help
 - ☀️ Highly relatable

Sample Post:
Links to Interesting/Clear/Reputable Sources

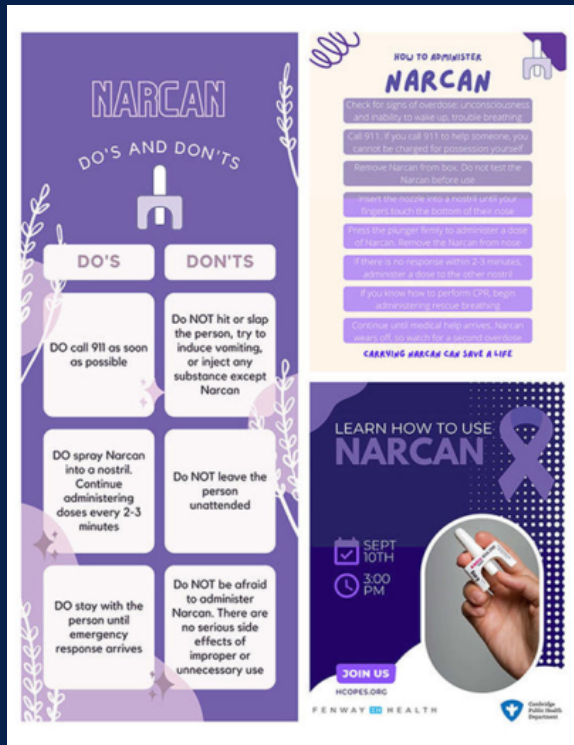


Sample Post: Overdose Prevention

- ☀ Naloxone can reverse opioid overdose
- ☀ Education and access save lives
- ☀ Anyone who uses opioids — or knows someone who does — should carry naloxone
- ☀ Overdose prevention saves lives
- ☀ Why this social media approach works:
 - ☀ Community service messaging
 - ☀ Highly shareable
 - ☀ Public health impact

Sample Post:

Overdose Prevention Graphics to Include



<https://gheli.harvard.edu/gallery/opioid-overdoses-and-narcan-us>; <https://magazine.medlineplus.gov/article/how-naloxone-reverses-opioid-overdoses-and-why-its-important-to-have-on-hand>;

<https://www.postermywall.com/index.php/art/template/07f5f82495e2ba50e1e7371586d58258/green-narcan-training-instagram-image-design-template>

Importance of Utilizing Video

- ✱ Short educational videos build trust
- ✱ Humanizes providers and clinical teams
- ✱ Improves engagement on most platforms
- ✱ Allows complex topics to be explained clearly

Video Script Example

“Hi, I'm Dr. [Name], an addiction medicine specialist. Addiction changes the brain systems involved in reward and decision making. That's why treatment often includes medications and therapy. Recovery is possible and help is available.”

Common Mistakes When Posting on Social Media

- ✱ Overly technical language
- ✱ Packing too much in: keep a focused message per post
- ✱ Inconsistent posting
- ✱ Ignoring patient questions/comments on your post
- ✱ Being overly promotional
- ✱ Violating patient privacy

Consider a Posting Schedule

- ☀️ Suggested frequency:
 - ☀️ *Ideally*, 2–3 posts per week but at least weekly
 - ☀️ Maybe at least 1 educational video per month
 - ☀️ Share community resources regularly
 - ☀️ Monitor comments and questions regularly (at least every other day)
- ☀️ Don't let your page become stale!
- ☀️ Frequency less important than consistency

Sample 30-Day Social Media Calendar

- ☀ Week 1: addiction basics, myths
- ☀ Week 2: what to expect at a first visit, naloxone, family guidance
- ☀ Week 3: brain science, stigma reduction, addiction as a chronic disease
- ☀ Week 4: when to seek help, MAT overview, recovery encouragement

Social Media Use: Key Takeaways

- ☀ Social media can:
 - ☀ Expand access to treatment
 - ☀ Educate communities
 - ☀ Reduce stigma
 - ☀ Help patients find care
- ☀ Secondly: promote you/your practice

