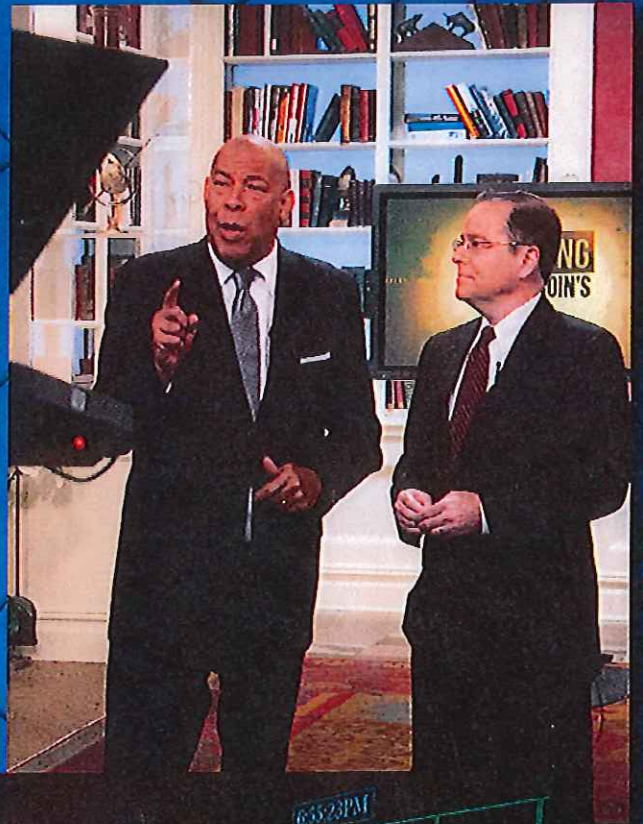


BREAKING HEROIN'S GRIP ROAD TO RECOVERY

**Final Report
Program Promotion,
Distribution & Impact**



**PREPARED BY: MPT Communications
Department
REPORT DATE: March 7, 2017**



A WORD OF APPRECIATION

Maryland Public Television expresses its thanks to the State of Maryland for initial cornerstone funding that made this documentary possible and to the Maryland Department of Health and Mental Hygiene and its Behavioral Health Administration for a superb collaboration.

MPT is indebted to the Maryland-Delaware-DC Press Association (MDDC) and its executive director, Rebecca Snyder, and its Editorial Committee chair, Jake Womer, editor of the Hagerstown Daily Mail. We're grateful for MDDC's endorsement of the effort and its active participation in coverage of the opioid abuse crisis.

Likewise, MPT offers its sincere appreciation to the Maryland-DC-Delaware Broadcasters Association and its member stations for their support.

MPT IS GRATEFUL TO ITS PRODUCTION FUNDER...

Chesapeake Employers Insurance Company

... AND FOR CORPORATE SPONSORSHIP PROVIDED BY

Mosaic Community Services

Tranquility Woods Premier Treatment Center

Pathways

Children's National Health System

EXECUTIVE SUMMARY

On February 11, 2017, Maryland Public Television aired ***Breaking Heroin's Grip: Road to Recovery*** to address Maryland's opioid addiction crisis.

MPT secured funding to make the documentary, enlisted the Department of Health and Mental Hygiene as a partner, made the production, arranged for additional carriage on commercial TV and radio, heavily promoted tune-in, and drove viewers to the state's 24-hour crisis hotline for professional help

The top-line results of the multi-month effort were:

- the documentary aired on 36 separate radio/TV stations, achieving gross impressions (adults 18+) exceeding (5 million
- more than 10,000 persons visited the special website created to support the TV program
- more than 50 unique items of media coverage (print clippings, radio and TV interviews, etc.) helped ensure tune-in for the documentary
- calls to Maryland's Crisis Hotline call centers surpassed 200 on the February 11-12 weekend alone, a dramatic increase over normal call volume
- a Department of Health and Mental Hygiene one-day Twitter "storm" resulted in 535,960 impressions

You can view ***Breaking Heroin's Grip: Road to Recovery*** online at breakingheroin.com.

ABOUT ADDICTION & RECOVERY WEEK

Beginning February 6, 2017, MPT telecast nightly programs focused on substance and gambling addictions, including stories of hope and recovery.

The February 7 (8 p.m.) documentary *Understanding Joy* explored the addictive nature of pathological gambling and the need for clinical intervention to control the behavior. At 8:30 p.m. the same evening, the documentary *Life After Meth* examined the treatable disease of methamphetamine addiction.

A February 8 production airing in two-parts at 8 p.m. on MPT2, *Prescription Drug Addiction: This is America & the World* focused on the runaway opioid epidemic in America and warning signs for users' family members. On MPT February 9 at 9 p.m., a FRONTLINE special, *Chasing Heroin*, investigated the heroin crisis from the standpoint of U.S. drug policy, including a contrast between public health concerns and law enforcement approaches.

Week-long effort culminated February 11

The week's programming culminated on February 11. On MPT at 6 p.m., the documentary *On Life's Terms: Mothers in Recovery* told the story of five mothers struggling to overcome substance use to achieve self-sufficiency and break their common cycle of abuse, addiction, and poverty.



Then, at 7 p.m., the MPT-produced documentary *Breaking Heroin's Grip: Road to Recovery* revealed the stories of three individuals with an opioid use disorder and their recovery from addiction.

Throughout MPT's Addiction & Recovery Week, the station's three public affairs programs in the "Public Square" weeknight timeblock also covered substance abuse and addiction issues, Monday evening's *Direct Connection*, Thursday's *Your Money & Business*, and Friday night's *State Circle* featured guests and stories that further examined the topic of heroin addiction.

