



Beyond Correspondence:

Maximizing Your Media Power

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cadca.org

LiveStream Training

- Goal is to keep everybody engaged
- CADCA staff will monitor the chat box

Objectives

At the end of this session, participants will be able to:

- Foster more productive relationships with media markets
- Leverage media resources to assist with substance abuse prevention initiatives and coalition work
- Engage media markets both local and statewide on multiple levels from one on one meetings to systematic coverage

Why Media? Why Now?

- Prevention needs your coalition's voice now more than ever.
- It increases our impact and reach.
- Contributes to important in-kind dollars for funding.
- There is time to plan and build capacity.
- Great media doesn't have to cost big money!



Chat Check In...

What is the number one thing you want to accomplish with engaging the media sector?

Does your coalition have a capacity building plan for media or a media plan in general?

Today's Session:

Goal: To increase media involvement in your coalition including achieving in-kind monetary support directly related to substance use prevention messaging and implementation activities

Key Takeaways:

- How to build effective partnerships with media locally and statewide
- How to conduct media visits including asking for in-kind of PSA development and placement
- Proper media release development



Overcoming the Media Maze

1. Layering is the most effective tactic
2. Plan capacity building surrounding media sector
3. Establish media plans for events, campaigns, organization as a whole
4. Integrate media awareness into your daily schedule

Where do we start?...At the beginning

We are inundated with media messages.

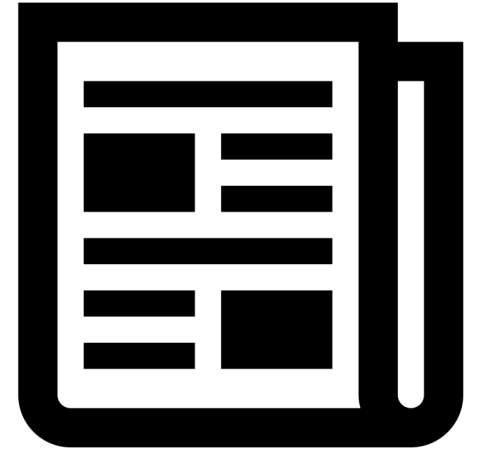
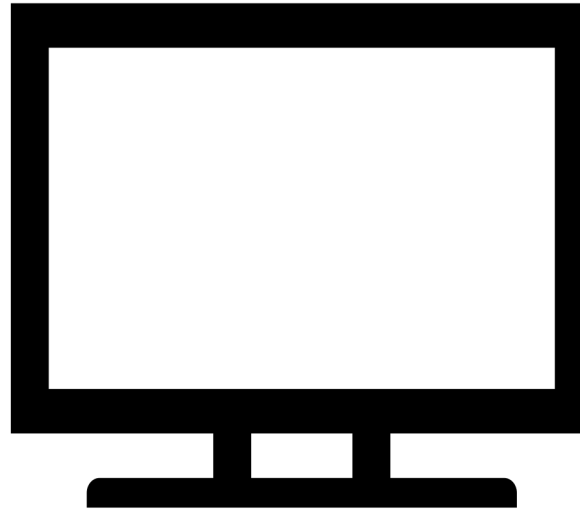
Think for a minute of all the ways you have received messages just this morning from local, state, and national sources.

Now start listing those in the chat box.

Why is this important?

