

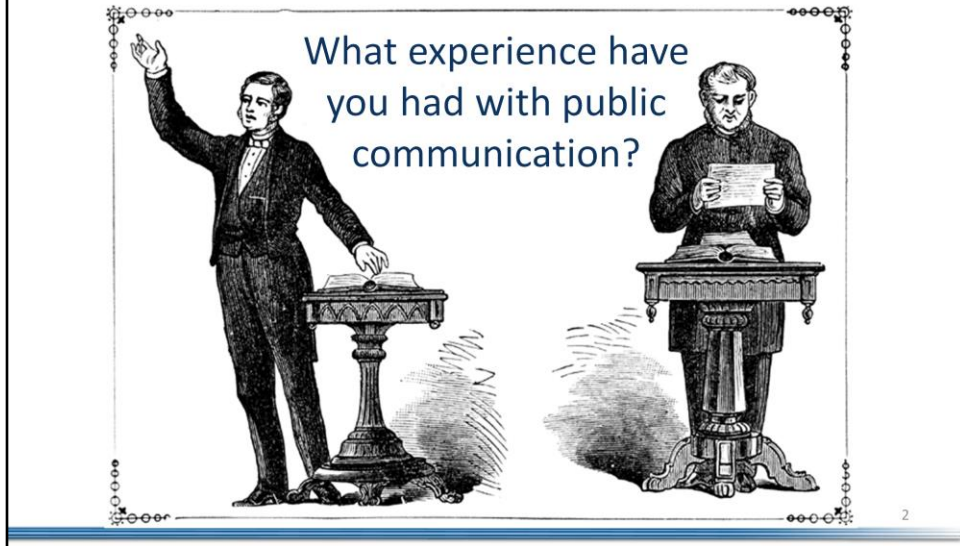


Open the session. Include the following:

- Introduce self and welcome participants.
- Review logistics: day's schedule, lunch arrangements, breaks, and location of restrooms.
- Tell people what is required to receive CEUs: sign in with license number, sign out at end of the day.
- Remind participants to silence cell phones.

NOTE: During or before the first break, collect the CEU sign-in sheet and hold it until the end of the day, to prevent early sign-out.

# About You



Poll audience about their experience with communicating with the public. Ask for a show of hands. Ask:

- Is your job completely or partially devoted to public communication?
- Have you ever written a press release?
- Have you ever been interviewed by a journalist?
- Have you ever managed publicity for an event, activity, or program?
- Have you done public presentations or spoken at public meetings?
- Do you read any blogs on a regular basis?
- Do you write a blog?
- Have you ever posted a response on someone else's blog?
- Does your organization have a Facebook page?
- Do you have a personal Facebook profile?
- Do you use Twitter?

# Goals

- To bring you up-to-date with current trends and methods
- To introduce online tools
- To help you choose media strategies that target your audience and goals
- To enhance your ability to use a wide variety of media effectively in your environmental prevention efforts

3

Review goals. Include these key points:

- Our goals today are:
  - To bring you up-to-date with current media trends and methods
  - To introduce online tools for media advocacy
  - To help you choose media strategies that target your audience and goals
  - To enhance your ability to use a wide variety of media effectively in your environmental prevention efforts

# Agenda

1. Overview of Media Advocacy

2. Traditional Media

3. New Media

4. Planning a Media Campaign

4

Explain the day's agenda. Include these key points:

- We'll begin today by discussing what media advocacy is and how it is used in environmental prevention. We'll introduce communication strategies that apply to all media.
- Then, we will discuss current trends in traditional media, and how to maximize your access to newspapers, television, and radio.
- Then we will shift our focus to current trends in new media, how to use websites, blogging, Facebook, and Twitter to expand your influence and reach a wider audience.
- Finally, you will have the opportunity to practice planning a media campaign that uses strategies appropriate to your audience and your goals.



# Environmental Prevention



Identifies and works to change elements in a community that support or condone unhealthy or unsafe decisions

5

Introduce environmental prevention. Include these key points:

- The title of this course is Media Advocacy in Environmental Prevention. So let's take a moment first to clarify the meaning of that term.
- Environmental Prevention is an approach that identifies and works to change elements within a community that support or condone unhealthy or unsafe decisions.
- It focuses on community systems as opposed to individuals.
- It is based on the fact that individuals do not make decisions regarding their health and safety in a vacuum.

## Environmental Factors That Influence Behavior

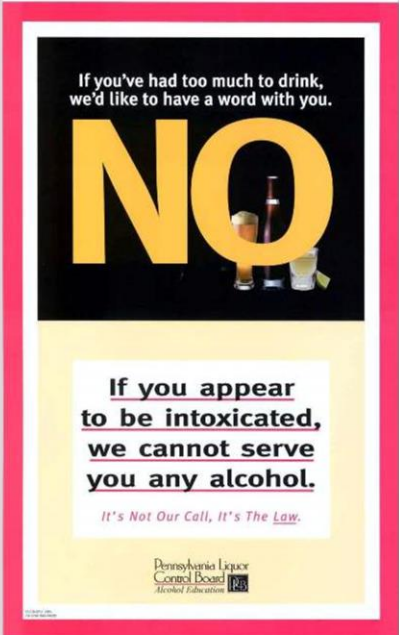
- Rules, regulations, policies, and laws
- Community norms
- Media messages
- Accessibility
- Pricing



6

introduce the environmental factors that influence individual behavior. Include these key points:

- Instead, they are influenced by a complex set of environmental factors. Let's go over these briefly.



## Law and Policy

Rules, regulations, policies, and laws influence both attitudes and availability

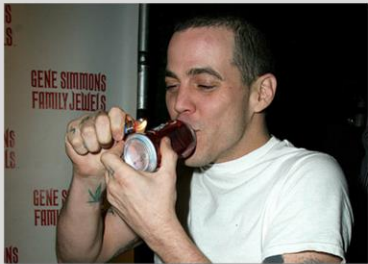
7

Continue to explain environmental factors that influence individual behavior. Include this key point:

- Rules, regulations, policies, and laws all influence attitudes towards and availability of drugs and alcohol.

# Community Norms

- Weak or lack of enforcement of laws
- Social norms that
  - Promote high consumption
  - Downplay risks

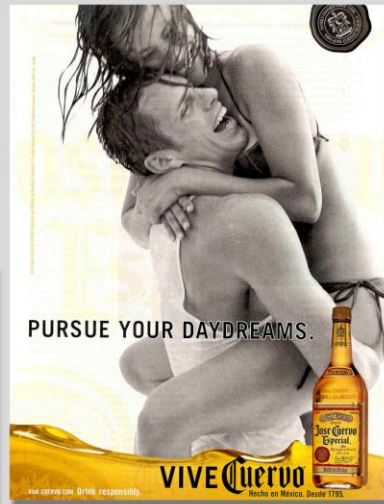


Continue to explain environmental factors that influence individual behavior. Include these key points:

- Community norms include:
  - Weak or lack of enforcement of laws
  - Social norms that promote the acceptability of high consumption, and downplay the risks associated with underage and excessive drinking.

## Media Messages

- Advertising
- Sponsorship of events
- Movies, television, music



Continue to explain environmental factors that influence individual behavior. Include these key points:

- Alcohol advertising is widespread through a wide variety of media. We'll explore later how the alcohol industry is using the Internet and social media in particular to great effect.
- Advertising content glamorizes drinking and reinforces the concept of alcohol as intrinsic to social interaction.
- The alcohol industry sponsors sporting events, community festivals, and arts events as other ways to reach various audiences.
- The entertainment media enhance the social acceptability of alcohol and drug use, and frequently portray their use as more extensive than it is in reality (Source: ONDCP 1999).
- Advertisers also use product placement in movies, television, and music videos to promote their products.

Transition to next slide. Include this key point:

- Speaking of music...

## Music



10

After clip plays, elaborate. Include these key points:

- That was a mainstream hip-hop artist, Kid Rock.
- In a somewhat bizarre quote, Sarah Palin said in her book, “Kid Rock, for instance, is very pro-American and has common-sense ideas.” (*Going Rogue*, page 300)

Lyrics in clip:

*I'm in it to win it like Heisman  
Can drink about fifteen Heinekins  
I'm not born again but if I was  
I'd ask to come back with a little more love  
Puffin the Winston, drinkin' a four-oh  
Kid Rock and I'm a let you know*

*I been sittin here just wastin time  
Drinking, smoking, thinking, trying to free my mind  
I been sittin here just wastin time  
Drinking, smoking, trying to free my mind*

*I've spent a couple of months in this smoky room,  
Eating 'shrooms, drinkin' Boone's...*

## Accessibility

- Availability to underage drinkers
  - Purchase themselves
  - Supplied by adults
- Density of outlets
  - Low-income neighborhoods
  - Minority communities
  - College areas
- Types of outlets
- Days and hours of sales



11

Continue to explain environmental factors that influence individual behavior. Include these key points:

- Underage drinkers generally report that alcohol is easy to get, whether they purchase it themselves or an adult provides it.
- Certain areas have a high density of off-sale and on-sale outlets, particularly in low-income neighborhoods, ethnic minority communities, and college areas.
  - Alcohol is also advertised disproportionately in these types of neighborhoods, with ads geared to appeal to youth or to particular ethnic groups.
- Alcohol may also be sold and consumed at sports stadiums, concerts, fairs, parades, festivals, recreational settings, and many other places.
- Some states restrict availability by limiting sales to state-run or state-licensed stores.
- The hours when alcohol may be sold also affects availability. Some communities restrict sales on Sundays, holidays, or after certain hours.



## Pricing



Low taxes and discounts make alcohol more affordable for young people

12

Continue to explain environmental factors that influence individual behavior. Include these key points:

- Pricing is related to availability.
- Low taxes and discounts encourage heavy drinking and make it easier for young people to afford.



# Environmental Prevention

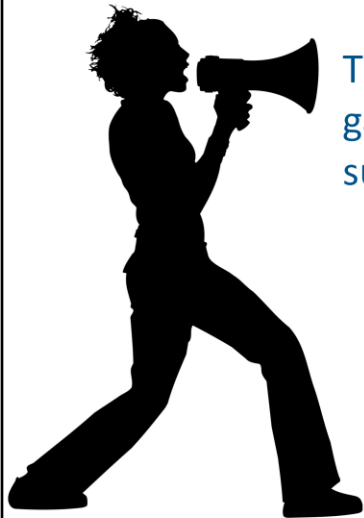


13

Introduce media advocacy in environmental prevention. Include these key points:

- Environmental prevention seeks to change the community factors that encourage abuse of drugs and alcohol, and underage drinking.
- Media advocacy is one of the strategies of environmental prevention.
- It is a critical element to implementing an environmental prevention project because it includes and links together all the other components.

# What is Media Advocacy?



The strategic use of media to gain public and policymaker support for policy goals

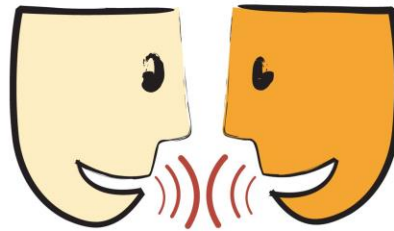
14

Elaborate on the role of media advocacy. Include these key points:

- Media advocacy can be defined as the strategic use of media to gain public and policymaker support for policy goals.
- The role of media advocacy may evolve and change during the different phases of an environmental prevention project.
- In the early phases, it may be used to raise awareness of a problem and highlight possible policy-focused solutions.
- It can publicize community response to a problem, and demonstrate community support for proposed environmental prevention solutions.
- It can publicize successes.
- It can help shape community norms with regard to AOD use.

# Why Use Media Advocacy?

- Raise awareness with public and decision-makers
- Attract new partners to your agency
- Inject your “frame” into the debate
- Generate attention and discussion
- Affect community norms



15

Explain benefits of using media advocacy. Include these key points:

- Media advocacy is a way to raise awareness about an issue with public and decision-makers.
- You can use it to attract new partners to your agency.
- You can inject your “frame” into the issue into the debate.
- You can generate attention and discussion.
- You can insert a different media message about drugs and alcohol, and affect community norms.

# Media Advocacy in Prevention

What are some potential uses?



16

Conduct brainstorming about how media advocacy might be used in environmental prevention. Ask:

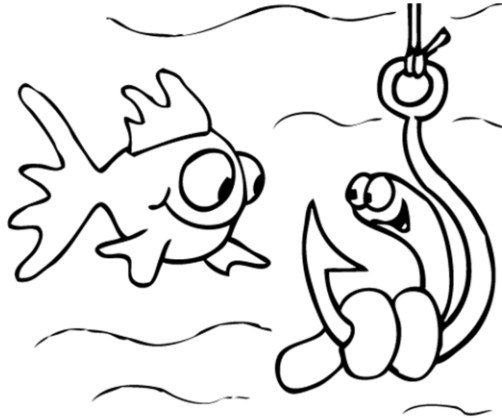
•Let's do some brainstorming about uses for media advocacy. Can you think of ways that media advocacy has been used, or could be used, in environmental prevention?

