

Lobby

How important is media advocacy to your initiative?

1. Not important.
2. Somewhat important
3. Very important.



Pacific Southwest (HHS Region 9)

PTTTC

Prevention Technology Transfer Center Network

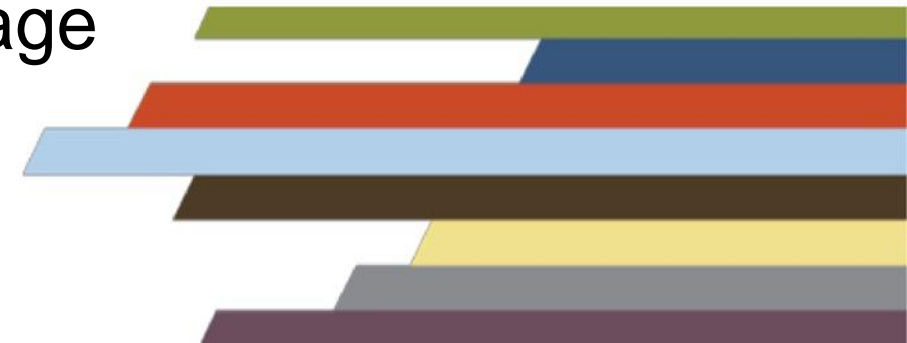
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MEDIA ADVOCACY - Catching the Wind

How to Engage Traditional Media, and Leverage Social Media

Bernard Gonzales, GComm Consulting



Disclaimer

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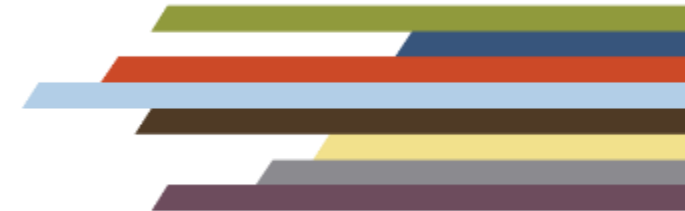
Purpose of the TTCs

1

Develop and strengthen the **workforces** that provide substance use disorder and mental health disorder prevention, treatment, and recovery support services.

2

Help people and organizations incorporate **effective practices** into substance use and mental health disorder prevention, treatment and recovery services.



PTTC Network Approach

The PTTCs...

Develop and disseminate tools and strategies needed to improve the quality of substance abuse prevention efforts

Provide training and resources to prevention professionals to improve their understanding of

- prevention science,
- how to use epidemiological data to guide prevention planning, and
- selection and implementation of evidence-based and promising prevention practices.

