

Media

Mission: The goals of the Media Committee are the following: to increase the awareness of the public to substance use research and treatment; to promote the activities of the College to the scientific community; and to honor members of the media who have helped contribute to these goals. A Media Award is given yearly for the latter purpose. In addition, the Media Committee submits an abstract for a Media Forum to the annual meeting. If selected, this mini-symposium provides attending Press Corps and CPDD participants with 5-minute summaries of "What's Hot" at the annual CPDD meeting, while helping scientists learn to work with the media and use the verbal and visual story-telling to effectively communicate their research to the public.

Committee Operations:

Media Award

- The CPDD/NIDA Media award is given to an individual who or to an organization that has made major contributions through the media that have enhanced the public understanding of scientific issues concerning drug use disorders. The awardee will receive a cash prize of \$1500, an inscribed plaque, two nights lodging, a waiver of registration fee, and travel expenses to attend the annual meeting where the award will be given.
- Nominations are solicited through members of the College, including its Media Committee. Nominations must be received by ~December 15 each year (please contact the Media Committee Chair for exact deadline).
- To nominate an individual or organization, a packet containing a letter outlining major accomplishments, along with a curriculum vitae, should be sent to the CHAIR OF THE MEDIA COMMITTEE. Each nomination letter must include a statement from the nominee certifying that, if selected for the award, she/he will attend the Plenary Session of the annual CPDD meeting, which usually takes place on the Sunday morning of the meeting.
- The Media Committee votes on nominees, with a majority required. If there is a tie, the Chair breaks this tie.
- The winner chosen by the Media Committee must also be approved by the President and the Executive Committee.
- After approval, the winner is notified by a letter from the Chair of the Media Committee.
- Those who were nominated but did not win are notified and thanked by the Chair of the Media Committee.

Media Forum

- The Media Forum abstract is submitted by the Chair of the Media Committee to the Program Committee of the annual CPDD meeting.
- If selected as a mini-symposium, the Media Committee will then receive a list from the Program Committee of CPDD abstracts selected for oral presentation at the annual CPDD meeting. The Program Committee will highlight what it finds to be topics that are particularly timely and with broad public appeal.
- The Media Committee will then select 8-12 CPDD abstracts/presenters across several "hot" areas of research. They will be selected on the basis of broad public interest.
- The investigators and the Media Committee will then collaborate to prepare brief lay summaries in advance (by the selected presenters). Each selected presenter will be given 5

minutes to develop “talking points” with slides, with press questions given priority. When the formal event is officially ended, the press and audience will be given an opportunity to probe the research, and arrange individual interviews, as requested.