Media Advocacy in Environmental Prevention

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What experience have you had with public communication?
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
Agenda

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

Identifies and works to change elements in a community that support or condone unhealthy or unsafe decisions
Environmental Factors That Influence Behavior

• Rules, regulations, policies, and laws
• Community norms
• Media messages
• Accessibility
• Pricing
Law and Policy

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

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

• Advertising
• Sponsorship of events
• Movies, television, music
Music
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
Low taxes and discounts make alcohol more affordable for young people
Environmental Prevention

- Policy
- Enforcement
- Media Advocacy
- Intentional Organizing
- Applied Data & Research
What is Media Advocacy?

The strategic use of media to gain public and policymaker support for policy goals
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
Media Advocacy in Prevention

What are some potential uses?
Is Your Story Newsworthy?

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

The package in which the main point of the story is developed, supported, and understood.

• Define the problem
• Explain why it is important
• State the policy solution
Two Types of Framing

Access

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
Framing for Content

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

<table>
<thead>
<tr>
<th>Frame for Access</th>
<th>Frame for Content</th>
<th>Reframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back-to School time</td>
<td>• Local rate of underage alcohol use is higher than the statewide average</td>
<td>• Time for a parent-teen discussion</td>
</tr>
<tr>
<td></td>
<td>• Teen drinking occurs before and after school dances/events</td>
<td>• Information resources for parents</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Programs and alternatives</td>
</tr>
</tbody>
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<th>Reframe</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-year anniversary of tragic teen DUI accident following a home party</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Example: CADA

Project Recovery: Mothers, Children, Families

JUNE 29, 2010

by CADASB

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...

Read more...
Questions?
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.
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
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.

“They’ve been dumping on us,” said attractive house resident 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 picked the Armwood

But neighbors voiced concern that the center would gravitate drug problems or crime in the area. They were worried about the effect on quality values and danger to children in the neighborhood.

They showed up in force for the neighborhood meeting with representatives of the parent company of the former owner, National E. 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
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
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”
The Result

The Editorial Director wrote a strongly positive editorial

**Turning point**

SR facility would provide what was missing from Prop. 36 — beds

Two years ago, California voters overwhelmingly supported Proposition 36, a measure requiring drug treatment instead of prison time for nonviolent drug offenders. But as history has shown, there’s often a big difference between what the voters want and what gets done.

In the case of Proposition 36, not enough beds exist across the state to accommodate all the people who qualify for residential treatment, and many areas are having a hard time getting treatment centers in place.
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 southeast 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 by 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 shooting victim’s parents: 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 having a hard time funding that.

They can’t tell them from the rest of the neighborhood… That impresses 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 up to the podium. She, too, looked like any one of the numerous, healthy 20-somethings working in local media.

Paul Gullixson
The Result

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

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Newspapers are Shrinking

- Fewer newspapers
- Fewer and smaller pages
- Less space for news
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
Television Coverage is Less Available

• Television news is focused on breaking news, visuals, and controversy
• Local news programs are disappearing in smaller markets
“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
Press Releases

• Put most important information first ("inverted pyramid")
• Use a quote to elaborate
Press Releases

• Be brief
  – 1 page is best
  – Never more than 2 pages

• Be objective

• Proofread carefully

• Localize – 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
Pitching

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

• 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
Pitching to the Associated Press
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
Op-Ed Articles

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

The View From Here

Blanchard Mountain can be a win-win scenario — with right plan

You may have read several articles in the newspapers over the last several weeks regarding Blanchard Mountain.

There have been letters to the editor and the wonderful recreational opportunities that the mountain affords, such as hiking, horseback riding, hang gliding, and other great outdoor activities. Other writers express their concern about the timber harvest being planned on Blanchard Mountain, worried that the harvest may destroy the beauty of the mountain and prevent continu- ing recreational activities.

Still, other writers have talked about the pros and cons of the Skagit County lawsuit filed against the Department of Natural Resources for the reduced harvest plan that was developed for Lake Whatcom.

In the tone of many writers, I read an editor or sentiment. That is, either leave the timber on Blanchard Mountain for its beauty and recreational use, or harvest the timber destroying the environment.

In fact, the Department of Natural Resources works diligently in their planning process to meet the needs of the recreational users of the mountain as well as generate revenue for the junior rating districts for which the trust lands were set aside many years ago.