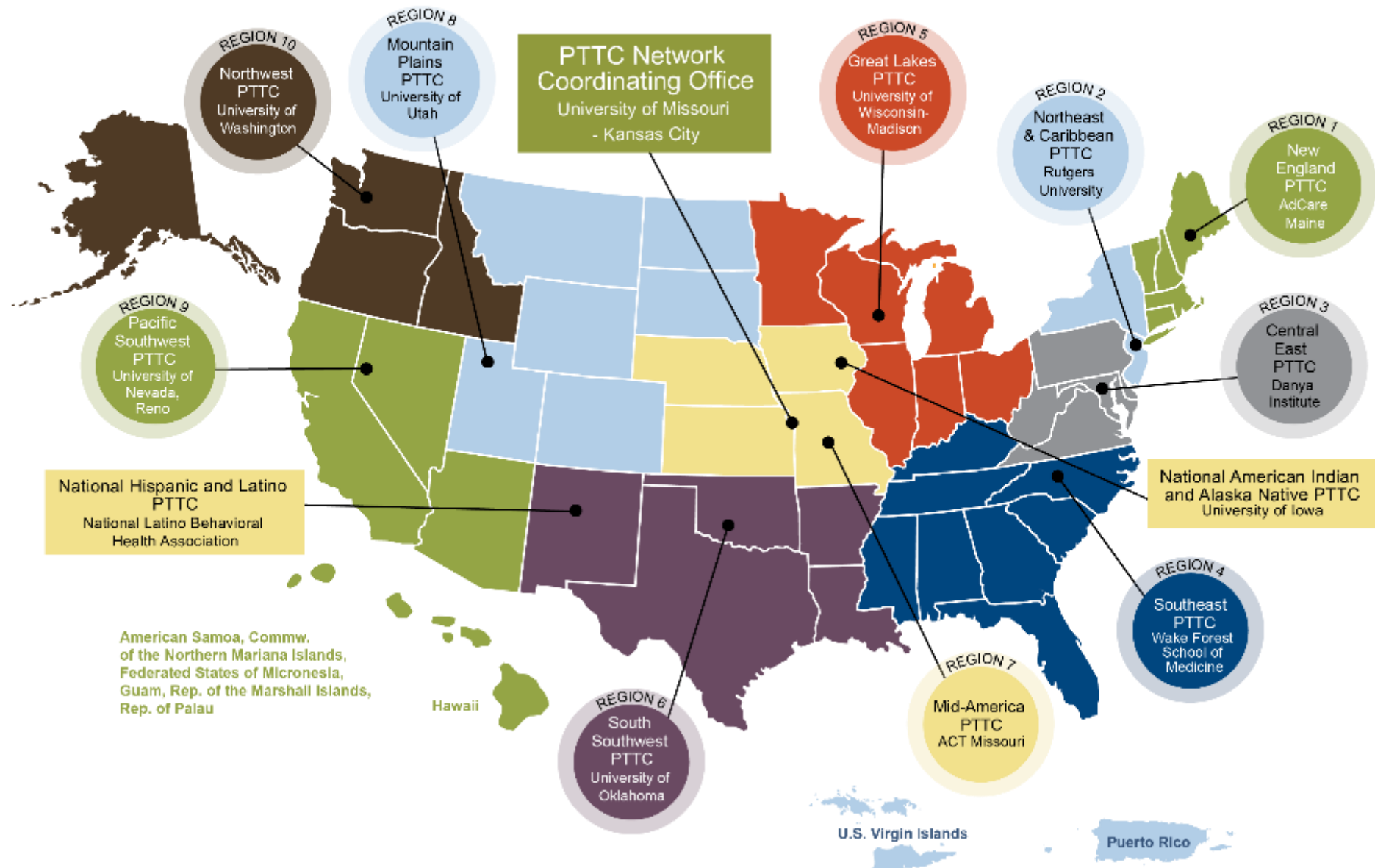
Develop tools and resources to engage the next generation of prevention professionals



