(SAMPLE) PFS & BG Media Notification Form

Complete this form to notify Youth Connections & Chemical Dependency Bureau of your intention to use television, radio, and/or print advertising and/or public service announcements to educate the public. Prior to requesting proposals from media firms or beginning to work in-house on the details of a media campaign complete this form and send to RTAL who then will send to Chemical Dependency Bureau. Allow a two week processing timeframe for approval of all media. All media must be approved prior to release to the public.*

INFORMATION	N:
Name of Organization: Youth Connection	County: <u>Lewis & Clark</u>
Prevention Specialist: Brandee Tyree	Phone: <u>406.529.8260</u>
Target audience for Media: Parents with students in gr	rade 9-12 in the entire Co.
Purpose for Media: Increase social emotional learning grades 9-12	skills among parents with students in
Proposed run dates for media: April 15 - June 15, 201	9
Message options being considered and why these hav paper if needed:) Will be using ParentingMT.org mater the radio	•
Estimated budget for campaign: \$500.00	
Funding source for campaign: ☐ PFS grant X Block	Grant Other (specify):
This media will involve the use of: (Check all that app	ply)
☐ Television X Radio ☐ Print media ☐ Billbox	ards
☐ Social Media (circle all that apply): FB Instagram S	Snapchat Twitter
☐ Other (specify):	
Print Media (circle all that apply): Black and White	Color

	DATA:	
Source of statistical information:	_https://parentingmontana.org/_	
(wahaita daawaant maga mumban)		

Insert Snapshot of Actual Data:

(website, document, page number)

ar have:								- 1			-									- 7	1	
used marijuana, crack, cocaine, or other drugs?	0 adults	71.5	347	52.4	284	53.2	232	59.0	863	63.9	145	53.7	22	35.7	5	61.0	172	70.5	79		70.5	8
	1 adult	12.0	58	18.3	99	14.9	65	15.2	222	14.5	33	19.5	8	14.3	2	15.2	43	9.8	11		9.8	
	2 adults	6.8	33	8.9	48	11.5	50	9.0	131	7.9	18	4.9	2	7.1	1	7.4	21	8.9	10		9.0	
	3-4 adults	3.7	18	10.3	56	9.6	42	7.9	116	5.7	13	14.6	6	14.3	2	7.4	21	5.4	6		5.7	
	5+ adults	6.0	29	10.1	55	10.8	47	9.0	131	7.9	18	7.3	3	28.6	4	8.9	25	5.4	6		4.9	
sold or dealt drugs?	0 adults	84.4	411	76.3	415	76.0	332	78.9	1,158	83.3	189	78.0	32	50.0	7	80.9	228	85.8	97		85.4	10
	1 adult	8.0	39	9.7	53	9.6	42	9.1	134	5.7	13	9.8	4	21.4	3	7.1	20	5.3	6		5.7	
	2 adults	3.7	18	6.1	33	6.6	29	5.4	80	4.8	11	4.9	2	21.4	3	5.7	16	4.4	5		4.9	
	3-4 adults	2.5	12	4.8	26	3.7	16	3.7	54	0.9	2	7.3	3	7.1	1	2.1	6	2.7	3		2.4	
	5+ adults	1.4	7	3.1	17	4.1	18	2.9	42	5.3	12	0.0	0	0.0	0	4.3	12	1.8	2		1.6	
done other things that could get them in trouble with the police, like stealing, selling stolen goods, mugging or assaulting others, etc?	0 adults	80.1	387	73.2	398	74.8	326	75.9	1,111	70.5	160	85.4	35	50.0	7	71.6	202	79.6	90		78.9	9
	1 adult	9.3	45	11.2	61	8.7	38	9.8	144	12.8	29	2.4	1	7.1	1	11.0	31	10.6	12		11.4	1
	2 adults	5.4	26	7.4	40	6.4	28	6.4	94	5.3	12	2.4	1	28.6	4	6.0	17	3.5	4		3.3	
	3-4 adults	2.1	10	4.2	23	4.8	21	3.7	54	6.2	14	7.3	3	7.1	1	6.4	18	3.5	4		4.1	
	5+ adults	3.1	15	4.0	22	5.3	23	4.1	60	5.3	12	2.4	1	7.1	1	5.0	14	2.7	3		2.4	3
gotten drunk or high?	0 adults	42.4	205	26.6	145	26.8	117	31.9	467	40.1	91	31.7	13	21.4	3	37.9	107	48.7	55		48.8	6
	1 adult	21.7	105	20.4	111	9.4	41	17.5	257	18.1	41	12.2	5	0.0	0	16.3	46	20.4	23		19.5	2
	2 adults	12.6	61	13.6	74	16.5	72	14.1	207	15.9	36	14.6	6	28.6	4	16.3	46	9.7	11		8.9	1
	3-4 adults	8.1	39	12.1	66	12.8	56	11.0	161	9.7	22	12.2	5	0.0	0	9.6	27	8.0	9		7.3	
	5+ adults	15.3	74	27.3	149	34.4	150	25.5	373	16.3	37	29.3	12	50.0	7	19.9	56	13.3	15		15.4	1

Lewis & Clark County crosstab by scale

NOTE: Attach all Media with this completed form and email to RTAL

Radio ad attached in the email

Date form was completed: BJT 3.10.19	
Date Youth Connections forwarded to CDB:	
Date forwarded to DPHHS Public Information Officer:	
Date Approved by DPHHS Public Information Officer:	

*Violations of these guidelines may result in denial of federal funding.