The Art of Media Advocacy

How to Use News to Elevate Community Voices and Advance Change

www.publicstrategies.org



Stories of Success

Why we're here... To share media advocacy tools you can use for your efforts.

Plan

Strategy

Op-ed

Today's Presenters...

Craig Reed Program Director IPS, San Diego County

Cynthia Nickerson

Media Specialist IPS, Los Angeles County

Meredith Gibson

Media Director IPS, San Diego County

Brenda Simmons, IPS CEO/President

A public health agency specializing in upstream prevention.

IPS...

But First:

Poll Results

What is Media Advocacy?

- Strategic news
- Reveals problems
- Raises awareness
- Builds Support

Each piece builds on prior media





Introducing IPS's ACT Model



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MEDIA PLANNING TEMPLATE GOAL:

	RAISING THE ISSUE ON THE PUBLIC AGENDA	FRAMING THE ISSUE	INTRODUCING SOLUTIONS	EMPOWER STAKEHOLDERS	APPLY PRESSURE / GIVE COVER TO POLICYMAKERS	HIGHLIGHT CHANGE AS IT HAPPENS
	DATE	DATE	DATE	DATE	DATE	DATE
PURPOSE						
ноок						
TARGET AUDIENCE						
SPOKESPERSONS OR AUTHOR						
DATA / RESEARCH						
MEDIA OUTLETS						

Components of a Media Piece

Purpose

What's the goal?What's the Call to Action?

Hook

Why should I care?

What makes the piece interesting?

Target Audience

- Who has the power to create change?
- Where do they get their news?

Spokesperson

- Authentic
- Trusted
- Influential

Data/Research

- Local
- Clear
- Accurate

Media Outlets

- Experience on this topic?
- Building a relationship?
- What outlets does your target audience use?

Did you know?

- Data and Research
- Often early stage
- Why should I care?

RAISING THE ISSUE ON THE PUBLIC AGENDA



- Connecting source of problem to what's happening on the ground
- Community Groups
- Focus Groups
- Surveys
- Assessments

FRAMING THE ISSUE



- Improvements are possible
- Match values
- Present model
- Used by similar community
- Proven to work

INTRODUCING SOLUTIONS



- Presenting local support
- Leaders and influencers
- Survey results
- Local organizations
- Build momentum

EMPOWER STAKEHOLDERS

- Focus on policymakers
- Framing
- Supported by their constituents
- Understand their media consumption
- Understand their influencers

GIVE COVER TO POLICYMAKERS / APPLY PRESSURE



• Maintains interest

- Demonstrates results
- Apply pressure if stalled
- Inform watchdogs
- Celebrate success

HIGHLIGHT CHANGE AS IT HAPPENS



Recap of Media Advocacy

It is:

- Meaningful
- Call to action
- Connected

It is not:

- Education only
- Data/research heavy
- ✤ Isolated pieces
- Opportunistic

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PURPOSE	RAISES AWARENESS ABOUT TOO MANY LIQUOR STORES IN POOR NEIGHBORHOODS	* RESPONDING TO OUTCRY FROM LOCALTEENS				
ноок	YOUTH GROUP WALKING * NEIGHBORHOOD "WE HAVE NO GROCERY STORE, BUT WE HAVE SIX LIQUOR STORES ON OUR WAY TO SCHOOL"	PARENTS SENDING OPEN LETTER * TO CITY COUNCIL "OUR KIDS NEED A BETTER NEIGHBORHOOD WITH VEGETABLES, NOT ENDLESS LIQUOR"				
TARGET AUDIENCE	CITY COUNCILMEMBERS	CITY COUNCILMEMBERS				
SPOKESPERSONS OR AUTHOR	* LOCALTEENS	* LOCAL PARENTS				
DATA / RESEARCH	POVERTY RATE OF NEIGHBORHOOD VERSES SAMPLE AFFLUENT NEIGHBOERHOOD	DATA ON HOW MORE LIQUOR STORES PUTS KIDS AT RISK; RESEARCH ON CHILD HEALTH ISSUES IN FOOD DESERTS				
MEDIA OUTLETS	* LOCAL NEWSPAPER, FACEBOOK, AND TWITTER	OPINION EDITORIAL IN LOCAL NEWSPAPER, FACEBOOK, AND TWITTER				

*EXAMPLES

Getting Your Story Out There

Neighborhood News Needs You

Presenter

Cynthia Nickerson

Media Specialist IPS, Los Angeles County

Former TV News Anchor, Public Speaker







Serve as one of IPS LA Spokespersons

Competition among major media outlets that prioritize coverage of...