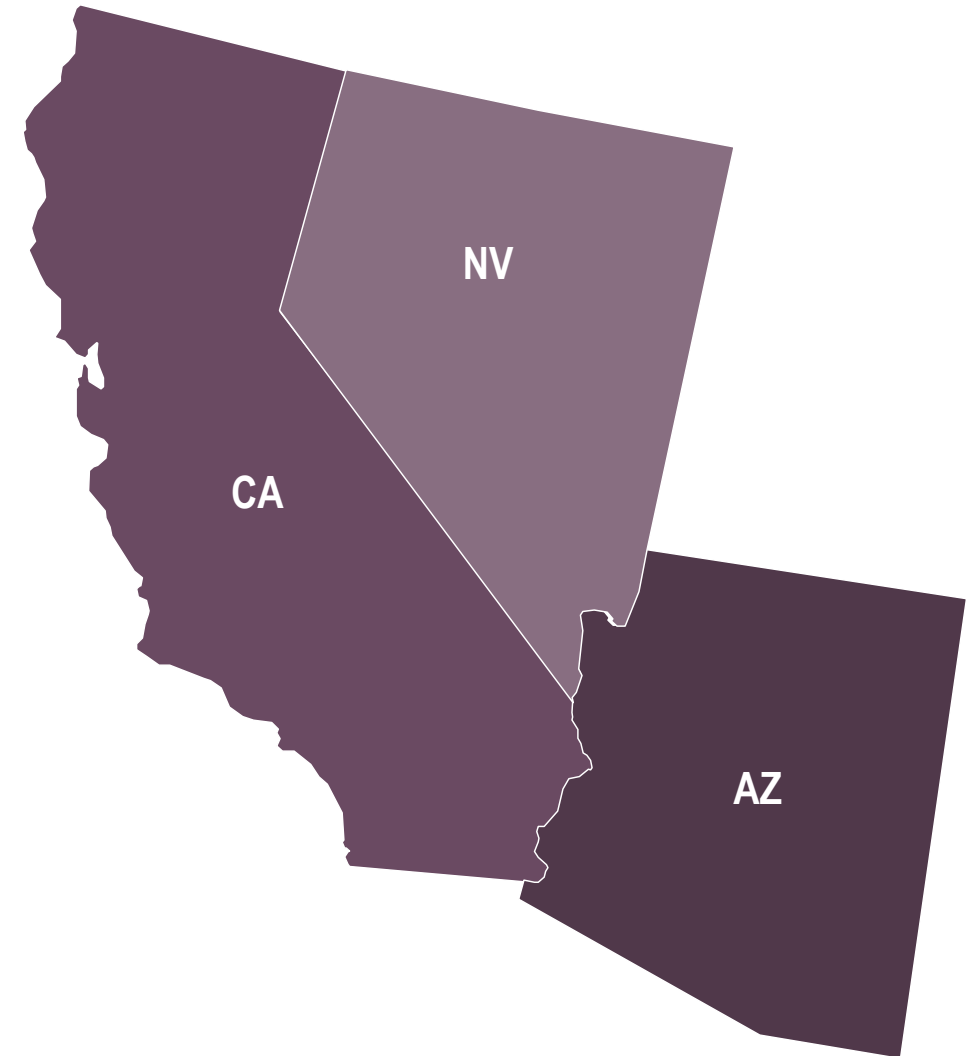
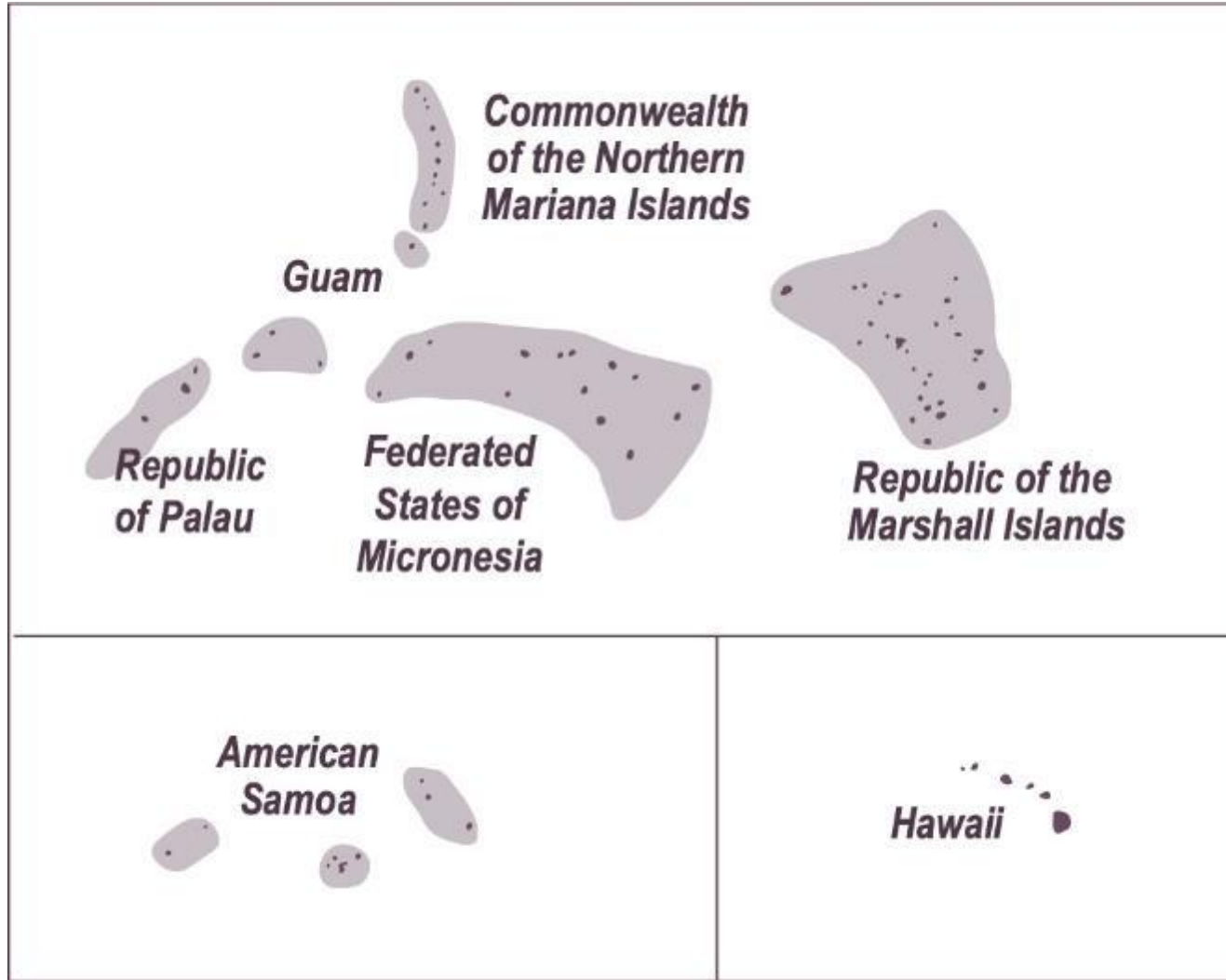
PTTC Prevention Technology Transfer Center Network

