

Effective Low-Cost
Communication Campaigns:
Partnerships, Media Advocacy
Shaping the Message, Using the News
and Working with the Media

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STIPDA Media Advocacy & Social Marketing Webinar
Series

August 21, 2008

Low-Cost Communication Campaigns

****Strategies for Effective Low-Cost Communications:***

- *Partnerships with Media or Business to Maximize Resources

- *Earned or Free Media:

 - *New Stories: Media Advocacy

 - *Interview Shows

 - (Materials Development)

 - (Materials Dissemination)

Agenda for August 21st:

Partnerships - examples; Media Advocacy - what, why and how;
Cultivating relationships with media; Generating news -examples;
Framing your message - examples.

Partnerships:

What a Health Project has to Offer

*** *Enhanced credibility:***

Provides a useful public service; connection with a credible public health entity

*** *Expanded Audience:***

People affected by issue; Number of people your organization represents

*** *If Media Partner:***

New angles on old health issues; possible revenue

Partnerships:

What a Business or Media Partner has to Offer

Co-sponsorship benefits with Business:

- *In-kind contributions: printing, mailing, food
- *Staff time or facilities
- *Promotion of project and distribution of materials
- *Money or referral to other corporate support
- *Expanded audience

Co-sponsorship benefits with Media Organization:

- *Airtime or space
- *News coverage
- *Free promotion advertisements
- *Production assistance: crew and equipment

Partnerships w. Business: In-kind printing

California Healthy Cities Project

Special Achievement Awards 1996

Challenge the F.O.R.C.E.

City of West Covina
(population 101,500)

Recognizing that middle school is a critical time in a young person's life, the City of West Covina and its partners began to develop a program in 1994 to keep youth focused during the summer and motivated to stay in school during the rest of the year.

Challenge the F.O.R.C.E. was the outcome of meetings involving representatives of Citrus Valley Health Partners (a local healthcare institution), the school district, middle school students, firefighters, police, paramedics, colleges, and other community organizations.

The *F.O.R.C.E.* ("Firefighters Organizing Resources for Community Education") assists students less likely to graduate from high school, stay out of gangs, or maintain healthy lifestyles, particularly during the summer when students do not have the daily contact and support of teachers and counselors.

City Manager Jim Starboard observes, "This program is one of many innovations by the West Covina Fire Department, which sees its role with a much broader perspective than most traditional fire departments."

Using structured lessons and informal activities at the fire company, students not only learn some skills important to firefighters, but also critical life skills, such as teamwork, responsibility, perseverance, and the value of education and of serving

"Going to the station gave me confidence in my schoolwork... the firemen showed me that I can be anyone that I want to be."

— Joseph, seventh grade

others. Sample sessions from the 1996 program include truck and engine operation, station maintenance, a tour of the Police Department, career preparation, food and nutrition (including eating a meal at the station), a course to build self-esteem, and an agility test. Activities are adapted to allow the inclusion of students at all levels of physical ability.

Initiated in 1995, the *F.O.R.C.E.* has helped over 40 students stay in school and drug-free. Student involvement in 1996 doubled from 1995, providing opportunities for prior-year participants to help guide new students.

Students receive *Challenge the F.O.R.C.E.* caps and teeshirts, as well as a video documenting their participation at a closing banquet. But when asked what they enjoyed most about their experience, not one student mentioned things that cost money. What they enjoyed most was the time the firefighters spent with them and the relationships which were made.

Relationships made during the summer continue throughout the school year, with students occasionally stopping by the fire station and firefighters helping with homework or attending sporting events with the students.

For more information, contact Richard Greene, Fire Chief, at (818) 814-8505.

Project "Real Chance"

City of Vallejo
(population 109,000)

In 1987, the City of Vallejo initiated the Vallejo Police Probation Team, a youth diversion program for first and second time offenders. The program was viewed as a very effective and highly successful model of youth diversion, resulting in a re-arrest

Partnerships w Business: Free Promotional Ad



SAFEWAY BUILDS HEALTHY KIDS!



*Protect Your
Child's Future.*

Lead poisoning can make it harder for children to think, learn, and concentrate. Protect them. Ask your doctor to test your children for lead. For more information, call 1-800-644-LEAD, or ask your Safeway Pharmacist.

