

MEDIA QUESTIONNAIRE

The following is a list of questions on media coverage of the underage drinking issue in the community. The more information that can be gathered, the more effective the strategic plan. However, if the answer to the question is unknown or difficult to obtain, indicate that fact and move on to other questions. Distribute this checklist to members of the coalition who work in the media or key members of the community and request their assistance.

1. Has there been an alcohol-related incident involving underage youth in the past year?
2. If yes, did this incident receive widespread coverage in the media?
3. Estimate how many stories have been in the media in the past year that concerned underage drinking?
4. Does the coalition have a media plan with a complete, updated media list?
5. Has the coalition ever conducted a media event? If so, was it successful? If it was not successful, what were the lessons learned?
6. How does the coalition view the media? Is it important or not important?
7. Does the coalition include members of the media? If yes, what is their role?
8. Briefly describe what the coalition believes the media would be interested in with respect to the activities of the coalition?
9. Is the coalition involved in any national media efforts such as the National Youth Anti-Drug Campaign, Partnership for a Drug Free America, Marin Tobacco Initiative? If yes, please give the names.