The Burlington-Edison School District, as well as school districts all across the state of Washington, rely heavily on the revenues from the state trust lands. For taxpayers in our school district, the amount of money that we receive on an annual basis is approximately $150,000. Other junior taxing districts benefit as well, such as hospitals, fire districts, elixis, and universities. This revenue stream from these state trust lands has been in place since the 1950s. It was set up for the express purpose of providing revenue to the agencies, and we hope to continue that revenue stream into the future for the benefit of our taxpayers.

The Department of Natural Resources is guided by many regulatory agencies, such as the Department of Fish and Wildlife, the Department of Ecology, etc. They also bring all of the interested parties to the table as they plan for each harvest developing a plan that can meet everyone's reasonable needs.

The timber harvest on Blanchard Mountain is not an exhaustive process, because both the trust beneficiaries and the recreational users can benefit from a well thought out plan.
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
Media Events

• Visually interesting
• Choose time and location convenient for journalists
• Rallies and demonstrations are good examples
• Capture your own photos and video
Testimony at Public Meetings

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

Important qualities:
• Credible
• Authentic
• Dynamic
• Fast thinking
• Disciplined
  – Stay on message
• Committed
• A consensus-builder
Preparing a Spokesperson

• Practice the message frame
  – Videotape a mock interview
  – Give feedback

• Anticipate common questions and opposing arguments and have responses ready
Radio Talk and Call-In

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

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

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“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
Consumers as Creators

• News is no longer “top down”
• Users:
  – Create
  – Contribute
  – Comment
  – Interact
Dynamic Websites

Invite user interaction
Social Media

Internet-based media designed to be shared through social interaction
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
Social Media is Not

- **Push advertising**
  - Sending only one-way messages

- **For direct selling**
  - Taboo
  - Sales pitches chase away fans and followers
Digital Marketing of Alcohol

• Social media
  – Facebook applications
  – Widgets
  – Twitter
  – Blogger outreach

• Online video

• Mobile networks

• Immersive reality games and environments
Unregulated Environment

Minors can easily participate
Social Media

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

Small, downloadable applications that integrate into online tools and games.
Online Videos
Popular New Drinking Game Raises Question, Who’s ‘Icing’ Whom?

By J. DAVID GOODMAN
Published: June 8, 2010

NO sooner had Alex Rospos arrived from Los Angeles for a Memorial Day weekend on the Jersey Shore than he witnessed, and fell victim to, his first prolonged session playing what has become the nation’s biggest viral drinking game, otherwise known as “icing.”
Immersive Reality
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
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
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
Access to Journalists

Reporters use the following sources for story research:

- Blogs: 89%
- Social Networking Sites: 65%
- Twitter: 52%

Source: Cision and George Washington University, 2010
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
Example: Marin Institute
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
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
www.freepressrelease.com
www.earthpublisher.com
Search Engine Optimization (SEO)

- Helps press releases be found in Google searches
- 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
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
Use Links in Press Releases

• To pages on your website or blog
• To supporting material or related websites
Questions?
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
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
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
Blog Example

Sonoma Valley Coalition to Prevent Underage Drinking

About

The Sonoma Valley Coalition to Prevent Underage Drinking is directed by Social Advocates for Youth (SAY) and is funded by Sonoma County Department of Health Services, Prevention and Planning Division. Overseeing the project is Danielle Reischauer, Community Advocate/Coalition Coordinator. The Coalition formed out of concern regarding the results of a recent California Healthy Kids Survey, the data determines the health and well-being of students in the Sonoma Valley. Currently 77% of 11th Grade students and 63% of 9th Grade students report that they consume alcohol on a regular basis. Students as young as 5th grade were reporting alcohol use as well. This caused great concern among community members and it was decided that action needed to be taken to ensure the health and safety of the Sonoma Valley Youth.

The project is in its third year and has made a great deal of progress. Currently the focus is on Environmental Prevention, the social Host Ordinance and the Parent and Community Pledge. To read more about each of these segments of the Coalition’s work please click on the links.

The Sonoma Valley Coalition to Prevent Underage Drinking is a community organization made up of local non-profits, educators, parents and concerned community members. The Coalition meets monthly on the third Thursday of every month at 5:30 pm at the Valley of the Moon Teen Center. Everyone is welcome and encouraged to attend whether it is for one meeting to address a specific issue or regularly. The Coalition is always looking for new members.