Note responses on flipchart or whiteboard. Possible responses:

- To publicize a prevention campaign*
- To promote a change of policy*
- To raise awareness of a community problem and stimulate action*
- To counteract advertising and media images that glamorize AOD use*
- To raise awareness of agencies that provide AOD alternatives/help*
- To change attitudes towards AOD use*

## Is Your Story Newsworthy?

- Timely
- New or previously unreleased information
- Satisfies one or more objectives:
  - Inform
  - Educate
  - Entertain



17

Introduce the concept of newsworthiness. Include these key points:

- Next, you will need to hone your message. Whatever medium you use to deliver your message, you will need a story that is newsworthy. You need a hook that will catch the interest of the media and the public.

- These are all characteristics that add up to a newsworthy story:

- Is the information timely? Is it relevant to current events or trends?
- Is it new, or previously unreleased information?
- Does it satisfy the news media's objectives to inform, educate, or entertain?

Before pursuing a story, journalists must consider why their readers, listeners, or viewers would be interested in it now. Who cares? Is it news?

# Is Your Story Newsworthy?



- Unusual or innovative
- Emotional appeal
  - Moving, inspiring
  - Amusing
  - Contains conflict
- Impact on public safety or local economy
- Useful information
- Credible source, statistics

18

Continue on the topic of newsworthiness. Include these key points:

- Is your story unusual or innovative? A new or fresh approach to meeting a need?
- Does it have emotional appeal? Is it moving, amusing, or inspiring? Does it involve conflict, tension between opposing forces?
- Could it impact public safety, or the local economy?
- Does it contain useful information that will help people make an important decision or avoid a serious mistake?
- Is the source credible? Do you have needed statistics to back it up?
- The size of your community, of course, will make a huge difference in criteria for newsworthiness. The bar is set much higher in a large metropolitan area than in a small town or medium-sized city.

Refer to “How to Be Newsworthy” handout in Participant Guide.

# Framing

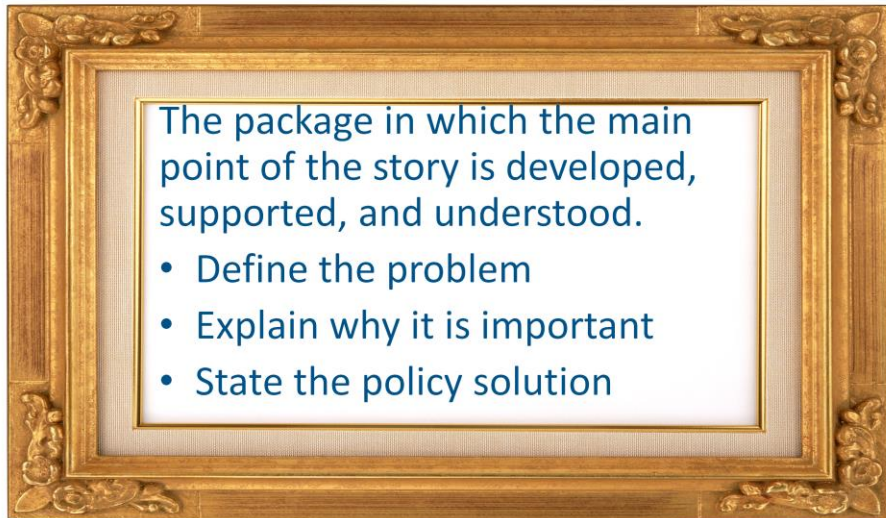


19

Introduce framing. Include this key point:

- Framing is closely connected to newsworthiness.

# Framing

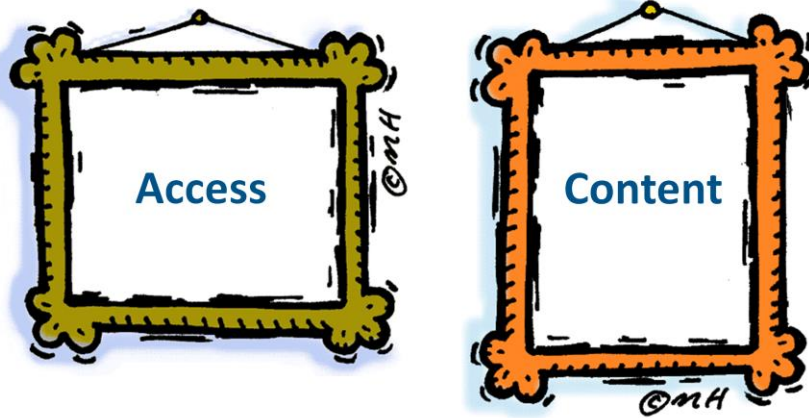


Define framing. Include these key points:

- The frame of the story has been defined as “the package in which the main point of the story is developed, supported, and understood.” (Source: Wallack et al., 1996)
- Frames should always:
  - Define the problem
  - Explain why it is important
  - State the policy solution



## Two Types of Framing



21

Introduce two types of framing. Include these key points:

- There are two types of framing:
  - Framing for access
  - Framing for content

# Framing for Access

Shaping the story for media attention:

- Controversial
- Linked to other current news
- Local angle on national story
- Relates to anniversary of significant event
- Seasonal interest



22

Explain framing for access. Include these key points:

- Framing for access means shaping the story to get media attention.
- Framing for access is important because access is important. The media influence each other, and together they influence the public.
- Media advocacy experts suggest several ways to frame a story to get media attention:

- The topic of the story is controversial
- The story is related to other current news
- The story presents a local angle on national story
- The story relates to the anniversary of significant event
- The story has seasonal interest

Ask:

- Can anyone think of suggestions for a framing prevention story for access? Possible responses:

- *Link an examination of alcohol policies at local college to a report of an intoxication-related death at a university elsewhere*
- *On the anniversary of a tragic DUI-related crash, report on progress of prevention efforts at local high school*
- *At New Year's, report on the growing appeal and availability of alcohol-free and family-oriented celebrations*
- *Link news of a teen DUI accident after a party with story of community group working to promote a social host ordinance*

# Framing for Content

Shaping the story from an advocacy perspective with the goal of promoting a policy solution



23

Explain framing for content. Include these key points:

- Framing for content means shaping the story from a policy advocacy perspective, with the goal of promoting a policy solution.
- This is more challenging than framing for access.
- Media stories on public health or other social issues tend to focus on the individual, stressing personal accountability.
- For example, a report on college binge drinking, especially involving injury or death, generally blames the victim and the other participants, offering no solution except that the individual needs to change.
- The challenge, then, is to “reframe” the story to depict the social and environmental conditions that contributed to the problem, and offer a solution to changing these conditions.

# Reframing

- Emphasize the social dimension of the problem
- Shift responsibility away from the victim to those whose decisions affect these conditions
- Present policy alternatives as solutions
- Make a practical appeal to support the solution



Offer an example of reframing. Include these key points:

- Let's try reframing the binge-drinking example we just described.
- First, emphasize the social dimension of the problem: cheap liquor is an invitation to drink more.
- Next, shift the primary responsibility away from the victim to those whose decisions affect these conditions: Bar owners who offer drink discounts and college newspapers that accept ads that promote the discounts.
- Then, present policy alternatives as solutions: For example:
  - Bar policies against discount drinks and "all you can drink" specials
  - Newspaper policy to refuse ads advertising discount drinks and "all you can drink" specials
  - City ordinance banning such drink specials
- Although there are several possible policy implications, it is important to focus on one policy goal to avoid conflicting solutions and dilution of efforts.
- Finally, make a practical appeal to support the solution. Depending on the policy goal, call on either bar owners, newspaper management, or City Council members to implement the policy, and on the public to voice their support.

## Framing Example

Frame for Access	Frame for Content	Reframe
Back-to School time	<ul style="list-style-type: none"><li>• Local rate of underage alcohol use is higher than the statewide average</li><li>• Teen drinking occurs before and after school dances/events</li></ul>	<ul style="list-style-type: none"><li>• Time for a parent-teen discussion</li><li>• Information resources for parents</li><li>• Programs and alternatives</li></ul>

25

Continue with examples of framing and reframing:

- Let's look at another example.
- You could frame for seasonal access by connecting with "back-to-school" time.
- You could frame for content by pointing out that school dances and events are often opportunities for teen drinking, and/or that the local rate of underage alcohol consumption is higher than the statewide average.
- You could also frame the story positively, if there has been a decline due to local efforts to curb use.
- You could reframe the story for whatever your particular message is, for example:
  - Encouraging parents to discuss drugs and alcohol with teens. Studies have shown that parents are largest single influence in their teen's life.
  - Offering information resources for parents.
  - Publicizing programs and alternatives.

## Framing Example

Frame for Access	Frame for Content	Reframe
One-year anniversary of tragic teen DUI accident following a home party		

26

Continue with examples of framing and reframing:

Ask:

- How about if the access frame was the one-year anniversary of a tragic teen traffic accident, following a home party? How might you frame for content?

Possible response:

- One year later, what are we doing locally to prevent a repeat of this tragedy?*

Ask:

- How might you reframe this story, depending on your goal?

Possible responses:

- Promote a local Social Host Ordinance*
- Remind parents to be aware of where their teens are and whether they are supervised*
- Publicize resources for parents*
- Publicize success of local efforts to reduce access to alcohol by minors*

## Example: CADA



Show example of CADA story for framing:

- CADA, the Council on Alcoholism and Drug Abuse, is a group in Santa Barbara.
- Santa Barbara is a medium-sized news market, and CADA was successful in gaining coverage from their local news station.
- Let's look at a TV news story that aired in Santa Barbara.

Show video. URL: <http://www.keyt.com/news/local/95044914.html>

Lead a short discussion about the clip. Include this key question:

- How did CADA frame this story for access?
  - Possible answer: *Tied to upcoming Board of Supervisors meeting*
- How did CADA frame for content?
  - Possible answer: *Local rate of teen drinking is higher in Santa Barbara than in neighboring communities, and is on the rise.*
- How did CADA reframe to focus on their issue?
  - Possible answers:
    - *Social Host Ordinances save lives*
    - *The City of Solvang and the county need to have consistent ordinances.*

## Questions?



28

Ask whether participants have questions about newsworthiness or framing.



## Activity: Reframing

1. Use the example of a news story related to binge-drinking on campus. Consider how you could reframe the story to promote a different policy goal.
  - What will your policy goal be?
  - Who will you try to influence?
  - What specific action(s) will you urge?
2. Note your answers on Worksheet 1.
3. Prepare to report to the large group.

29

Direct reframing activity.

Divide participants into groups of 4 – 6.

Provide the following instructions:

1. Using the example of a news story related to binge-drinking on campus, consider how you could reframe the story to promote a different policy goal.
2. Complete the questions on Worksheet 1:
  - What will your policy goal be?
  - Who will you try to influence?
  - What specific action(s) will you urge?
3. Be prepared to tell the rest of the group about your ideas.
4. You will have 10 minutes to work.

As groups work, go about among them to observe and assist. If any group is struggling for an idea, offer one of these:

- *Social host ordinances*
- *Better enforcement on sales to minors laws*
- *More community options for activities and venues open to minors*

Give a five-minute warning.

Debrief activity. Have a spokesperson from each group report on the policy goal, audience, and actions the group discussed.

## Case Study: DAAC



### The Situation:

- The Drug Abuse Alternatives Center in Santa Rosa operated Turning Point treatment facility
- Voters passed Prop 36 by a large margin
  - Treatment instead of incarceration
  - More beds needed in treatment facilities
- DAAC planned a new, larger facility, in a different neighborhood

30

Introduce DAAC case study. Include these key points:

- To complete this overview, I'll relate the story of an issue I worked on with a non-profit prevention and treatment agency in Sonoma County, the Drug Abuse Alternative Center, or DAAC.
- It illustrates framing, reframing, and other issues we have discussed, and also the need to be prepared for unexpected twists in your media advocacy campaign.
- This was the situation. DAAC operated a treatment facility in Santa Rosa called "Turning Point."
- Californians voters passed Proposition 36 by a large margin.
- Prop 36 required that non-violent drug offenders receive treatment instead of being incarcerated.
- This meant that more beds in treatment facilities were needed.
- The DAAC could not accommodate additional beds in their existing facility.
- So they planned to open a new, larger facility in a different neighborhood to meet that need.

# The Crisis

## Neighbors protest rehab site

Roseland residents don't want planned residential drug treatment center

By ANDREA A. QUONG  
THE PRESS DEMOCRAT

Roseland residents livid at the prospect of a drug rehabilitation center opening in their neighborhood staged a protest Saturday with picket signs and bullhorns.

ly house residents who have chosen treatment over jail time.

Seventy percent of the residents would be court-mandated, more than half of them Santa Rosa residents, said Michael Spielman, executive director of the Drug Abuse Alternative Center.

The organization, which has a 10-year lease on the property, has applied for approval from the city Planning Commission. A hearing is scheduled Sept. 12. Spielman said the organization

But neighbors voice concern that the center aggravate drug problem and crime in the area. They worried about the effect on property values and dangerous children in the neighborhood.

They showed up in neighborhood meetings with representatives of the parent company of the owner, National Enterprise Inc., a San Diego-based real estate company that owns real estate in the country.