REPORT ON TELEVISION VIEWING

Prepared by: Nancy Guyther, Research Director, MPT

Schedule - PSAs	Stations	GRPs	Gross Impressions
Adults 18+	MPT*	100.8	4,931,008
Flight Dates	WBAL + MeTV	116.2	2,583,162
1/21-2/19/2017	WBFF	80.4	1,797,000
	WJZ	149.5	3,334,000
	WMAR	74.2	1,653,000
	COMCAST	9.38	205,414
	WUSA	14.7	754,000
	Total GRPs/Gls	545.18	15,257,584
*MPT projected through April 10, 2017.			

Teasers - Adults 18+	Stations	GRPs	Gross Impressions
2/7-2/11/2017	WBAL	4.0	128,500

Breaking Heroin's Grip TV	Stations	GRPs	Gross Impressions
Sat 2/11/2017 7-8 pm	MPT	0.05	4,113
Adults 18+	WBAL	1.31	29,242
	WMAR	0.28	6,250
	WJZ*	1.61	14,000
	WUSA*	0.19	9,720
	WNW	0.04	11,355
	WHAG	0.01	632
	WHUT*	0.01	590
	WITF*		190
	WRDE	0.01	240
	WMDT*	0.02	488
	WPB		188
	CCGTV*		0
	AACTV*		
	Total GRPs/Gls	3.53	67,008
*Stations aired the program at a time other than Feb 11 7-8			

PSAs, Teasers, Program	Grand Total	552.7	15,453,092
Breaking Heroins Grip Radio	Stations*	GRPs	Gross Impressions
Sat 2/11/2017 7-8 pm	21	TBD	TBD
Websites	Stations	Click	Impressions
Flight Dates	WJZ	369	203,664
1/21-2/19/2017	WBAL	670	287,538
	Total	1,039	491,202

Source -TV- Nielsen LIVE + 7 Baltimore/Washington DMA - Persons 18+ and Persons 12-17

If ratings were not available estimated projections were provided

Source - Website - Provided by stations

REPORT ON ONLINE VIEWING

Prepared by: Bob Wilson, Executive Producer, Interactive Media, MPT

The following figures represent totals through February 21, 2017.

WEBPAGE PAGEVIEWS

breakingheroin.com: 10,437

VIDEO PLAYER PAGEVIEWS (page was visited)

- Breaking Heroin's Grip 1-hour program: 1,001
- "Peer-to-Peer" web-exclusive, nonbroadcast segment: 562
- "Long-term" web-exclusive, nonbroadcast segment: 279

MEDIA STARTS (actual views/the play button was clicked)

- Breaking Heroin's Grip 1-hour program: 389
- "Peer-to-Peer" web-exclusive, nonbroadcast segment: 193
- "Long-term" web-exclusive, nonbroadcast segment: 121

YOUTUBE 2,325 views

- Breaking Heroin's Grip 1-hour program only: 2,325 views

Views include those who watched the "live stream" of the TV documentary on the night of its premiere; the YouTube file was replaced on the webpage after the telecast with the MPT video player version of the broadcast, for better-quality viewing

DIGITAL STUDIOS

Viewing of four separate segments created by MPT Digital Studios for its "Overcoming Opioids" effort. These segments were posted to social media, and the reach figures below are through February 23, 2017.

Name	Affiliation/Title	Roll Out Date	Facebook Reach ¹	Facebook Views ¹
Fentanyl	Deputy Director, Population-Based Behavioral Health, Behavioral Health Administration, DHMH	September 26	11,967	515
		February 2	6,398	1,958
Telemedicine	Addiction Psychiatrist and Associate Professor, University of Maryland Medical Center	February 3	3,201	797
Maternity	Deputy Director, Clinical Services, Behavioral Health Administration, DHMH	February 9	3,340	1,301
Narcan	Peer Advocates, "Dignity and Respect" Baltimore City	February 10	1,900	484

¹ These digital assets are still viewable online and thus continue to generate viewership.

REPORT ON PUBLICITY AND MEDIA COVERAGE

Prepared by: Tom Williams, Managing Director, Communications, MPT

Breaking Heroin's Grip: Road to Recovery Media Relations Activity and Coverage - Summary

- Issued two news releases to (1) announce MPT's Addiction & Recovery Week programming (2) promote "tune-in" of *Breaking Heroin's Grip: Road to Recovery*
- Made extensive email and phone outreach to print and broadcast news outlets to secure coverage
- Obtained 50-plus items of coverage between Jan. 24 - Feb. 13, 2017
- Coverage secured from daily and weekly newspapers; broadcast outlets; and online news sources
- MPT and Maryland agency officials participated in nine interviews in support of this coverage

01/24/17: Yahoo!, [More than two dozen broadcasters join Maryland Public TV in landmark simulcast of heroin program](#) (also covered by *Media Industry Today*; *Marketing & Advertising Industry News*; *Market Watch*; *Morningstar*; *BioMedReports* and other outlets)

01/24/17: *Salisbury News*, [More than two dozen broadcasters join Maryland Public TV in landmark simulcast of heroin program](#)

01/25/17: *The Baltimore Sun / Capital Gazette*, [Public television to air documentary highlighting opioid addiction](#)

01/25/17: *DCRTV.com*, [MPT to air heroin documentary](#)

01/25/17: *Broadcasting & Cable / International Broadcast News*, [Mid-Atlantic TV Rallies Around Fighting Addiction](#)

01/26/17: *Current / TV News Check*, [MPT film on opioid addiction to air regionally on commercial stations](#)

01/26/17: *Southern Maryland Online*, [Charles Co. Farm and Residents Featured in Upcoming MPT Documentary on Opioid Addiction and Recovery](#)

01/31/17: *Maryland DC Delaware Broadcasters Association*, [Breaking Heroin's Grip: Road to Recovery](#)

02/04/17: *The Catholic Review*, [The Least of These: Church helps fight opioid addiction](#)

02/04/17: *Hagerstown Daily-Mail*, [Knowledge is key piece to solving heroin puzzle](#) (editorial)

02/05/17: *WJZ-TV*, [On Time - Help with Heroin](#)

