



Welcome!

Tips for Joining the Meeting

To join audio by phone:

- Call: [877-484-4285](tel:877-484-4285)
- Enter passcode: **89909310**

Please remember

- *Mute your phone until the group discussion*
- *Use a land line, if possible*
- *Use a hand set, not a head set, if possible*
- *Do not put us on hold! (We will hear your hold music.)*



Getting the Word Out: *Selecting Media Channels (Earned, Paid, & Digital)*

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DCH Communication Foundational Webinar, July 17, 2012

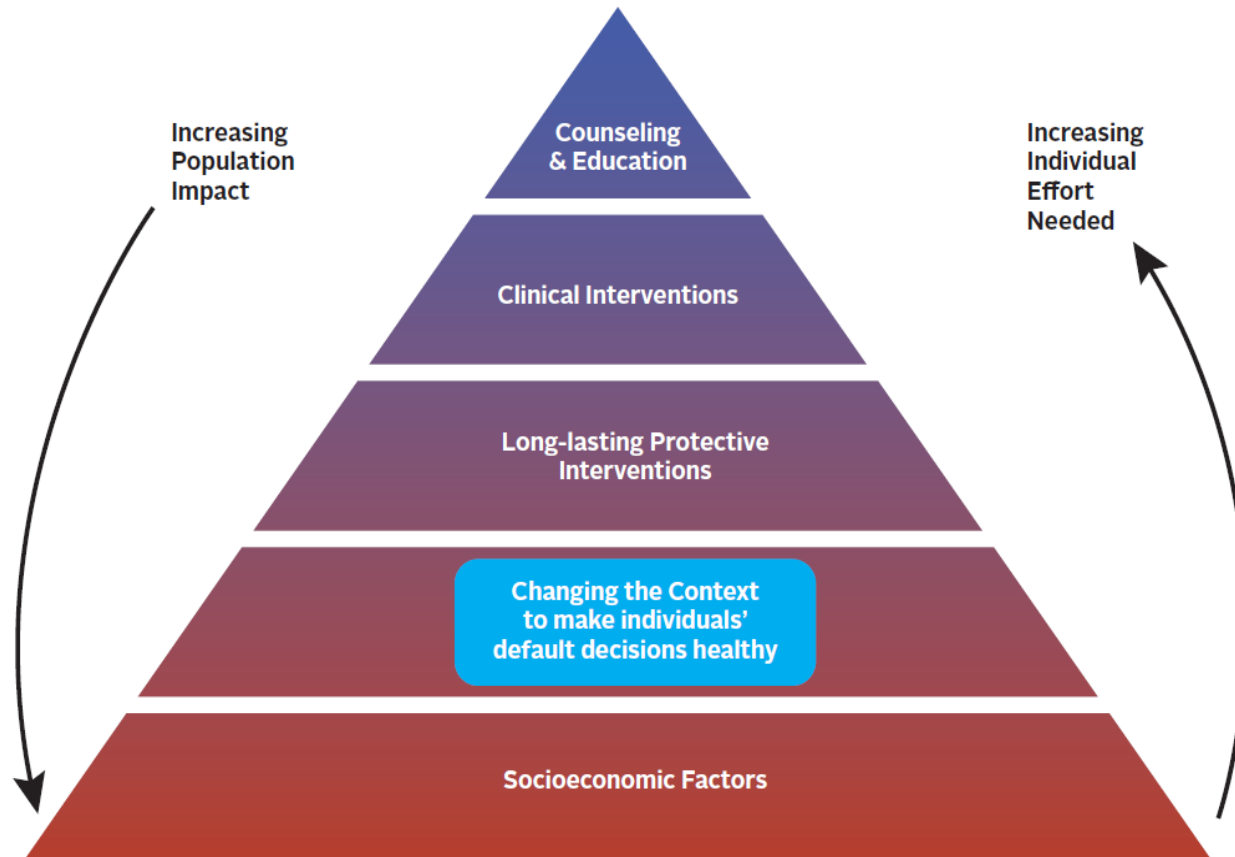
July 17 Meeting Instructions

- Please place your phone on **MUTE** unless you wish to ask a question.
- Please **do not** place your phone on **HOLD**. If you need to take another call, hang up and dial back in to this call.
- To ask questions, please click on Q&A on the top of your Live Meeting Screen and type in your question, name, and community.
- This presentation is available to download from the handouts link.