DAAC threw a barbecue to meet the neighbors, but were met with protestors

Continue DAAC case study. Include these key points:

- As part of reaching out to their new neighbors, DAAC invited them to a barbecue.
- However, the neighbors organized to turn the event into a protest against the facility, with picket signs and bullhorns.
- The protest was thoroughly publicized by the local newspaper, television, and radio stations.

# The Strategy

- **Influencers:**
  - Chief of Police
  - Head of AOD Services
  - Deputy Public Defender
  - Sympathetic neighbor
- **Spokespeople:**
  - Graduates of Turning Point
- **Prepared well for Editorial Board**
- **Timing:**
  - Right before Planning Commission meeting



32

Continue DAAC case study. Include these key points:

- A strategy was quickly formed to reframe the story and redirect the public discussion.
- High-profile influencers were recruited: The Chief of Police, the county head of AOD Services, the Deputy Public Defender for the drug court, and a sympathetic neighbor they had encountered during their neighborhood outreach effort.
- Other spokespeople were graduates of Turning Point in recovery, to tell their stories and personalize the issue.
- They prepared thoroughly, then attended the local newspaper's Editorial Board meeting, just prior the Planning Commission meeting where the issue would be decided.

# The Reframing

- Facility needed to implement Proposition 36, which was overwhelmingly approved by voters
- Data indicates that treatment centers *improve* neighborhoods and can *reduce* drug presence
- Slogan:  
“Stop the stigma – treatment works”



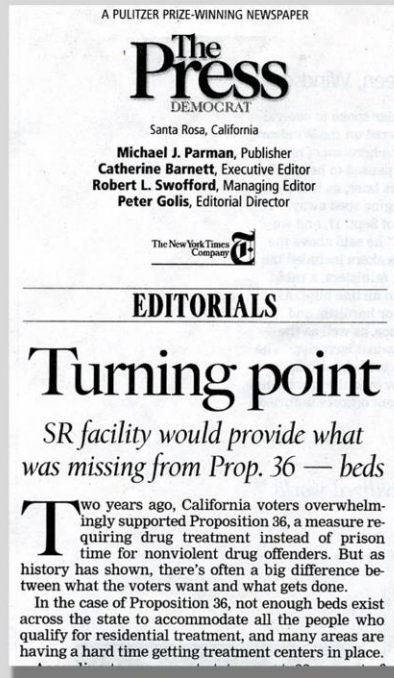
33

Continue DAAC case study. Include these key points:

- These were the key elements of their message.
- The treatment facility was needed to fulfill the requirements of Proposition 36, which had been approved by voters by a large margin.
- Data was found indicating that the presence of a treatment center improves a neighborhood and potentially can decrease drug use.
- In addition, DAAC's director promised that there would always be a bed available at the facility for an addict from within the neighborhood who needed it.
- Their slogan was “Stop the stigma--treatment works”

## The Result

The Editorial  
Director wrote a  
strongly positive  
editorial



Continue DAAC case study. Include this key point:

- Because their presentation at the Editorial Board meeting was so strong and effective, the editorial director wrote an editorial supporting the new treatment facility.

# The Result

Columnist attended the Planning Commission meeting and wrote supportive article

## Turning Point — an issue of facts vs. fears

The dilemma posed by this proposal was evident in the passion of a young woman from Roseland, "Celia" (not her real name) spoke out Thursday night for the safety of her young siblings and other children on her block — and what she saw as unfair treatment by the powers that be.

"I'm sick and tired of the injustice in southwest Santa Rosa," she said. She then choked back tears in reminding the Planning Commission of the fate of 17-year-old Patrick Scott who died four years ago this fall be-

shootings, drugs, prostitution and gang activity.

And then came the hard question posed by Raymond Guzman, a neighbor of the site and the father of three. "Would you guys buy a house right next to a rehab house?" Guzman asked. "Of course not."

This was a collision of values. The neighbors appealed to the importance we all place on personal safety and quality of life. They also spoke honestly about property values.

But concerns about the potential erosion of these things clashed with another value of a

They have all blended in with their neighborhoods, and none has had any problems, according to Michael Spielman, executive director of DAAC.

As for where to locate this expanded facility, there was not much of a choice, Spielman says. The cost of building a new building is prohibitive. This 28,000-square-foot building was available, and it "just happens to be where it is," he said.

On top of this, adding beds for rehab is not just a luxury. It's a necessity. Through Proposition 36 two years ago, California voters said they wanted nonviolent drug offenders to receive drug treatment rather than jail time. But California counties are now hav-

can't tell them from the rest of the neighborhood . . . That impressed me."

Her colleagues were convinced as well. The Planning Commission ended up approving the project on a 5-0 vote. It now goes to the City Council for a final decision.

In the end, it was an issue of facts versus fears. And the facts won out.

But it's clear Turning Point also won on face value — namely, the faces of those who've benefited from what it has to offer.

Moments after "Celia" spoke, another young woman stepped to the podium. She, too, looked like any one of the numerous, healthy 20-somethings working in loc-



PAUL GULLIXSON

35

Continue DAAC case study. Include this key point:

- Also due to their effective presentation at the Editorial Board meeting, a columnist became interested.
- He attended the Planning Commission meeting, then wrote a strongly supportive article.



## The Result



- Planning Commission unanimously recommended approval
- City Council passed it
- Facility has maintained funding and good neighborhood relations

36

Conclude DAAC case study. Include these key points:

- The Planning Commission unanimously recommended approval of the new facility, and the City Council passed it as a consent item.
- The facility has maintained its funding since, and there have been no negative consequences for the neighborhood.



# Agenda

1. Overview of Media Advocacy

2. Traditional Media

3. New Media

4. Planning a Media Campaign

37

Introduce Module Two. Include these key points:

- Now we will discuss current trends in traditional media, and how to maximize your access to newspapers, television, and radio.



## Newspapers are Shrinking

- Fewer newspapers
- Fewer and smaller pages
- Less space for news

38

Introduce the topic of current trends in traditional media. Include these key points:

- Newspapers are losing both subscription and advertising revenue, and some say they are dying.
- Whether they are dying or merely changing is a source of speculation, but there is no doubt that they are shrinking.
- There are less newspapers in operation, and they are putting out editions with fewer and smaller pages. They are also employing fewer reporters, and relying more heavily on central news sources.
- The result is a smaller “news hole:” less space for news, and greater competition for news coverage.

# Newspapers are Shrinking

## Causes:

- Internet is the prime news source for many
  - More current
  - Always available
  - Interactive
  - Links
  - Most sources free
- Classified advertising has also shifted to Net
  - Loss of revenue



39

Continue on the topic of current trends in traditional media. Include these key points:

- The reason newspapers are shrinking, of course, is that people now have many more options for accessing news, and are especially turning more and more to the Internet.
- The Internet offers many advantages:
  - Much more frequent updates
  - Especially with the widespread popularity of smart phones, the Internet is almost always available
  - Ability to comment and exchange opinions
  - Ability to link to video and other information sources on a topic
  - Many news sources on the Internet are free, and people have come to expect this. Free information has been a part of the culture of the Web since the beginning.
- Classified advertising has also shifted largely to the Internet: think of Craigslist or Cars.com. This loss of revenue has been a crippling blow to newspapers.

## Television Coverage is Less Available

- Television news is focused on breaking news, visuals, and controversy
- Local news programs are disappearing in smaller markets



Continue on the topic of current trends in traditional media. Include these key points:

- Television news has also lost ground. To compete with Internet news coverage, television news focuses on breaking news, strong visuals, and controversy. If you live in a major metropolitan area, your chance of competing with this type of news is low to nil.
- If you live in a smaller news market, you may have no local news station to turn to, as smaller stations are producing less news programming.

Transition to next topic. Include these key points:

- For all of these reasons, we will spend time this afternoon to bring you up to date on using the Internet and social media in your environmental prevention effort.
- However, numerous traditional media channels still exist and can play an important role in your campaigns. Your selection of media channels will depend on your goals, your options, and the characteristics of the audience you are trying to reach.
- So let's examine ways to use traditional media effectively.

## “Traditional” media

- Press releases
- Pitching to reporters
- Editorial Boards
- Letters to the Editor and Op Eds
- Speaking at public meetings
- Creating a media event
- Radio talk and call-in shows
- Paid media



41

Review topics to be covered. Include these key points.

- We'll start with how to write a good press release. The process is the same regardless whether your distribution channel is a newspaper or the Internet.
- We'll talk about media relations and how to pitch a story to a reporter.
- We'll discuss the role of editorial board meetings, and how to optimize your chances of getting letters to the editor and Op-Ed items into print.
- We'll cover creating, publicizing, and documenting media events.
- We'll consider the use of radio talk and call-in shows.
- Finally, we'll talk about paid media, and when to consider that option.

# Press Releases



- Put most important information first (“inverted pyramid”)
- Use a quote to elaborate

42

Offer tips on writing press releases. Include these key points:

- You will likely need to write press releases, whether you are submitting them to a newspaper or online. Here are some tips for writing them.
- Use the “inverted pyramid” style of writing. Put the most important information at the beginning, and the least important at the end.
- Use a quote to elaborate on the basic facts. A quote adds human interest and brings a story to life.
- The person quoted should bring credibility and say something meaningful.
- The quote should appear by the middle of the press release.

## Press Releases

- Be brief
  - 1 page is best
  - Never more than 2 pages
- Be objective
- Proofread carefully
- Localize – write different versions as needed

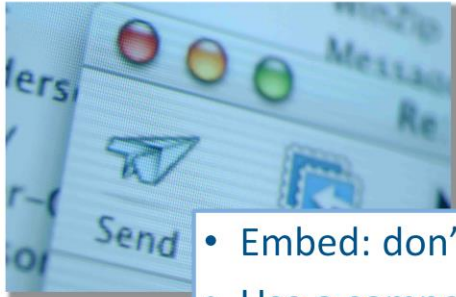


43

Continue to discuss press releases. Include these key points:

- Keep your press release to one page if possible. It should never exceed two pages.
- Don't sound like a commercial. A news release is not an ad, so don't use hyperbole or say things you can't substantiate. This includes what is said in quotes.
- Proofread carefully. Nothing detracts from your credibility faster than spelling and grammatical errors.
- Localize your release for different community media. Write different versions as needed.

# Emailing Press Releases



- Embed: don't send as attachment
- Use a compelling subject line
- Fit into one screen, no scrolling
- Provide links to related material

44

Continue to discuss press releases. Include these key points:

- If you are distributing your press release via email, here are some additional tips.
- Embed your press release in the body of the email. Don't attach it.
- Your subject line should be compelling and informative. Don't write Press Release.
- Tailor the length to fit on one computer screen. The reader should not need to scroll down to get all the key information.
- Make access easy to other online information by including links to related web sites, reports, studies, bios, etc.

Refer to "How to Write a Press Release" handout in the Participants Guide.



# Pitching

- Watch the types of stories reporters tend to cover and cultivate relationships
- Phone or email?
- Know your issue
- Practice your pitch



45

Offer guidelines for pitching stories to reporters. Include these key points:

- Pay attention to the types of stories particular reporters tend to cover. Try to cultivate relationships with reporters who seem interested in your type of story.
- However, don't restrict your contacts only to reporters you know personally. Reach out to others who may be interested.
- Find out whether phone calls or emails are more apt to get a response.
- Know your issue. Know how it has been covered in the local and national media.
- Practice your pitch with a colleague or friend before making the actual call. Be confident, upbeat, and sincere.

# Pitching



< 1

- Be brief and succinct
- If needed, get assistance from a high-profile ally
- If reporter seems interested generally, but not in this specific story, ask for ideas

46

Continue with guidelines for pitching stories to reporters. Include these key points:

- Be succinct, and start right in with your pitch. Keep your story idea or “pitch” to less than one minute.
- If you are always sent to voicemail and are not getting a call-back, you might consider enlisting the help of a high-profile ally. For example, a reporter would certainly take a call from a police chief, Mayor, or council member. You may recall that in the CADA news story we saw, the Mayor of Solvang was interviewed.
- If the reporter seems generally interested, but not in this specific story, ask for more information. You might use questions such as:
  - Is there another reporter who might be interested?
  - In the future, what kind of stories would you be interested in learning about?
- Use every contact with reporters as an opportunity to cultivate good media relations. Your goal is to be regarded as good source of leads and information, not as a time-waster or pest.

# Pitching to the Associated Press



47

Introduce AP video. Include this key point:

- Here is a brief video from the Associated Press, offering tips on how to pitch a story to them.
- This information is relevant not just to AP television, but to any news medium.

Show video clip. Link:

<http://www.youtube.com/watch?v=Vut4gPPzEac>

# Letters to the Editor



- Relevant to recent story, event, or editorial
  - Submitted within 1 -2 days
- Short, concise, direct, limited to one topic
- Provide supporters with “talking points” for letters

48

Discuss letters to the editor. Include these key points:

- The editorial page is one of the most widely read sections of the newspaper.
- Writing a letter to the editor is an excellent way to communicate ideas to the public and policymakers, and show support for an issue.
- Letters responding to a recent story, event, or editorial have a better chance of being printed.
  - They should be submitted within a day or two of the story’s appearance.
- Letters should be short, concise, and limited to one main point.
  - The newspaper may offer guidelines on length.
- Get a variety of people to submit letters. Some newspaper policy’s prohibit printing letters too often from the same person.
  - You might offer “talking points” when soliciting letters from supporters.