02/05/17: *WMDT-TV*, [Local Programs Tackling MD Opioid Addiction Crisis](#) (no link available; references WMDT's upcoming broadcast of *Breaking Heroin's Grip: Road to Recovery*)

02/06/17: *WCBC-AM* (Cumberland), [Heroin/Opioid Educational Program Slated on WCBC](#)

02/07/17: *Calvert Recorder / The Enterprise*, [Calvert woman to be featured in heroin addiction documentary Saturday](#)

02/07/17: WNAV-AM (Annapolis), [Programming Note: WNAV to Participate in MPT's Breaking Heroin's Grip Program](#)

02/07/17: AllAccess.com, [Maryland Public Television's 'Breaking Heroin's Grip' To Be Simulcast On Radio, TV Stations In Region](#)

02/07/17: WHFC-FM (Bel Air) [Feedback public affairs program noon-12:30 pm](#) (featured interviews with Ken Day and DHMH representative Kathleen Rebbert-Franklin)

02/08/17: WITF (Radio & TV), [On-Air Highlights – Breaking Heroin's Grip](#)

02/06/17: Cecil Guardian, [Breaking Heroin's Grip: Road to Recovery](#)

02/08/17: Salisbury Independent, [Heroin: Overdoses down slightly, but long way to go](#)

02/08/17: WMAR-TV, ["Breaking Heroin's Grip: Road to Recovery" Gives Hope to Users & Loved Ones](#)

02/09/17: Hagerstown Daily-Mail, [Md. Public TV reaches out with heroin broadcast](#) (part six of eight-part series on opioid crisis in the newspaper's readership area)

02/09/17: WUSA9.com (Washington, DC), [Breaking Heroin's Grip: Road To Recovery on February 11](#)

02/10/17: WTOP.com (Washington, DC) / Washington Informer, [Baltimore woman shares heroin addiction story in TV special](#) (in addition to on-air story Friday evening and Saturday)

02/10/17: Maryland Independent / The Star Democrat / Calvert Recorder / The Independent, [Trying to break heroin's grip](#) (editorial)

02/10/17: Maryland Reporter / CityBizList, [Fighting Addiction](#) (half-way down page)

02/10/17: WTMD-FM (Towson), [Morning drive time recorded interview with MPT's Kate Pearson about Breaking Heroin's Grip: Road to Recovery](#) (audio not available)

02/10/17: Center Maryland, [Md. Public TV reaches out with heroin broadcast](#)

02/10/17: DC Military.com / Andrews Gazette, [MPT special addresses state's opioid abuse problem, VA addresses own fight](#)

02/10/17: Baltimore Style, [New Documentary Tackles Regional Opiate Crisis](#)

02/10/17: MDCC Press Association, [Breaking Heroin's Grip airs February 11](#)

02/10/17: The Chestertown Spy, [Recovery: Maryland Public TV to Air 'Breaking Heroin's Grip' February 11](#)

02/10/17: WTMD.org, [Breaking Heroin's Grip: Road to Recovery](#)

02/10/17: TVNewsCheck, [WMAR Joins 30 Broadcasters in Airing Heroin Special](#)

02/11/17: WBAL.com, [WBAL NewsRadio 1090, Hearst Launch "State Of Addiction" Initiative Tonight](#)

02/11/17: Cumberland Times-News, [Breaking Heroin's Grip](#)

02/12/17: *Hagerstown Daily-Mail*, [Heroin hits home: Grieving mother warns others of drug dangers](#)

02/13/17: *Baltimore Fishbowl*, [Maryland Public Television Premieres Powerful Documentary About Opioid Addiction](#)

02/13/17: *Baltimore Patch*, [Heroin, Opioid Crisis: Ex-Raven Orr Teams Up For Videos](#)

Examples of MD-VD-DC area press coverage addressing the heroin/opioid epidemic during the January-February time period – likely tied to MDDC Press Association support of the MPT/DHMH initiative

01/08/17: *Frederick News-Post*, [Cameras are confessionals for Frederick County residents who struggled with addiction](#)

02/04/17: *Carroll County Times*, [State's Attorney's Office launches Major Opioid Initiative](#)

02/06/17: *Delmarva Daily Times*, [Battle against heroin moves to the obituary pages](#)

02/13/17: *Baltimore Sun*, [Cost of overdose drug could hamper access in Maryland and elsewhere](#)

Breaking Heroin's Grip: Road to Recovery
Samples of agency/organization online promotion

GarrettPlan.org, [MPT Broadcast – Breaking Heroin's Grip/Road to Recovery](#)

Harford Community College/Harford.edu, [WHFC to Air "Breaking Heroin's Grip—Road to Recovery" on February 11](#)

Belairmd.org, [Breaking Heroin's Grip: Road to Recovery](#)

AAmentalhealth.org, [The Behavioral Health Administration has partnered with Maryland Public Television \(MPT\) to create an hour long program](#)

Calvertdemocrats.com, [Breaking Heroin's Grip: Road to Recovery](#)

Eyeonannapolis.net, [WRNR to simulcast "Breaking Heroin's Grip" tomorrow night at 7pm](#)

Farming4hunger.com, [Breaking Heroin's Grip Tonight at 7pm on MPT](#)

Maryland Coalition of Families, [Breaking Heroin's Grip: Road to Recovery](#)

MPT NEWS RELEASES



TV WORTH WATCHING

ANNAPOLIS • FREDERICK • HAGERSTOWN • OAKLAND • SALISBURY • OWINGS MILLS

MEDIA RELEASE

January 9, 2017
For Immediate Release

Contact:
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Office: 410-581-4031

Ari Hamilton
ahamilton@newsinsor.com
410-568-8807

MPT launches major broadcast initiative on addiction and recovery

Week-long programming focuses on substance, gambling addictions

Regional broadcasters, journalists join forces for February 11 simulcast

OWINGS MILLS, MD – Maryland Public Television (MPT) has launched an addiction and recovery initiative that makes its regional TV debut in February, culminating in a statewide broadcast simulcast in which nearly 30 commercial stations across the region (station list below) will air a special MPT state-focused documentary and "live" phone bank and outreach program.