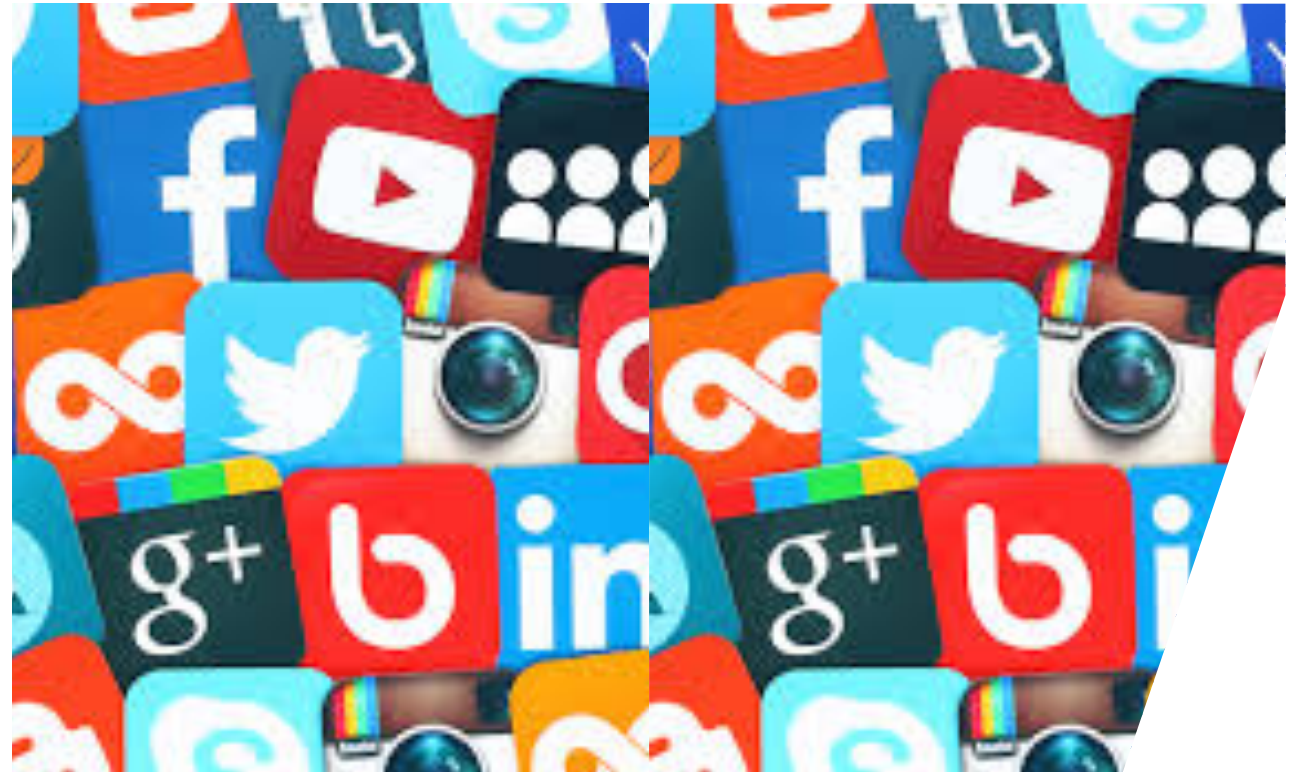
Media Layering

- Audio
 - Radio
 - Streaming
 - Podcast
- Television
 - Local
 - National
- Print
 - Newspaper
 - Magazine



Media Layering

- Social Media
- Streaming Media
 - Netflix
 - Hulu
 - Tubi
- Digital Publications
 - Blog
 - News Site



Task 1: Assess

Uncover the top media sources for your community

We need to know the target to be successful

Focus Groups

- Know community demographics

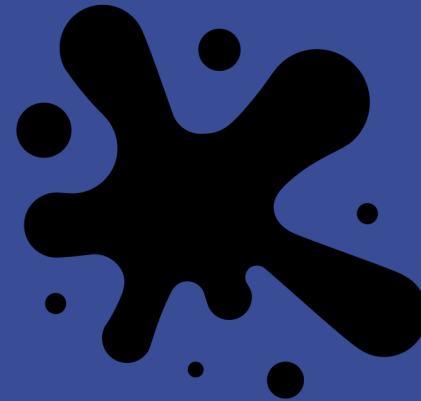
Research Reach

- # new of people
- # length of time
- # of return people

Surveys

- Every event
- General

Media Engagement and Partnership Building



VS



Discover what motivates an individual or organization

Research

- Target Audiences
- Staff
- Subjects of articles or postings
- Bio and LinkedIn
- Coverage consistency

Follow Them

- Twitter
- Facebook
- Instagram
- LinkedIn



Helpful Hint - Google an entire sites contents by putting into the search engine: Site: (media website) and then the topic.
For example: Site: wsmv.com opioids

Task 2: Build Relationships

Make the outreach personal

This is an ongoing intentional effort

Send meaningful messages about their content

Ask them to join one of your LinkedIn groups

Send personal invites to meetings, celebrations, community events, etc.