- Opinion pieces in the editorial section
- In-depth analysis from local person with professional expertise or personal experience



- Op-eds are opinion pieces that appear in the editorial section of the newspaper.
- They generally offer in-depth analysis on a topic by a local person who is particularly qualified to comment, due to professional expertise or personal experience.
- Again, if you have an ally who has a high profile and community credibility, it may be easier for that person to get an op-ed published.

# Editorial Board Meetings

- **Present:**

- Your group's perspective on problem
- Proposed solution
- Rationale

- **Goals:**

- Editorial supporting your perspective
- Make contacts
- Establish credibility as a resource



50

Explain the benefits of attending a newspaper editorial board meeting. Include these key points:

- Another way to get your issue on the public agenda is to meet with the newspaper editorial board. You saw how key this was in the DAAC example I told you about.
- Present your group's perspective on a problem, the proposed solution, and its rationale.
- Your primary goal is to get the newspaper to publish an editorial supporting your perspective.
- You can also gain additional contacts, and establish your group's credibility as a resource on this issue for future articles or commentary.

# Media Events



- Visually interesting
- Choose time and location convenient for journalists
- Rallies and demonstrations are good examples
- Capture your own photos and video

51

Discuss the staging of media events. Include these key points:

- Staging a media event can be an effective means of drawing public attention to an issue, when used strategically.
- Your event will draw attention if it is visually arresting or interesting, such as this photo.
  - A car was dropped from 40 ft. at a high school event, to dramatically illustrate the effect of a 35-mile-per-hour crash.
- Time your event early in the day, so that journalists can meet their deadlines.
- Hold the event in a visually interesting and appropriate place, but one that is not too difficult for journalists to get to.
- Rallies and demonstrations are other examples of staged events that highlight community concern about a problem in dramatic form.
- Don't, however, rely on media to cover your event. Take your own photos and videos. Later we will talk about how you might use them to good effect on the Internet.

# Testimony at Public Meetings



- City Council, Planning Board
- Candidates Forums
- Chamber of Commerce and service clubs

52

Discuss the value of attending public meetings. Include these key points:

- Another way to get your messages out is to testify at city council, planning board, or other community meetings.
- Often media cover these meetings, allowing you to reach policymakers and journalists at the same time.
- Also consider attending candidate's forums during election years. A supporter can question the candidates about their position on the community problem and proposed solution.
- Look for other opportunities to address the community, such as speaking to the Chamber of Commerce, or service clubs such as Rotary, Kiwanis, and Soroptimists. Members of such groups are often also community influencers.



# Selecting a Spokesperson

## Important qualities:

- Credible
- Authentic
- Dynamic
- Fast thinking
- Disciplined
  - Stay on message
- Committed
- A consensus-builder



53

Discuss the characteristics of a good spokesperson. Include these key points:

- This brings me to the topic of selecting a spokesperson. This is a very important and strategic choice.
- A spokesperson needs to be:
  - Credible, due to position, expertise, or experience
  - Authentic and sincere
  - Dynamic and energetic, an engaging speaker
  - Able to think on their feet and respond off-the-cuff to unexpected questions
  - Disciplined and able to stay on message.
  - Committed and available.
  - A consensus-builder. Avoid people with confrontational, polarizing personalities.

## Preparing a Spokesperson

- Practice the message frame
  - Videotape a mock interview
  - Give feedback
- Anticipate common questions and opposing arguments and have responses ready



54

Discuss the preparing a spokesperson. Include these key points:

- Once you have found a good spokesperson, prepare them so they can do their best work.
- Conduct training, and practice the message frame. Even an experienced speaker will benefit from practice.
- It may be helpful to videotape a mock interview, and give the spokesperson feedback about what was effective and what was not.
- Anticipate common questions and opposing arguments, and have responses ready.

Refer to “How to Give a Good Interview” tip sheet in Participant Guide.

## Radio Talk and Call-In

- Reach a different audience
- Establish credibility
- Use call-in to reinforce or build on message



55

Discuss the value of radio talk and call-in shows. Include these key points:

- Radio talk shows present an opportunity to reach a different audience.
- Participating in a panel discussion or interview helps get your message out and position your group as an authentic or expert source on this issue.
- You can reinforce or build on the message by having supporters call in to support the perspective, or present additional information.

# Advantages of Paid Media



- Control message
- Control timing
- Target specific audience
- Reinforce other advocacy activities
- Gain audience through high production values

56

Discuss paid media. Include these key points:

- In closing this module, I'd like to touch on the topic of paid media.
- Media advocacy activities emphasize free or "earned" media exposure through news coverage rather than paid advertisements.
- However, there are disadvantages to free media. You can not control how the media will cover your issue, or whether they will cover it at all.
- Using paid media allows you to present your message as intended. You can use it to counter and de-legitimize an opponent's advertising.
- You control the timing. You can quickly take advantage of current events and other opportunities.
- You can target a specific audience, thank supporters in timely and well-placed ways, and reinforce other advocacy activities.
- Professional production values might greatly broaden your audience, especially in some media, such as video.

## Questions?



57

Ask whether participants have questions about using traditional media.

Agenda	
1. Overview of Media Advocacy	
2. Traditional Media	
3. New Media	
4. Planning a Media Campaign	

Introduce Module Three. Include these key points:

- Next, we will shift our focus to current trends in new media, and discuss how you can use websites, video, blogging, Facebook, and Twitter to get your message to a wider audience.

# “New” Media

- Trends in new media
  - How the alcohol industry is using it
- Dynamic websites
- Blogs
- eNewsletters
- Video/You Tube
- Facebook
- Twitter
- How to integrate your social media



59

Introduce the module. Include these key points:

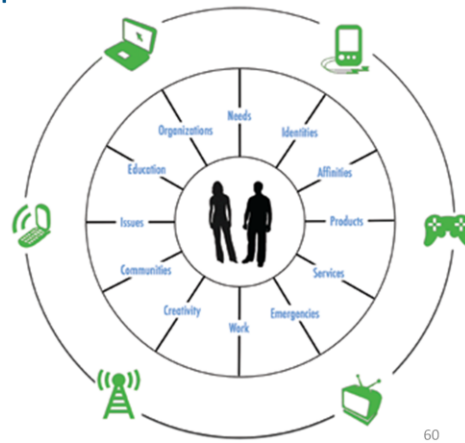
- First we will talk about trends in New Media, and how it is being exploited by the alcohol industry.
- Then we'll talk about the new media channels available to you, such as:
  - Dynamic websites
  - Blogs
  - eNewsletters
  - Video
  - Facebook
  - Twitter
- Finally, we'll offer you guidelines for integrating your social media.

# Consumers as Creators

- News is no longer “top down”

- Users:

- Create
- Contribute
- Comment
- Interact



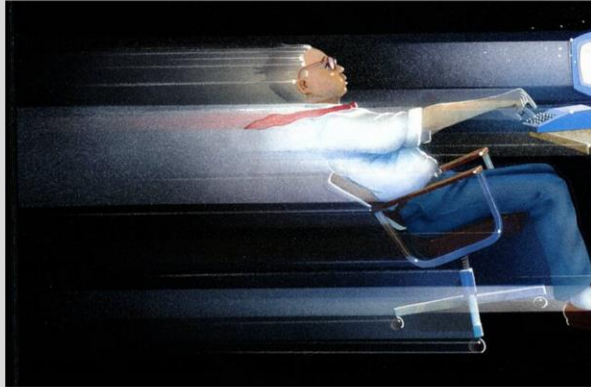
Discuss current New Media trends. Include these key points:

- The first major trend is that news and information is no longer distributed in a “top-down” structure, with journalists as the gatekeepers who decide what information to distribute to the public, and when.
- Now, the Internet enables anyone to post information, news, opinion, photos, and video; for targeted or general distribution.
- They can contribute their knowledge via wiki-type websites such as Wikipedia.
- They can comment on news stories, editorials, and blogs, and interact with other readers.
- This is very empowering for those of us doing media advocacy.



# Dynamic Websites

Invite user interaction



61

Continue to discuss current New Media trends. Include these key points:

- Another trend is that websites have become much more dynamic.
- In the past, websites were fairly static. The creator of the website posted information and there it remained, until he or she decided to update it.
- This style of website has become outdated. The most successful websites now are dynamic: frequently updated and inviting to user interaction. We'll talk more about these later.

# Social Media



Internet-based media designed to be shared through social interaction

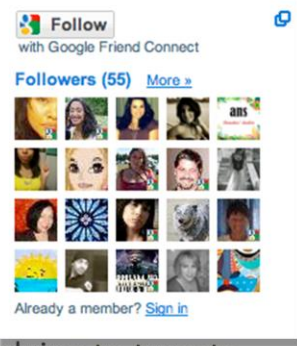
62

Continue to discuss current New Media trends. Include these key points:

- The third major trend I'd like to mention is the use of social media. It is a huge trend, and rapidly growing.
- “Social Media” refers to Internet-based media designed to be shared through social interaction.
- Examples are Facebook, Linked In, Twitter, flickr, and YouTube.

# Social Media

- User participation
  - Clicking on Like, Share, or Comment on Facebook
- User-generated content
  - Blogs, Flickr, YouTube
- A platform for conversation
  - Posting comments on blogs, replying to tweets, answering questions



63

Continue to discuss social media. Include these key points:

- Social media is characterized by:
  - User participation. For example, Clicking on Like, Share, or Comment on Facebook.
  - User generated content. For example, blogs, Flickr, and YouTube.
  - A platform for conversation. For example, posting comments on blogs,

replying to someone's tweets, answering questions on LinkedIn.

- The purpose of social media is to engage, interact and communicate relevant and timely information.
- You can use it to strengthen relationships and build online communities.

# Social Media is Not



- Push advertising
  - Sending only one-way messages
- For direct selling
  - Taboo
  - Sales pitches chase away fans and followers

64

Continue to discuss social media. Include these key points:

- Don't confuse social media with push advertising, which sends only one-way messages.
- Nor is it direct selling, which is regarded as taboo, and chases away fans and followers.
  - "Fans" are people who visit your Facebook page and indicate that they like it.
  - "Followers" are people who indicate that they want to receive your Twitter tweets.
- We'll talk more about Facebook and Twitter in a few minutes.

# Digital Marketing of Alcohol

- Social media
  - Facebook applications
  - Widgets
  - Twitter
  - Blogger outreach
- Online video
- Mobile networks
- Immersive reality games and environments



65

Introduce the use of digital media in alcohol industry. Include these key points:

- The alcohol industry is way out ahead in its use of social marketing to capture the hearts, minds, and brand loyalty of young drinkers.
- It has become the most effective and cost-efficient way of influencing the next generation of consumers.
- They invest heavily in campaigns that integrate various types of social media, online video, mobile networks, and immersive reality environments to launch a new product or revitalize interest in an old one.
- One of the fundamental concepts guiding the growth of digital marketing is engagement, which market researchers define as “a subtle, subconscious process in which consumers begin to combine the ad’s messages with their own associations, symbols, and metaphors to make the brand more personally relevant.”
- The goal is not simply to expose consumers to a particular product, but to create an environment in which they are actually interacting with the brand, “befriending” the product, and integrating it into their personal and social relationships.
- The examples are too numerous to mention now, but let’s just look at a few.

Source for this section: *Alcohol Marketing in the Digital Age*. Chester et al, Berkeley Media Studies Group, 2010

# Unregulated Environment

Minors can easily participate



The image shows a web form for age verification. It has two sections: 'SELECT COUNTRY' with a dropdown menu showing 'United States of Ame' and 'DATE OF BIRTH' with three dropdown menus showing '1', 'January', and '2009'. Below these is an 'ENTER' button and a 'Remember me' checkbox. At the bottom of the form, it says: 'We know you can't actually drink our website, but you have to be old enough to enjoy it.'

66

Continue to discuss the appeal of digital media for alcohol marketing. Include these key points:

- It's not hard to understand why the alcohol industry has jumped into digital marketing with both feet.
- In addition to being a preferred platform for the young and impressionable, it has the advantage of being unregulated.
- They have been barred from television advertising of hard liquor for years, but on the Internet they can use video to great advantage.
- Their only pretense of restricting access is to require users to enter a birth date before entering their site.
  - However, there is no verification, so it is not meaningful.
- If you do a little Internet research, I think you may be surprised at how much is out there. I'll mention just a few examples.

# Social Media



- Beck's blog:
  - Follow on Twitter
  - View its YouTube channel
  - Access its Facebook page

67

Offer examples of digital marketing of alcohol. Include these key points:

- Beck's blog, "The Daily Different," uses a comedian as its "content curator." Users can:

- Follow it on Twitter
- View its YouTube channel
- Access its Facebook page



# Widgets



Continue to discuss digital marketing of alcohol. Include these key points:

- Alcohol marketers make great use of “widgets.”
- Widgets are small, downloadable applications that integrate into online tools and games.
- They are sometimes called “app-vertisements” because of their heavily commercial use.
- An example is the BarcardiMojito Party, featuring Mojito Cocktail Cocktail Calculator and “Become a Bartender” game.