Newspaper Example: You Could Comment on This



The New York Times

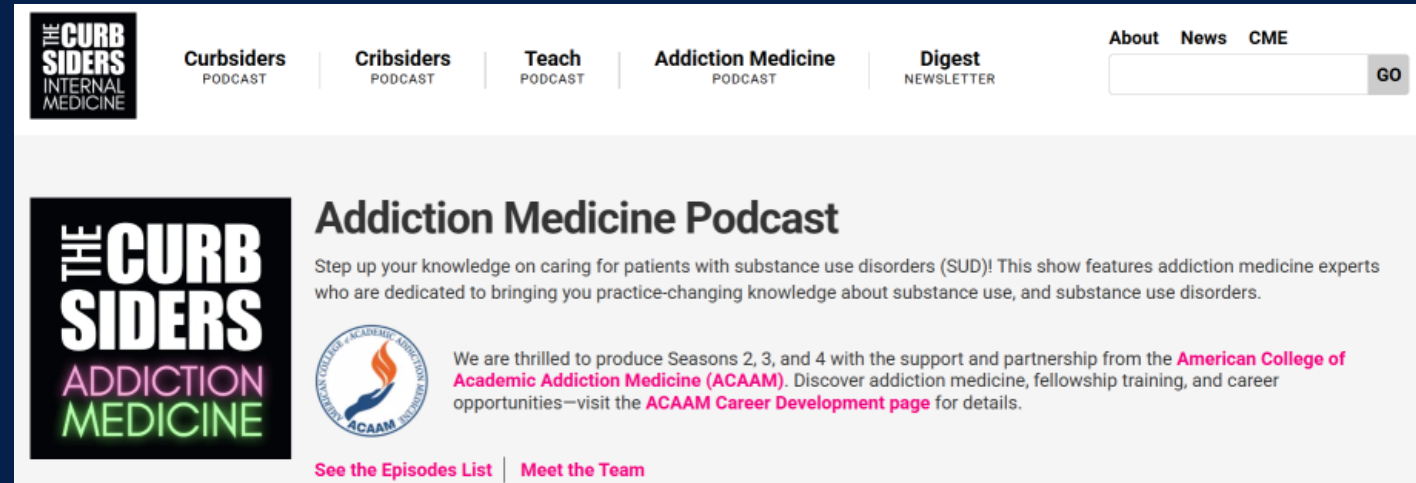
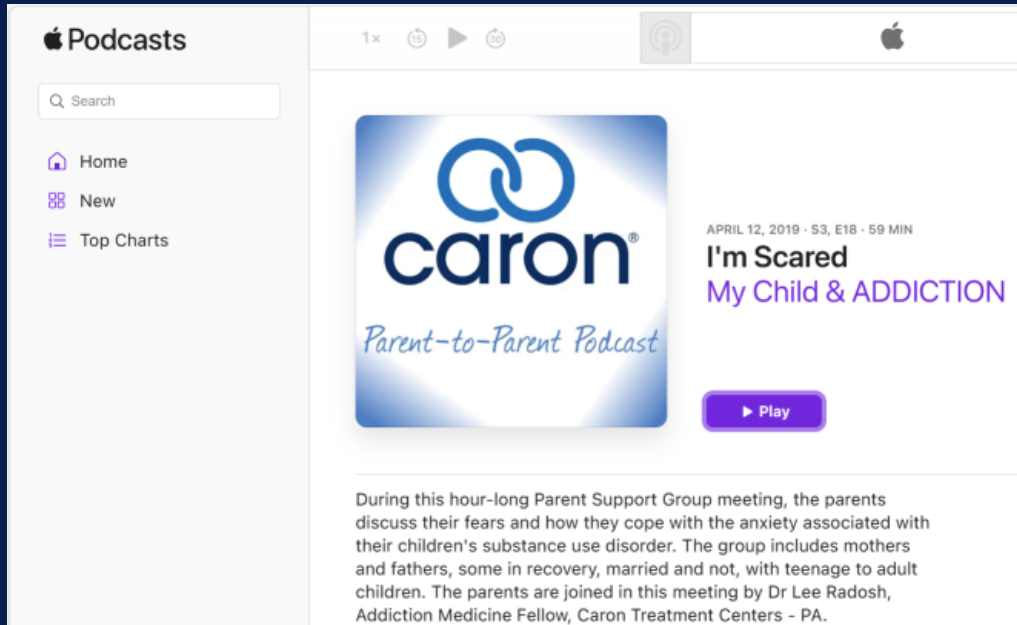
A Powerful New Drug Is Creating a 'Withdrawal Crisis' in Philadelphia

Medetomidine, a veterinary sedative, mixed into fentanyl has sent thousands to hospitals, not only for overdose but for life-threatening withdrawal. It is spreading to other cities.