One-on-One Meetings

Helpful Hints – Having trouble finding emails: LinkedIn Chrome extension...FindThatLead or website email-format.com

Planning Media

- Monthly outline and tasks devoted to media related to implementation activities
- Designate and train expert spokespeople for your organization or specific topics/events.
- Evaluate impact routinely – A.K.A. utilize your evaluation plan.
- Daily media tracking – Google Alerts to Newspapers

Pivoting to Prevention

Leverage local, state, and national media stories to make them relevant to your community and increase organizational coverage.

How are these relevant to our work?:

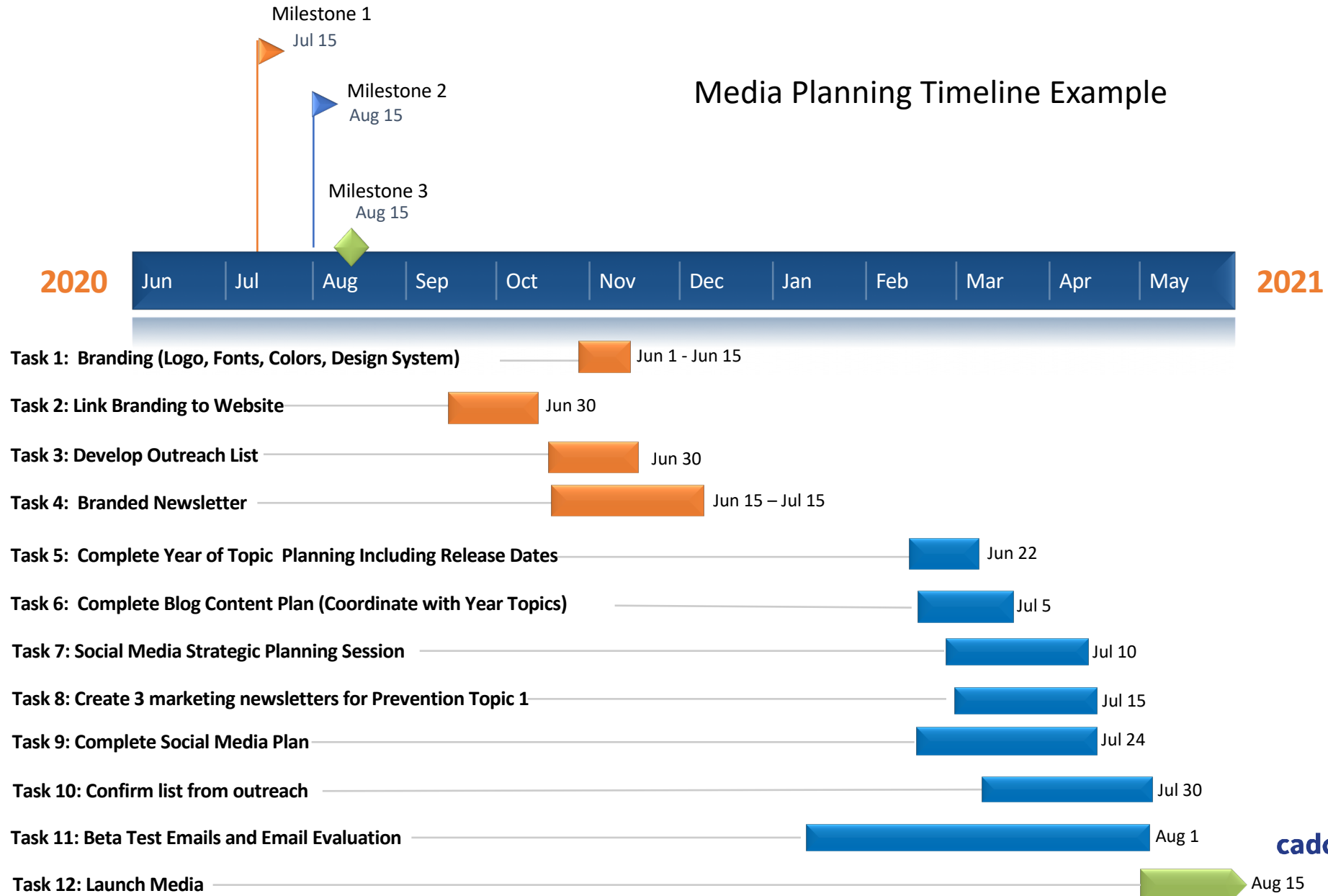
- Jobs Report (Unemployment)
- Traumatic Community Events (Pandemic)
- Big Events (Summer Travel, Concert)