Schedule for February 6 - 9

Beginning February 6, MPT will telecast nightly programs focused on substance and gambling addictions, including stories of hope and recovery. The February 7 (8 p.m.) documentary *Understanding Joy* explores the addictive nature of pathological gambling and the need for clinical intervention to control the behavior. At 8:30 p.m. the same evening, the documentary *Life After Meth* examines the treatable disease of methamphetamine addiction. A February 8 production airing in two-parts at 8 p.m. on MPT2, *Prescription Drug Addiction: This is America & the World*, focuses on the runaway opioid epidemic in America, and warning signs for users' family members. On MPT February 9 at 9 p.m., a FRONTLINE special, *Chasing Heroin*, investigates the heroin crisis from the standpoint of U.S. drug policy, including a contrast between public health concerns and law enforcement approaches.

Week-long effort culminates February 11

The week's programming culminates on February 11. On MPT at 6 p.m., the documentary *On Life's Terms: Mothers in Recovery* tells the story of five mothers struggling to overcome substance use to achieve self-sufficiency and break their common cycle of abuse, addiction, and poverty. Then, at 7 p.m., the new MPT-produced documentary *Breaking Heroin's Grip: Road to Recovery* reveals the stories of three individuals with an opioid use disorder in Maryland's urban and rural settings and their recovery from addiction.

Produced by MPT in association with the Maryland Department of Health and Mental Hygiene's Behavioral Health Administration, *Breaking Heroin's Grip: Road to Recovery* will air on nearly 30 radio and television stations in Maryland, Delaware, Pennsylvania and Washington, DC, either simultaneously with MPT's telecast or shortly thereafter. The program will be streamed on a special MPT website, breakingheroin.com, and on the station's YouTube channel, as well. Throughout the evening and at the documentary's conclusion, a live



January 24, 2017
For Immediate Release

Contact:
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More than two dozen broadcasters join Maryland Public TV in landmark simulcast of heroin program

Program focuses on the fight against the region's opioid epidemic

OWINGS MILLS, MD – Maryland Public Television (MPT) will premiere a new program, *Breaking Heroin's Grip: Road to Recovery*, on Saturday, February 11 at 7 p.m. The hour-long television event, consisting of a 40-minute documentary and 20-minute live phone bank program, will air on more than 30 television and radio stations (list appears below) in Maryland, Delaware, Pennsylvania, West Virginia and Washington, D.C., either simultaneously with MPT's telecast or shortly thereafter. This unprecedented simulcast is designed to reach tens of thousands of regional viewers.

Produced by MPT in association with the Maryland Department of Health and Mental Hygiene's Behavioral Health Administration, *Breaking Heroin's Grip: Road to Recovery* examines stories of three Maryland residents in rural and urban settings with an opioid use disorder. Rather than focusing on the criminal and legal aspects of the users' stories, the MPT program instead concentrates on the subjects' individual struggles and recovery from addiction.



"Heroin is destroying lives in Maryland and throughout our nation – from the smallest town to the biggest city," said Governor Larry Hogan. "Lt. Governor Boyd Rutherford and I have been committed to fighting this crisis since before we took office and will continue to use every resource at our disposal to address this epidemic in a coordinated effort – from law enforcement to treatment – and provide our citizens with the much-needed resources and support they need."

The program also will be streamed on a special website, breakingheroin.com, created to provide public access to information, the state's crisis hotline, and resources to assist active users and their families in obtaining help. The website will offer two more video segments not included in the broadcast featuring firsthand accounts of the region's heroin problem. Following the broadcast, the documentary also will be available on the same website and MPT's YouTube channel.

*Shown above are the first page only of two separate news releases distributed by MPT's Communications Division.

REPORT ON CALLS MADE TO PHONE BANK

Prepared by: Department of Health and Mental Hygiene

Telephone calls made to Maryland's Crisis Hotline call centers from Saturday evening, February 11 through Sunday, February 12.

Call Center	Saturday evening February 11	Sunday February 12	Total
BCRI Baltimore City	42	10	52
Mental Health Assoc. of Frederick Co. Garrett, Allegany, Washington and Frederick	7	-	7
Howard Co. GrassRoots Howard, Harford, Carroll, Baltimore Co and Anne Arundel	71	22	93
Community Crisis Services Prince George's, Charles, St. Mary's, and Calvert	32	20	52
Life Crisis Center, Inc. Kent, Queen Anne's, Talbot, Caroline, Dorchester, Wicomico, Somerset, Worchester and Cecil	6	6	12
TOTAL:	158	58	218

MPT notes: Additional calls were generated in the days after the documentary's premiere weekend (February 11-12). Normal call volume is between 2-4 calls per call center per weekend. Data indicates a dramatic percentage increase over normal call volume owing to the MPT initiative.

**REPORT ON “TWITTER STORM” PRODUCED BY THE
DEPARTMENT OF HEALTH AND MENTAL HYGIENE
FEBRUARY 10, 2017**

Prepared by: Margie Donohue, Department of Health and Mental Hygiene

	#MDDestination Recovery	#NaloxoneWorks	#BreakingHeroin Grip
Users (# of participants)	124	79	104
Posts	629	383	440
Reach (# of accounts reached)	346,811	121,344	201,803
Impressions (# of times a post was seen on a feed)	722,149	339,865	535,960

REPORT ON EDUCATIONAL COMPONENT

Prepared by: Betsy Peisach, Vice President, Education Division, MPT

The Education Division promoted *Breaking Heroin's Grip: Road to Recovery (BHG)* via multiple platforms and outreach outlets. Between the dates of February 1 through February 12, *BHG* was promoted on the home page of MPT's education supersite *Thinkport.org*, in the Education Division's e-newsletter, and via the department's Facebook and Twitter social media accounts.

