City Council
Chief Clerk's Office
402 City Hall
Philadelphia, PA 19107

Legislation Text

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Recognizing and Thanking NBC10 for its Production of *Generation Addicted*, Using Excellent Reporting and an Online Platform to Educate the Public about Heroin and Opioid Addiction.

WHEREAS, On March 21, 2016 NBC10 aired a special presentation, *Generation Addicted*, for the first time. This half-hour report featured interviews with individuals who had become addicted to heroin and opioids, parents who have lost children to heroin and opioid abuse, government officials at municipal and federal levels, and experts in drug treatment and prevention. This was the introduction to a much larger *Generation Addicted* platform produced by NBC10; and

WHEREAS, Reporters Vince Lattanzio, Denise Nakano, and Morgan Zalot, along with NBC10's Digital Team, spent six months researching the epidemic, interviewing individuals who have been affected, and meeting with people who are searching for solutions to the problem of heroin and opioid abuse. Their endeavors yielded nearly 80 interviews across 18 municipalities and 4 states and the District of Columbia; and

WHEREAS, The reach of *Generation Addicted* extends far beyond the half-hour special report. To provide a deeper look at the epidemic and to share more of the stories captured by their team, NBC10's Digital Team, led by Director of Integrated Media, Yoni Greenbaum, created a *Generation Addicted* website to serve as an in-depth online resource. The website features additional articles, interviews, illustrated stories, and resources in multimedia formats; and

WHEREAS, In its continuing efforts to raise awareness about the heroin epidemic, NBC10 partnered with the White House Office of National Drug Control Policy to host "Combating the Heroin Epidemic: A Forum for Change" at the National Constitution Center in April 2016. A panel discussion featured White House National Drug Control Policy Director, Michael Botticelli and several community leaders who were featured in *Generation Addicted*. Video of the forum is available on NBC10's *Generation Addicted* website; and

WHEREAS, Keeping in mind that addiction is a personal and emotional subject, NBC10 invited viewers of *Generation Addicted* to share their feedback as well as what addiction means to them after the special report aired using the hashtag #AddictionIs. This provided an online platform for a continuing conversation about heroin and opioid addiction; and

WHEREAS, Despite epidemic-level numbers of incidents of overdoses and overdose-caused deaths in Philadelphia and across the nation due to heroin and opioids, many people who are affected by the crisis remain quiet due to stigmas associated with addiction. NBC10's work to provide a thorough, honest, and personal report has already seen powerful results in starting and changing local conversations about addressing heroin and opioid addiction; and

WHEREAS, NBC10 President and General Manager Ric Harris said, "It's important to us to help our viewers understand the impact of this epidemic and what they can do to help themselves and their neighbors." *Generation Addicted* does not dwell solely on the problems of addiction; reporters have probed further to identify circumstances where new approaches to combating the epidemic are finding success. Audiences are

compelled not just to lament heroin's devastating effects, but to act against its spread; and

WHEREAS, With its *Generation Addicted* platform, NBC10 is using its influence as a Philadelphia media leader for tremendous good. Heroin and opioid addiction is an issue that needs attention, and the work of NBC10 to educate its viewers and online audience about it greatly benefits Philadelphia and those in the City who are working to turn the tide against the epidemic. The reporters and the digital team deserve praise for the work they have done and the work they are continuing to do in providing quality journalism and helpful information to the public about heroin and opioid addiction; now, therefore, be it

RESOLVED, BY THE COUNCIL OF THE CITY OF PHILADELPHIA, That we recognize and thank NBC10 for its production of *Generation Addiction*, using excellent reporting and an online platform to educate the public about heroin and opioid addiction.

RESOLVED FURTHER, That an Engrossed copy of this resolution be presented to NBC10, evidencing the sincere admiration and respect of this legislative body.

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