

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.



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



Grilli, 2002

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



Larsson, 2019; Olson, 2005; Larsson, 2003

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



Stamm, 2003

Understanding News Values and Identifying Stories


<https://ethicsadviceforjournalists.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



Hartley, 2022; Heywood, 2024; Kruegel, 2017

Why Kratom?

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



Hartley, 2022; Heywood, 2024; Kruegel, 2017

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?

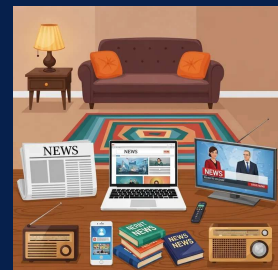


- ◆ TV: assignment desk
- ◆ Radio: show producers
- ◆ Newspaper: beat editor/writer/assignment desk



<https://pxhere.com/en/photo/1439801>

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



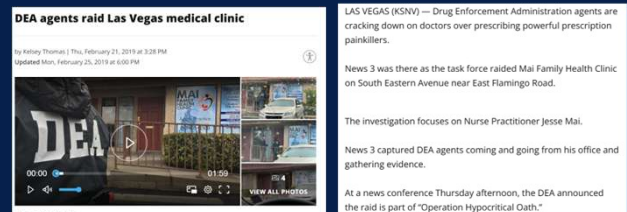
Story <https://historyofjournalism.onmason.com/2016/04/04/news-values-eleven-judgements-before-publishing/>

TV Interview Example



<https://www.wmur.com/article/cornel-stancu-kratom-addiction-risks-closeup/69524327>

TV Story Example: You Could Comment on This



<https://news3lv.com/news/local/dea-agents-raid-las-vegas-medical-clinic>

Promoting Addiction Medicine Through Social Media

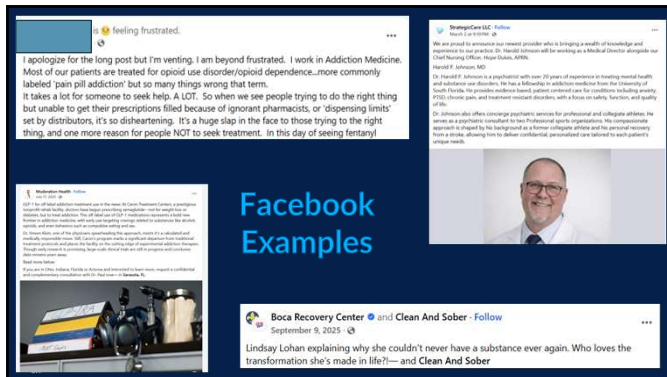


<https://www.truescope.com/solutions/comprehensive-data>

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





Facebook Examples

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



<https://thebluediamondgallery.com/hand-held-card/e/examples.html>

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



<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	FACTS
Suboxone replaces one addiction with 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.	Buprenorphine (Suboxone) stabilizes brain chemistry, reduces cravings, and lowers overdose risk Research shows patients on MAT for at least 12 weeks have the greatest rates of long-term recovery.

<https://sharefactssavelives.org/mat/>

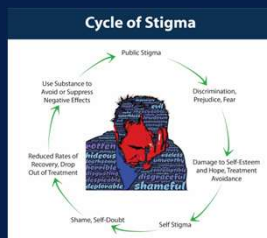


Sample Post: What Addiction Really Looks Like

- ◆ 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



<https://extension.usu.edu/heart/research/reducing-stigma-towards-opioid-use-disorder-treatment>



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://ghell.harvard.edu/gallery/opioid-overdoses-and-narcan-us>; <https://magazine.mediclineplus.gov/article/how-naloxone-reverses-opioid-overdoses-and-why-its-important-to-have-on-hand>;
<https://www.postermywall.com/index.php/art/template/0715f82495e2ba50e1e7371586d58258/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.