To widely promote MPT's overall Addiction & Recovery Week initiative, a comprehensive website content page was created on *Thinkport*. The page included a general overview, a highlight feature for *BHG*, and an extensive list of community and family resources and programs pertaining to addiction, recovery and substance use. Numerous resources linked directly back to the Department of Health and Mental Hygiene website, and local health departments in Maryland.

A "special edition" e-newsletter was also created and distributed to inform education communities, families, parents and schools about upcoming programs and *BHG*.

FACEBOOK

TOTAL posts 4
127 impressions

TWITTER

TOTAL tweets 6
Impressions 1,181
Engagement 20
Retweets 3
Likes 8

THINKPORT WEBSITE HOMEPAGE

MPT's Addiction & Recovery Week Initiative and *Breaking Heroin's Grip: Road to Recovery* were promoted on *Thinkport* from February 1-12. In that time, the *Thinkport* homepage received 8,194 page views over 3,996 sessions.

THINKPORT NEWSLETTER

Newsletter distributed to 3,900 recipients
679 total opens
12% open rate

EDUCATION DIVISION PROMOTION - FACEBOOK



Thinkport.org

February 10 at 4:58pm · 🌐

Special Documentary: February 11 at 7:00 pm on MPT
Breaking Heroin's Grip: Road to Recovery
Maryland Public Television and project partner Maryland Department of Health & Mental Hygiene present a poignant program shedding light on our region's pressing heroin problem. In a story of hope and recovery, viewers will look inside the lives of three heroin users from Maryland, and see how they got better. #BreakingHeroinGrip Maryland DHMH



Breaking Heroin's Grip: Road to Recovery

Breaking Heroin's Grip | MPT

is a poignant and personal documentary shedding light on our region's pressing heroin problem. Told through the lens of adults that have experienced heroin's grip first-hand, viewers will get an authentic look inside the complexities of this...

MPT.ORG

32 people reached

Boost Post

👍 Like 💬 Comment ➦ Share 📧 Hootlet



Thinkport.org

February 9 at 12:15pm · 🌐

Addiction & Recovery Week continues on Maryland Public Television. Special highlights include MPT's moving documentary "Breaking Heroin's Grip: Road to Recovery" airing Saturday, Feb 11th, at 7:00 pm on MPT and local stations. Special thanks to project partner Maryland DHMH



Addiction & Recovery Week | MPT

offers a full week of television programming aimed at uncovering the perils of addiction and highlighting stories of hope and recovery. By sharing the personal, firsthand experience of addicts and their loved ones, we hope to replace misguided conceptions about addiction with

MPT.ORG

12 people reached

Boost Post

👍 Like 💬 Comment ➦ Share 📧 Hootlet

📍 Maryland DHMH

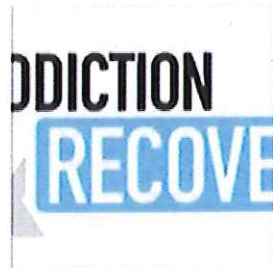


Thinkport.org

February 6 at 10:01am · 🌐

MPT Special Programming February 6-11.

MPT's Addiction & Recovery Initiative offers a special week of television programs aimed at uncovering the perils of addiction and highlights the complex and authentic stories of individuals and families living with addictions. [Maryland Public Television](#)



Addiction & Recovery Week | MPT

offers a full week of television programming aimed at uncovering the perils of addiction and highlighting stories of hope and recovery. By sharing the personal, firsthand experience of addicts and their loved ones, we hope to replace misguided conceptions about addiction with

[MPT.ORG](#)

24 people reached

Boost Post

👍 Like

💬 Comment

➦ Share

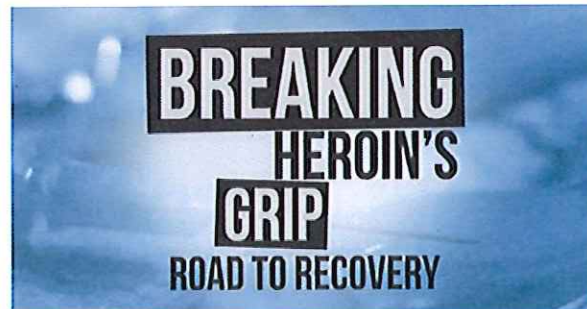
📧 Hootlet



Thinkport.org

February 3 at 2:52pm · 🌐

To shed light on the complex issues surrounding addiction, Maryland Public Television is airing a special week of programming. We will take a close look at the perils of addiction, and hear moving stories about recovery. Highlights include MPT's documentary film *Breaking Heroin's Grip: Road to Recovery*.



MPT Special Programming: Addiction & Recovery Week, February 6-11

To shed light on the complex issues surrounding addiction, Maryland Public Television is airing a special week of primetime programming. Join us as we take a close look at...

[CONTENTGOVDELIVERY.COM](#)

21 people reached

Boost Post

👍 Like

💬 Comment

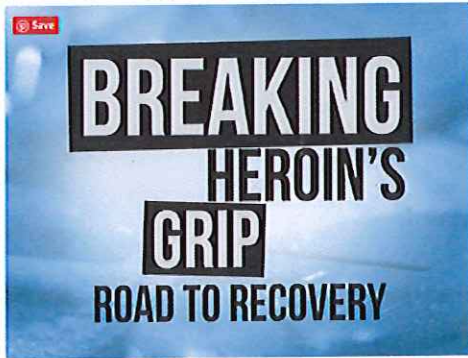
➦ Share

📧 Hootlet

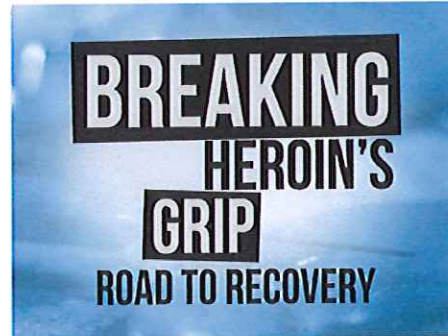
📍 Anne Arundel County Department of Health