SAN FRANCISCO
GIANTS



GROC

The BIG SAVINGS keep adding up

22 oz Kellogg's Complete Bran Flakes Cereal



• or Kellogg's Cracklin' Oat Bran Cereal, 14 oz
• **SAVE up to \$1.76**

249
got milk?

Kellogg's Rice Krispies or Frosted Flakes



• 15 oz
• **SAVE up to \$1.06**

249
got milk?

See Gatefold for Money Saving Coupon!

1.5 lb Crushed Wheat Bread

• Mrs. Wright's
• or Sesame Wheat Bread, 1.5 lb
• Captain's Choice Albacore Tuna,
6.5 oz, \$1.29

• **SAVE up to 20¢**

99¢



See Gatefold for Money Saving Coupon!

16 oz Post Honey of Oats Cereal



• Regular

• **SAVE up to \$1.06**

10 Pack Hershey's

• Valu Pack • Milk Chocolate, With Almond
Kit Kat or Reese's Peanut Butter Caramel



Partnerships w Media: **TV and Radio News Series**

TV: Local news Series on Quitting Smoking, Low-Fat Cooking Show, and Exercise

English Language Radio: Local News Series on Quitting Smoking

Spanish Language Radio: Novelas about quitting smoking, reducing blood pressure, exercising, low-fat cooking

Media Org: Supply crew, equipment, editor

Health Org: Supply content expertise and community residents affected by health issue

Media Advocacy

Media Advocacy is the strategic and broad-based use of media for advancing social or public policy issues. The primary tactic is through news stories.

The purpose of media advocacy for public health is to reframe the issue into new and interesting viewpoints, particularly to shift the focus from the health of the individual to the health of the community.

The ideal is to use media to increase community support and mobilize community action with the goal of changing policies to promote public health.

Media Advocacy: Why and How

Why is Policy Important?

- *Emphasizes public health
- *Thinks upstream and long-term
- *Sets the standard for expected health behavior
- *Institutionalizes community norms
- *Reaches large numbers of people

Why use Media?

- *Reaches large numbers of people
- *News is cost-effective and sets the agenda

***How is Media Advocacy Achieved?**

- *Seizes opportunities
- *Uses trained spokespersons and social math
- *Relies on community support

Media Advocacy: Salient Features

- *Relies on News Coverage**
- *Focus on Policy**
- *Changes the Environment**
- *Uses Political & Social Science
(as opposed to behavioral science)**
- *Can be Opportunistic**
- *Can use Community as Advocate**
- *Little Expense**

Cultivating Relationships with Media

****Be Confident***

****Be Scrupulously Honest***

****Supply Information***

****Be a Good Source***

****View Media as Partner: respect objectivity***

****Respect Deadlines***

****Follow Through***

****Provide Thanks***

****Don't be Discouraged***

Generating News: *Public Relations vs. News*

Public Relations:

Benefits: Organizational visibility and familiarity

Features: Focuses on message and individuals

Controlled and planned

Relies on events & Public Service Announcement

News:

Benefits: Provides credibility and Sets the agenda

Features: Focuses on policy and issues

More opportunistic and pro-active

Relies on news coverage

Generating News

Key Media Tips:

- *80% of all news is generated
- *Trained appropriate expert spokespersons are critical
- *Trained residents affected by issue also critical
- *Target specific reporters
- *Best time for coverage: day, times and ratings

Strategies:

- *Hold a News Conference: Think Visually
(Release a report; Localize or piggyback on breaking news; Highlight local data on health issue)
- *Offer a Press Tour
- *Develop a political action
- *Sponsor a Community Event
- *Develop a Community-Wide Content

Generating News: Data on Local Health issue



Framing Your Message: Making your Story Newsworthy

****Localize the Issue***

****Highlight Controversy***

****Emphasize Anniversary***

****Build Personal Angle***

****Develop Persuasive Visuals and Symbols***

****Highlight Irony***

****Underscore Breakthrough***

****Emphasize Injustice***

****Utilize Seasonal Approach***

Framing your Message: Shaping your Story

****Tailor to Local Media***

****Translate Individual Problem to Social Issue***

****Delineate Institutional Responsibility***

****Present Practical Solution***

****Utilize Media Bites*** (including social math)

****Put a Human Face on the Issue***

****Shame the Opposition*** (if applicable)

Framing your Message:

Adapted from “News for a Change”

NEWS FOR A CHANGE

An Advocate's Guide to Working With the Media

“You read this book and possibilities replace frustrations, strategies displace handwringing, and successes take off. This Guide takes your First Amendment right and gives it an engine going your way.”