## Online Videos



69

Continue to discuss digital marketing of alcohol. Include these key points:

- Online video is an especially potent tool. The ease with which young people can embed the videos in their Facebook profile pages or forward them to friends make them quickly go viral, as the young people themselves become brand ambassadors.
- This is an example from Smirnoff, marketing an alco-pop called Smirnoff Raw Tea. It has been viewed over five and a half million times.

Show video clip. URL:

<http://www.youtube.com/watch?v=PTU2He2Bic0>

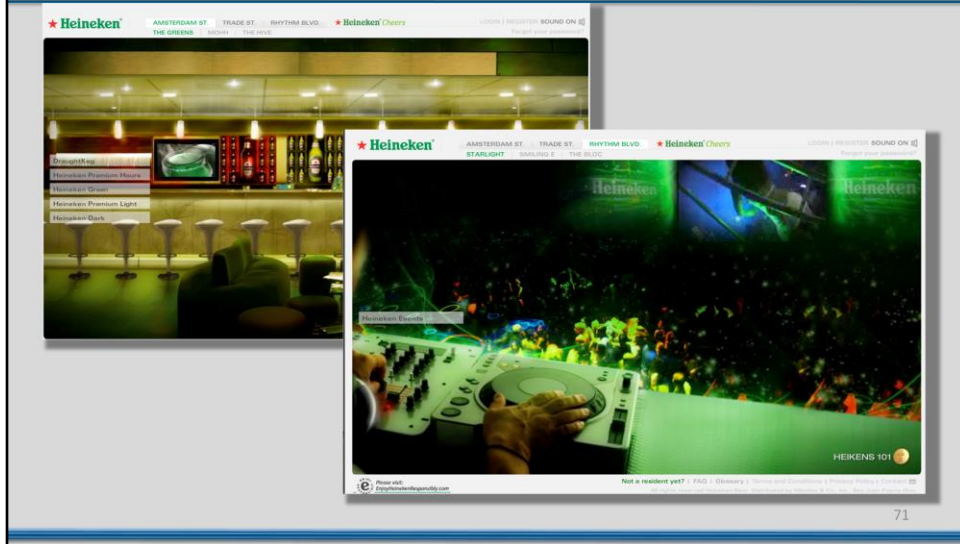
# Online Videos



Continue to discuss digital marketing of alcohol. Include these key points:

- Smirnoff has also been successful in promoting another alco-pop, Smirnoff Ice, by getting young drinkers to post their own videos of a drinking game gone viral, called "Icing."
- The "game" rules are as follows: If one is handed a Smirnoff Ice, the recipient is required to kneel down and drink the whole bottle. This is called "Getting Iced."
- The only defense is to be carrying your own bottle of Smirnoff Ice, in which case the initiator is required to kneel and drink both bottles.
- One young man reported that the beverage is terrible, but one is obliged to buy a bottle and carry it around social gatherings to avoid being "Iced."

# Immersive Reality

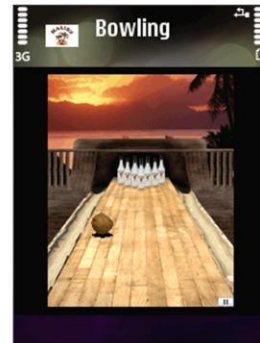
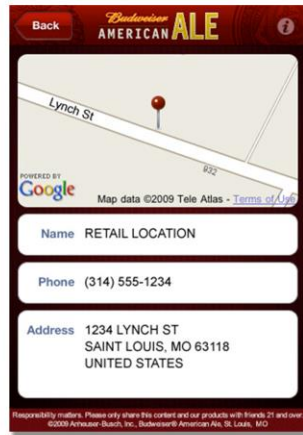


Continue to discuss digital marketing of alcohol. Include these key points:

- Heineken offers the immersive reality of HeiCity, where users can shop for Heineken-related products, hang out at a virtual bar or club, play games, and earn points called Heikens.
- Other companies offer similar online games, “Second Life” style immersive reality sites, and contests, such as:
  - “Coors WaterCooler Fantasy Football”
  - “The Smirnoff Secret Experience Party”
  - “Design the Bottle” contest for Proximo’s 1800 Tequila.
- People using these sites usually enter personal information such as email address, cell phone numbers, and personal preferences that help digital marketers further target their messages.
  - Proximo’s contest, for example, expanded the company’s database contact list by 100%.

# Apps for Mobile Devices

- Budweiser Alefinder: uses GPS to locate nearest bar or store
- Downloadable barcodes for Jim Beam discounts



- Malibu Rum's bowling game

72

Continue to discuss digital marketing of alcohol. Include these key points:

- The alcohol industry offers many free apps for mobile devices.
- Budweiser's Alefinder uses GPS to locate the nearest bar with it's American Ale on tap, or retail outlet to pick up a six-pack.
- Jim Beam and other labels offer downloadable barcodes for on-the-spot discounts.
- Malibu Rum offers a bowling game.

# Apps for Mobile Devices



- Absolut Drinkspiration
  - Enter weather, mood, time, bar vibe, etc.
  - Suggests a cocktail
  - Integrates with Facebook and Twitter: your selection is posted and tweeted

73

Continue to discuss digital marketing of alcohol. Include these key points:

- With the Absolut “Drinkspiration” app, you enter information such as the weather, your mood, the time, bar vibe, etc.
- It suggests a suitable cocktail.
- It integrates with Facebook and Twitter: your cocktail selection is posted on your Facebook wall and and tweeted to your followers.

Transition to next topic. Include this key point:

- I hope that seeing all the creative ways that the alcohol industry is using new media to win hearts and minds has inspired you to use it in your prevention efforts!

# Benefits of New Media

- Be your own publisher
  - Bypass media “gatekeepers”
- Increase your search engine success
- Drive traffic to your web site
- Stay in touch with your stakeholders
- Feedback and dialog



74

Discuss the benefits of using new media. Include these key points:

- Social media enables you to be your own publisher, bypassing media “gatekeepers.”
- Employing all the various forms of new media will create more sources for your content online. This increases the likelihood that search engines will find you.
- Social media drives traffic to your web sites.
- It helps you stay in touch with your stakeholders, such as donors, volunteers, clients, and community influencers.
- It enables feedback and gives you the ability to dialog with interested parties.



# Access to Journalists

Reporters use the following sources for story research:



Explain that social media is another avenue to access journalists:

- Social media is also another way to get your stories out to journalists, who can help spread your message.
- A recent survey found that 89% of reporters used blogs as sources for story research.
- 65% said they used social networking sites such as Facebook and Linked In.
- 52% used Twitter.



# Dynamic Websites

- Engaging and interactive
- Enables easy flow of data in and out of site
- Frequent new content
- Features:
  - Blogs
  - User comments
  - Online newsroom
- Integrated with Facebook page



76

Explain the features of dynamic websites.

- “Dynamic” websites are simply websites that have various features that encourage interaction with users by enabling easy flow of data in and out of the site. This makes them more engaging and interactive.

Dynamic websites are frequently updated with new content.

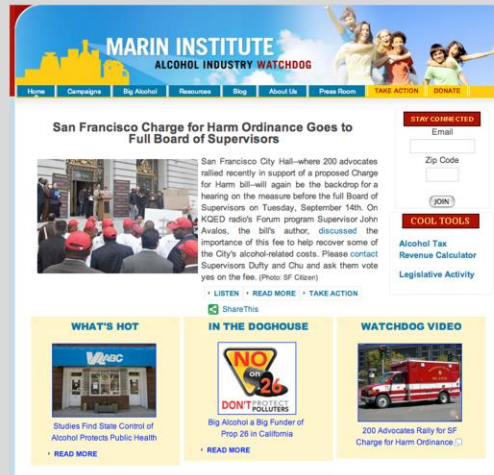
- Dynamic websites have features such as:

- Blogs
- User comments
- An online newsroom where press releases are posted

- A dynamic website should be integrated with a Facebook page that looks the same
  - A button on the website takes you to the Facebook page, and a tab on your Facebook page will open your website from within the Facebook environment.

- We’ll talk more about Facebook in a moment.

# Example: Marin Institute



77

Introduce demonstration of Marin Institute. Include this key point:

- For an example, let's examine the site of Marin Institute, an alcohol industry watchdog organization.

Demonstration instructions:

- Open link: <http://www.marininstitute.org/site/>  
Show blog, newsroom with press releases, eNewsletter, and widgets.

# Online Newsroom



- Create a news page on your website
- Post press releases in chronological order
  - Repurposes press releases for wider audience than just journalists
  - Provides content for Google to index

78

Describe online newsrooms. Include these key points:

- You can create your own online newsroom by creating a news page on your website.
- There, post your press releases in chronological order.
- The benefits include repurposing your press releases and reaching a wider audience with them than just journalists.
- Your press releases will also provide more content for Google to index, making your site easier for people to find.
- You can also post links to relevant news from other sources. However, if you do this, remember to check links frequently because locations can change and links will be broken.

# Press Release Distribution Sites

- Advantages:
  - Journalists get email feed
  - Increases search engine visibility
- Disadvantage:
  - Not targeted
- Paid distribution sites also exist

## Partial list of free sites

<http://pressburner.com>  
[www.your-story.org](http://www.your-story.org)  
[www.freepressrelease.com](http://www.freepressrelease.com)  
[www.earthpublisher.com](http://www.earthpublisher.com)

79

Discuss other ways to distribute press releases. Include these key points:

- You can also post your press releases to other sites for distribution.
  - If you use a distribution site, the release must be appropriately written to be accepted.
- A benefit is that some journalists receive email feeds of press releases posted.
- Another benefit is that if your press release is in more locations on the Net, it is more likely that search engines will find it. It increases your digital footprint.
- A disadvantage of these types of sites, though, is that the distribution of your press release is not targeted.
- There are many free sites. Here is a partial list.
- There are paid distribution sites also, with various levels of service and pricing.

Show example of a press release on free site, from the Sonoma County Maternal, Child & Adolescent Advisory Board.

URL: <http://www.your-story.org/new-guide-empowers-parents-to-prevent-teen-drinking-139319/>

Show the same press release on a different site: \URL:

<http://www.freepressrelease.com/guide-empowers-parents-prevent-teen-drinking/14054/>

# Search Engine Optimization (SEO)



- Helps press releases be found in Google searches
- Google indexes content by crawling for keywords

80

Explain the basics of search engine optimization. Include these key points:

- Use search engine optimization to maximize the ability for a Google search to find your press release.
- Google indexes content by crawling for keywords.

# Keywords

- Keywords are words or a phrase someone would use to search for particular information
- Tools to research keywords:
  - <http://www.wordtracker.com>
  - <https://adwords.google.com>



81

Continue to explain the basics of search engine optimization. Include these key points:

- Keywords are words or a phrase someone would use to search for particular information, for example, “alcohol prevention.”

Ask:

- What are some keywords that might be used in the prevention field?

Note responses on flipchart or whiteboard.

Conclude:

- These are some tools available for researching keywords.

# Use Keywords in Press Releases

- Use keywords for search engine optimization
  - In headline
  - In lead
  - In 2 – 3 locations in body
  - In the web page's title and title tag
- 2 – 4 keywords are enough



82

Discuss use of keywords in press releases. Include these key points:

- Use keywords in your online press releases:
  - In the headline
  - In the lead paragraph
  - In two or three other locations in body. If you repeat your keywords too many times, the search engine may brand your press release as spam and reject it.
  - In the web page's title and title tag (appears at the top in the browser window)
- Two to four keywords are enough.



Explain the use of links in press releases.. Include these key points:

- Include links within the press release:
  - To pages on your website or blog, for example, link to a page describing your agency.
  - To supporting material or related websites, for example, link the name of a person quoted to his or her bio.



## Questions?



84

Ask whether participants have questions about dynamic websites, online newsrooms, or optimizing press releases for search engines.

# Benefits of Blogging



- Become more visible and authoritative in your area of expertise
- Create authenticity by providing a “voice” for your agency
- Tell your agency’s story
- Help people find you

85

Introduce blogging. Include these key points:

- Another tool of new media is blogging. Blogging brings multiple benefits.
- It helps you become more visible and establish your authority in your area of expertise.
- It creates authenticity by providing a “voice” for your agency.
- It enables you to tell your agency’s story with easy, low cost publishing.
- And it helps interested people who are not yet on your list find you.

# Benefits of Blogging

- Improve search engine optimization by providing new content
- Receive feedback by inviting readers to leave comments
- Integrate with your other digital media:
  - Link to blog posts from Facebook page
  - Tweet blog headlines with links to posts



86

Continue to discuss the benefits of blogging. Include these key points:

- Blogs improve your search engine optimization by providing new content.
- They enable you to receive feedback by inviting readers to leave comments.
- Blogs can be easily integrated with your other digital media:
  - Link to blog posts from your Facebook page.
  - Tweet blog headlines with links to your posts.
- We'll talk more about Facebook and Twitter in a moment.

