



**What is media  
advocacy?**



**Media advocacy  
is the strategic  
use of media to  
advance policy  
issues that  
benefit public  
health and safety.**





## Message Triangle

A Tool for Staying on Message in an Interview

IPS Toolkit: Media Advocacy

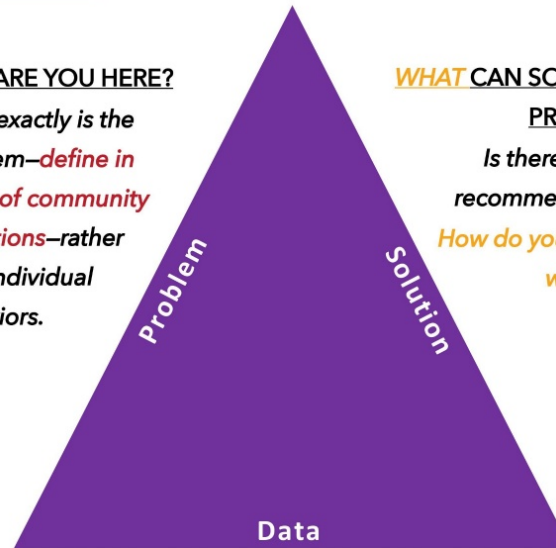


### WHY ARE YOU HERE?

*What exactly is the problem—define in terms of community conditions—rather than individual behaviors.*

### WHAT CAN SOLVE THE PROBLEM?

*Is there a policy recommendation?  
How do you know it will work?*



### HOW IS THIS A PROBLEM?

*Is the problem more serious than most people think? DATA  
Is the problem widespread? DATA  
How are people directly impacted? DATA*

IPS's Toolkit consists of a suite of tools to assist advocates, community groups, prevention practitioners, and policymakers in achieving community transformation. IPS's tools are for practical application in the field, supporting all functions necessary for creating community-level change: Research and Data, Media Advocacy, Community Organizing, Policy & Systems Change, and Sustainability.

# Storytelling?



# 7 Universal Plots

- 1) Overcoming a Monster
- 2) Rags to Riches
- 3) Voyage and Return
- 4) The Quest
- 5) Comedy
- 6) Tragedy
- 7) Rebirth

*Source: Christopher Booker*

# A story is:



**A character**



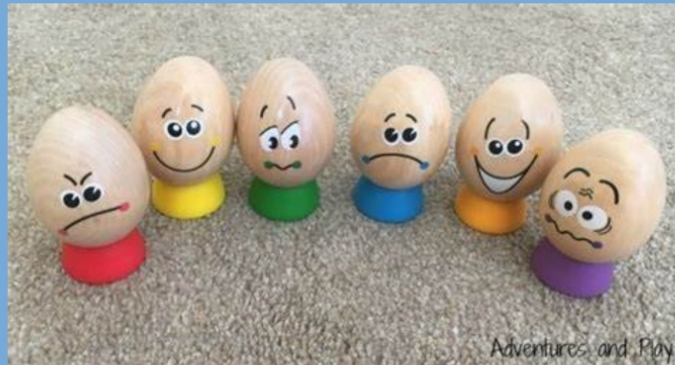
**Obstacle**



**Resolution**



**Stories help you transmit emotions,  
and emotions are the most  
powerful human motivators.**



*"It's been nearly 40 years since American civil rights leader Benjamin Chavis coined the term "environmental racism" to address the fact that so many poor communities populated mostly with people of color had to deal with extreme pollution from neighboring industrial plants, toxic landfills and other dangerous circumstances. Locally, Barrio Logan residents have long contended with this."*

*-San Diego Union-Tribune Editorial Board*

*"On average, people of color comprise 56% of the population living in neighborhoods with TRI facilities compared to 30% elsewhere."*

*- Center for Sustainable Systems  
University of Michigan*



# SHOW, DON'T TELL!

*We stood in shock as the ambulance carted our fellow dorm mate to the hospital.*

*The silence was nearly palpable, cutting short any laughter or conversation in the vicinity. We had been sucked into a vacuum, completely devoid of all sound, thought, and emotion. But it didn't last. The sobering effect of the moment only lasted until the wail of the ambulance stunned us back to reality. The next day, it was as if nothing had really happened at all.*