Overview of Today's Session

- Learning session
 - Focus on Step 5 of the Strategic Program Communication Planning Model—channel selection
 - Learn about paid, earned, and digital media
 - Develop deeper understanding of earned media
- Opportunities for discussion throughout session
- Wrap up, resources, and announcements

The Health Impact Pyramid





Learning Session: Overview of Media Channels

Key Steps of Communication Planning



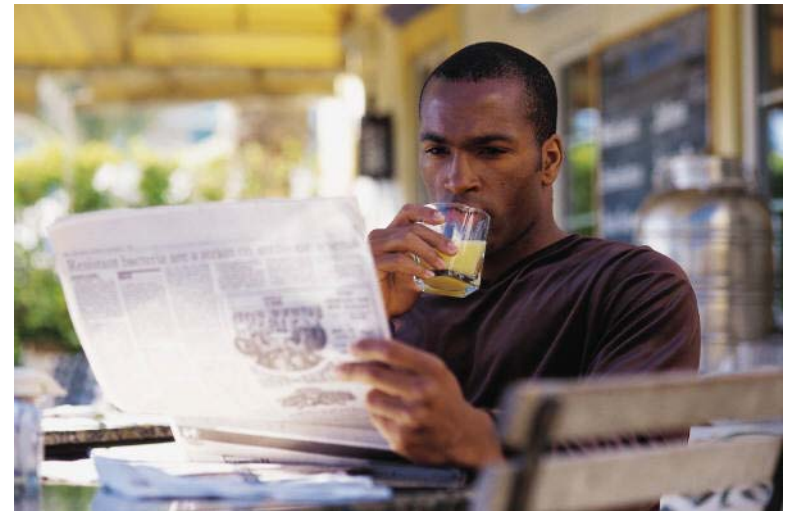
¹ National Cancer Institute. Making health communication programs work. 1998. Retrieved April 4, 2012, from <http://www.cancer.gov/pinkbook>.

² Kotler P, Roberto N, Lee N. 2002. *Social Marketing: Improving the Quality of Life* (2nd ed.). Thousand Oaks, CA: Sage.

Steps 1, 2, & 3: Assess Situation, Set Goals and Objectives, & Identify Audiences

Clear understanding of –

- What you are trying to accomplish with your communication efforts
- How you will know that you have accomplished this objective
- Who you are trying to reach and what you want them to do
- What they know, believe, and understand, and how our program will benefit them



Step 4: Develop and Pretest Messages

- Make your issue urgent *and* relevant
 - Sound the alarm
- Connect with audience's knowledge, attitudes, and values
 - Relevant to them, not us
- Solve a problem for them
 - Focus on outcomes, not process
- Motivate them to think, feel, and *act*
 - Tell them what you want them to do

Step 5: Select Media Channels

- **Paid media** pushes information out; based on a one-way, advertising model; you control message and delivery
- **Earned media** can carry more weight and can be more credible
- **Digital media** includes both paid and earned media through online, social, and mobile media channels



Who's Where? Radio

- Adults 25-54: average 24 hours/week
- Black listeners 12+: 21% more time listening each week than all persons 12+
- Hispanic listeners 12+: 13% more time listening each week than all persons 12+