Ralph Nader, Public Citizen

Lawrence Wallack • Katie Woodruff • Lori Dorfman • Iris Diaz

Framing your Message: Make your Own News

FREE

The Port Observer

VOL. 1, NO. 11

A GOOD EYE ON THE PORTS OF SEATTLE & SAN FRANCISCO

JULY 2003

Cruise ships found to pollute as much as deadly Hunter's Point power plant

Port of San Francisco fails to protect Bay Area skies from cruise ship air pollution

The news that the daily air pollution generated by cruise ships visiting San Francisco Bay is equal to the pollution generated by the deadly Hunter's Point power plant was made public at a recent port commission meeting by Bluewater Network Clean Vessels Campaign Director Teri Shore while urging the port to adopt strong cruise ship pollution policies.

"This means that the dirty air from the aging bayside power plant is simply being replaced by diesel exhaust from uncontrolled cruise ship diesel engines being welcomed to San Francisco," said Shore. "It would be a travesty to allow the tremendous public health benefits from closing the power plant



Above: Each cruise ship that visits to San Francisco Bay produces daily emissions equal to the Hunter's Point

PORT OBSERVER GOES COASTAL!

All of us at the Port Observer are proud to announce "we are going coastal!" We are teaming up with some of the finest reporters, activists, and photographers San Francisco has to offer.

Randy Zurcher, Francisco Da Costa, Teri Shore, Lynn Stone, and Jennifer Sachs of the Bluewater Network are now officially operating the Northern California branch of the Port Observer and are "keeping a good eye on the Port of San Francisco."

We look forward to building the Port Observer into a coast-wide franchise operation to hold accountable Port authorities up and down the West Coast and beyond. As we like to say here at the Port Observer, they can hide, but not for long.

This issue of the Port Observer is dedicated to the ecological, economic,

Framing your Message:

Compare your health Issue to other social issues

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NEWS FOR A CHANGE

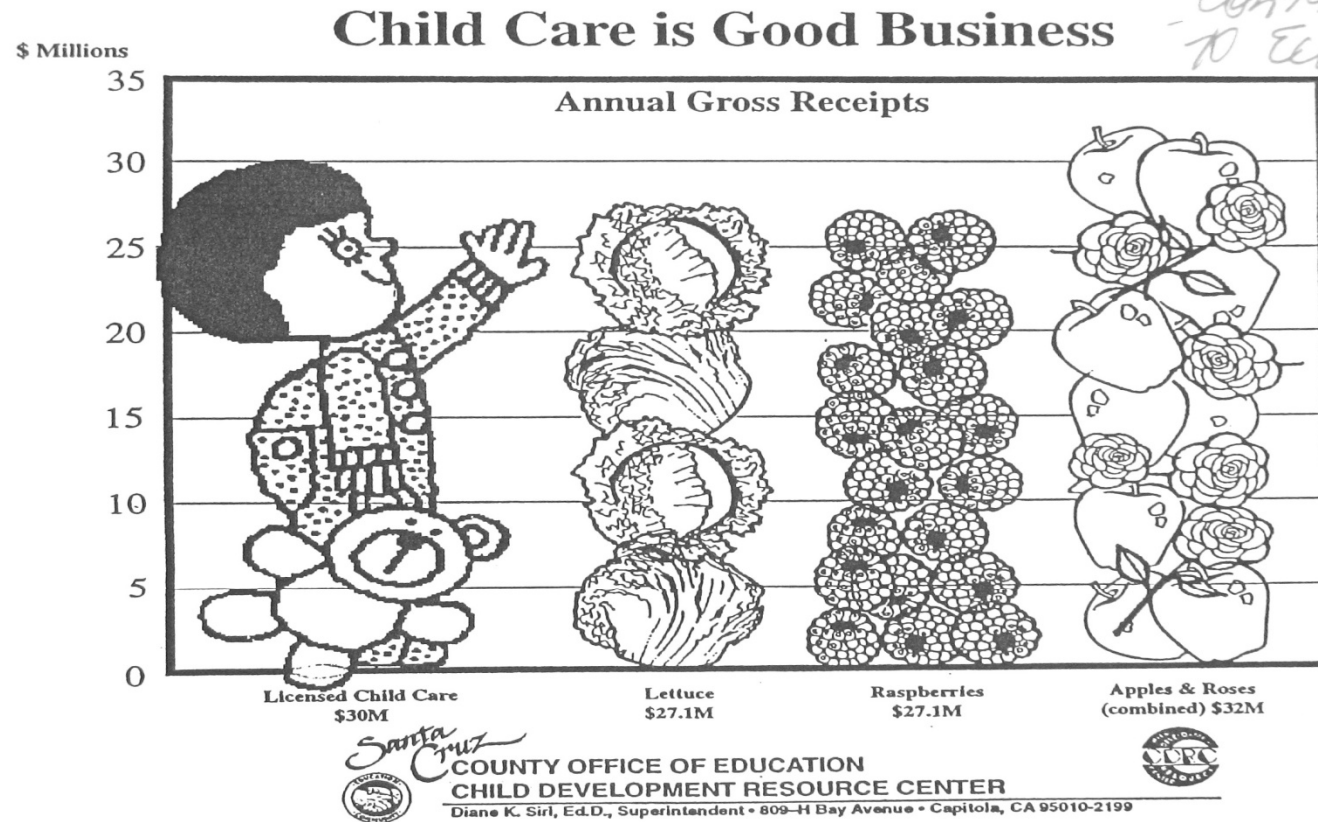


Figure 4.2. Child Care Advocates Use Social Math

SOURCE: Chart designed by the Santa Cruz County Office of Education, Marcia Meyer and Suzan Mark, 1997.

Framing your Message:

Compare your message to other social issue

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State of California Gun Dealer Comparisons