Radio Example



Podcast Examples



<https://thecurbsiders.com/addiction>; <https://podcasts.apple.com/us/podcast/im-scared/id1233772510?i=1000434820462>;
<https://podcasts.apple.com/us/podcast/im-scared/id1233772510?i=1000434820462>

Individual Exercise: Finding Your Outlet

- ☀ Identify two potential, specific media outlets you could utilize to get out a story/message, AND how you will contact them (5 minutes)
- ☀ Ex: *“In Reading, PA there is a cable access station Berks Community Television, I could reach out to them to see if they do any medical shows . .”*

How To Know if Your Efforts Work: Metrics for Measuring Success

- ☀ Engagement (likes, comments, shares)
- ☀ Follower growth
- ☀ Website traffic
- ☀ Appointment requests
- ☀ Referral inquiries

Addressing Addiction in Pop Culture

- ✦ Addiction often in pop culture
- ✦ Movies, TV shows, celebrities' lives
- ✦ Perfect opportunity to engage an audience

Powerful Impact! Example (White Lotus)

- ☀️ “In the third series of the hit TV show *The White Lotus*, the entitled North Carolina housewife Victoria Ratliff *is often shown reaching for her lorazepam*. Now researchers say internet searches for the anti-anxiety drug surged after the show’s release.”
- ☀️ *In 12-week period after season release, searches related to lorazepam almost doubled*
- ☀️ “Dr. Olivia Maynard of the University of Bristol, who was not involved in the study, described the data as striking.
 - ☀️ “That this TV show is causing people to explore purchasing benzodiazepines online is particularly concerning because there is a huge amount of illicit production of benzodiazepines, and these drugs are often dosed incorrectly and/or inconsistently and sometimes contain different drugs entirely”

Yang, 2025

<https://www.theguardian.com/science/2025/nov/14/lorazepam-benzos-internet-searches-increased-white-lotus-data#:~:text=Parker%20Posey's%20character%20Victoria%20Ratliff,and%20how%20to%20access%20it.>

Selected Examples in Movies & Media

- ☀ *Dopesick* miniseries on Hulu

- ☀ [https://en.wikipedia.org/wiki/Dopesick_\(miniseries\)](https://en.wikipedia.org/wiki/Dopesick_(miniseries))

- ☀ John Oliver segments about the opioid crisis

- ☀ <https://www.youtube.com/watch?v=-qCKR6wy94U>

- ☀ <https://www.youtube.com/watch?v=uaCalhfETsM>

- ☀ *Hillbilly Elegy*

- ☀ <https://www.netflix.com/title/81071970>

- ☀ Fun fact: Owen Asztalos and Giant

- ☀ *28 days*

- ☀ [https://en.wikipedia.org/wiki/28_Days_\(film\)](https://en.wikipedia.org/wiki/28_Days_(film))

