Responding to Opioid Addiction in Your Community:
Conducting a Town Hall Meeting

March 13, 2017
The Diamond Center at Suburban Collection Showplace
Novi, Michigan

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Opioid Addiction
Town Hall
Meeting Seminar

Getting the Word Out

John Nevin
Communications Director
State Court Administrative Office
Working with the media

• Media Advisory
  – Who
  – What
  – When
  – Where
  – Why

FOR IMMEDIATE RELEASE
February 20, 2017

Justice McCormack to Help Celebrate New Graduates of Livingston County Veterans Treatment Court

Who: Hon. Bridget M. McCormack, Justice, Michigan Supreme Court
     Hon. Carol Sue Reader, Presiding Judge, Livingston County Veterans Treatment Court

What: The Livingston County Veterans Treatment Court will hold its graduation ceremony for its four newest graduates.

When: Wednesday, February 22, 2017, 9:00 AM

Where: 53rd District Court
        204 S. Highlander Way, Court Room 1
        Howell, MI 48843

Why: The Livingston County Veterans Treatment Court began accepting participants in December 2014, and has graduated four participants since its implementation. The court works toward sobriety, recovery, and stability through a coordinated response that involves collaboration with the Department of Veterans Affairs, volunteer veteran mentors, and other organizations.

Problem-solving courts are non-traditional courts that focus on nonviolent offenders whose underlying medical and social problems have contributed to recurring contacts with the criminal justice system. According to the Michigan Supreme Court 2015 report, “Solving Problems, Saving Lives,” unemployment for graduates of veterans treatment courts in Michigan has been cut by more than half. In addition, Michigan is a national leader with 25 veterans treatment courts.

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MSC
Press Release

• Must have a catchy lead sentence
• Quote(s) from key participant(s)
• Relevant facts and statistics
• Why does it matter to real people?
Publicity Tools

• Guest Editorial
  – 500 to 700 words
• Letters to the Editor
  – Draft samples to share with supporters
• Talk Radio
  – Schedule key speakers on local shows
• Posters
  – Libraries, groceries, community centers, etc.
• School Newsletters\Church bulletins
• Community calendars (TV stations, newspapers)
Social Media

• Use a dashboard like Buffer
• Create an event on Facebook
• Create a hashtag for Twitter
  – i.e. #not1more
  – Make sure to use it and have your followers use it!
• Don’t wait, start early
  – Have regular updates scheduled and ready to go
  – Post short videos from your speakers
• Engage your speakers in sharing
• Be bold in asking friends to share
Challenges

• Stay away from politics/parties
  – Don’t let politicians hijack your town hall.
• Focus on families, not funding
• Never turn down offers of help
• Have a call to action
• ????