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PTTC Network



Pacific Southwest



Mark your Calendars!*

Prevention Ethics: An Enhanced Prevention Learning Series

Mondays and Wednesdays, November 8, 10, 15 & 17

Please visit pspttc.org for registration and more information!

**all times 3:00 Pacific, unless otherwise noted.*

Housekeeping

- Webinar recording and materials
- Certificates of attendance



Presenter

Bernard Gonzales, possesses extensive experience in broadcast journalism, public relations, government relations, and education. Currently, he operates a small business, GComm Consulting. He is the Media Specialist consultant for The Center for Community Research (CCR). CCR oversees the San Diego County Meth Strike Force, Prescription Drug Abuse Task Force, and Marijuana Prevention Initiative. Prior to that, he was the Senior Council Aide to Chula Vista City Councilmember, now Mayor Mary Casillas Salas.



Welcome to Media Advocacy: Catching the Wind

My name is Bernard Gonzales.

I am not a guru. I am not a wizard.

I am a person with lots of experience working within and dealing with *traditional media* and leveraging *social media* to enhance *advocacy* messaging to the public.

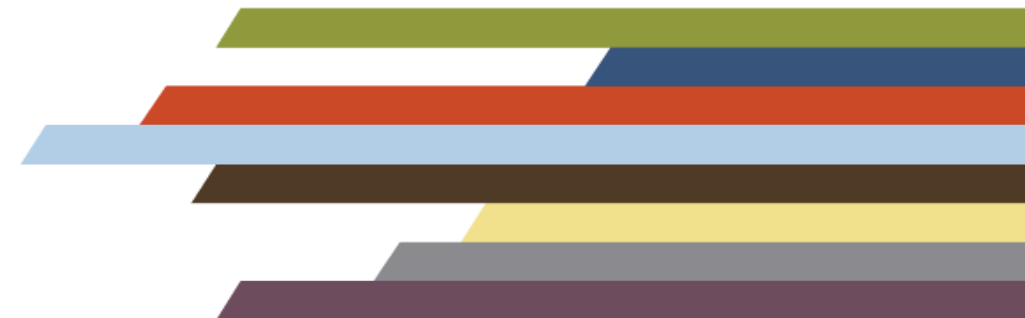




Definitions

Media: Word referring to the agencies of mass communication.

Advocacy: the act of pleading for, supporting, or recommending; persuading or informing.



So, what is Media Advocacy?

Alcohol Policy MD

- “Media advocacy is the strategic use of news making through TV, radio and newspapers to promote public debate, and generate community support for changes in community norms and policies.”

Berkeley Media Studies Group

- “Media advocacy is the strategic use of mass media to support community organizing and advance healthy public policies.”



Media Advocacy

The Art of Persuasion



Purpose of Media Advocacy

To elucidate issues through research and planning with the use of media resources in order to shape public debate, inform various publics and create change.

Media advocacy is not:

- A nuisance
- A gimmick
- A reaction
- A collateral duty
- An afterthought
- A waste of time
- A waste of resources





Media Advocacy

It is also the most important tool to tell
your authentic story.



Media Advocacy – Catching the Wind

Traditional (Mass) Media

- Like the wind the media is always present and always moving in one direction, forward. It is easy to access, but difficult to engage.
- Television, radio, newspapers, magazines, cinema.