Source: Arbitron <http://www.arbitron.com/home/ade.htm>

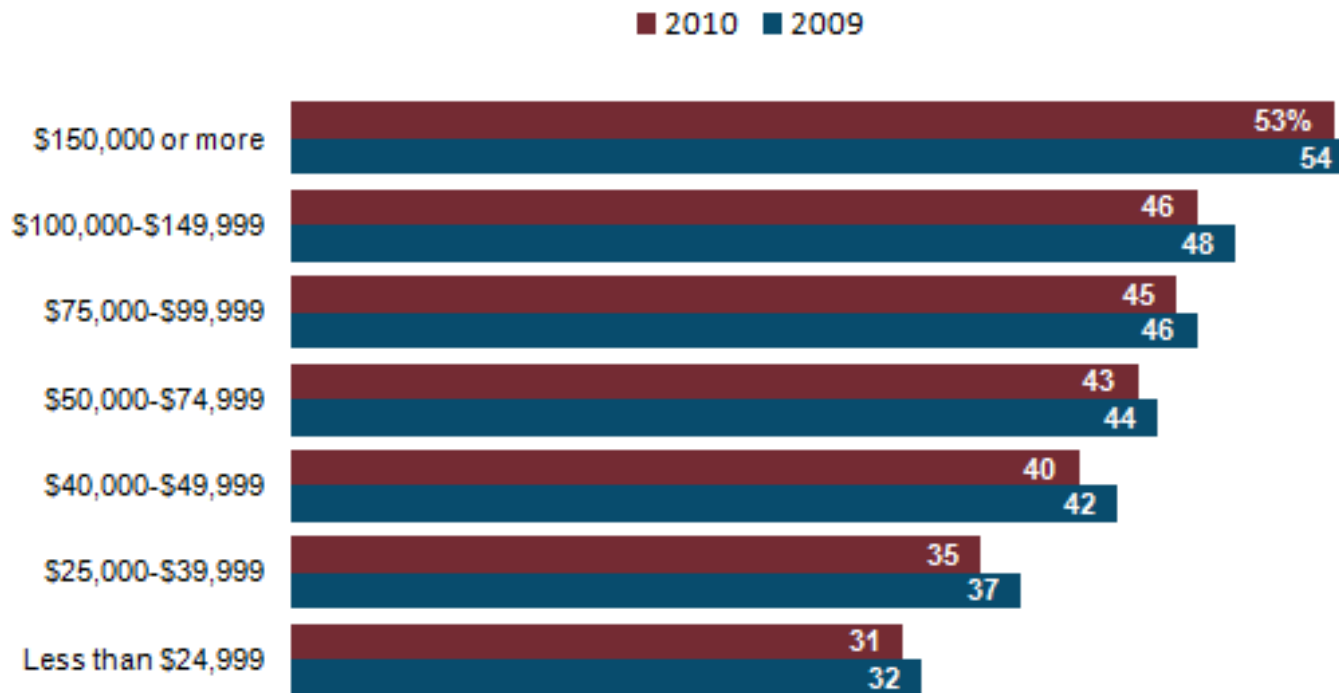
Who's Where? TV

- American watched 35 minutes of TV/week
- Heaviest users of traditional TV
- Adults 65+ (48 hours/week)
- Adults 50-64 (43 hours/week)
- Teens 12-17 (24 hours/week)

Source: Arbitron <http://www.arbitron.com/home/ade.htm>

Who's Where? Newspapers

Higher Levels of Newspaper Readership Correlate Closely to Higher Income Levels
Percentage Nationally Who Read Any Daily Newspaper Yesterday



Source: Scarborough Research survey data

PEW RESEARCH CENTER'S PROJECT FOR EXCELLENCE IN JOURNALISM
2011 STATE OF THE NEWS MEDIA

Paid Media



- Traditional channels include
 - Print, digital, radio, and TV
 - Cinema, billboards, and transit ads
- Community channels include
 - Laundromats
 - Faith-based community bulletins & inserts
 - African American and Hispanic “weeklies”
 - Community radio and TV stations (often offer free or less expensive placements)

Community Advertising: Print, TV, Radio & More

How much sugar does a Philadelphia family drink in one week?

To find out, text "FACT1" to 30364.



PUT THIS OUT, AND PUT THIS ON.
Patches available to eligible Boston residents only, while supplies last.*

1-800-QUIT-NOW
(1-800-784-8669)

If you smoke and want to quit, we're here to help.
Call us for quit-smoking information and a free supply of nicotine patches.



- Visit the Office on Smoking and Health's (OSH) Media Campaign Resource Center (MCRC) for tobacco-control ads: http://www.cdc.gov/tobacco/media_campaigns/index.htm
- Contact your Communication TA Specialist for obesity, nutrition, and other community-health ads

New Resources in MCRC

Landlord Cost

- Print ad featuring a multiple choice quiz aimed at educating landlords and building owners who might not currently comprehend the financial impact of allowing smoking on their premises.
- <http://apps.nccd.cdc.gov/MCRC/Apps/SearchDetails.aspx?CatalogID=2366&IFS=160188>

Tenant Disparities

- Print ad featuring young African American and Hispanic families with message about smoke-free housing is a safer and healthier choice for everyone.
- <http://apps.nccd.cdc.gov/MCRC/Apps/SearchDetails.aspx?CatalogID=2377&IFS=161785>