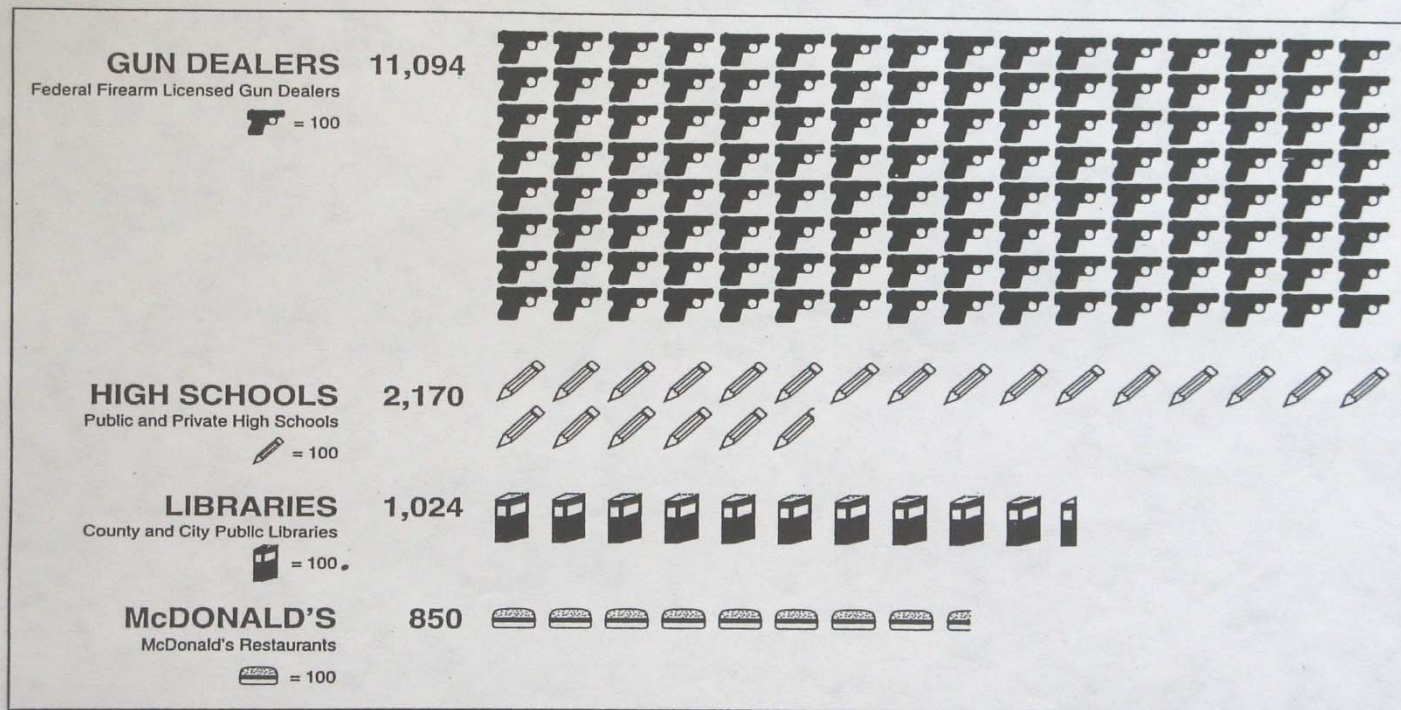


Figure 4.1. A Chart Created by Prevent Handgun Violence Against Kids

SOURCE: Prevent Handgun Violence Against Kids is a public education campaign funded by a grant to Martin & Glantz LLC from The California Wellness Foundation. All statistics are for the State of California. Data on gun dealers: Bureau of Alcohol, Tobacco and Firearms, Jan. 22, 1996; data on high schools: Department of Education, Educational Demographics Unit, 1994; data on libraries: California State Library, Library Services Bureau, 1994; data on McDonald's: McDonald's Corporate Headquarters, 1996.

Framing Your Message: Be Aggressive and Creative

Old Muni buses past 'useful life'

Groups' survey finds
1 in 3 diesel vehicles
should be replaced

By Jane Kay
CHRONICLE ENVIRONMENT WRITER

Environmental groups fed up by San Francisco Muni's delay in replacing its old, polluting diesel buses will release a survey today showing that many of the vehicle are beyond their "useful life" and should be retired.

The survey, showing that 1 out of every 3 diesel buses in the study should be replaced, also found that dozens of emergency-only "reserve buses" are being dispatched regularly.

"These dirty diesel buses are a health hazard for riders and drivers because of the clear connection between toxic diesel fumes and lung diseases such as asthma," said Linda Weiner, an analyst with the American Lung Association of San Francisco and San Mateo counties, a member of a coalition conducting the survey.

Officials of the San Francisco Municipal Railway declined to comment on the survey results.

For several years, the Board of Supervisors has urged Muni to

replace its diesels with alternative-fuel buses.

In November, Muni Director Michael Burns told city officials that he would wait until March to see whether the state Air Resources Board would certify his preferred replacement choice, hybrid diesel-electric buses.

The state air board hasn't approved using that type of bus, and Burns hasn't placed any orders for other alternative-fuel buses.

His staff says it would order liquefied natural gas buses except manufacturer Cummins Westport can't provide the needed 40-foot buses.

A third option, using buses powered by compressed natural gas, won't work because they aren't suitable for San Francisco's hills, short stops and heavy passenger loads, according to Muni.

Besides the lung association, others groups co-sponsoring the survey include the Sierra Club, Our Children's Earth and Bayview Hunters Point Community Advocates.

The groups want Muni to buy 15 compressed natural gas buses with funds given by the Bay Area Air Quality Management District.

"These buses have passed the test of experience in Los Angeles, Sacramento and other cities, and they've passed the hills test in San Francisco," said Jon Colinger, with the coalition. "It's time to drop the outdated diesel mentali-

► MUNI: Page A17 Col. 5

Survey finds buses should be replaced

► MUNI
From Page A15

ty and get these buses on the streets."

The groups also want Muni to adopt a schedule to remove the older diesel buses and disclose how often the older buses are regularly dispatched.

The survey tracked the buses leaving the two main depots Monday through Friday during the week of March 17. The researchers counted a total of 488 bus departures by 307 buses. Some buses departed only once over the five days and others more often. More than 1 out of 3 - or 120 out of 307 - were older than 12 years.

