



NEWS RELEASE

FOR IMMEDIATE RELEASE

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**SOLEDAD O'BRIEN TO HOST OCTOBER 15TH PRIMETIME SPECIAL ON
WMOR-TV ON AMERICA'S OPIOID CRISIS**

*As Part of Ongoing Project to Address Crisis, Hearst Also Renews Successful Partnership with
DEA on Nationwide Drug Take-Back Initiative*

[Tampa, FL] October 12, 2017 – To help focus attention on the crisis, MOR-TV will televise a primetime one-hour special encore on this Sunday, October 15th at 10 p.m. to address America's opioid epidemic. Originally aired LIVE on September 13th, across the entire Hearst Television Station Group. The special, "*Matter of Fact: State of Addiction*," is part of a year-long multi-platform news and investigative series, supplemented with community-based efforts, that Hearst Television [launched in January 2017](#) to inform local audiences of the opioid crisis and efforts to develop solutions.

"*Matter of Fact: State of Addiction*" will originate from the Newseum in Washington, D.C., where it will be hosted by award-winning journalist Soledad O'Brien, who also hosts Hearst Television's acclaimed weekly syndicated political magazine show "Matter of Fact with Soledad O'Brien." The program however will venture far afield from Washington and will feature live inserts from the Hearst stations, interaction with the stations' news anchors addressing the crisis in their respective markets, field reports from around the country, social-media elements to enable viewer engagement, and interviews – which will be confirmed closer to airdate -- with major national figures engaged with the crisis.

The Hearst Television stations serve 26 media markets across 39 states reaching more than 21 million U.S. television households. To make this special available to communities beyond this coverage area, [the Hearst Television stations](#) also will stream the special live from their websites and mobile apps.

"The opioid epidemic is a national crisis attacking all communities regardless of age, race, gender, religion or wealth," said Jordan Wertlieb, Hearst Television president. "Local television stations have always been on the forefront in informing the communities they serve by highlighting paths and solutions. Hearst Television is committed to joining local authorities and non-profit organizations in addressing this crisis head-on."

"There is no doubt that the opioid epidemic is a national emergency and, quite frankly, a challenging story to cover," said Soledad O'Brien. "Each day brings more disturbing instances of overdoses and family tragedies, and – although it is hard to watch – these stories need to be told."



“During this primetime special, and in partnership with our local stations, we will investigate the breadth, depth and impact of this crisis, and uncover new strategies and solutions to address it,” O’Brien added.

Hearst Television also announced it will once again partner with the U.S. Drug Enforcement Administration (DEA) to provide promotional support -- supplementing its extensive news coverage -- for the DEA’s next National Prescription Drug Take Back Day scheduled for Saturday, October 28, 2017. For the DEA’s last Drug Take Back Day, that took place on Saturday, April 29, 2017, the agency, with help from law enforcement and community partners and the promotional assistance of media partners, brought in a record 900,386 pounds, or 450 tons, of medications voluntarily delivered to nearly 5,500 U.S. sites.

“State of Addiction” provides reports and analysis on origins of the opioid problem, as well as on treatment, government action, and people impacted in the Hearst Television station group’s communities. Joining Hearst Television in the effort is the Partnership for Drug-Free Kids, a national non-profit organization committed to helping families struggling with substance use, which, through its network of regional offices, has helped the Hearst stations develop monthly stories and helped connect the stations’ audiences to vital resources.

Since Hearst Television launched “State of Addiction” its stations have advanced the conversation on the crisis by broadcasting more than 1,500 original stories and two dozen original specials and garnering several million video views, page-views and visitors on the stations’ web and mobile sites and Facebook pages.

In September 2016, the National Association of Broadcasters (NAB), with the support of Hearst Television and other groups, announced a project to help marshal the capabilities of America’s broadcasters in a coordinated effort to attack the opioid crisis through news coverage, PSAs and community education.

ABOUT MOR-TV:

MOR-TV is a Hearst Television owned and operated television station in Tampa Bay and is America’s top independent television station. *MOR-TV features the best in off-network comedies and dramas featuring The Big Bang Theory, Anger Management, Last Man Standing, Modern Family, The Goldbergs, Family Guy, Mom, Steve Harvey, and more. MOR-TV is also one of three stations in a group that includes thisTV Tampa Bay, the market’s first 24-hour over-the-air movie channel featuring blockbuster motion pictures, and estrellaTV Tampa Bay, the fastest growing Hispanic entertainment channel in America. MOR-TV’s website is www.mor-tv.com.

*Nielsen LPM Markets, Live Plus Same Day, Non-Network Affiliated Television Stations, Adults 25-54 & Adults 18-49, May 2017, Mon-Fri 6PM-8PM E/P, 5PM-7PM C/M

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About Hearst Television

Hearst Television owns and operates television and radio stations serving 26 media markets across 39 states reaching over 21 milli on U.S. television households. Through its partnership with nearly all of the major networks, Hearst Television distributes national content over nearly 70 video channels including programming from ABC, NBC, CBS, CW, MY Net, MeTV, This TV, Estrella and more. The radio stations are leaders in Baltimore news/talk and rock music listenership. Hearst Television is recognized as one of the industry’s premier companies, and has been honored with numerous awards for distinguished journalism, industry innovation, and community service. Hearst Television is a wholly owned subsidiary of Hearst. The Company’s Web address is www.hearsttelevision.com.



About Soledad O'Brien

Soledad O'Brien, host and producer of MATTER OF FACT, is an award-winning documentarian, journalist, speaker, author and philanthropist. She is CEO of [Starfish Media Group](#), a multi-platform media production and distribution company. O'Brien has produced non-scripted programming, dozens of documentaries, and presented live events, concert specials, and award shows on numerous platforms, including CNN, Nat Geo, HBO, NBC, MSNBC, A&E networks, and Lifetime. She currently reports for HBO's "Real Sports with Bryant Gumbel," regularly contributes to the PBS NewsHour and WebMD, and serves as host and Executive Producer of both Mysteries and Scandals on Oxygen and the upcoming two-hour special "Who Shot Biggie & Tupac?" on FOX. She is the author of two critically acclaimed books and winner of multiple Emmy awards, the George Foster Peabody Award and the Alfred I. DuPont Award. Follow her on Twitter: [@soledadobrien](#)

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