NY Times, 12/19/2025



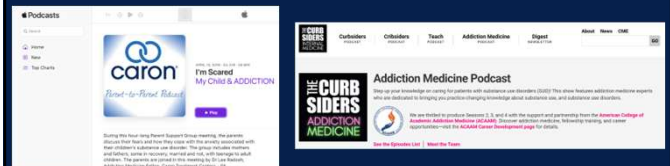
Radio Example



<https://www.830weuu.com/show/health-talk/#>



Podcast Examples



<https://thecurbsiders.com/addiction>; <https://podcasts.apple.com/us/podcast/im-scared/id1233772510?i=10004348204452>; <https://podcasts.apple.com/us/podcast/im-scared/id1233772510?i=1000434820462>



News/Press Releases: How You Can Notify The Media



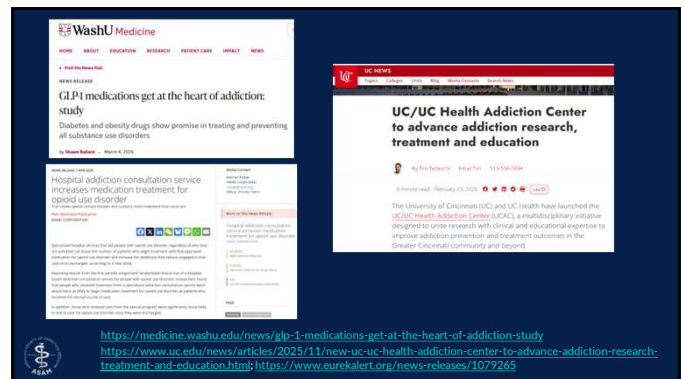
https://openclipart.org/detail/340910/newscaster#google_vignette



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)





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

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

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

Individual Exercise: Finding Your Story

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



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%20Posev'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/>



"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.



https://en.wikipedia.org/wiki/27_Club

Doing a TV Interview



https://www.wannapik.com/vectors/79374?search%5Bgroup_id%5D=13020

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



<https://freessvg.org/messy-desk>

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

- | | |
|---|---|
| <ul style="list-style-type: none"> ◆ Professional <ul style="list-style-type: none"> ◆ Consider white coat ◆ Colors <ul style="list-style-type: none"> ◆ Solids (grays, browns, blues) ◆ Avoid: <ul style="list-style-type: none"> ◆ Prints, patterns ◆ Herringbone ◆ White shirts ◆ Plaid ◆ Big jewelry ◆ Slogan buttons | <ul style="list-style-type: none"> ◆ Well-groomed <ul style="list-style-type: none"> ◆ Represent yourself well ◆ Fix your hair ◆ Get broccoli out of teeth ◆ Straighten the tie ◆ Etc. ◆ Glasses <ul style="list-style-type: none"> ◆ 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

- | | |
|--|--|
| <ul style="list-style-type: none"> ◆ Journalists are not trained in statistics or medicine! <ul style="list-style-type: none"> ◆ Assume nothing ◆ Take charge of the interview <ul style="list-style-type: none"> ◆ Guide the interviewer ◆ Responses "short and sweet" <ul style="list-style-type: none"> ◆ Think soundbites (20-40 seconds) | <ul style="list-style-type: none"> ◆ Do not guess or lie <ul style="list-style-type: none"> ◆ "I don't know" ◆ "Let me get back to you in 30 minutes" ◆ <i>Nothing</i> 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



<https://www.publicdomainpictures.net/en/view-image.php?image=485159&picture=press-conference-live>

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.



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



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 Exercise 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!



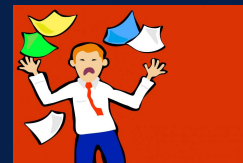
Practice Exercise 2

- ◆ Same idea
- ◆ Reporter asks:
 - ◆ "Medicaid said they plan to greatly limit access to long-acting injectable buprenorphine products. How will this impact patients?"



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!



<https://www.publicdomainpictures.net/en/view-image.php?image=127623&picture=business-stress>

Comments? Discussion? Q &A?



<https://freessvg.org/diverse-group>

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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