# Popular Blogging Software

- **Blogger by Google** - [www.blogger.com](http://www.blogger.com)
  - Free, easy to use
  - Displays ads
  - Doesn't protect against spam
  - Limited in design templates, so Bloggerblogs look similar
- **WordPress** - [www.wordpress.com](http://www.wordpress.com)
  - Has a free version
  - Versatile, can create entire sites
- **TypePad** - [www.typepad.com](http://www.typepad.com)
  - Lots of features
  - No free version

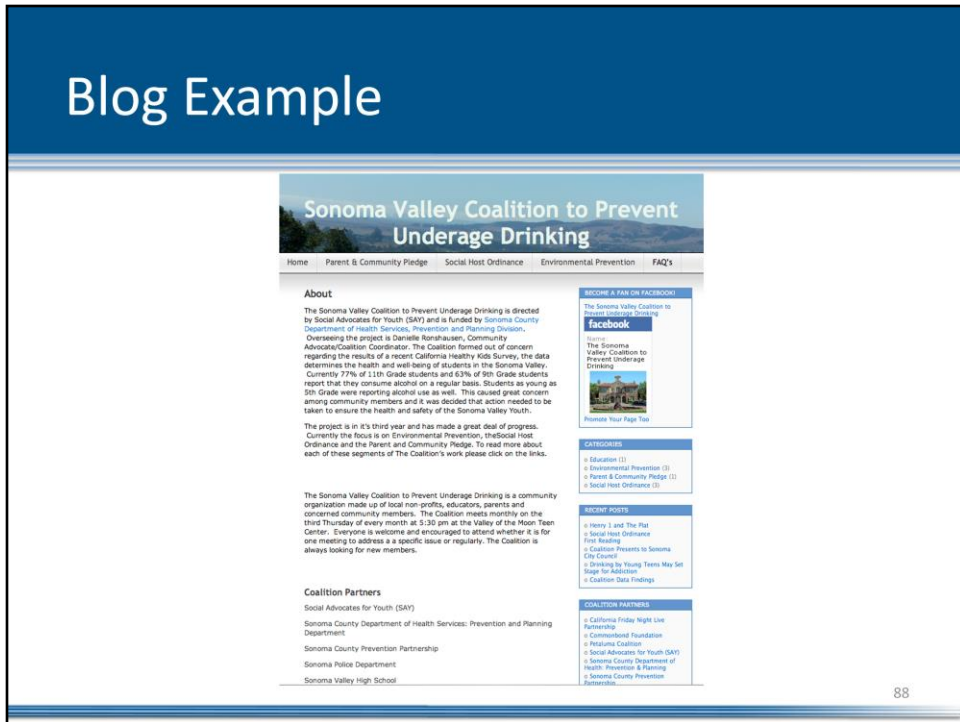


87

Explain the role of blogging software. Include these key points:

- You will need to select blogging software.
- The software provides the blogging environment. It links to the homepage of your website via a button.
- These are several popular options. WordPress is particularly versatile, and is being used to create entire websites.
- If you are a government employee, there may be a blogging environment you are required to use.

# Blog Example



Refer to the blog of the Sonoma Valley Coalition to Prevent Underage Drinking.

- This is an example of a small community with no television station and just community newspapers. The blog was a main way they communicated about their progress in creating a social host ordinance.
- Their blog was created using Wordpress.
- The URL is in your Participant Guide, if you want to take a look at it later.
- 

URL: <http://sonomasoberteens.wordpress.com/>

# eNewsletters

- Email updates that link followers back to your site, blog, or Facebook page.
- Or send your blog in the form of an eNewsletter
- Benefits:
  - Keep in touch
  - News bulletins
  - Drive traffic to site



89

Define and explain the role of eNewsletters. Include these key points:

- eNewsletters are email updates that link followers back to your site, blog, or Facebook page.
- Benefits:
  - Keep in touch with followers, maintain awareness
  - Distribute important news
  - Drive traffic to to your website, blog, or Facebook page
- Or, you can send your blog entries out in the form of eNewsletters.

Show the Marin Institute's eNewsletter. Instructions:

- Open your own (leader's) email account.
- Click on eNewsletter from Marin Institute.
- Click link to the Marin Institute website.

# eNewsletter Software

- Provide templates for a well-laid-out eNewsletter
- Manages your lists
- Provides analytics
  - Who opened eNewsletter?
  - Who clicked links?
- Examples: Constant Contact, Vertical Response, Chimp Monkey, Emma



90

Explain the use of eNewsletter software. Include these key points:

- There are software tools to streamline this process for you.
- They provide templates, so your eNewsletter is well-laid-out and attractive.
- They manage your lists.
- They provide analytics. You can find out who opened the eNewsletter and who did not. You can find out who clicked links within the newsletter.
- Here are a few that are popular. I don't recommend any one over another.
- If you work for a government agency, they may have an eNewsletter tool included within their information technology system.

## Questions?



91

Ask whether participants have questions about blogging and eNewsletters.



# Video

Create your own, post on You Tube



92

Discuss the role of video in media advocacy. Include these key points:

- Video is a powerful and inexpensive tool for media advocacy.
- You can take create your own videos of events and conditions in your community, post them on You Tube, and link to them from your site.
- Or you can create videos that reframe current news, like this example from the Marin Institute, an alcohol industry watchdog agency.

Play video. Click on picture, wait a moment while browser opens. Click on the Full Screen option on the far right of toolbar.

URL:

<http://www.youtube.com/watch?v=DIIpHYdeOOo&feature=channel>

# Video

## Link to existing videos on You Tube



93

Continue to discuss the role of video in media advocacy. Include these key points:

- Or, you can link to existing videos that may be of interest to visitors to your site.
- For example, here is one that creatively deglamorizes excessive drinking at social events.

Play video. Click on picture, wait a moment while browser opens. Click on the Full Screen option on the far right of toolbar.

Link: <http://www.youtube.com/watch?v=8dRSFRXIHel>

# Amateur Documentaries



94

Discuss amateur documentaries. Include these key points:

- A well-done amateur documentary can also be powerful and reach a wide audience.
- This one was produced with high school students in Montana.

Play segment of video. Stop after one or two minutes. URL:

[www.synergypost.com/portfolio/wasted-the-truth-of-underage-drinking-in-butte-county](http://www.synergypost.com/portfolio/wasted-the-truth-of-underage-drinking-in-butte-county)

# Professional Films

- Documentary or entertainment
- Possible fundraiser plus publicity

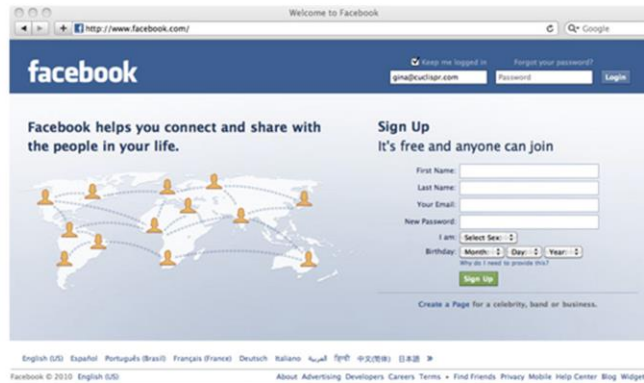


Discuss how professionally-produced films might be leveraged for media advocacy. Include these key points:

- You may also find ways to leverage professionally-produced films for media advocacy, whether they are documentaries or entertainment films.
- For example, the Marin Institute hosted a benefit screening for *La Mission*, a film made in San Francisco that depicts the negative affects of alcohol, drugs, and violence on a community.
- In addition to raising funds, the screening was promoted in the local news media, creating publicity and raising awareness of the Marin Institute.

# Facebook

- Most popular networking site
- > 500 million users worldwide



Introduce Facebook. Include these key points:

- Now, let's talk about how your organization can benefit from using Facebook, the world's most popular networking site.
- Facebook has over 500 million users. That's more than the populations of the USA, Canada, and Mexico combined.
- It is not, however, as much as the population of China, where Facebook is banned by the government.
- Not only are more people using Facebook, they are spending more time on the site.
- In July 2009, they spent an average of 5 hours 12 minutes on Facebook, a dramatic increase over the 90-minute average in July 2008. In January 2010, they averaged over 7 hours.

Lead a discussion about Facebook. Ask:

- How many of you have a personal Facebook profile?
- Are you fans of any business or organization's page?
- How do they interact with you?
- How many of you have a Facebook page for your organization?

If anyone says they do, ask how they are using it.

## Profile, Page, or Group?

Profile	Page	Group
For individuals	For organizations	For an issue or interest

97

Explain the difference between profiles, pages, and groups:

- Let's take a moment to clarify some Facebook terms.
- Profiles are for individuals.
- Pages are for businesses or other commercial, political, or charitable organizations or endeavors.
  - Your organization should have a page on Facebook.
- Facebook Groups look similar to Pages, but they are intended for a different use.
  - They are intended bring like-minded people around a certain topic, to foster discussion or encourage action.

# Facebook Example: ASAC



98

Show example of Facebook page. Include this key point:

- Here is an example, from the Appalachian Substance Abuse Coalition for Prevention and Treatment, or ASAC.

Open link: <http://www.facebook.com/pages/ASAC-Appalachian-Substance-Abuse-Coalition-for-Prevention-and-Treatment/100317416438?ref=ts>

Demonstrate features of page: wall posts, tabs, links, and widgets.

# Give Fans Reasons to Return

- Post new content often
  - Keeps your page interesting and relevant
- Post content that provides value
  - Don't just announce your own events or news
- Ask your fans to share your content by posting it on their profile walls



Discuss strategies to drive traffic to your Facebook page. Include these key points:

- You may be wondering how to draw fans back to your Facebook page. Here are some pointers.
- Post content often to keep your page interesting and relevant.
- Post content that provides value. Don't just announce your events or your news.
- Ask your fans to share your content by posting it on their profile walls.



## Give Fans Reasons to Return

- Invite fans to post photos and write on your wall
- Provide direction
  - For example, “Please post your photos of X; tell us what you think about Y”



- Use Facebook's Event feature to promote events
  - Invite your fans and ask them to invite their friends

100

Continue to discuss strategies to drive traffic to your Facebook page. Include these key points:

- Invite your fans to post photos and write on your wall.
- Provide direction.
  - For example, “Please post your photos of X; tell us what you think about Y.”
- Use Facebook's Event feature to promote events. Invite your fans and ask them to invite their friends.

# Create a Facebook “Event”



The screenshot shows the Facebook Events interface. At the top, there's a header with the 'Events' logo and a '+ Create an Event' button. A blue arrow points from this button down to a sample event page for 'Top Hat - Retro Movie Night'. The event page displays details such as the type (Music/Arts - Performance), date (Monday, May 10, 2010), time (6:30pm - 9:30pm), and location (Sebastian Theatre). It includes a description, a poster image for 'Top Hat', a list of confirmed guests, and options to RSVP or share the event.

On Events page, click the “Create an Event” button on upper right

Explain how to use Facebook’s “Event” feature. Include these key points:

- Here is how you use Facebook’s Event feature.
- First, go to the Events page.
- There you will find a button on the upper right that says “Create an Event.”
- When you click on it, you will receive a series of prompts to enter the information about your event.

# Ask a Question



102

Offer tips on how to engage fans on Facebook. Include these key points:

- Here are some more tips on how to engage fans on Facebook.
- Ask a question.
- In this example from the Join Together website, they ask, "Can colleges really fix binge drinking with policies and programs, or are there larger forces at play that dwarf these efforts?"
- As you can see, several followers joined into the discussion.

## Respond To a Wall Post

**Lisa Barber Zahn** I listened to the show on Minnesota Public Radio today and what you're doing is great. Keep it up!

April 26 at 8:52am · [Comment](#) · [Like](#) · [Report](#)



**Epic Change** thanks so much!! really appreciate it ;) let us know if you'd like to get involved...

April 26 at 11:44am · [Report](#)

103

Continue with tips on how to engage fans on Facebook. Include this key point:

- Respond to a wall post.

# Thank Someone

**LandPaths** A huge thanks again to Terry and Carolyn Harrison for sharing their Foxwhelp Farm, their stories, and their farming experiences with us on last night's tour. And a special 'cheers' to the peregrine falcon that graced us with a fly by on the ridge! More photos:  
<http://www.landpaths.org/index.cfm/page/Outings-photo-gallery>.



 Fri at 12:16pm · [Comment](#) · [Like](#) · [Share](#)

104

Continue with tips on how to engage fans on Facebook. Include this key point:

- Thank someone.

## Post Related Information

### ASAC– Appalachian Substance Abuse Coalition for Prevention and Treatment



#### Cigarette Use Among High School Students --- United States, 1991--2009

[www.cdc.gov](http://www.cdc.gov)

Understanding the trends in the prevalence of cigarette smoking among youths enables policy makers to target prevention resources more effectively. Every 2 years, CDC analyzes data from the national Youth Risk Behavior Survey (YRBS) to evaluate trends in cigarette use among high school students in t...

