



PRESS RELEASE
For Immediate Release

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PR #01

COMMUNITY-WIDE CAMPAIGN WARNS OF METHAMPHETAMINE USE DANGERS; SPECIAL DOCUMENTARY TO AIR ON JAN. 9TH

Reno, Nevada. December 26, 2006. A community-wide campaign spearheaded by a coalition of law enforcement, media, educators, governments, private businesses, non-profit human services groups and even victims is trying to take control of the devastating impact methamphetamine use has on our community.

“While working with local law enforcement, we found that nearly 70% of all crimes were related to meth use,” Tim Griffin, Chairman of Secret Witness and a principal in the campaign stated. “We knew that we had to expand our efforts in order to make a dent in this huge problem facing our community.”

Thanks to the efforts of the coalition, a 30-minute documentary titled *Crystal Darkness* has been produced and is scheduled to air on Tuesday, January 9, 2007 at 7:30 p.m. The show features interviews with meth addicts and their families as well as with professionals in our community who must deal with the consequences of this addictive drug on a daily basis. Thanks to the support of local media outlets, the program will air in a roadblock format meaning that it will be on nearly every channel including ABC, CBS, NBC, FOX, the CW and My 21, selected Charter channels (including video on demand), PBS Channel 5, and all three government channels (TV 13, 15 and 17) all at the same time.

The purpose of the video is simple: to raise awareness of the meth use problem in our community and warn of its highly addictive nature even if used only once. The documentary will kick off a media campaign that is expected to last through the 2006-07 school year.

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Public Service Announcements (PSAs) have also been produced to promote the January 9th program and will begin playing this week. U.S. Senator Harry Reid, U.S. Senator John Ensign, Governor-Elect Jim Gibbons and his wife Dawn, Sparks Mayor Geno Martini, Washoe County Chairman Bob Larkin, and Carson City Mayor Marv Teixeira all participated in the PSAs encouraging parents to watch the show with their children. Perhaps the most-moving PSA features a meth user relaying how this drug has ruined her life.

The Washoe County School District has been an important partner in this community-wide effort and will be showing their own in-house produced program to all middle school and high school students on January 22nd reinforcing the message of the public program. The school district's video was developed specifically for kids in that age range.

The 30-minute documentary and the PSAs were produced by Global Studio, a local advertising agency owned by Michael Reynolds, who is also a Secret Witness board member. The show is targeted for the youth of our community, but it contains a message that Reynolds says everyone desperately needs to hear.

"Every parent should sit and watch this with their child," he says. "We should view this together as families and as neighbors, because this is an issue for every house on the block."

"To be honest, I wasn't even aware that we had a meth problem six months ago," says Reynolds, who wrote and directed the documentary. "This has been a disturbing journey for me personally, as through this process I have learned there is not only a serious meth problem here in Northern Nevada, but that it is threatening the very root of our culture."

Reynolds complimented the generosity of the broadcast stations for donating the airtime and for the courage of young recovering meth addicts to share their heartbreaking stories. "What they have to share is raw, tearful and frightening," he added.

He believes this broadcast will unite the community to take a stand against the drug. "There is a huge battle going on right now, and frankly, we're losing. We're losing because we don't even know we're at war. We need to respond and quickly," Reynolds says. "People are going to be very shocked by what they see in this program."

Speakers Available for Presentations. In addition to producing the documentary and PSAs to promote anti-meth use awareness, Secret Witness' Tim Griffin and members of the Anti-Meth Use Campaign Coalition have been busy telling their story out in the community.

The coalition has produced a powerful visual presentation that not only describes the meth use problem in the Truckee Meadows, but also offers recommendations for ways that we can take control of it by working together.

"Focusing our efforts on awareness is only the first step," Griffin added. "Ultimately, we want the awareness to create prevention. We want to make sure that the 12 year old who thinks using meth might be a cool thing have second thoughts because he's seen what it can do through our video or posters."

Speakers from the Anti-Meth Use Campaign Coalition are available to speak to groups of all sizes. Arrangements can be made by calling Kathy Carter at 772-7930. Posters promoting the January 9, 2007 Crystal Darkness program are also available for distribution.

Tim Griffin can be reached at 358-8133. Mike Reynolds can be reached at 853-8333.