The survey's major findings include:

► Thirty-nine percent of the bus departures - or 189 out of 488 - were made by buses in service for more than 12 years. They are past the "useful life" of a transit bus, according to the Federal Transit Administration, and should be retired.

► Eighteen percent of the departures - 88 out of 488 - were made by buses that had supposedly been placed on "reserve" status, to be used only in case of emergency. The reserves were in use

every day of the survey.

► Twenty-four percent of the departures - or 21 out of 88 - were made by reserves that were put into service in 1984.

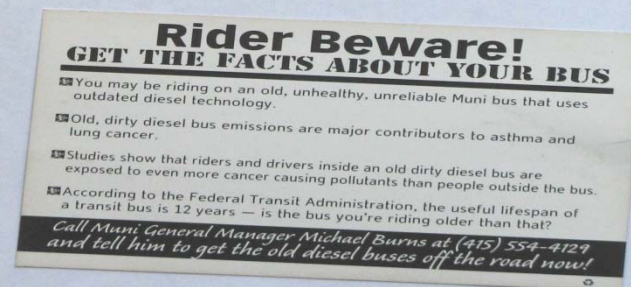
Researchers observed the buses outside the main departure gates at two primary diesel bus depots at 22nd and Indiana streets and Stockton and North Point streets. The majority of Muni's 30-foot and 40-foot diesel buses leave from these depots.

The survey was conducted from 5:30 a.m. to 8 a.m. March 17 through March 21. Every bus has a four-digit individual number, which identifies the make, model, manufacturer and year of purchase. Muni has about 450 diesel buses. The survey didn't include its 60-foot diesel buses, electric trolley, metro buses or cable cars.

Supervisor Tom Ammiano, who has been urging Muni to replace diesel buses since 1997, said, "I do feel that there are people on the Muni staff who want ultra-low emissions. But Muni tends to move slowly, and we still need to keep the heat on them."

E-mail Jane Kay at
jkay@sfchronicle.com.

Framing Your Message: Be Aggressive and Creative



Framing Your Message: Be Aggressive and Creative

WANTED:
OFF THE STREETS OF SAN FRANCISCO...



1984 Flyer

LOOK OUT FOR THESE OLD DIESEL BUSES. BEWARE: THEY MAY BE UNRELIABLE AND HAZARDOUS TO YOUR HEALTH.



1989 New Flyer



1988 New Flyer



1990 Orion

**...DOZENS OF OLD, UNHEALTHY,
UNRELIABLE MUNI DIESEL BUSES**

-  Pollution from MUNI's old, unhealthy diesel buses is known as a major contributor to Asthma and Lung Cancer.
-  A recent study found that 1 out of 3 of MUNI's diesel buses are so old that they should be replaced immediately.

**IF YOU RIDE THESE BUSES CONTACT MUNI
GENERAL MANAGER MICHAEL BURNS AT
(415) 554-4129 IMMEDIATELY AND URGE HIM TO
GET THE OLD DIESEL BUSES OFF THE ROAD NOW!**

This information is brought to you by Our Children's Earth Foundation

Framing Your Message: Be Aggressive and Creative

Anti-diesel group fuming after Muni rejects ad

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SFGate.com www.sfgate.com
Return to regular view

Anti-diesel group fuming after Muni rejects ad
- Phillip Matier, Andrew Ross
Monday, June 16, 2003



Did the Muni muzzle a bus shelter ad that targeted the transit agency's own smoke-belching buses?



That's the claim of the little-known Dump Diesel Coalition, which was ready to plunk down \$2,400 to have its anti-diesel ads posted in three bus shelters near San Francisco City Hall.

Until, that is, the Municipal Railway and its advertising vendor squelched the deal.

The ad in question featured a photo of a 1984 Muni Flyer bus spewing black smoke from its rear exhaust, with the copy, "Wanted: Off the streets of San Francisco . . . dozens of old, unhealthy, unreliable Muni diesel buses."

The ad said pollution from the Muni's old buses is "a major contributor to asthma and lung cancer," and that a recent study found one out of three buses "should be replaced immediately."