- ☀ *Ben is Back*

- ☀ https://en.wikipedia.org/wiki/Ben_Is_Back

Selected Examples in Documentaries

☀ *Heroin(e)*

☀ <https://www.imdb.com/title/tt7389366/>

☀ *Oxyana*

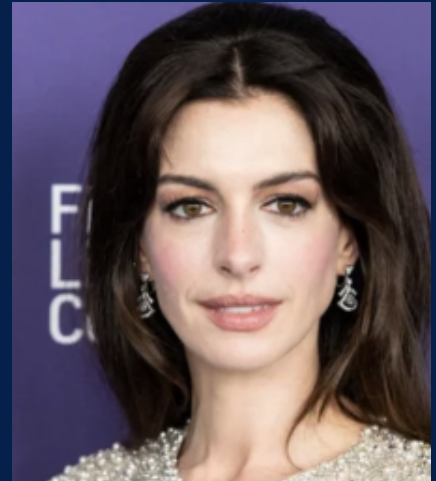
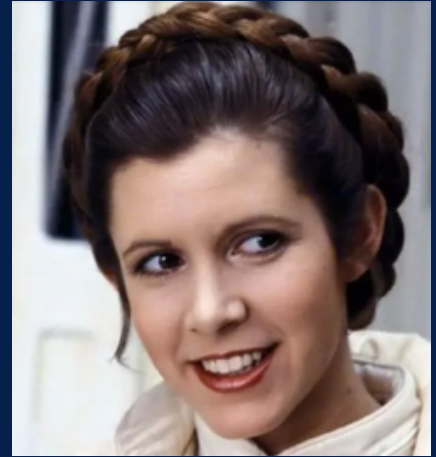
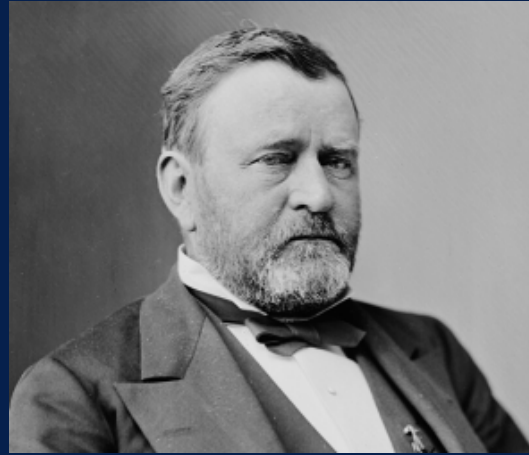
☀ <https://www.imdb.com/title/tt2473486/>