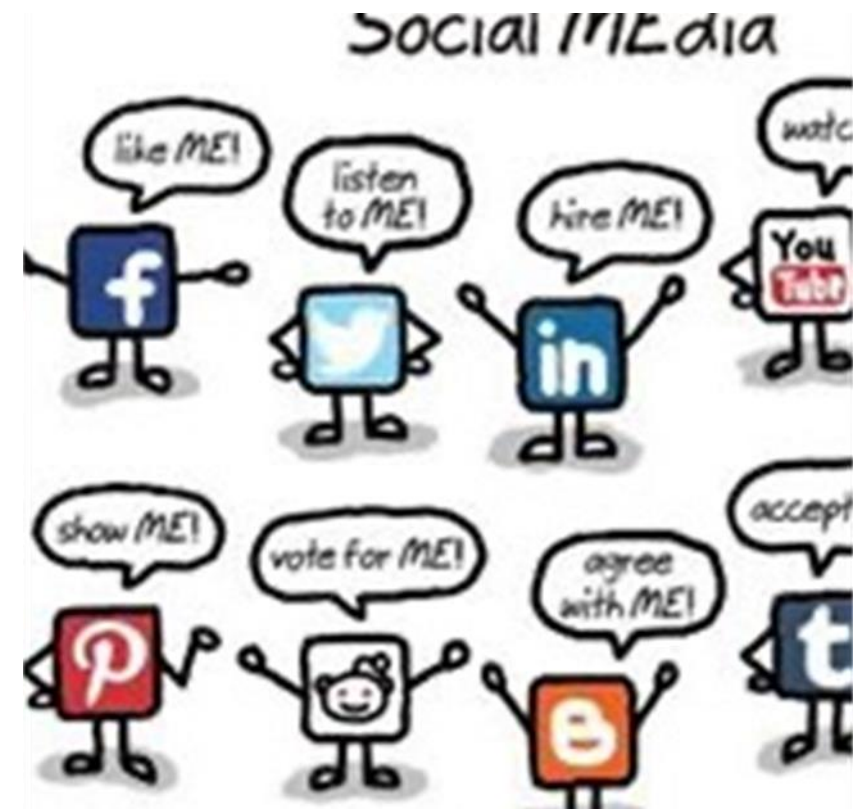


Media Advocacy – Catching the Wind

Social (New) Media

Also like the wind it is ever-present. but you never know which way it will blow. Oddly, it is easier to engage as long as you have two things; access to technology and knowledge of how to use it.

Facebook, Twitter, YouTube, Blogging, Vlogging, Podcasts, etc.



Knowing these four things are the key to shaping your media advocacy plan.

- What are your obligations and expectations?
- What's your budget; much time, energy and money?
- Who are you expected to message to? General public, policymakers, colleagues.
- What is your authentic message? "Treatment is available, recovery is possible."

Do you have a media plan?

If yes:

Ongoing?

Sporadic?

Emergency only?

If no, why not?:

No interest?

No budget?

No time?

No know how?

Making a Plan



Identify the mission



Assign the people/person



Appropriate the time



Dedicate the resources



Inform the organization

Set Goals

- Projects
- Persuade
- Recruit
- Counteract
- Solve
- Align

The Plan

What are the obligations?

What are your deadlines?

What resources are available?

Who are your allies?

The Matrix



4 news conferences a year with support materials (save the date, media advisory, journalistic news release, photos, video, content creation+media packet).



2 events a year (Take Back Day)



2 publications a year (Letter to Editor, Op-ed, etc.)



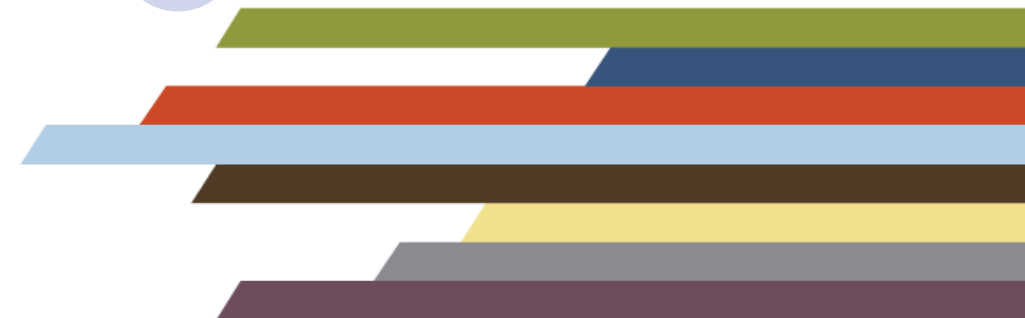
Trainings as needed



3 Original video production to support initiatives.



Social Media creation, maintenance





How many people in your workforce are assigned to media advocacy?