Legal2Limit

- Print ad featuring a multiple choice quiz devised to empower and educate landlords and building owners as they ascertain their legal rights in terms of creating smoke-free policies.
- <http://apps.nccd.cdc.gov/MCRC/Apps/SearchDetails.aspx?CatalogID=2368&IFS=186718>

Earned Media

- Mentions and articles in news or feature stories in radio, print, TV, and digital
- Can be added-value to a paid buy



Partner Channels

- Partners can also be a media channel
- Engage them to access
 - Partner websites
 - Newsletters & magazines
 - Listservs & eAlerts
 - Social media networks (Blog, Facebook, YouTube, etc.)
 - Conferences or meetings

Awardee Success: Building Earned Media Relationships, La Crosse, WI

Newspaper

- **La Crosse Tribune**
 - Gundersen Lutheran, a partner, had connections and promoted Foot Steps to Health and their interest in the program with the media.
 - Newspaper committed to bi-weekly articles – a free service.
 - Grant funds were used to purchase advertising.

Radio

- **WIZM Radio-Coulee Region Cooks**
 - Health Department employees appeared on the show in the past, so promoted their interest in Foot Steps to Health as a partner.
 - Radio station committed to “live” weekly cooking show spots – a free service.
- **La Crosse Radio Group**
 - Radio group promoted Foot Steps to Health and was a program partner.
 - Radio group committed to a weekly prerecorded program. In return “live” remotes were purchased to do in the grocery store and they also gave a discount.

Awardee Success: Building Earned Media Relationships, La Crosse, WI

TV

- **News19**
 - Gundersen Lutheran, a partner, promoted Foot Steps to Health through their connections and promoted their interest as a partner.
 - Station committed to prerecorded, weekly shows on Saturday's – a free service.
 - The videos remain on the Gundersen Lutheran website.
- **News8**
 - La Crosse Radio Group mentioned a connection at News8; we took initiative and promoted Foot Steps to Health and recruited them as a partner.
 - News8 committed to bi-weekly live interviews – a free service.

Press Releases

- With timely events and quickly returned calls.

Digital Media – Paid

- Traditionally known as online advertising
 - Paid placements of banners or buttons on websites (e.g., WebMD, Yahoo.com, Prevention.com, Facebook)
- Can include pay-per-click search ads or sponsorships
 - Google or Yahoo Search Engines, e-newsletters with EveryDay Health or other advertiser
- Newer types of ads or placements include content development, mobile, and rich media ads
 - Twitter chats or sponsored Tweets, mobile campaigns (SMS messaging & mobile ads), video pre-roll, or paid TV ads with a vendor like Google

Digital Media – Earned

- Similar to traditional earned media but with focus on earning coverage in
 - Online (e.g., Health.com, Huffington Post)
 - Social networking (e.g., Facebook, Twitter, or Pinterest)
 - Blogs (personal and/or corporate)
- Earned digital media enables user content publishing or content creation, inspiring buzz and word-of-mouth placements or “shared media”



Who's Online?

	% of adults who use the internet	
	June 2000	August 2011
All adults (age 18+)	47%	78%
Men	50	80
Women	45	76
Race/ethnicity		
White, Non-Hispanic	49	80
Black, Non-Hispanic	35	71
Hispanic [^]	40	68
Age		
18-29	61	94
30-49	57	87
50-64	41	74
65+	12	41
Household income		
Less than \$30,000/yr	28	62
\$30,000-\$49,999	50	83
\$50,000-\$74,999	67	90
\$75,000+	79	97
Educational attainment		
No high school diploma	16	43
High school grad	33	71
Some College	62	88
College +	76	94

[^] Note: In the 2000 survey, this included only English-speaking Hispanics. In the 2011 survey, this included both English- and Spanish-speaking Hispanics.

