



**STORY: SYNTHETIC DRUGS**

**Air Date: For Immediate Release**

**Length:**

**Interviews:**

- **Kelly Duggan, Ph.D., Psychologist, Milwaukee County Behavioral Health Division**
- **Arthur Clemments, Former K2 Addict**

*Suggested Anchor Lead*

ALL THIS WEEK — WE’RE TAKING A CLOSER LOOK AT THE DANGERS OF SUBSTANCE ABUSE AND THE GROWING GRIP IT’S HAVING ON OUR COMMUNITIES AND OUR KIDS.

NATIONAL DRUG AND ALCOHOL FACTS WEEK IS HAPPENING ALL OVER THE COUNTRY TO BOTH RAISE DRUG AWARENESS AND SUPPORT RECOVERY. IN WISCONSIN SOME COMMUNITIES ARE TAKING PART WITH A CAMPAIGN THEY’RE CALLING “LIGHT AND UNITE RED.”

(Display “Light and Unite RED” graphic)

PEOPLE ARE INVITED TO WEAR RED WHILE CITIES DISPLAY SPECIAL RED LIGHTING ON STREETS AND BUILDINGS.

TODAY — WE’RE FOCUSING ON SYNTHETIC DRUGS — THAT GO BY POPULAR NAMES — LIKE “K2” OR SPICE.”

THEY ARE MOSTLY STILL LEGAL — AND AS MAX SEIGLE LEARNED — EASY TO GET AND BECOME ADDICTED TO.

*Roll story*

1:01 to 1:02 (CLEMMENTS)

“It was an immediate addiction.”

ARTHUR CLEMMENTS TALKS ABOUT “K2” — A SYNTHETIC FORM OF MARIJUANA HE DID FOR ABOUT THREE YEARS.

:33 to :44

**(SUPER: ARTHUR CLEMMENTS, FORMER K2 ADDICT)**

“Without it, I had insomnia, cold sweats, under the covers freezing, wow my whole body is moist.”

IT WAS AN ADDICTION — CLEMMENTS SAID STARTED FROM PEER PRESSURE. GETTING THE” K2” WASN’T HARD EITHER — BECAUSE SYNTHETIC DRUGS ARE



READILY AVAILABLE.

:18 to :25

**(SUPER: KELLY DUGGAN, MILWAUKEE COUNTY BEHAVIORAL HEALTH DIVISION)**

“They are easily accessed at many of the convenient stores, at the corner gas stations, easily accessible on the internet.”

DR. KELLY DUGGAN IS A CLINICAL PROGRAM DIRECTOR FOR MILWAUKEE COUNTY’S BEHAVIORAL HEALTH DIVISION.

SHE SAYS SYNTHETIC DRUGS — IN EITHER LIQUID OR LEAFY FORM — CAN MAKE YOU LOSE TOUCH WITH REALITY AND BECOME PARANOID WITH YOUR SURROUNDINGS. GETTING THEM OFF THE STREETS IS TOUGH — HOWEVER — BECAUSE IT’S EASY TO KEEP THEM LEGAL.

3:13 to 3:27 (DUGGAN)

“Once a compound becomes illegal, the manufacturer goes and changes the chemical composition just even by a slight chain and all of the sudden it becomes a different compound, it’s not illegal anymore.”

IN THE MEANTIME — DR. DUGGAN URGES PARENTS TO WATCH THEIR KIDS FOR SYMPTOMS OF THESE DRUGS.

4:16 to 4:26 (DUGGAN)

“Are they losing concentration, are they having problems in school, are they not being able to focus, are they extremely irritable, are they sleeping more, are they not eating?”

AT 19 — CLEMMENTS SAID HE ENOUGH WITH “K2” AND IS NOW ON A MISSION TO MAKE SURE HIS PEERS STAY CLEAN.

HE’S WORKING WITH MILWAUKEE’S SAFE AND SOUND DO DEVELOP A P-S-A.

1:28 to 1:39 (CLEMMENTS)

“I wasn’t Arthur anymore, I got to stay on my feet, I got to stay being something productive, I can’t stop and I won’t stop.”

*Suggested tag*

SYNTHETIC PRODUCTS CONTAIN THE WORDING “NOT FOR HUMAN CONSUMPTION.” YET THOSE WHO PRODUCE SELL THEM KNOW HUMANS ARE CONSUMING THESE PRODUCTS.

THE BEHAVIORAL HEALTH DIVISION WANTS TO ENCOURGE PARNTS TO TALK WITH THEIR KIDS ABOUT DRUGS AND ALCOHOL, AND WANTS TO MAKE SURE PEOPLE



STRUGGLING WITH ADDICTION KNOW THEY ARE NOT ALONE. SUPPORT IS AVAILABLE.  
FOR MORE INFORMATION, INCLUDING DOWNLOADABLE FACT SHEETS, VISIT  
[WWW.LIGHTUNITERED.ORG](http://WWW.LIGHTUNITERED.ORG).