☀ *Understanding the Opioid Epidemic*

☀ <https://www.pbs.org/show/understanding-opioid-epidemic/>

☀ *Addiction*

☀ <https://www.pbs.org/wgbh/nova/video/addiction/>

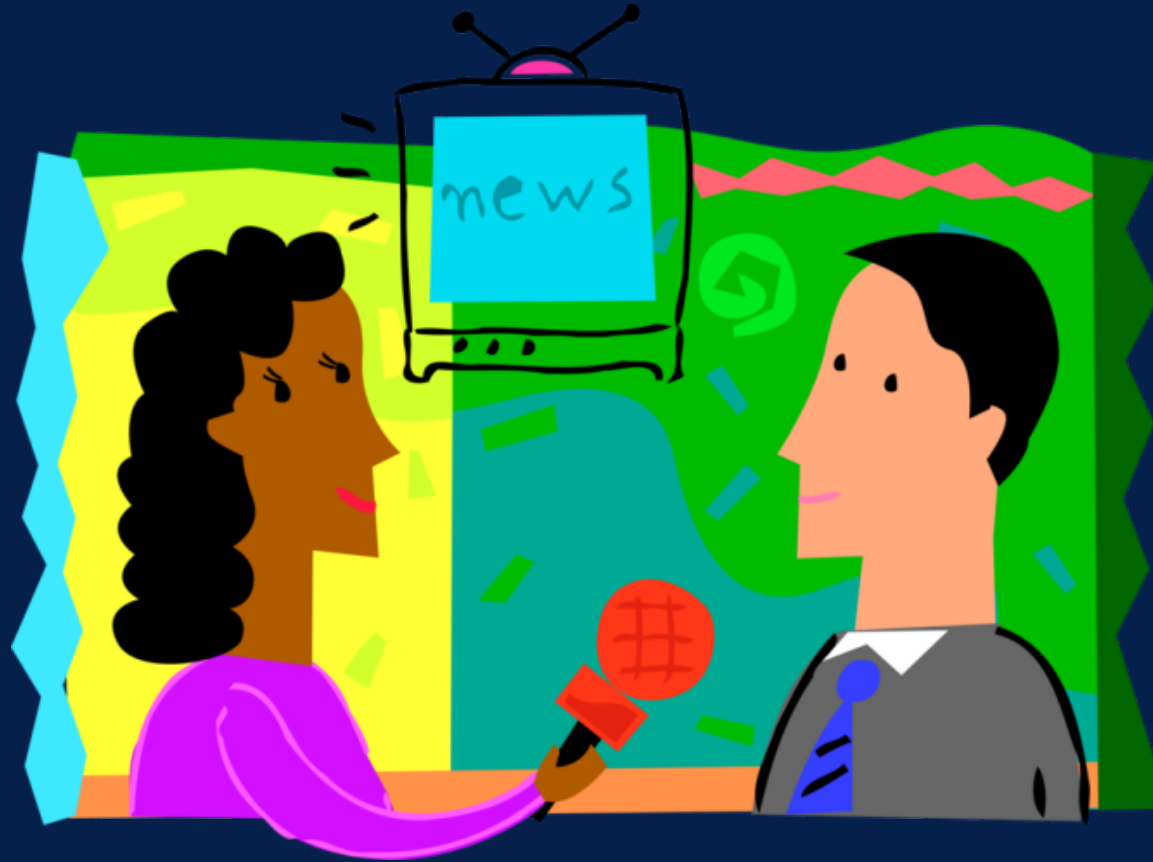


<https://www.cnn.com/2016/06/03/health/gallery/celebrities-who-died-from-opioids>; <https://www.northpointrecovery.com/blog/anthony-bourdains-fight-with-addiction-and-apparent-suicide/>; <https://historynet.com/ulysses-s-grants-lifelong-struggle-with-alcohol/>;
<https://www.cnn.com/2024/08/19/us/matthew-perry-celebrity-drug-deaths-charges>; <https://www.nickiswift.com/801353/tragic-details-about-anne-hathaway/>; <https://www.dailynews.com/2016/12/27/star-wars-actress-carrie-fisher-dies-at-60/>; https://en.wikipedia.org/wiki/Betty_Ford

“27 Club”

- ☀️ Amy Winehouse (2011): British singer-songwriter.
- ☀️ Kurt Cobain (1994): Nirvana frontman.
- ☀️ Jimi Hendrix (1970): Rock guitarist.
- ☀️ Janis Joplin (1970): Blues singer.
- ☀️ Jim Morrison (1971): The Doors lead singer.
- ☀️ Brian Jones (1969): Rolling Stones founding member.

Doing a TV Interview



TV Reporter Schedules

- ☀️ Hectic (like yours)
- ☀️ Deadlines
 - ☀️ Courtesy: respond promptly to requests
- ☀️ Your story may/may not air
 - ☀️ How are decisions made?

Before The Interview - Logistics

☀ Where?

- ☀ Hopefully, at your office
- ☀ Clean your desk!

☀ When?

- ☀ Hopefully, at your convenience

☀ But:

- ☀ Be flexible
- ☀ Be punctual



Before The Interview – Background Info

☀ Content

- ☀ What's the story about?
- ☀ Why are YOU being interviewed

☀ Audience

- ☀ Where/when will this air/be printed?
- ☀ For adults? Kids? Etc.
- ☀ Know the show format & content

It's YOUR Interview

- ☀️ Ensure the right message
- ☀️ Ask the reporter:
 - ☀️ *“What’s your understanding of what I said?” (or) “What do you plan to print/use?”*
- ☀️ Clarify/correct
- ☀️ Especially important if videographer – not the reporter – is there
 - ☀️ Call the reporter!

Interviews: *Think First*

- ☀ Speak second
- ☀ Collect your thoughts
- ☀ What are the main points?
 - ☀ Would you feel bad if something was not conveyed? Convey it!
- ☀ Is the reporter's agenda different than yours?
- ☀ They will not show your long pause!
 - ☀ Take your time

How To Talk

☀️ Think *soundbites*

- ☀️ Long diatribes are not included in newscasts
- ☀️ Repeat your messages

☀️ Full answers

- ☀️ Avoid simple, one-word answers
 - ☀️ They do not make good soundbites
- ☀️ Not “Yes”, but:
 - ☀️ “Yes – everyone with a use disorder should be offered evidence-based medications.”

☀️ Enunciate

- ☀️ Conversational, normal voice – but slowly
- ☀️ Watch sarcasm: it may not transfer well!
- ☀️ No “um’s” – relax and breathe

Think Audience

- ☀ Lay language

- ☀ “Medications to treat addictions”, not “MAT”
- ☀ “Suboxone”, not “Partial mu-agonist”

- ☀ 8th grade level

- ☀ Statistics – they help

- ☀ 1 in 3, not 33%
- ☀ Round: “About half”, not 49%
- ☀ Not too many numbers

How To Look

☀ Professional

- ☀ Consider white coat

☀ Colors

- ☀ Solids (grays, browns, blues)

☀ Avoid:

- ☀ Prints, patterns
- ☀ Herringbone
- ☀ White shirts
- ☀ Plaid
- ☀ Big jewelry
- ☀ Slogan buttons

☀ Well-groomed

- ☀ Represent yourself well
- ☀ Fix your hair
- ☀ Get broccoli out of teeth
- ☀ Straighten the tie
- ☀ Etc.