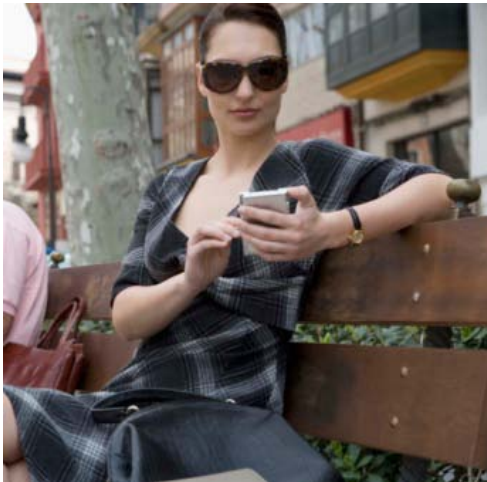
- Major growth in use of internet by all groups, ages, and income levels
- American adults connecting other ways:
 - *88% have a cell phone*
 - *57% have a laptop*
 - *19% own an e-book reader*
 - *19% have a tablet computer*

Source : Pew Internet, "Digital Differences"
By Kathryn Zickuhr, Aaron Smith
Apr 13, 2012

Other Types of Online Earned Media

Owned Media – Digital media or content that private organizations control, e.g., corporate websites, blogs, newsletters and social media

- Can leverage these channels through ongoing partner organization efforts



Shared Media – Digital & social networking interaction on content, on sites like Facebook, Twitter, and YouTube, that result in content being “shared media”

- Can propagate across networks and expand a campaign’s digital footprint

Pros and Cons

Channel	Pro	Con
Paid	<ul style="list-style-type: none">• <i>Get word out quickly</i>• <i>Control messaging</i>• <i>Guaranteed placements</i>	<ul style="list-style-type: none">• <i>Can be costly, especially broadcast TV</i>
Earned	<ul style="list-style-type: none">• <i>Supplements and supports paid buys</i>• <i>More credible than paid</i>• <i>Least expensive channel</i>	<ul style="list-style-type: none">• <i>Placement not guaranteed</i>• <i>Less control of messaging</i>• <i>Pitching and cultivating relationships can require lots of time and effort</i>
Digital	<ul style="list-style-type: none">• <i>Flexible costs</i>• <i>Easy to disseminate information quickly</i>	<ul style="list-style-type: none">• <i>Least control of messaging</i>• <i>Pitching and cultivating relationships can require lots of time and effort</i>



Open Discussion

What mediums have you used (or are thinking about using) to stretch your paid advertising dollars?

PLEASE DO NOT USE THE
ERASE FUNCTION



What are your burning questions about using digital media?

**PLEASE DO NOT USE THE
ERASE FUNCTION**





Learning Session: Earned Media 101

Reaching Out To The Media

- Identify the right decision maker
- Ensure your story is newsworthy
- Media tools
- The pitch & maintaining a relationship with a reporter/outlet



Who Do I Need To Pitch?

- **Traditional Media**

- Newspapers – editor or reporter (preferably one who specializes in the topic of the pitch)
- Magazines – editor, editorial director, reporter
- Newsletters – editor, editorial director
- Television – assignment editor or PSA director, sometimes, community relations director
- Radio – producer
- Trade/niche press – editor or reporter
- Partner publications

- **Digital**

- Web sites – reporter or editor
- Bloggers – owner of blog or contributing editor



Building a Media List

Outlet media list 6.30.11 - Microsoft Excel

fx ="Radio Production Company"

Obesity Communities Media List				
Outlet	Media Type	Outlet Topic	City	State/Province
Abernat Broadcasting Network	Radio Production Company	News & Current Affairs	Charlotte	North Carolina
American Public Media	Radio Network	Music; News	Saint Paul	Minnesota
American RadioWorks	Radio Production Company	News	Saint Paul	Minnesota
American Urban Radio Networks	Radio Network	City; News; Radio; Sports; Urban Affairs; Ethnic & Multicultural; Entertainment; African American	Pittsburgh	Pennsylvania
America's Future Inc.	Radio Production Company	News	Saint Louis	Missouri
Associated Press Broadcast	Radio Network	News; Consumer General Interest	Washington	District Of Columbia
Big Radio Midgets Inc.	Radio Production Company	Advertising Industry; News	Houston	Texas
Black Radio Network	Radio Network	News; Ethnic & Multicultural; African American	New York	New York
Bloomberg Radio Network	Radio Network	Business; Technology; Finance; Industry News; International News; Financial Markets; National News; Politics; Sports; Health & Medicine; Public Companies; Trade	New York	New York

Components of a Newsworthy Story

- Timing
- Significance
- Proximity
- Prominence
- Human Interest



Message Framework

- Make your issue urgent *and* relevant
 - Sound the alarm
- Connect with audience's knowledge, attitudes, and values
 - Relevant to them, not us
- Solve a problem for them
 - Focus on outcomes, not process
- Motivate them to think, feel, and *act*
 - Tell them what you want them to do

