

Sample Status Report¹

The following status report was written to describe the progress of a media campaign focused on reducing the amount of teen-age alcohol use in Montgomery County, Maryland.

Driving Away Alcohol Use: February Status Report

Driving Away Underage Alcohol Use was conceptualized as a media campaign effort to reduce the use of alcohol by youth under age 21 through community-wide education. The goal is to develop a community consensus that alcohol use by minors is unhealthy, illegal, and unacceptable. The Driving Away Underage Alcohol Use staff has worked to educate the community using mass media coverage. The following report summarizes media activities for February.

Televised Press Events during February

The planned press event in Annapolis on February 1, 1994, highlighted the keg registration legislation issue. The event, which featured a keg in a casket, drew about 30 media representatives. The press event resulted in two local network channels airing one-minute segments of the event during the 4, 6, and 11 p.m. newscasts on February 1, and the 5 and 9 a.m. newscasts on February 2. During all broadcasts of the segments, viewers were provided with a telephone number for the Driving Away Underage Alcohol Use campaign to obtain more information on keg registration legislation and underage drinking in general.

A local drunk driving tragedy involving underage drinkers on their way home from a football game provided the Driving Away Underage Alcohol Use campaign with an unscheduled media opportunity. Channel 4 news used the media packet provided to them in January to contact campaign spokesperson, Diane Smith, for her comments on the accident. The campaign was mentioned by name during the newscast, and viewers were provided with information on how to obtain a community action packet.

¹ The information in this sample status report is fictitious. The information in it should not be viewed as factual or cited in other documents.

Future Press Events

The next planned press event for the campaign is a press conference on April 17. The press conference will be held in the Smith Point Cemetery to provide visual emphasis of the life-threatening danger of underage drinking. Press invitations will be sent to local network television and print media, as well as to local high school newspapers and audiovisual clubs. The President of the Board of License Commissioners and the Montgomery County Sheriff will also take part in the media event. Campaign spokesperson Diane Smith will inform the press about campaign events planned for the prom season. The Montgomery County Sheriff will announce the formation of the Alcohol Enforcement Task Force, created by police and the Board of License Commissioners, to remind teens to have fun but to still obey the law. This portion of press conference will outline involvement of area hotels, motels, and limousine companies who are committed to keeping County youth alcohol-free. A written press release will coincide with the television event.

January Print Media Coverage

January media tracking results showed a slight dip in underage drinking coverage compared to December. This fall in coverage was anticipated during the post-holiday season. During January, seven related news articles appeared in *The Washington Post*, county *Gazette* newspapers, *Almanacs*, and the *Montgomery Journal*. The news articles fell into two of the ten categories tracked by the campaign. The majority of stories were related the discovery of a fake ID operation at a local university.

Table 1. Number of news articles about underage drinking in local newspapers during January.

<u>Category</u>	<u>Number of articles</u>
General teen and alcohol	0
Drinking and driving	1
Legislation about underage drinking	1
Prom parties	0
Drawing the Line specific	0
Businesses that sell alcohol to minors	0

Alternative activities	0
Fake IDs	5
Teen alcohol and other crimes	0
College students and alcohol	0
TOTAL for January	7

Dissemination of Materials

During the month of January, the Driving Away Underage Drinking Campaign distributed 96 campaign packets. Many packets were distributed at the February press event in Annapolis to reporters from local high school (18) and university (19) newspapers. The campaign also received requests for campaign packets from several Parent-Teacher-Student Associations (21), student council leaders (16), and youth groups affiliated with local churches (11).

To boost the dissemination of campaign materials in Montgomery County high schools, the Materials Committee is organizing a mail campaign as a followup to the February press conference. Copies of articles about the Driving Away Underage Alcohol Use campaign resulting from the press conference will be sent to Montgomery County school officials along with information on materials available through the campaign. A week after the letters are sent, committee members will personally call the schools officials to confirm that the officials received the articles and to ask if they want additional information.