 3 hours ago · Share

105

Continue with tips on how to engage fans on Facebook. Include this key point:

- Post related information.
- In this example, an AOD prevention coalition has posted a study on cigarette use among high school students.

## Call to Action

**Californians for Drug Free Youth** Act Now! Send a message to the U.S. Treasury asking them to reject any proposals advising financial institutions to ignore federal laws when dealing with pot shops.

saveoursociety -- Marijuana lobby pressures U.S. Treasury

capwiz.com

Marijuana lobby pressures U.S. Treasury

May 27 at 10:57am · Share

Alexandra Datig likes this.

106

Continue with tips on how to engage fans on Facebook. Include this key point:

- Make a call to action.

# Promote Your Partners

## Mat Su Substance Abuse Prevention Coalition



### Mental Illness: What A Difference A Friend Makes

[www.whatadifference.samhsa.gov](http://www.whatadifference.samhsa.gov)

What a difference! This site is for people living with mental illness and their friends. Find help for the recovery process, learn about the kinds of mental illnesses, and read real-life stories.

July 8 at 11:16am · Share

107

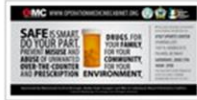
Continue with tips on how to engage fans on Facebook. Include this key point:

- Promote your partners.
- In this example from the Mat Su Substance Abuse Prevention Coalition, they promote a site for people living with mental illness, and their friends.



# Show Your Work

## Mat Su Substance Abuse Prevention Coalition



## Operation Medicine Cabinet

9 new photos

June 8 at 5:32pm · Share



Laurie Kari I heard about this! How did it go? And when will it happen again? More PR!!

June 8 at 11:43pm · Flag



Mat Su Substance Abuse Prevention Coalition We got two boxes full of meds that were incinerated :) There is supposed to be another event this fall (date: TBA).

June 9 at 11:16am · Flag

108

Continue with tips on how to engage fans on Facebook. Include this key point:

- Show or tell about your recent work.

## Link to Your Blog

**Anita Kinley** via **charity: water**: "Water flows from a charity: water tap at the Kampi Ya Moto school in Kenya. (photo: Esther Havens) Read and watch our return to Kampi Ya Moto on the charity: water blog: <http://bit.ly/dAvytG> (or here on our page under our video section)"



### Wall Photos

Water flows from a charity: water tap at the Kampi Ya Moto school in Kenya. (photo: Esther Havens) R...

By: charity: water

[See More](#)

 Yesterday at 3:14pm · [View Post](#)

Continue with tips on how to engage fans on Facebook. Include this key point:

- Link you your blog.

# Facebook Notes

**Santa Barbara's Council on Alcoholism and Drug Abuse (CADA)**  
Converts: 1  
Project Recovery: Mothers, Children, Families Housed within CADA is our Perinatal Program. This program is essentially a resource where new or expecting mothers who are struggling with addiction can come and feel supported by other individuals with similar experiences...

July 1 at 7:04am · Share

**Santa Barbara's Council on Alcoholism and Drug Abuse (CADA)** Like

Wall Info Causes Events Notes Photos >

**Project Recovery: Mothers, Children, Families** Share

Tuesday, June 29, 2010 at 2:10pm

Housed within CADA is our Perinatal Program. This program is essentially a resource where new or expecting mothers who are struggling with addiction can come and feel supported by other individuals with similar experiences. The goal is to promote stronger, healthier parenting skills, while also focusing on how to promote self-confidence and self-esteem, and establishing safety in the home. The therapeutic group setting is a non-biased trusting environment where the topics of addiction, sobriety, and recovery are addressed as they relate to parenthood.

To read a personal story that Amy Rice, the Perinatal Program Manager, shared click below...

A client was referred to the perinatal program by CWS in hopes of reuniting with her daughter who was removed from her custody and placed in foster care. The client's legal history alone made reunification an unlikely option. The client, having never completed a program was reluctant to trust the other women, arriving in group angry, depressed, and helpless. Throughout her time at Project Recovery she successfully completed her GED with honors, secured a full-time job and enrolled in a drug and alcohol program at Santa Barbara City College. Her self-esteem and self-confidence blossomed over the course of her treatment along with her ability to trust and welcome others into her life.

**Santa Barbara's Council on Alcoholism and Drug Abuse (CADA)'s Notes**

Project Recovery: Mothers, Children, Families  
Jun 29, 2010

Mentor Program: May Mentor of the Month (better late than never)  
Jun 20, 2010

SAVE: June Frontline Employee Newsletter  
Jun 11, 2010

Teen Court: Bowling to Win for Our Youth  
Jun 2, 2010

How the Health Care Reform Bill Affects Addiction and Mental Health Coverage  
May 20, 2010

- A note is a short article
- Can include photos and graphics, but no links
- Click Share button to post a note to your wall or send it to fans

Explain Facebook's Notes feature. Include these key points:

- Facebook Notes is a tab on a Facebook page or profile where you can write more information.
- Writing a note is like writing a mini article.
- It might be a place to put a press release, a blog, or a bio.
- You can place photos and graphics in a note, but not links.
- However, you can click the Share button at the top right to post it to your Facebook wall or send the note to your Facebook fans.
- After clicking on your FB page's notes tab, you click on the Create New Note button on the top right.

# Contacting Fans Via Facebook



- Can *not* send individual messages
  - Pages don't have message in-boxes
- *Can* send to targeted groups of fans or all your fans
- Messages to fans appear as Updates

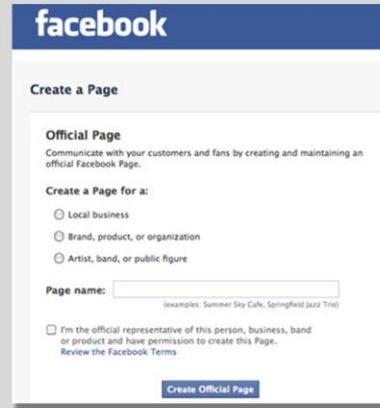
111

Explain how to contact fans via Facebook. Include these key points:

- The people you connect with via your Facebook page are called fans.
- You can't exchange individual messages with fans via your Facebook page. Pages don't have message in-boxes.
- But you can send messages to targeted groups of fans, or to all your fans.
- Messages to fans appear as Updates on their Facebook pages.

# How to Create a Facebook Page

- Go to Facebook's homepage
- Click on the Advertising link at the very bottom of the page
- Click on Pages
  - You'll see this →
- Follow Facebook's step-by-step instructions

A screenshot of the Facebook 'Create a Page' form. The form has a blue header with the 'facebook' logo. Below the header, it says 'Create a Page'. Underneath, it says 'Official Page' and 'Communicate with your customers and fans by creating and maintaining an official Facebook Page.' Then, it says 'Create a Page for a:' followed by three radio button options: 'Local business', 'Brand, product, or organization', and 'Artist, band, or public figure'. Below these options is a text input field for 'Page name:' with a placeholder text '(examples: Summer Sky Cafe, Springfield Jazz Trio)'. At the bottom, there is a checkbox labeled 'I'm the official representative of this person, business, band or product and have permission to create this Page. Review the Facebook Terms'. A blue button labeled 'Create Official Page' is at the bottom right of the form.

112

Describe how to create a Facebook page. Include these key points:

- Now that I've got you fired up about the potential benefit to your organization to having a Facebook page, let's talk a moment about how to create one.
- The important thing to know is that you have to click on the Advertising link on the very bottom of the Facebook homepage. Then you will receive step-by-step instructions.

Directions:

1. Go to Facebook's homepage
2. Click on Advertising link at the very bottom of the page
3. Click on Pages
4. Follow Facebook's step-by-step instructions

## Questions?



113

Ask whether participants have questions about using video or Facebook.

# Twitter



- Micro-blogging platform
- 140 characters maximum per “tweet”
  - Limiting to 120 makes it easier for followers to “re-tweet” (forward your posting to others)
- Use with desktop, laptop, or mobile device



**MarinInstitute** Join the DAY of ACTION to support San Francisco's Charge for Harm alcohol mitigation fee.

<http://bit.ly/dmD4wN>

5 minutes ago via web

114

Introduce Twitter. Include these key points:

- Twitter is a micro-blogging platform
- You can use a maximum of 140 characters per posting, or “tweet.”
  - Keeping it to 120 characters, though, makes it easier for followers to forward your tweet, or “re-tweet” you.
- You can send and receive tweets using a desktop or laptop computer, or any mobile device.

Ask:

- How many of you currently use Twitter?
- How many of you use it to publicize the activities of your agency?

# Interact With Twitter

- Reply to tweets, or mentioning a user, by using their Twitter handle (@ginacuclis)
- Re-tweet a tweet – appears as RT
- Send a direct message. Your other followers won't see it

 **SocialBizNow** @ginacuclis That's fantastic Gina, we're looking forward to having you join our #social media conference as well. Have a great week!  
1:15 PM Sep 13th via web in reply to ginacuclis

 **ginacuclis** More should do this: RT @rtennant: Librarians to protest the Qur'an burning by staging public reading of it in Chicago: <http://bit.ly/bj0yJP>  
12:20 PM Sep 9th via TweetDeck  
Retweeted by 8 people

 **billjohnston** Thanks Gina!  
9:52 AM May 2nd

115

Explain how to interact with Twitter. Include these key points:

- Here are some ways you can interact with Twitter.
- You can reply to tweets, or mention a user, by using their Twitter handle. For example, mine is @ginacuclis.
- You can re-tweet, or forward a tweet, to others. It appears as RT.
- Or you can send a direct message to an individual. Your other followers won't see it.



# How to Gain Followers on Twitter

- Don't just promote your events and services
  - Offer useful information
- Provide timely facts and information related to your expertise
- Re-tweet others
- Ask questions
- If someone follows you, follow them



116

Offer suggestions for how to be a good Twitter user and gain followers. Include these key points:

- These first two items are the same as for your blog.
- Don't just promote your events and services, also offer useful information.
- Provide timely facts and information related to your expertise.
- Re-tweet others.
- Ask questions.
- If someone follows you, follow them back, if they seem to be a valid participant.
  - However, be cautious with followers who seem unlikely or suspicious. They may be spammers.
  - You also have the option of blocking followers if they behave badly.

# How to Gain Followers on Twitter



Use the Reply feature to:

- Answer tweeted questions
- Welcome new followers
- Say thank you for re-tweets



117

Continue to offer suggestions for how to be a good Twitter user and gain followers. Include this key point:

- Use Twitter's Reply feature to:
  - Answer tweeted questions
  - Welcome new followers
  - Say thank you for re-tweets

# Twitter Hash Tags: #

- Organizes tweets using keywords



**thevillagesite:** Are you putting your kids in harms way?<http://ow.ly/2DpR7>  
**#addiction #drugs #kids #teens #alcohol** abuse **#substance** abuse **#crisis**  
about 14 hours ago via *HootSuite* · [Reply](#) · [View Tweet](#)

Keywords: addiction, drugs, kids, teens, alcohol abuse, substance abuse, crisis

- Intent is to bring order to users' tweets
- Makes it easier to follow a topic of interest

118

Introduce Twitter hash tags. Include these key points:  
\*Another Twitter feature to which I'd like to draw your attention is hash tags.  
\*Hash tags, designated by the "pound" or "number" key, organize tweets using keywords

\*In this example, the designated key words are addiction, drugs, kids, teens, alcohol, substance, and crisis.

\*The intent is to bring order to users' tweets, and make it easier to follow a topic of interest.

# Twitter Clients

- Created by third-party vendors
- Free or low-cost
- Make replying, re-tweeting, and viewing your Twitter stream much easier
- Desktop and mobile phone applications
- Common choices:
  - TweetDeck
  - HootSuite



hootsuite™



119

Explain the role of Twitter Clients. Include these key points:

- The Twitter interface is a bit awkward, so many people make use of Twitter Clients.
- These are free or low-cost applications from third-party vendors.
- They make replying, re-tweeting, and viewing your Twitter stream much easier.
- There are desktop and mobile phone applications.
- Two commonly used clients are TweetDeck and HootSuite.

## URL Shorteners

- Long URLs are hard to pass along due to Twitter's character limit
- URL shorteners shorten URLs quickly and easily
- Web page is then available using either the long or short URL
- Use on any platform



120

Explain URL shorteners in Twitter. Include these key points:

- Long URLs are hard to pass along and don't work with Twitter's character limit.
- URL shorteners are Internet-hosted programs that shorten long URLs quickly and easily.
- The Web page is then available using either the long or short URL
- You can use the shortened URL from any Internet platform, not just Twitter.

## Examples of URL Shorteners

Some provide tracking analytics

<http://bit.ly>

<http://budurl.com>

<http://cli.gs>

<http://is.gd>

<http://tinyurl.com>



121

Continue to explain URL shorteners in Twitter. Include these key points:

- Here are a few available URL shorteners.
- You go to one of these sites, enter a URL, and it creates a smaller version. Thereafter, either the short or long version will work just the same.
- Some also provide tracking analytics. You can see how many people clicked links during a particular time period.