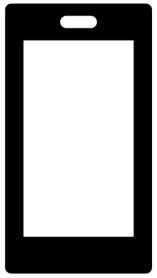
Task 3: Develop Media Plans

Month	Pitches	Guest Pieces
September	Back to school talking hints for parents Highlighting last years work with schools	Changing Landscape of Marijuana in Tennessee
October	Drug testing policies positive affects on high school sports	
November	PSA Release	What our city should be thankful for?

Media Planning Timeline Example



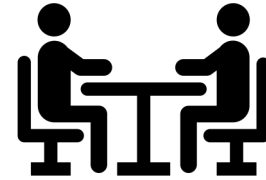
Moving from Planning to Pitch



Call



Release



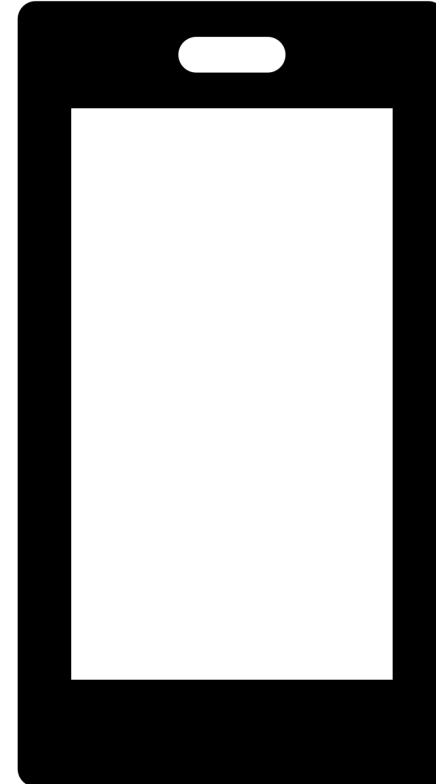
Meeting



Kits

Be Clear and Concise

1. Introduction (10-30 words)
2. Why this journalist, blogger, etc, (10-30 words)
3. Your story
 - Why relevant
 - Why is it news right now
4. Ask for their level of interest
5. Include how to reach you



Excerpt from: "4 innovative Ways to Get Media Coverage" www.entrepreneur.com

Press Release

Getting the most impact

Important Points:

Digested at-a-glance

Clear headline, one sentence sub-head

Easy to cut and paste format

Release date and About paragraph

***New York Times* editor Caitlyn Kelly has stated that “99.9% of emails I get are useless”**

Format Breakdown

Clear and concise with a more descriptive subtitle. Everything it is in a title and subtitle

NEW TOOLKIT TARGETS TEENS AND PARENTS
Youth-to-Youth Messaging Designed to Prevent Substance Use and Reduce Stigma

Released: September 10, 2019

Contact: Kristina Clark
(931) 308-2977

For Immediate Release

If necessary, you can send to media embargoed meaning it is confidential until a specified release date

Format Breakdown

General
overview

Gallatin, Tenn. – The Tennessee Pharmacists Association (TPA), Count It! Lock It! Drop It!®, BlueCross BlueShield of Tennessee, and Perkins Drugs have partnered together to place a new permanent prescription drug dropbox location in Sumner County as part of the Tennessee RX Take-Back Project.