EDUCATION DIVISION PROMOTION - TWITTER

thinkportmpt @Thinkportmpt · Feb 11
Tonight, 7pm on @marylandpubtv. Program looks at region's heroin problem & hope 4 recovery ow.ly/KL5m308UULz #BreakingHeroinGrip



thinkportmpt @Thinkportmpt · Feb 10
MT @marylandpubtv: Produced in partnership with @MarylandDHMH #BreakingHeroinGrip airs Feb 11, at 7p on MPT mpt.org/breakingheroin/



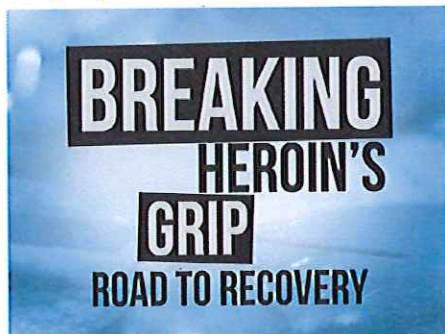
thinkportmpt @Thinkportmpt · Feb 10
RT @marylandpubtv: Learn how Maryland's 24/7 Crisis Hotline works: #MDDestinationRecovery #BreakingHeroinGrip



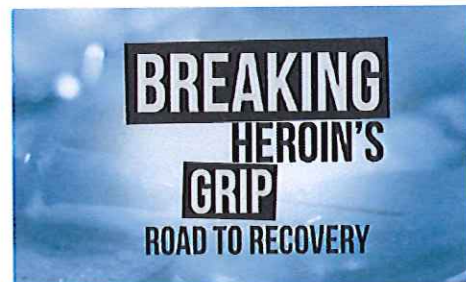
Maryland's Crisis Hotline



Dr. Barbara Bazron of Maryland's Behavioral Health Administration and Brandon Johnson, former director of the state's Suicide & Violence Prevention program, ...
youtube.com

thinkportmpt @Thinkportmpt · Feb 10
Powerful documentary covers local addiction issue. Breaking Heroin's Grip. Feb 11, 7p on MPT #BreakingHeroinGrip ow.ly/2Tig308TbLX





thinkportmpt @Thinkportmpt · Feb 8
See @marylandpubtv documentary "Breaking Heroin's Grip"-Feb 11, 7pm. Look at epidemic & recovery ow.ly/irwz308P6M9 @MarylandDHMH

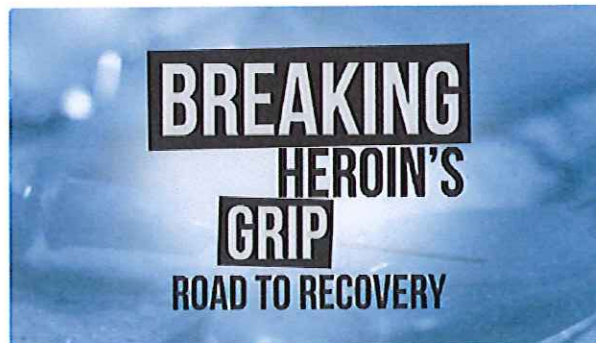



thinkportmpt @Thinkportmpt · Feb 9 
 #Addiction & Recovery Week continues on MPT. Highlights: 'Breaking Heroin's Grip' Sat Feb 11, 7pm ow.ly/amUq308QLkW
@MarylandDHMH



  2  4 

thinkportmpt @Thinkportmpt · Feb 6 
 Gripping heroin problem in Maryland. MPT's documentary film Breaking Heroin's Grip sheds light & hope. Feb 11 7p
ow.ly/loEI308JoJc



   1 

REPORT ON STATION CARRIAGE

BREAKING HEROIN'S GRIP: ROAD TO RECOVERY

Prepared by: Lindsay Wood, Senior Administrative Assistant, MPT

TV STATIONS

Station Call Letters:	Network Affiliation:	Air Date/Time:
MPT	PBS	Live
WBAL-TV	NBC	Live
WJZ	CBS	February 12 at 1:35 am
WMAR	ABC	Live
WHAG-TV	Independent	Live
WHUT	PBS	February 16 at 9:00 pm
WUSA9	CBS	February 11 at 11:35 pm
WITF	PBS/NPR	February 12 at 1:00 pm
WRDE	NBC	Live
WNW	cw	Live
WMDT	ABC	Sunday, February (2 at 2:00 pm)
WVPB	PBS	Live
CCGTV	Charles County Government	TBD
AACTV		TBD

RADIO STATIONS

Station Call Letters:	Network Affiliation:	Air Date/Time:
WOLB-AM	None	Live
WBAL-AM	ABC RADIO	Live
WITF-FM	PBS/NPR	Live
WKHS-FM	N/A	2/13 at 2:15 pm
WYPR-FM	NPR-PRI-APM	February 11 at 8:00 pm
WPRS-FM	REACH MEDIA	Live
WOL-AM	REACH MEDIA	Live
WI-IFC-FM		Live
WWMX-FM	CBS	February 12 at 6:00 am
WI-IF-FM	CBS	February 12 at 5:00 am
WJZ-FM	CBS	February 12 at 5:00 am
WJEJ-AM	CBS	Live
WRNR-FM	NBC	Live
WNAV-AM	CBS News	February 11 at 10:00 pm
WTHU-AM		Live
WPTX-AM	Westwood One-CBS News	February 15 at 12:00 pm
WMPH-FM	NPR and Delaware Public Media	Live
WCBC-AM	ABC Radio News	Live
WTMD FM	N/A	February 13 at 9:00 pm
WKHJ-FM	Westwood One	Live
WKTQ-FM	Westwood One	Live
WKTZ-FM	Westwood One	Live
WMSG-AM	Westwood One	Live

BREAKING HEROIN'S GRIP

ROAD TO RECOVERY



Breaking Heroin's Grip: Road to Recovery

Originally aired February 2017



Breaking Heroin's Grip: Road to Recovery
Follow three individuals through their often painful journeys of recovery from heroin and opioid addiction.