Death

Corruption

Shrinking newsrooms mean:

Less daily beat reporting about government, schools, the environment, public health, community services, local businesses and other topics that impact Americans' future, their safety, their livelihood, and their everyday life," the Federal Communications Commission said in <u>a 2011 report</u>.

Disruption

Community Papers Ethnic Papers Local Cable News Community Radio

Dire need for engaging and relevant content

Nonprofit news fits their readers' and viewers' preference





Smaller media outlets

- Connect community to local government, schools, &
 businesses Communities not always geographical (i.e. LGBT, African American, Spanish language, Jewish, etc.)
- Serve as a resource that points people to needed services
- Cover news and issues that no one else is talking about

How to Find Them:

Quick Google Search

Visit neighborhood businesses

Get on their mailing lists









DOWNTOWN LOS ANGELES



Before submission, get familiar with their style and content **Contact Editor** and/or reporter(s) to introduce yourself and ask how they prefer to receive news releases



REMEMBER TO:

Frame your story to reflect something timely

Think about what's in the news for the past few days. Scan media sources to go beyond the "big stories"

Hook them with a new angle to an issue already covered

Offer more than a news release. Media outlets want LIKES!





My new strategy:

A Content Package

News Release

News Article

Sound Bites

Data (infographic, chart, etc.)

-Oren Katz

LA SOS Alcohol Katz me

Include Your [SPECIAL EVENT] PRESS RELEASE **Company Logo**

Name/Individual] Hosts [Name of Event] (70 Characters) Short Phrase to Describ

ent] at [Location of Event] on [Date], featuring [performers, entertainers, speak ees, etc.]. [Two sentences to

Fisit West Digital Media Solutions to Publish Your Press

ALCOHOL

A 2019 report from the Los Angeles research firm Harder and Company shows

8 out of every 10



RECOMMENDED BY ABC

ALCOHOL DENSITY **IN COUNCIL DISTRICT 4**

Council District 4 has the



highest alcohol density in L.A.





OF THE COMMUNITIES THAT **ARE NOT CONSIDERED HIGH** ALCOHOL DENSITY, HAVE AVERAGE OR BELOW **AVERAGE CRIME RATES**

Drunk driving, sexual assault, domestic abuse, fights and burglaries are all connected to high alcohol density areas.









Remember Social Media Posts to Promote Story

Post the release, sound bites, images, links to data

Tag the media outlet and/or reporter

Spread posts out over a week

CONTENT PACKAGES

Good strategy for you/your org to remain top of mind...eventually media will be contacting YOU for interviews.



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Short essays that run opposite the editorial page in a newspaper to persuade others to adopt your way of thinking on a specific issue.

What Is An...

3 Basics of Writing an Op-Ed

Know your Audience

Do your research

Build a solid argument What **progressives** should read and watch to understand the **conservative viewpoint**:

DRUDGE REPORT

WALL STREET JOURNAL



NATIONAL REVIEW



What **conservatives** should read and watch to understand the **progressive viewpoint**:



The Washington Post

Ehe New York Eimes



THE NEW YORKER

Source: Writing to Persuade by Trish Hall

The Importance of LOCAL News

Americans Trust Local News Organizations More Than National News Organizations

In general, how much do you trust [national/local] news organizations when it comes to reporting the news?



Source: Knight Foundation

Know your audience

3 Basics of Writing an Op-Ed

Do your research

Build a solid argument


Storytelling

A personal story is a way to stir up the audience's empathy, concern, discontent, or anger, and then lead them to your message or call to action.

The best op-eds are the ones that have a personal story woven in with facts.



Know your audience

> Do your research

3 Basics of Writing an Op-Ed

Build a solid argument





Forms of Persuasion

Subjective

Objective

- Emotion
- Personal Experience
- Analogy
- Example
- Expert opinion
- Logic
- Facts and statistics

STRUCTURE



Writing Tip #1: Avoid jargon



Following the global reflation and synchronized global growth upturn of the past year, many believe that a normalization of the global economy is underway, with the U.S. leading the way out of those structural doldrums.



Many people think that the global economy, led by the United States, is flourishing and that we have returned to normal following the 2008 recession.

Writing Tip #2: Make every word count

Summarize succinctly to cut through the clutter to the core message, problem, solution, or issue.

Consequences of Erudite Vernacular Utilized Irrespective of Necessity



Problems with Using Long Words Needlessly

Final Thoughts

- Editors are looking for a timely and unique voice or perspective. Don't regurgitate the same facts or arguments. ("While we know x and y about _____, we haven't considered z.")
- Check the news website for the required word length (usually 500 800 words)
- Instill more optimism than pessimism
- Use opinions that persuade, not rile up and stir debate
- Be careful when reading the comments!



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Thank You!

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Survey (Thank you!)

Surveymonkey.com/r/IPS_MA

Questions posted at:

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