A. 0

B. 1

C. 2

D. More than 3 or more

ISSUE	WEBSITE	FACEBOOK	TWITTER	YOUTUBE	INSTAGRAM	TRADITIONAL MEDIA
Meth & Health	Data: ME Charts Shaw Publication Resources Treatment Directory Tips on Getting In	Linked posts from all MSF social media as well as alerts to events: Community addiction workshops 12-step programs Health Fairs	Ongoing mental health related posts to credible articles/sources Hashtag creation	Shaw Interview Meth mental health counselor	Regular photo postings of any MSF related event or subject of interest: Quarterly Meetings TTC Ops Success Stories: Faces of Meth Meth/heart health graphics/photo of cardiologist	Health emphasis in Jan 2017 release of Report Card
Meth & Crime	TTS Video Links to SANDAG	Linked posts from all MSF social media as well as alerts to events: Community addiction Workshops 12-step programs Health Fairs	Ongoing meth/crime related posts to credible articles/sources	TTS overview Sheriff's interview Probation interview MTD interview County Rep interview	Regular photo postings of any MSF related event or subject of interest: Quarterly Meetings TTS Ops Altered lives Stories: Faces of Meth Meth/heart health graphics/ Photo of cardiologist	MSF – TTS OPS

PDAF Proposed Conceptual Framework for Expanded Media Strategy

PDAF Objective Areas	Website	Facebook	YouTube	Instagram	Twitter	Traditional Media
Increase Perception of Harm	Content Statistics Links Videos Death Diaries	Posts on Consequences News Reports	Link to HOPE videos Interview with Sherrie and Aaron Rubin Interview with Dr. Lucas			Annual Rx Report Card Release
Engage people in drug treatment who need help	How to get help section (Pending) resource link to MAT inventory in East with new project	Links to news stores on treatment issues	Interviews with MAT experts Interviews with traditional treatment experts Interviews with recovery spokespersons			Annual Rx Report Card
Expand/promote Naloxone distribution	Maps on where opiate overdoses occur (Pending) new project Naloxone progress	Links to news stories on Naloxone	Interview with Capt. Bovet			

Purposeful strategy, action and goals

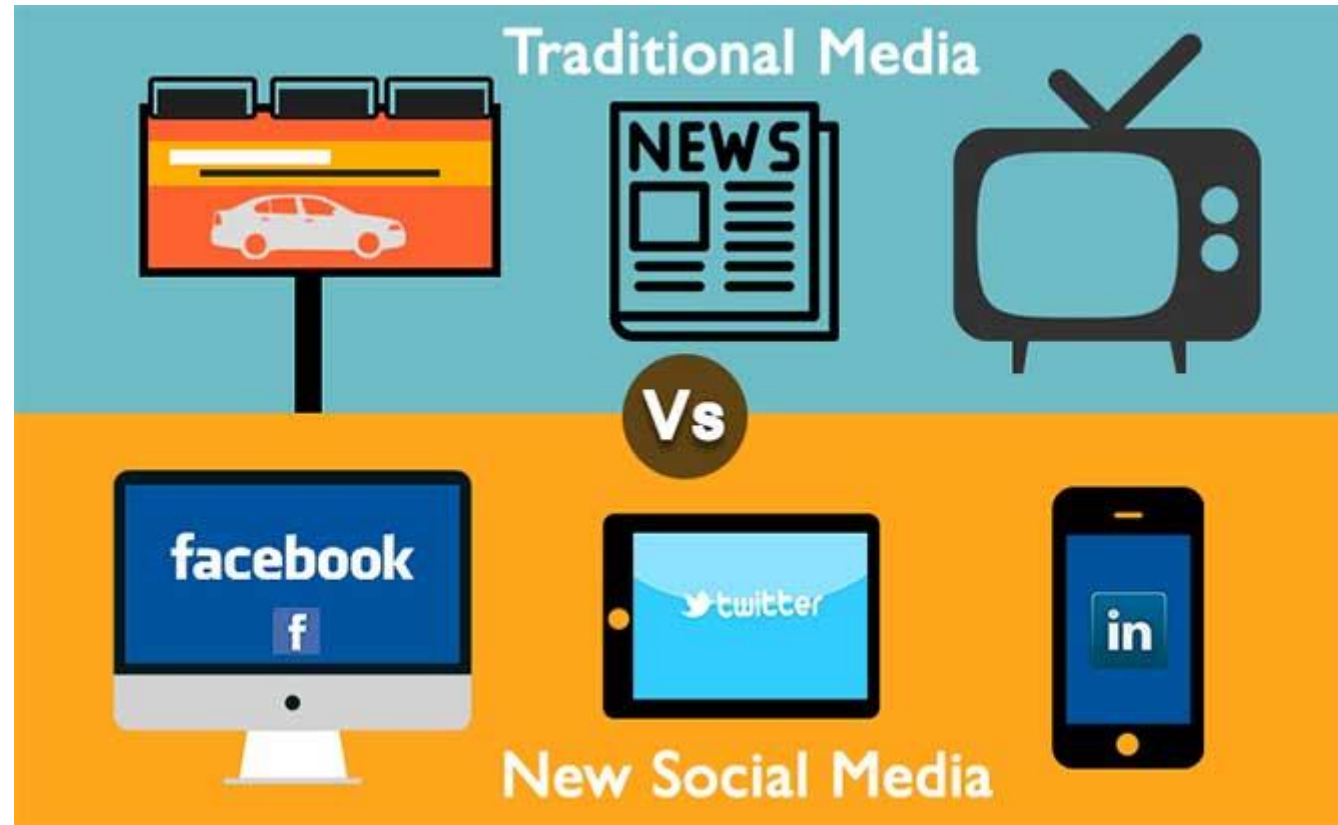
Be specific:

- Get information to the public
- Bring people to your issues
- Counteract misconceptions

Establish tangible/timely content:

- MSF/PDATF Report Cards
- Opioid Summit
- MSF/Fentanyl Info Cards

A brief discussion on “traditional” and “new” media



Traditional Media Relationships

- Identify your traditional media outlets.
- Learn their structure.
- Learn their product.
- Learn their key decision makers.
- Learn who is on or interested in “your beat.”
- Get key contact info; Dayside, Nightside and Overnight
- Make contact and make an effort to meet face-to-face (coffee, lunch, station visit, etc.).
- Create a media calendar and send it out at strategic intervals (sweeps/ratings periods).
- Always have cards and materials available.



What is Newsworthy?

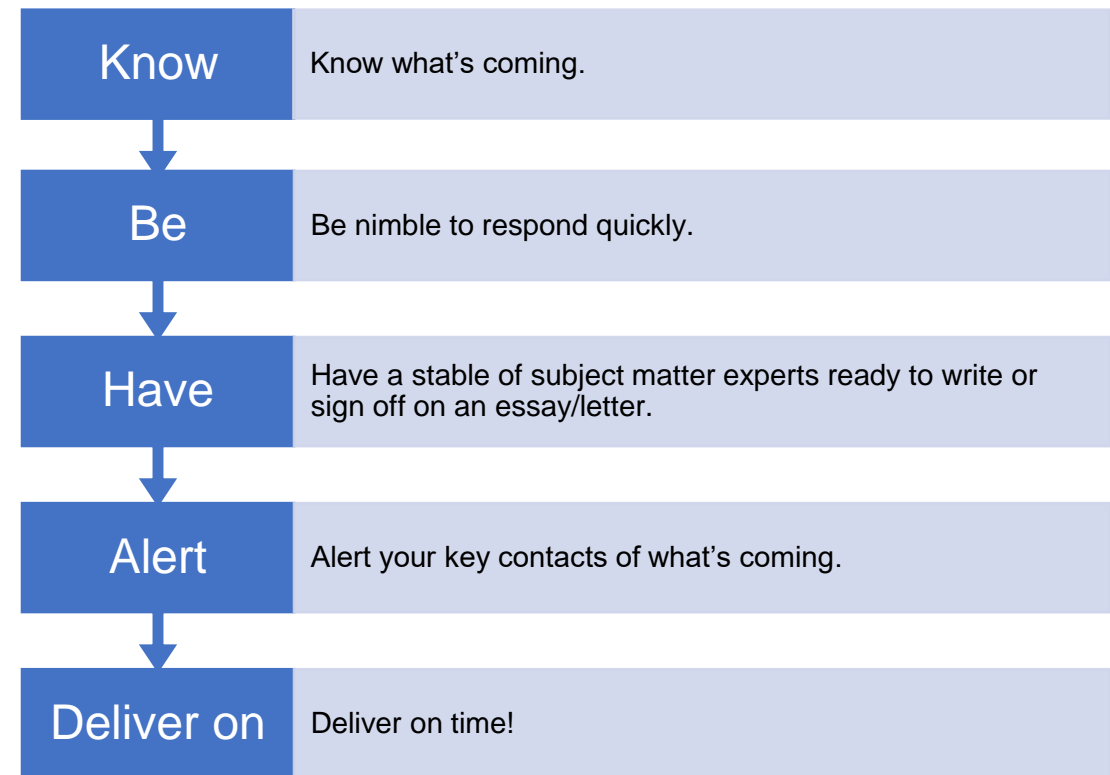
- Timeliness
 - Proximity
 - Salience
 - Conflict
 - Celebrity
 - Impact
 - Involvement
 - Human interest
 - Novelty
 - Enterprise
- Generally, stories that get covered involve at least one or more of these factors.
 - News is also covered based on routine (attending city council meetings) and/or instinct.