[Watch now >](#)

Breaking Heroin's Grip: Road to Recovery is a poignant and personal documentary shedding light on our region's pressing heroin problem. Told through the lens of adults that have experienced heroin's grip first hand, viewers get an authentic look inside the complexities of this harrowing epidemic.



The program includes a 40 minute documentary followed by a 20 minute live phone bank (1-800-422-0009) offering viewers expert information about treatment. The documentary was produced by Maryland Public Television in partnership with the Maryland Department of Health and Mental Hygiene. The program was simulcasted by numerous broadcasters (both TV and radio) in Maryland, as well as surrounding states.

Watch online

Breaking Heroin's Grip: Road to Recovery



Need help?

Maryland's Crisis Hotline is available 24/7 to provide support, guidance and assistance.

Call 1-800-422-0009



How does the Crisis Hotline work?
> [Watch a video](#)

More Resources



In the News



Contact

For more information about this program, please contact Lindsay Wood (lwood@mpt.org or 410-581-4375).

Press

Breaking Heroin's Grip >> [Press Release](#)

Breaking Heroin's Grip: Road to Recovery was made possible in part by funding from:



WEB EXCLUSIVE
Breaking Heroin's Grip: Peer to peer recovery
Nicholas and Matt discuss their addiction stories and their use of peer support methods to help each other.

[Watch now >](#)



WEB EXCLUSIVE
Breaking Heroin's Grip: Long term recovery
Patrick discusses her addiction journey and her experiences of being in long term recovery.

[Watch now >](#)

From MPT Digital Studios: Additional Stories

Maryland Public Television presents stories from people on the front lines of the heroin and opioid crisis in an effort to bring awareness to the problem. This series aims to bring our viewers a greater understanding of the nuances, challenges, and humanity contained in this topic.



MPT DIGITAL STUDIOS
Overcoming Opioids: Fentanyl
Beth Schmidt lost her son Sean to a fatal fentanyl overdose in 2013. She now helps families to recognize the signs of opioid addiction and to know



MPT DIGITAL STUDIOS
Overcoming Opioids: Maternity
Vanessa Lyle was a user of opioids while pregnant who sought and received help from a detoxification program for the sake of her unborn



MPT DIGITAL STUDIOS
Overcoming Opioids: Narcan
One way that Narcan, a drug used to stop opioid overdoses, is available to certified Maryland residents is through peer advocate programs.

[Watch now >](#)



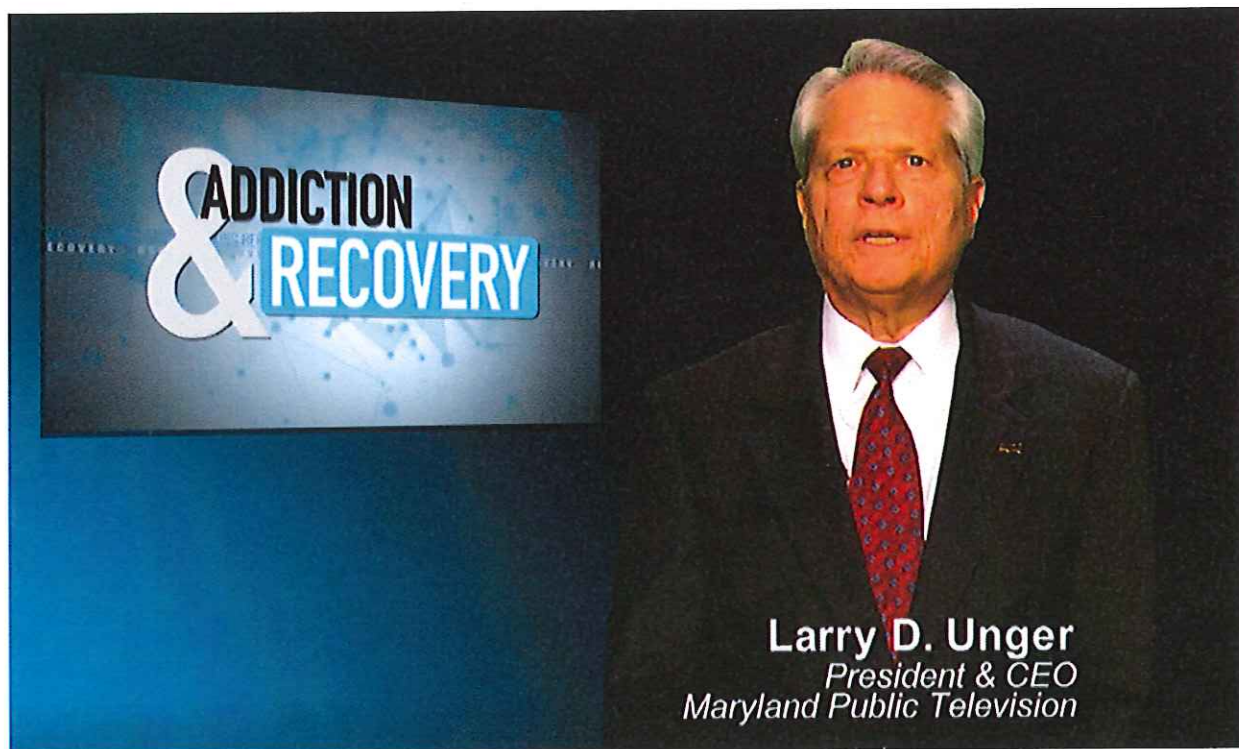
MPT DIGITAL STUDIOS
Overcoming Opioids: Telemedicine
Through telemedicine, specialists expand access to treatment across the state for those facing opioid addiction.