# Creating a Twitter account

- Identify yourself
- Upload a picture
- Fill out the bio
- Don't set privacy setting to "protect" your tweets

Name Ade Lack  
Location UK  
Web <http://www.twitter.com>  
Bio Official Twitter addict.  
Twitter How To Blogger, social  
marketing the right way, Proud  
Dad. To learn more about my  
passions have a look at my  
favorite tweets

**My Twitter bio includes  
keywords I want to rank  
for in Google**

122

Explain how to create a Twitter account. Include these key points:

- Setting up a Twitter account is very easy, with step-by-step instructions. Here are some pointers.
- Identify yourself
  - You'll attract more followers, because people follow people.
- Upload a picture.
  - Don't leave it blank.
  - Photos attract more followers than do logos.
- Fill out the bio with information that indicates what you tweet about.
  - Users often decide who to follow from their bios
  - Users also decide by reading recent tweets on profile pages
- Don't select privacy setting to "protect" your tweets.

# Integrating Your Social Media

- Keep message, positioning, color, and design consistent across all media types
- Make your Facebook page look like your website
- Put your Twitter handle, Facebook page, and blog address on all printed materials



123

Introduce the topic of integrating social media. Include these key points:

- In wrapping up this module on new media, I'd like to talk about how you can integrate all the social media you use.
- The message and how your nonprofit is positioned should be consistent across all media types, including use of color and design themes.
- Make your Facebook page look like your website.
- Include your Twitter handle, Facebook page and blog address on all printed materials.



# Integrating Your Social Media

- Put Facebook and Twitter buttons on your
  - e-Newsletter
  - Blog
  - Website
  - Flickr photo sharing account
- Use a widget allowing your recent tweets to appear on your website and your blog



124

Continue on the topic of integrating social media. Include these key points:

- Put Facebook and Twitter buttons on your:
  - e-Newsletter
  - Blog
  - Website
  - Flickr photo sharing account
- Twitter has a widget that allows your 3-4 most recent tweets to appear on your website and your blog.

Demonstrate use of widgets by opening a website that contains a Twitter widget.

# Integrating Your Social Media

- Leverage your blog:
  - Repurpose blog posts as newsletter articles
  - Promote your blog in your newsletter
  - Tweet blog posts
  - Link blog posts to Facebook page



125

Continue on the topic of integrating social media. Include these key points:

- Leverage your blog:
  - Repurpose blog posts as newsletter articles
  - Promote your blog in your newsletter
  - Tweet blog posts
  - Link blog posts to Facebook page

# Maintain Your Online Presence



- Curate your Facebook page
  - Update information
  - Delete offensive or detracting posts
- Share responsibility
  - Know password
  - Share tasks

126

Emphasize the importance of planning for maintenance. Include these key points:

- Don't forget that your online presence will require maintenance. Frequent updating is rather the point!
- You will need to curate your Facebook page. An out-of-date website or Facebook page can detract from your organization's image and credibility.
- If you attract offensive or detracting posts, remove them promptly.
- It will be wise not to assign all the maintenance to one person. If that person leaves your organization or is unavailable, you'll be left high and dry.
  - At least 2 others in your organization should have the Facebook password and help keep your page up-to-date.

# How Much Time?

- Wide variation
- Diminishes with practice
- Time invested should align with degree of importance to advocacy goals



127

Address the topic of how much time an online media presence requires:

- One question that often comes up is, how much time is required to create and maintain a dynamic online presence?
- That is a difficult question to answer, because there is so much variation.
- Clearly, you'll spend more time setting it up than in maintaining it, and it will become less time-consuming as you gain experience with these media.
- And remember, much of what you will do is repurposing and distributing existing content, not creating new content.
- It boils down to this question: how important is new media to achieving your advocacy goals? If it is very important, then your organization should expect to invest some time in it.

## Questions?



128

Ask whether participants have questions about Twitter or about integrating social media.

# Agenda

1. Overview of Media Advocacy

2. Traditional Media

3. New Media

4. Planning a Media Campaign

129

Introduce Module Four. Include these key points:

- In this final module, we will talk about strategy considerations in planning a media campaign, and how to measure the progress and success of your campaign.
- You will have the opportunity to practice planning a media campaign that uses strategies appropriate to your audience and your goals.

## Developing Your Strategy

1. What is the problem?
2. What is the solution?
3. Who has the power to make the necessary change?
4. Who must be mobilized to apply the pressure for change?
5. What message would convince those with the power to act for change?

130

Introduce the process of strategy development. Include this key point:

- These are the five main questions you will ask yourself as you develop your media strategy. Let's go over them.

# Goal

1. What is the problem?
2. What is the solution?



131

Talk about determining the goal. Include these key points:

- The first two questions help you set the goal of the campaign:
  - What is the problem?
  - What is the solution?
- Be sure you are clear about how policy will help you make the changes you need, and whether and what kind of political action will be required.



# Audience



3. Who has the power to make the necessary change?

4. Who must be mobilized to apply the pressure for change?

132

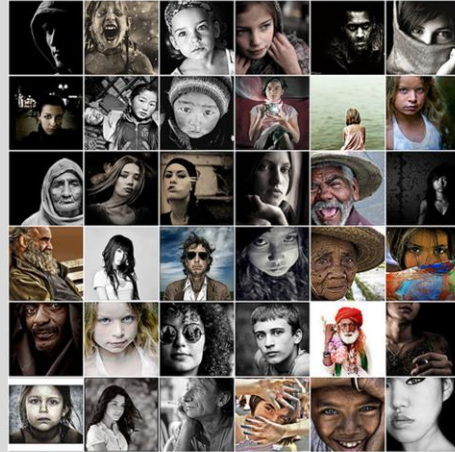
Talk about determining the audience of a media advocacy campaign. Include these key points:

- The next two questions help you determine the audience of your campaign:
  - Who has the power to make the necessary change?
  - Who must be mobilized to apply the pressure for change?

## What Media Does My Audience Use?

Consider:

- Age
- Education
- Language
- Socio-economic factors
- Culture and ethnicity



133

Continue to discuss audience analysis:

- Identifying your audience will lead you to another critical question: What type of media will best reach this audience?
- For example, if you are reaching out to parents or policy-makers, you will likely choose different types of media than you will if your audience is teens.
- If your audience is predominantly Latino, then Spanish language translation is obvious. But there may be other implications for your choice of channel. Are they likely to read a newspaper or search the Net for news? Might a Spanish language radio station or television channel be a better bet?

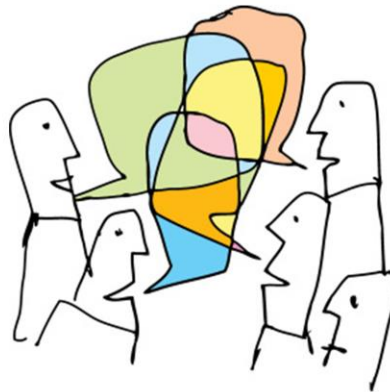
Ask:

- Has anyone had experience with adapting materials, methods, or communication channels to better suit the group you are trying to reach? What was it?

# Message

## 5. What message would convince those with the power to act for change?

- Be concise
- Consider framing and reframing strategies



134

Talk about determining the message of a media advocacy campaign. Include these key points:

- Then, what message would convince those with the power to act for change?
- Be as concise as possible. A concise message is more powerful and easier to communicate and remember.
- This is also a good time to consider your framing strategies, including how the issue is currently being framed, and how you will reframe it.

## Activity: Analyzing the Issue

### Instructions

1. With your small group, choose a good subject for a media advocacy campaign.
2. Answer the questions on Worksheet 2.

135

Direct Planning a Campaign activity.

Give instructions:

1. Work in small groups.
2. Think of an issue that would be a good subject for an environmental prevention campaign.
3. Answer the questions on Worksheet 2.
4. You will have 15 minutes to work.

As groups work, move around among them to check progress and assist.

Provide 5 minute time warnings.

When time is up, ask groups to put their worksheets aside. They will need to refer to them again in a few minutes.

# Who Will Help?

- Who would be effective as spokespeople and op-ed writers?
- Who are prospective partners and influencers?
- Why will they want to get involved?



136

Talk about involving spokespeople, influencers, and partners. Include these key points:

- Next, think about the human resources in your community that could be brought to bear.
- Who are the potential spokespeople? We have already spoken about the criteria for choosing spokespeople, and the importance of choosing well.
- Who might be interested in partnering with you on this project? Are there other agencies or community groups that share your goals and might have resources to contribute?
- What community influencers might you be able to enlist in your project? Why will these influencers and partners want to become involved?
  - For example, involving a police chief, elected representative, school principal, or a person with personal experience with your issue might increase your credibility and media attention.
- It can be especially effective to involve influencers who might not usually be expected to represent your particular issue.
  - For example, imagine that you want to discourage bar owners in a college area to from offering “all you can drink” specials. If you can get one bar owner not to use them and get him or her on board as a spokesperson, it will demonstrate broad support for your cause and increase pressure on other bar owners to follow suit.
- It would be wise to keep a list of supporters who might be willing to speak up for

your agency if called upon to do so.

## Channel and Tactics



- What types of media does your target audience use?



- What local media market conditions do you need to consider?

137

Talk about channels and tactics. Include these key points:

- There are several important considerations to choosing channels and tactic for your media advocacy campaign.
- We have already mentioned the importance of choosing the channels best suited for your audience.
- You will need to tailor your strategy to your local news market.
  - For example, if you live in a large urban area, getting television coverage is very difficult, and many smaller markets have no local television station at all. So seeking television coverage may not be fruitful in either of these situations.

# Implementation Plan

- Budget
- Human resources
- Development of materials
- Selection and training of spokespeople
- Responsibility for activities
- Internal communications plan
- Timeline



138

Talk about implementation issues. Include these key points:

- These are all decisions you will need to make as you plan for implementation.
- The budget and human resources you can allocate.
- Advocacy materials you will need to develop.
- Selection and training of spokespeople.
- Who will be responsible for the various activities.
- An internal communications plan, for example, rapid response to act on threats and opportunities that arise unexpectedly.
- The timeline for your activities.



# Monitoring and Evaluating

- Plan for evaluation from beginning
- Use specific, measurable objectives
- Check progress and fine-tune strategy
- Look for ways to build on successes and reinforce accomplishments



139

Talk about monitoring progress and evaluating success. Include these key points:

- Evaluation is not a task that should be left to the end of your project. It is critical to plan from the beginning how you will monitor progress and evaluate success.
- Be specific about what you want to achieve and how you will measure it.
- Use these measures to check your progress and fine-tune your strategy.
- Look for ways to build on successes and reinforce accomplishments.
  - For example, suppose the City Council passes an ordinance you were seeking. Take this opportunity to provide positive feedback through letters to the editor and call-in shows, and spread the word through your website, blog, and other social media channels.

## Progress Indicators



- Public awareness and support
- Media support
- Policymaker support
- AOD behavior and attitudes

140

Suggest possible progress indicators in the prevention field. Include these key points:

- These are some possible progress indicators you might consider.
- Public awareness and support
  - Opinion polls, unsolicited letters to the editor, calls and letters to public officials
- Media support
  - Number of “hits,” editorials, feature articles
  - Successes and failures with specific media
- Policymaker support
  - Policies introduced and enacted
- AOD behavior and attitudes
  - Self-report and observation

## Questions?



141

Ask whether participants have questions about planning and evaluating media advocacy campaigns.

## Activity: Planning Your Strategy

### Instructions

1. With your small group, continue to develop a strategy for the issue you selected.
2. Answer the questions on Worksheet 3.
3. Write the five main points of your strategy on a flipchart page:
  - Problem, Goal, Message, Audience, Channel
4. Be prepared to report to the rest of the group.

142

Direct Planning a Campaign activity.

Provide instructions:

1. Continue to develop your strategy for the issue you analyzed in Worksheet 2.
2. Answer the questions on Worksheet 3.
3. Transfer the five main points to a flipchart page. Be prepared to tell the large group about it.
4. You will have 25 minutes to work.

Distribute a flipchart page and two or more markers to each group.

As groups work, move around among them to check progress and assist.

Provide time warnings: 10 minutes, and 5 minutes.

Debrief activity. Ask a spokesperson from each group to share the five main points of their media advocacy plan.

Ask questions as needed, such as:

- Why did you choose that channel?
- Did you consider X?
- Does anyone have other comments or suggestions for this group?

Refer to Online Resources handout in the Participant's Guide:

There are numerous online sources for information about media advocacy and new media. I've listed eight of them on a handout in your Participant's Guide. They are all worth exploring.

## Action Planning

1. Take a few minutes to plan at least three things you will do back on the job to improve your agency's use of media advocacy.
2. Note them on Worksheet 4.

143

Direct Action Planning activity.

Provide instructions:

1. Take a few minutes now to think of at least three things you can do back on the job to improve your agency's use of media advocacy.
2. Note them on Worksheet 4.

Allow several minutes for independent work.

# Please complete evaluations!



Distribute Evaluation Forms and instruct participants to complete them before departing.

Place CEU sign-in sheet back on registration table so participants can sign out.