News Releases, Op-eds and Letters to the Editor

Keys to News Releases

- Boilerplate
- Structure
- Timeliness
- Replication
- Acknowledgement

Keys to Op-eds and Letters to Editor



Press Release Example



FOR IMMEDIATE RELEASE

**International Overdose Awareness Day (IOAD) – News
Conference**

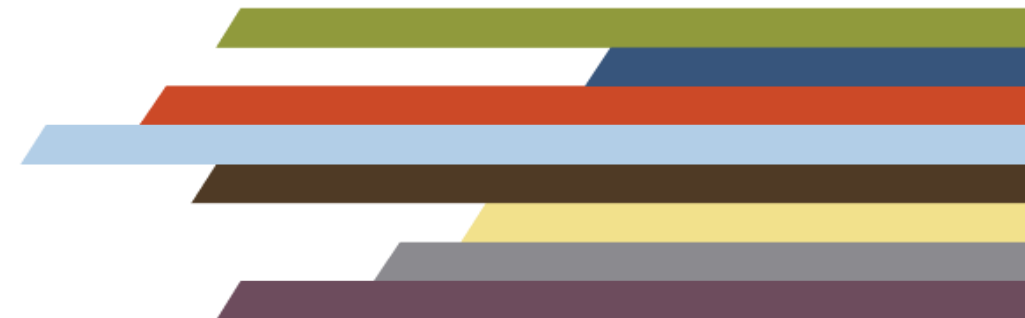
Distribution

- [Mailchimp](#)



MailChimp

- [MailerLite](#)
- [Sendinblue](#)
- [Moosend](#)
- [EngageBay](#)
- [Mailjet](#)





Which social media platform has the most impact?

A. MySpace

B. YouTube

C. Twitter

D. Facebook

Social Media

Which platforms?

- Facebook
- Twitter
- YouTube

Creating content

- Learn basic photography
- Learn basic video editing
- Learn to go "live," Facebook or YouTube.
- Organize and archiving your stories

Social Media

Be consistent

- Establish a meaningful posting expectations.
- Post relevant observations.
- Maintain integrity, collegialism and neutrality.
- Consistently accentuate your primary message.

Creating content

- Take advantage of content creation opportunities.
- Be mindful of things that could be misconstrued.
- Post with timeliness.
- Don't overload your day with social media activity.

Last Big Things

- Check and double check anything you release whether to traditional or social media.
- Have a second pair of eyes at least one level above you to examine whatever content you are about to release.
- Once your info is out there, be responsive even if you can't come through.

MSF/PDATF Report Card Release



Resources

Websites

- Society of Professional Journalists
<https://www.spj.org>
- The Public Relations Society of America (PRSA) <https://www.prsa.org>
- The AP Stylebook
<https://www.apstylebook.com>
- Public Relations Toolkit: How to PR
<http://www.aboutpublicrelations.net/toolkit.htm>

Books

- The Public Relations Handbook for Nonprofits: A Comprehensive and Practical Guide by Art Feinglass
- Writing Broadcast News - Shorter, Stronger by Mervyn Block
- Publicity Handbook by David R Yale
- Media Advocacy and Public Health: Power for Prevention by David H. Jernigan, Lori Dorfman, Lawrence M. Wallack



What percentage of your outreach plan is/will be media related?

A. 0%

B. 25%

C. 50%

D. 100%



Q and A – eh!



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Dialogue Solutions

Join us for more on this topic!

Dialogue Solutions is a post-webinar session where participants can ask questions, strengthen understanding, and dig deeper into the content!

Wednesday, October 27th @ 3:00 PM, Pacific

OR

Thursday, October 28th @ 3:00 PM, Pacific

Post-Webinar Feedback

Please click on the link in the chat to complete a very brief online feedback form!

Thank you!



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Call us toll-free: 1-833-9SW-PTTC



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Thank You!

CASAT

 Center for the Application of
Substance Abuse Technologies
UNIVERSITY OF NEVADA, RENO