Media Tools

- Pitch letter
- Media advisory or alert
- Press or news release
- Factsheets
- Letter to the Editor
- Op-Ed
- Calendar item
- Matte articles

News Release

FOR IMMEDIATE RELEASE
September 27, 2011

Contact: HHS Press Office
(202) 690-6343

New Affordable Care Act initiative helps create healthier communities, fight chronic disease

The U.S. Department of Health and Human Services (HHS) announced today grants to 61 states and communities with over 120 million residents to fight chronic disease, which is the leading cause of death in Americans. Created by the Affordable Care Act, Community Transformation Grants help states and communities tackle the root causes of chronic disease such as smoking, poor diet and lack of physical activity. Grantees will use these funds, which total more than \$103 million, to transform where their residents live, work, play, and go to school so that they can lead healthier, more productive lives.

Chronic diseases are responsible for 75 percent of health care costs in the United States. The root causes of chronic disease are often related to economic, social, and physical factors such as tobacco use or a lack of places to exercise. The Community Transformation Grants awarded today will help states and communities address these challenges by supporting prevention programs proven to make a positive impact on health.

"Good health begins at home and in our own communities. The Affordable Care Act is empowering Americans across the country to truly transform their communities by investing in programs that make us all healthier," said HHS Secretary Kathleen Sebelius. "These grants will offer communities the opportunity to both improve Americans' health and control health care spending by avoiding costly, chronic diseases in the first place."

All grantees will work to address the following priority areas: 1) tobacco-free living; 2) active living and healthy eating; and 3) quality clinical and other preventive services, specifically prevention and control of high blood pressure and high cholesterol. Grantees may also focus on creating healthy and safe environments. Grantees will have an additional focus on reducing health disparities since, in addition to lacking access to the health care they need, many lower-income Americans, racial and ethnic minorities, and other underserved populations often have higher rates of disease.

Grantee activities include:

- **Implementation** – Thirty-five grantees will implement proven interventions to help improve health and wellness. Funding amounts range from \$500,000 to \$10 million depending on population size and scope of project.
- **Capacity Building** – Twenty-six grantees will work to build capacity by laying a solid foundation for sustainable community prevention efforts. Funding amounts range from \$147,000 to \$500,000 depending on population size and scope of project.

Awards are distributed among state and local government agencies, tribes and territories, and non-profit organizations. Awards went to grantees in 36 states, including seven tribal organizations and one territory. These grants are expected to run for five years.

"Chronic diseases such as heart disease, cancer, stroke, and diabetes are taking a devastating toll on America's health," said Thomas Frieden, MD, MPH, director of the Centers for Disease Control and Prevention, which will administer the grants. "This initiative will build on successful programs that have helped people lead healthier lives and will enable communities and states to improve the healthy choices for their residents."

Earlier this month, HHS announced awards to seven national networks of community-based organizations that will help support, disseminate, and amplify the work done in Community Transformation Grant states and communities. The networks will engage community members in identifying solutions to improve health using community-based prevention strategies that work and can be models for other locations.

The Community Transformation Grants are part of a broader effort by the Obama Administration to address the health and well-being of our communities through initiatives such as the President's Childhood Obesity Task Force, the First Lady's Let's Move! campaign and HHS' Communities Putting Prevention to Work program. They will further amplify the efforts of Million Hearts, an initiative announced earlier this month by HHS to prevent one million heart attacks and strokes in the next five years. The Prevention and Public Health Fund, as part of the Affordable Care Act, helps support these grants and

Tips for Making the Pitch

- Ask, “Is this a good time?”
- Be prepared and succinct
- Respect deadlines
- Do not take offense
- Be a resource
- Take and keep notes



Open Discussion

What partner outlets have you used (or are planning to use)?

PLEASE DO NOT USE THE
ERASE FUNCTION





Questions?