City/County
and State

The Rx Take-Back Project will expand drug disposal sites throughout Tennessee focusing on local pharmacies. Pharmacies are a touch stone for wellness in local communities and expanding sites to meet consumers where they already receive prescriptions and health advice is of the utmost importance. This will allow for more ease of disposal and education regarding prescription drug safety.

Main points

“TPA is excited about this collaborative partnership with Count It! Lock It! Drop It! to offer our patients in Middle Tennessee more safe and convenient community pharmacy locations to dispose of their unwanted and unneeded prescription medications. We appreciate our pharmacies and pharmacists like Perkins Drugs for their commitment to reducing prescription drug abuse and misuse through increased

Quote from key
stakeholder or
leadership

Format Breakdown

About CLD

Count It! Lock It! Drop It!® (CLD) is a comprehensive community initiative for prescription drug misuse prevention based in Coffee County, TN and locally in 92 counties in Tennessee. The CLD initiative is leading a statewide effort to combat the misuse of prescription medication focusing on three simple steps: **Count your pills, Lock them up, and Drop them for proper disposal.** According to the Tennessee Department of Health, 6,879,698 opioid prescriptions were written in 2017, and it is CLD's mission is to create a cultural shift around prescription drug misuse to help keep communities safe and drug-free.

About Tennessee Pharmacists Association:

The mission of the Tennessee Pharmacists Association (TPA), the state professional association of pharmacists, is to represent the profession of pharmacy as an integral component of the health care delivery system to entities outside the profession; develop standards of practice which insure delivery of quality pharmaceutical care as a means of protecting and enhancing the public health; promote the enhancement of knowledge, ethics, and skills of pharmacists; and, insure the economic and professional success of pharmacists in all practice settings. The Tennessee Pharmacists Association advances, protects, and promotes high-quality pharmacist-provided patient care in Tennessee.

Brief: Think mission, goals, key points for main stakeholders involved

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Signifies completion –
No more copy to come

Partnering for Impact

In-Kind \$\$\$\$

Experts in Media Development

PSA Development

- In house pro-bono
- Grants/foundations

Multi-Part Stories

- On-air, print, PSA

Sound and Video Bites

- Request bites from previous stories
- Ask for assistance with new

Packaged Placement

- free placement of already developed media

Making the Move: Media Meeting

Their Team:

- Journalists/Reporter
- Creative Director
- News Director

Your Team:

- Coalition Spokesperson
- Coalition Partner
- Family/Community Member

Developing Press Kits:

- ☐ Coalition Mission
- ☐ Coalition Fast Facts
- ☐ High Resolution Logos
- ☐ Partners and Staff
- ☐ Coverage in Press Highlights (Organization and Topic)
- ☐ PSA's/Campaign Materials



Task 4: Pitch

Plan and Execute Pitch

Remember layered approach

No is not the end

Make the Ask

Follow Up

In Summary:

Task 1: Assess

Task 2: Build Relationships

Task 3: Develop Media Plans

Task 4: Pitch

REPEAT!

Remember: Great media doesn't have to
cost big money!

Questions and Answers



Maybe later: Don't forget to reach out for support from the training team...**training@cadca.org**

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July 26–30, 2020
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Join us in supporting **Prevention. Progress. Possibilities.**

Learn effective substance use and misuse prevention strategies

Four days of intensive, in-depth training



Opening Plenary Keynote Speaker
Elinore F. McCance-Katz, M.D., Ph.D.
Assistant Secretary of the Substance Abuse and
Mental Health Services Administration (SAMHSA)

CADCA.org/MYTI2020

Annual Survey of Coalitions

CADCA's Annual Survey is a leading source of information on community-level substance misuse prevention.

Your participation helps:

- Determine coalition development needs
- Prepare relevant briefs and webinars
- Identify successful coalition strategies
- Develop collaborative projects between coalitions, CADCA, and our partners
- Inform community-level prevention research

The survey will **close on June 30!** Complete the survey by June 26 for a chance to **win a CADCA Swag Bag**.

Email survey@cadca.org to receive a survey link.

More info available on www.cadca.org/annualsurvey