☀ Glasses

- ☀ Glare-proof

During the Interview

- ☀ Look at the reporter or host
 - ☀ Don't look into the camera (may portray dominance)
- ☀ Smile – helps you relax
 - ☀ Be mindful of content
- ☀ Avoid swivel chairs
- ☀ Use natural hand gestures
- ☀ Stay still and quiet until interview over

General Tips

- ☀ Journalists are not trained in statistics or medicine!
 - ☀ Assume nothing
- ☀ Take charge of the interview
 - ☀ Guide the interviewer
- ☀ Responses “short and sweet”
 - ☀ Think soundbites (20-40 seconds)

- ☀ Do not guess or lie
 - ☀ “I don’t know”
 - ☀ “Let me get back to you in 30 minutes”
- ☀ *Nothing* is off the record
- ☀ Prepare, if possible
- ☀ Plain English

Choose the Angle



- ☀️ You're called by a reporter
- ☀️ A large "pill mill" was just raided by the DEA and 3 physicians were arrested
- ☀️ They want a comment from you

But Where is the Story Heading?

Choose the Angle

- ☀️ This is a win, we need ethical providers
- ☀️ Opioids do have their role in pain management
- ☀️ For patients who have become dependent, there are treatments
- ☀️ Do not vilify patients who have attended that clinic
- ☀️ What to look for in a reputable provider
- ☀️ Naloxone should be widely available
- ☀️ Etc.

Paired Exercise: Practice Interviews

- ☀️ Pair up to conduct short mock interviews
- ☀️ We will circulate to provide individualized feedback on delivery, clarity, and credibility
- ☀️ (5 minutes each exercise, total 10 minutes)

Practice Interview 1

- ☀ Pairs

- ☀ One is reporter, one the provider

- ☀ Reporter asks:

- ☀ “A famous musician, Britney Spears, was just arrested for DUI. She has been in the news before for similar issues. Can you comment on this?”

- ☀ Reporter: be sure to critique the answers!

Practice Interview 2

- ☀ Same idea

- ☀ Reporter asks:

- ☀ “Medicaid said they plan to greatly limit access to long-acting injectable buprenorphine products. How will this impact patients?”

Supplemental Material



HIPAA and Ethical Considerations

☀ Never post/discuss:

- ☀ Identifiable patient information
- ☀ Patient photos without written consent
- ☀ Clinical details tied to individuals

☀ Always use general education and de-identified examples

- ☀ No: “I’m caring for a 27-year-old with opioid use disorder who has overdosed twice; once her 15 year-old son used naloxone to save her”
- ☀ Yes: “I have seen naloxone save lives; it should be widely available”

Controversial Topics?

☀ Examples

- ☀ Needle exchange programs
- ☀ Certain treatments (ex, contingency management)
- ☀ Off-label treatments
- ☀ Conflicts of interest (work for health system but promoting something else)

☀ Notify those who need to know!

- ☀ Department chairs
- ☀ Partners
- ☀ Hospital/health system PR department

☀ Clarify your role

- ☀ Individual physician/provider vs. representing organization vs. you as a citizen

Crisis Management: Overview

- ☀ What would you do:
 - ☀ A patient overdosed in your office and it made the news
 - ☀ An employee was forging opioid prescriptions
 - ☀ A “bad batch” of fentanyl caused 25 people to be admitted to the hospital
- ☀ Have a plan!