[Watch now >](#)

CEO “WE THOUGHT YOU OUGHT TO KNOW” TELEVISION SPOTS

Prepared by: Kathy Pugh, Producer/Editor, Development Division, MPT

- 30-second spot aired five times between February 1 and February 11, 2017
- 45-second spot aired six times between February 1 and February 11, 2017
- Both versions were produced by Kathy Pugh, MPT Development Division



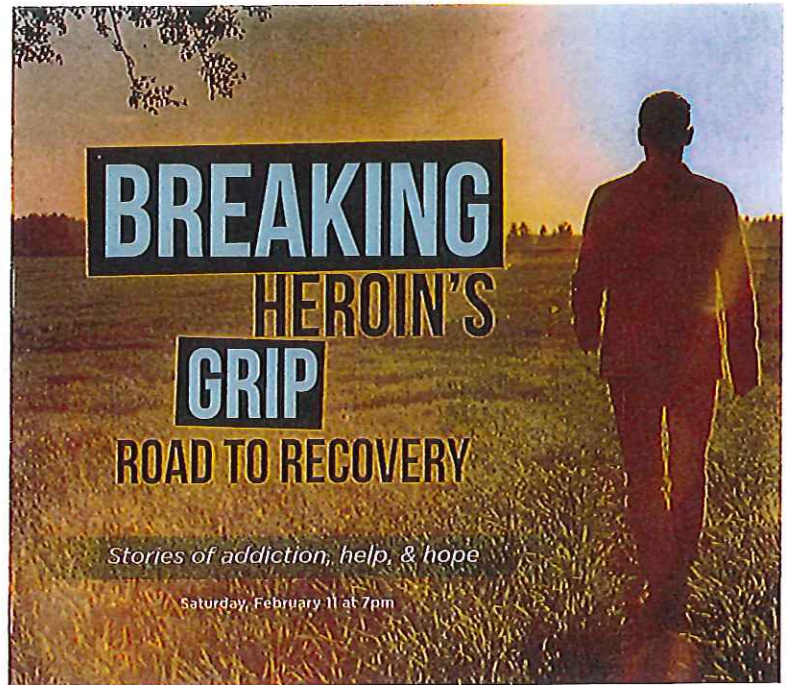
**REPORT ON MPT
PROGRAM GUIDE
COVERAGE**

- full front cover tune-in promotion for documentary
- letter from CEO focused on Addiction & Recovery Initiative
- full-page feature with rundown of Addiction & Recovery Week programs

The MPT Program Guide reaches in excess of 60,000 readers monthly.



PROGRAM GUIDE for members



DON'T MISS
Spy in the Wild: A Nature Miniseries

FRONT COVER FEATURE

A KILLER WITH NO BOUNDARIES

The Public Health Crisis We Should Be Talking About

BREAKING HEROIN'S GRIP ROAD TO RECOVERY
Saturday, February 11 at 7pm

ADDITION RECOVERY

From urban to suburban, heroin addiction has taken hold in the Mid-Atlantic region. In a five-year period, heroin overdose more than tripled, with 3 in 10 Marylanders affected by opioid and substance abuse. As heroin continues to spread throughout our communities, it's clear that we need a lasting approach to solving this pervasive public health crisis.

Part of MPT's Addiction & Recovery Initiative, this documentary and phone bank outreach effort is produced by MPT in partnership with the Maryland Department of Health and Mental Hygiene's Behavioral Health Administration. This program spotlights the perils of the heroin epidemic through firsthand stories from those suffering from addiction and others impacted. The program also examines government efforts to prevent overdose deaths and improve recovery rates.

Throughout the simulcast and after, a 24-hour, toll-free crisis hotline will be available for viewers seeking help or more information on heroin, opioid addiction, or other related issues.

Addiction & Recovery special programs:

MONDAY, FEBRUARY 6 7:30pm Direct Connection	WEDNESDAY, FEBRUARY 8 (MPT 2) 8:00pm Prescription Drug Addiction: This is America and the World	SATURDAY, FEBRUARY 11 6:00pm On Life's Terms: Mothers in Recovery 7:00pm Breaking Heroin's Grip: Road to Recovery 8:00pm Concert to Face Addiction
TUESDAY, FEBRUARY 7 8:00pm Understanding Joy 8:30pm Life After Meth	THURSDAY, FEBRUARY 9 9:00pm Frontline: Chasing Heroin	
FRIDAY, FEBRUARY 10 7:30pm State Circle		

tv worth watching | 3

TV

Tackling an Important statewide Issue

With increasing frequency we're seeing the devastating impact of substance abuse on our communities. In response MPT is launching an addiction and recovery initiative to focus attention on strategies to address this serious health issue.

In early February we're offering programs related to substance and gambling addictions, culminating on February 11 with MPT's documentary *Breaking Heroin's Grip: Road to Recovery*. Produced in cooperation with Maryland's Department of Health and Mental Hygiene, this program airs on nearly 30 regional radio and TV stations. It presents powerful stories of Marylanders' recovery from heroin/opioid addiction plus a live phone bank offering viewers expert information about treatment.

I encourage you to watch – and if you know someone with addiction issues, please take action. Maryland's toll-free, 24-hour crisis hotline is 1-800-422-0009. Find more information at breakingheroin.com.

Sincerely,
Larry D. Unger
Larry D. Unger
President & CEO

BREAKING HEROIN'S GRIP

ROAD TO RECOVERY

Collaborative Reporting from news outlets

Can't hear?

Connect by mic or use the dial-in number
(515-739-1030; ID# 756-655-969).

Get started by clicking the telephone on the dashboard.



Technical Assistance: Use the "chat" feature of the dashboard



December
2016
webinar
hosted by
Maryland-
Delaware-
DC Press
Association

SAMPLE OF MPT-PRODUCED PRINT AD
(distributed in various sizes and formats by
MDDC Press Association to its member publications)

BREAKING
HEROIN'S
GRIP
ROAD TO RECOVERY
DOCUMENTARY & PHONE BANK HELP
SATURDAY FEB. 11 7PM

breakingheroin.com **mpt** 