## Why incorporate storytelling into media advocacy?

- Win hearts
- Change minds
- Get results

*Rob Biesenbach*

**1,200**  
U.S. Daily  
Newspapers

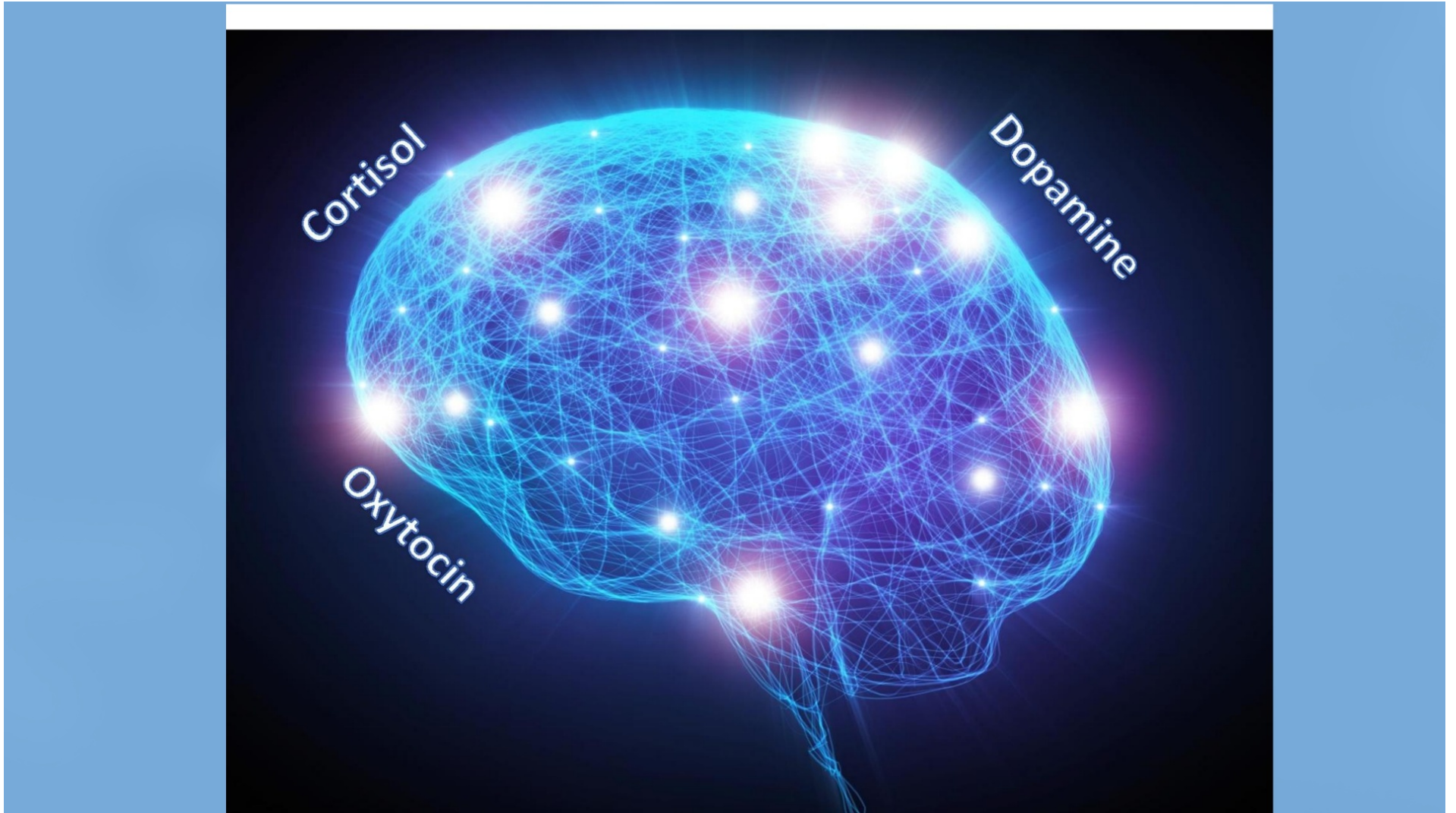
**1,700**  
U.S. Commercial  
T.V. Stations

**11**  
Social Media  
Platforms w/over  
200 million users

**1.7 million**  
Podcasts

**600 million**  
Blogs

*Statistica*





# **Communicating the Issue**



**ABC**



**123**

# PERSONAL NARRATIVE

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- "Own" your story
- Expand your vision and understanding of the world

# SOCIAL MATH

The practice of translating statistics and other data so that they become interesting to the journalist, meaningful to the audience, and helpful in advancing public policy.