But the real capper may have been at the bottom of the ad -- the office phone number of Muni General Manager Michael Burns, and the coalition's plea to contact him to "urge him to get the old diesel buses off the road now."

Annoying and unwelcome to the Muni, perhaps -- but still pretty tame stuff compared with ads of scantily clad men and women that sometimes adorn city kiosks.

Muni spokeswoman Maggie Lynch said pulling the ads wasn't the Muni's call. Instead, she said, the decision was made by Viacom, which has a contract with the transit agency to operate the shelters and sell the ad space.

Viacom transit manager Steve Shinn agreed that he had made the final call, but said he had done so after consulting with the Muni, which has the legal authority to pull "any advertisement deemed to be objectionable."

In this case, Shinn said, both he and Muni reps agreed that the group's claims about the dangers of Muni buses could be construed as "false and misleading."

"In our mind, this is political advocacy," Shinn said.

It should be noted, however, that Viacom recently allowed a controversial anti-panhandling

Tips for Using the News: *Pitching Your Story*

- *Determine appropriate journalist**
- *Develop a compelling news release**
- *Follow up with e-mail and possibly phone**
- *Be brief and politely determined**
- *Establish your credibility (limitations of government employees)**
- *Know your Key Messages**
- *Make the issue LOCAL**
- *Package the story (experts, community residents, fact sheets)**

Tips for Using the News: *Pitching Your Story*

***Emphasize News Worthiness: Pitch stories, not issues**

***Is the story significant, unique, timely, useful, controversial and or of human interest?**

***Is there a photo or visual opportunity?**

***How many people does the story affect and who are they?**

Tips for Using the News: ***Responding to Journalists***

- *What's the story about?**
- *Who else have you spoken with? Do you need referral to similar organizations? Do you need opposition names?**
- *How did you get my name (or name of organization)?**
- *What is the format? (feature story, short news story, lifestyle story)**
- *When will it appear? In what section? On what program? At what time? (make sure you get a copy - specific agency)**
- *What specific information do you need that I can e-mail or fax?**
- *What's the deadline to get back to you with more information? (or can I refer you to a more experienced spokesperson?)**

Tips for Using the News:

Develop Key Messages

YOU'RE THE EXPERT: Control the interview

- *Practice, practice, practice 2 or 3 messages**
- *Anticipate counter questions**
- *Familiarize yourself with the media outlet and your potential interviewer**
- *Emphasize emotional value and local relevance
(don't use professional jargon; explain acronyms)**

BE CLEAR AND CONCISE:

- *KISS: Keep it Short and Simple**
- *SECS: Statement, Evidence, Conclusion & Shut Up**
- *PEW: Point, Example, What It Means**

Tips for Using the News: *Media Bites*

- *Use Concrete Images**
- *Avoid Sloganeering: Use reasonable language**
- *Stay Brief: Keep it short and simple**
- *Use Humor Strategically**
- *Use Authoritative Sources**
- *Evoke Pictures of use Literary Devices**
- *Speak to Shared Values**
- *Take A Stand and Present a Solution**

Tips for Using the News: ***Interview Do's and Don'ts***

CONTROL THE INTERVIEW: YOU'RE THE EXPERT

- *Repeat your 2 or 3 main messages several times**
- *Don't go "off the record" - an interview is not a conversation**
- *Never say "no comment"**
- *Don't get sidetracked - don't answer "what if" questions. Stay focused on your issue.**
- *Don't lose your cool. Stay calm, Politely correct misinformation.**
- *Be direct, concise and specific. Use media bites and accurate statistics.**
- *Don't use specific jargon.**
- *Acknowledge if you don't know the answer - offer to find out, and redirect the question.**
- *Use the name of your organization. Mention contact info.**
- *Bring materials with you (visuals and press kit).**

Tips for Using the News: ***Interview Do's and Don'ts***

STYLE:

- *Loosen up, move your hands. Use relaxation exercises.**
- *Use your smile - it adds credibility, likeability and sincerity.**
- *Avoid throat clearing, fidgeting with hair, overuse of “uh”, “and” in addition to “you know”.**
- *Don't wear chunky jewelry, plaid clothing, short skirts.**
- *If TV, look at interviewer, not the camera.**
- *Speak with animation and conviction.**

Resources

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