News/Press Releases: How You Can Notify The Media



News/Press Release - Overview

- ☀ What is a press release?
- ☀ Win-win:
 - ☀ You tell the story you want to tell
 - ☀ The media get a story without much work
- ☀ How sent
 - ☀ Email
 - ☀ Mail
 - ☀ When? 3-4 days ahead (if not breaking news)

FDA NEWS RELEASE

FDA Approves New Buprenorphine Treatment Option for Opioid Use Disorder

 [More Press Announcements](#)

For Immediate Release: May 23, 2023

[Español](#)

Today, the U.S. Food and Drug Administration approved Brixadi (buprenorphine) extended-release injection for subcutaneous use (under the skin) to treat moderate to severe opioid use disorder (OUD). Brixadi is available in two formulations, a weekly injection that can be used in patients who have started treatment with a single dose of a transmucosal buprenorphine product or who are already being treated with buprenorphine, and a monthly version for patients already being treated with

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NEWS RELEASE

GLP-1 medications get at the heart of addiction: study

Diabetes and obesity drugs show promise in treating and preventing all substance use disorders

by **Shawn Ballard** • March 4, 2026

NEWS RELEASE 7-APR-2025

Hospital addiction consultation service increases medication treatment for opioid use disorder

Trial shows special service initiates and sustains more treatment than usual are

Peer-Reviewed Publication
RAND CORPORATION



Specialized hospital services that aid people with opioid use disorder regardless of why they are admitted can boost the number of patients who begin treatment with FDA-approved medication for opioid use disorder and increase the likelihood they remain engaged in that care once discharged, according to a new study.

Reporting results from the first parallel assignment randomized clinical trial of a hospital-based addiction consultation service for people with opioid use disorder, researchers found that people who received treatment from a specialized addiction consultation service were about twice as likely to begin medication treatment for opioid use disorder as patients who received the normal course of care.

In addition, those who received care from the special program were significantly more likely to link to care for opioid use disorder once they were discharged.

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More on this News Release

Hospital addiction consultation service increases medication treatment for opioid use disorder
RAND CORPORATION

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TAGS
OPIOIDS DRUG ADDICTION

 **UC NEWS**

Topics Colleges Units Blog Media Contacts Search News

UC/UC Health Addiction Center to advance addiction research, treatment and education

 By **Tim Tedeschi** Email **Tim** 513-556-5694

3 minute read February 23, 2026  

The University of Cincinnati (UC) and UC Health have launched the [UC/UC Health Addiction Center](#) (UCAC), a multidisciplinary initiative designed to unite research with clinical and educational expertise to improve addiction prevention and treatment outcomes in the Greater Cincinnati community and beyond.

<https://medicine.washu.edu/news/glp-1-medications-get-at-the-heart-of-addiction-study>

<https://www.uc.edu/news/articles/2025/11/new-uc-uc-health-addiction-center-to-advance-addiction-research-treatment-and-education.html>; <https://www.eurekalert.org/news-releases/1079265>



How To Write a Press Release - 1

- ☀ Get help
 - ☀ Hospital PR department
- ☀ Many templates available online
- ☀ Identify most important thing about the story
- ☀ Lead
 - ☀ Use the most interesting angle in the first sentence
- ☀ Who, what, where, when, and how
- ☀ Different leads for different media
- ☀ Timing - important for the various media

How To Write a Press Release - 2

☀ Quotations

- ☀ Use direct quotes from employees, patients, residents, etc.

☀ Length – one page

- ☀ Keep it brief

☀ Form and Style

- ☀ Write clearly
- ☀ Write like a journalist
- ☀ AP Stylebook
- ☀ Correct spelling and grammar

☀ Ask: *WHO CARES?*

Press Release - Pointers

☀ Common rejection reasons:

- ☀ Not newsworthy
- ☀ Poor writing
- ☀ Not complete
- ☀ Inaccurate
- ☀ Poor timing

☀ Remember news values:

- ☀ Conflict
- ☀ Progress and disaster
- ☀ Prominence
- ☀ Timeliness
- ☀ Novelty
- ☀ Human interest
- ☀ Sex
- ☀ Miscellaneous
 - ☀ Ex: animals, babies

Comments? Discussion? Q &A?



Homework

1. List three things about you and/or your program/practice you would like others (administration, the public) to know
2. List two upcoming events/office changes (offerings/personnel) you would like others to know
3. List two addiction-related topics in the news recently, where you could utilize them to craft a message in the media
4. List two contacts you will make (ex: health reporter of local paper, PR at your hospital, etc.)

Final Takeaways/Summary

- ☀️ Addiction medicine providers can utilize the media
 - ☀️ Help patients
 - ☀️ Help you/your practice
- ☀️ Use “traditional” and social media
- ☀️ Be proactive
- ☀️ Follow best practices and practical tips to optimize your message

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