*Media Advocacy and Public Health: Power for Prevention*



A lush, dense rainforest scene with sunlight filtering through the canopy, creating a hazy, golden glow. The trees are thick and green, with some branches reaching across the frame.

78 million acres of  
rainforest are lost  
every year.

Every second, a slice of rainforest the  
size of a football field is mowed down.  
That's over 31 million football fields of  
rainforest each year.



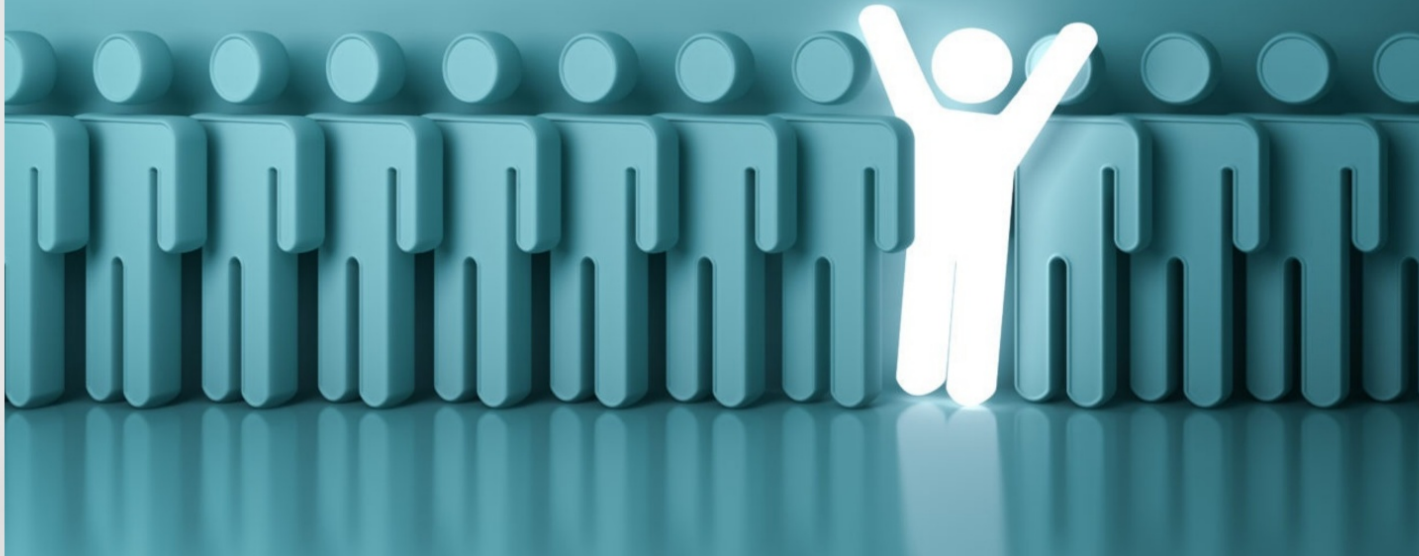
*Source: Rob Biesenbach*

**Start with a goal**





**Focus on one character**



**Stick to the most  
important point**

**THE POINT** ●





## Storytelling: Promoting Change through Personal Narratives

IPS Toolkit: Media Advocacy



INSTITUTE FOR  
PUBLIC  
STRATEGIES

### GOAL

(What is the purpose of  
writing this piece?)

### HOOK

(What will engage the  
audience to keep reading?)

### BASICS

(Who, what, when, where,  
and why?)

### DETAILS

(Show, don't tell.)

### KEY TAKEAWAY

(What is the most important  
point of the article?)

### CALL TO ACTION

(Encourage readers to learn  
from lessons in the story and  
prompt action, if applicable.)

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AND THE MORAL OF THE  
STORY IS.....



Thank  
you!

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# Survey

(Thank you!)



IPS Training and TA:

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[@VibrantHealthySafeCommunities](https://www.facebook.com/VibrantHealthySafeCommunities)