

<p>Lancaster County Drug &amp; Alcohol Commission PREVENTION Procedures</p>	<p>P # 6 Policy: <b>Media Release Protocols</b></p>
<p>Most Current Revision: <i>07102023</i> Effective Date: 0701202</p> <p style="text-align: right;">Page: 1 of 2</p>	

- I. Purpose
 

To establish essential protocols for the release of any MEDIA related items
  
- II. Procedure
  - a. **ALL media items funded in part or in whole with LCDAC funds MUST be PRE-APPROVED prior to dispersing**
  - b. All media items must be Submitted to LCDAC with a completed *DDAP media approval request form* located on the DDAP website  
<https://www.ddap.pa.gov/Documents/Agency%20Forms/SCA%20Media%20Approval%20Request%20Form.pdf> ).
    - i. **Media items include** and are not limited to the following: brochures; flyers; posters; billboards; shopping cart ads; bus ads; newspaper/radio/TV ads; etc.
    - ii. Submission of the completed *DDAP media approval request form* to LCDAC MUST occur a minimum of **6-weeks** BEFORE the date of the media items is to be disseminated
    - iii. Upon review and approval by LCDAC, LCDAC will then submit the required documents/materials to the DDAP Program Analyst.
    - iv. Approval from the DDAP Program Analyst MUST be secured BEFORE LCDAC can approve dissemination of the documents/materials
    - v. LCDAC will apprise the Prevention Program Service Provider of the outcome of the DDAP review
    - vi. LCDAC will work with the Prevention Program Service Provider, as appropriate, to bring the materials to an approved status for dissemination
  - c. **All media directing the audience to a hotline** for treatment and recovery services MUST be submitted to LCDAC for review prior to posting.
    - i. The media materials with this information may require the inclusion of DDAP’s Get Help Now number, 1-800-662-HELP AND not a local phone number.
    - ii. LCDAC must review and approve any media about a hotline for treatment and recovery services.
    - iii. As needed, LCDAC may request an exception by DDAP to this requirement.
    - iv. If an exception is warranted, LCDAC will request the Prevention Program Service Provider to complete and submit to LCDAC the DDAP media approval request form.
    - v. LCDAC will work with the Prevention Program Service Provider, as appropriate, to bring the media to an approved status

- d. DDAP-funded media posted on TikTok cannot contain live links to any DDAP or other Commonwealth websites or systems” was added regarding media.
- e. **All advertisements paid for with LCDAC funds** MUST be reviewed and approved by LCDAC staff prior to their airing and/or placement in the community
  - i. Depending on the LCDAC funding source\*, paid advertisements may require that the following statement be included: **“Paid for with Pennsylvania taxpayer dollars.”** (\* exception is media funded through the Compulsive and Problem Gambling Treatment Funds or if the advertisement is broadcast or published **free of charge**, it does **not** need to include the statement.)
  - ii. As deemed required, print ads must visibly display the statement **“Paid for with Pennsylvania taxpayer dollars”** words and broadcast advertisements must clearly have the statement **“Paid for with Pennsylvania taxpayer dollars”** read aloud during the ad.
  - iii. LCDAC will work with the Prevention Program Service Provider, as appropriate, to bring the materials into alignment with this requirement
  - iv. **Paid advertisements do not include** media in formats such as brochures, newsletters, flyers, posters, magnets, stickers, etc. where funds may be spent on printing/creation of the material/item, but not to disseminate, broadcast, publish or post the media.
- f. **Acknowledgement of LCDAC funding**
  - i. In addition to requirements set forth by DDAP related to media approval, LCDAC may require the Contracted Prevention Service Provider to acknowledge funding support on appropriate materials/activities/etc.
  - ii. Acknowledgement of LCDAC funding will read as follows: *“Funding support for this project is provided in part by the Lancaster County Drug & Alcohol Commission.”*

Approved By:



Rick Kastner LCDAC Executive Director

07102023

Date