Make a Difference with Media Advocacy

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Training Objectives

At the end of this training you will be able to…

• Describe the basic framework of *Environmental Prevention*
• Identify the differences between…
  • Media Advocacy and Social Marketing
  • Traditional Media and New Media
• Use three key strategies for Effective Media Advocacy
Getting Started

Introductions Activity
• The Rule of 3-9-27
  • 3 key points
  • 9 seconds long
  • 27 words or less
Environmental Prevention Framework…

Upstream Solutions for Downstream Problems
Defining Environmental Prevention

• An approach to improving the health and safety of individuals by changing factors in the community…
  • Rules and laws
  • Cultural or social “norms”
  • Exposure to media messages
  • Product accessibility
Picture This:
Environmental Factors and Prevention
Mass Media Strategies for Changing Environmental Factors

- Media Advocacy
  - Uses mass media and public information
  - Changes are made at the community level
  - Uses a ripple affect for large-scale change

- Social Marketing
  - Uses mass media and public information
  - Changes are made at the individual level
  - Influence individual behavior for mass benefit

- Each strategy can be used individually or combined
Quick Quiz

Media
Advocacy

Social
Marketing
Quick Quiz

Media Advocacy

Social Marketing

Youth
90% of people who smoke started smoking before they were 18.

Tobacco Sales
38% of stores in Stanislaus County are willing to sell tobacco to kids.

Addiction
Almost 3 out of every 4 regular smokers in high school have already tried to quit smoking, but failed.

Death
Every 72 seconds someone in America dies from smoking. 40,000 Californians die every year due to tobacco smoke. Roughly 1/3 of all youth smokers will die prematurely because of smoking.

This has gone on long enough.

Let's do something about it.

Stop Tobacco Sales To Youth
Quick Quiz

Media Advocacy

Social Marketing

DON'T BE A BUTTHEAD.
Quick Quiz

Media Advocacy

Social Marketing

I ❤ SMOKE-FREE MOVIES

© Tobacco and Hollywood Campaign
Types of Media

Traditional (or Old) Media
- Newspapers and TV
- Shrinking presence in overall media market
- Typically locally focused
- General audience

New Media
- Online, Social Media
- Growing presence in overall media market
- Typically widely focused but can be more specifically targeted for subject and audience
Media Platforms

- Traditional Media
  - Press releases
  - Letters to Editor, Op-Eds
  - Interviews (radio/TV)
  - Media Events
  - Printed campaign materials

- New Media
  - eNewsletters
  - Blogs and Social Media
  - Videos (PSAs)
  - Online Event Broadcasts
  - Digital campaign materials
Strategies for Success

• Make sure your story is newsworthy
• Frame your message to make your point
• Pitch your story effectively
Newsworthiness

• Goals of Media: Inform, Educate, Entertain

• Characteristics of good stories:
  • Timely – matters to something happening now
  • Unusual – weird is interesting
  • Emotional – good, bad, or ugly
  • Public safety or economic impacts
  • Respected authority for information – CDC says…
Pitching Your Story
Framing Your Story

Framing …for Access
• Controversy or conflict
• Current or seasonal news topics
• Tie national stories to home

…for Content
• Stories should matter to the change you want to make
Reframing a Story…

• The impact should be about a community issue not about an individual’s action

• Emphasize the community impact

• Solutions should be environmental factors

• Make the solution realistic
Starting Point: Analyze the Issue

1. Identify the Problem:
   *Smoking and tobacco litter in parks*

2. Develop a solution
   *(Hint: media advocacy is for policy solutions)*

3. Who has the power to make your solution a reality?

4. Who can make those people make the change?
   *(AKA Allies)*

5. Who might you want to look out for?
   *(AKA Opponents)*

6. What message will make the action happen?
Media Advocacy Tools & Tactics

• Press Release
  • “Inverted Pyramid”: most important info first
• Letters to the Editor, Op-Ed
• Interviews by spokespersons
  • Qualified and practiced
  • Use 3 key speaking points
    • Stay on topic
    • Bridging techniques
Media Advocacy Tools & Tactics

- Media Events
  - PHAST Butt Hunt
  - Rally or march
- Video PSA’s
  - PHAST samples
  - [Video PSA tips](#)
- Printed Materials
  (fliers, posters, etc)
Media Advocacy Exercise

- Subject: Smoke-free Parks
- Options:
  - Video PSA (storyboard)
  - Event Plan
  - Campaign poster/billboard
- Groups of 3-4
- Follow the worksheet
Questions?

Thanks!

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