Coalition Partners

- Social Advocates for Youth (SAY)
- Sonoma County Department of Health Services: Prevention and Planning Department
- Sonoma County Prevention Partnership
- Sonoma Police Department
- Sonoma Valley High School
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
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
Questions?
Video

Create your own, post on You Tube
Video

Link to existing videos on You Tube
Amateur Documentaries

Wasted: The Truth of Underage Drinking in Butte County
from Steve Chollet

This is a documentary I produced for the Butte County Department of Behavioral Health. Shot over the course of a year, it dives into the problem of underage drinking and binge drinking in our county. Shows the effects on youth, families, the city and society.
Professional Films

• Documentary or entertainment
• Possible fundraiser plus publicity
Facebook

• Most popular networking site
• > 500 million users worldwide
## Profile, Page, or Group?

<table>
<thead>
<tr>
<th>Profile</th>
<th>Page</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>For individuals</td>
<td>For organizations</td>
<td>For an issue or interest</td>
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</table>
Facebook Example: ASAC

ASAC – Appalachian Substance Abuse Coalition for Prevention and Treatment

Sign up for Facebook to connect with ASAC – Appalachian Substance Abuse Coalition for Prevention and Treatment.
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
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
Create a Facebook “Event”

On Events page, click the “Create an Event” button on upper right
Join Together: A recent USA Today story we summarized raises an interesting point: Can colleges really fix binge drinking with policies and programs, or are larger forces at play that dwarf these efforts?

College Official: Don't Ask Us to Solve Student Drinking
www.jointogether.org
Binge and underage drinking are societal problems that college officials can't be expected to solve, according to a speaker at the annual meeting of the American College Health Association (ACHA).

June 11 at 1:18pm · Share

4 people like this.

Joyce Sandra Gallivan: It's my feeling that colleges bear the brunt of this problem., having worked in college health for twenty years it is a continuing problem. I think society as a whole needs to be more vigilant., young people need good role models everywhere.
June 11 at 2:20pm · Flag

Jason Blanchette: Community efforts are similar. There are important things we do in individual communities to fit prevention efforts for each area, but the largest underage drinking problems are resulting from larger societal views regarding alcohol. We need a more unified national effort.
June 11 at 3:18pm · Flag

June 17 at 2:37pm · Flag

Bobbe Lyon: make that "remediation"
June 19 at 11:09am · Flag
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
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.
ASAC – Appalachian Substance Abuse Coalition for Prevention and Treatment

Cigarette Use Among High School Students –– United States, 1991––2009

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
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.
Promote Your Partners

Mat Su Substance Abuse Prevention Coalition

Mental Illness: What A Difference A Friend Makes
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
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

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
Facebook Notes

- 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
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
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
Questions?
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
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
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
How to Gain Followers on Twitter

Use the Reply feature to:

• Answer tweeted questions
• Welcome new followers
• Say thank you for re-tweets
Twitter Hash Tags: #

• Organizes tweets using keywords

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
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
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
Examples of URL Shorteners

Some provide tracking analytics

http://bit.ly
http://budurl.com
http://cli.gs
http://is.gd
http://tinyurl.com
Creating a Twitter account

- Identify yourself
- Upload a picture
- Fill out the bio
- Don’t set 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
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
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
Maintain Your Online Presence

• Curate your Facebook page
  – Update information
  – Delete offensive or detracting posts

• Share responsibility
  – Know password
  – Share tasks
How Much Time?

• Wide variation
• Diminishes with practice
• Time invested should align with degree of importance to advocacy goals
Questions?
Agenda

1. Overview of Media Advocacy
2. Traditional Media
3. New Media
4. Planning a Media Campaign
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?
1. What is the problem?
2. What is the solution?
Audience

3. Who has the power to make the necessary change?
4. 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
5. What message would convince those with the power to act for change?

- Be concise
- Consider framing and reframing strategies
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.
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?
Channel and Tactics

• What types of media does your target audience use?

• What local media market conditions do you need to consider?
Implementation Plan

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

- Public awareness and support
- Media support
- Policymaker support
- AOD behavior and attitudes
Questions?
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.
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.
Please complete evaluations!