Resources and Announcements

Attribution Guidance



- “CTG Attribution Guidance For Materials Developed By Communities” available for download
- Ask Communication TA Specialist for logo and further information

Handouts To Download

- Getting the Word Out PowerPoint
- Attribution Guidance
- Media Buying on a Shoestring Budget (Draft for comment)
- Selecting an Agency (Draft for Comment)
- Media Materials Examples from King Co, WA
- Communication TA Specialist Contact List

Resources

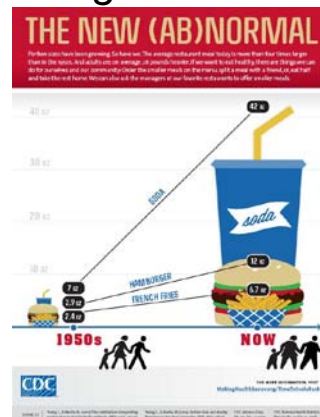
- Daily Community Health Media Monitoring –
 - Send e-mail to commhealthmediamonitor@fhi360.org to be added to distribution list
- Prevention Institute Media Toolkit
 - <http://preventioninstitute.org/focus-areas/reforming-our-health-system/projects.html>
- HUD Smoke-free Multi-unit Housing Toolkit
 - http://portal.hud.gov/hudportal/HUD?mode=disppage&id=SMOKEFREETOOLKITS&type=HUDGOV_PAGE&rsm=Latest&width=664
- Media Campaign Resource Center (MCRC)
 - http://www.cdc.gov/tobacco/media_campaigns/index.htm
- Community Health Media Center (CHMC)—coming soon!

Infographics

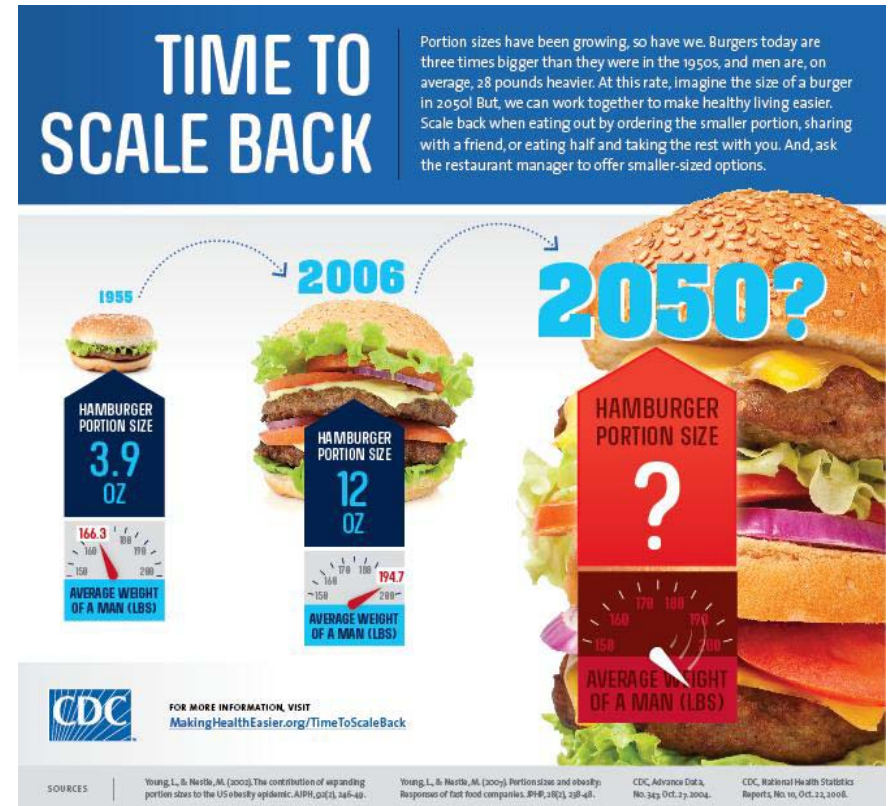
- Tips on how to make healthier eating options more available in our communities.
- Use them in your communication efforts by adding the graphic or widgets to your blog or website.
- Download at *MakingHealthEasier.org...*



April 2012
/getmoving



May 2012
/newabnormal



June 2012
<http://makinghealtheasier.org/timetoscaleback>

Peer Team Meetings

- **4th Tuesday of every month** for one hour between 12 – 5 p.m. ET
- **Next meeting:** Tuesday, July 24
- 5 topic calls
 - 12:00 – 12:55 p.m. Rural/Small city/Rest of state
 - 1:00 – 1:55 p.m. Tobacco
 - 2:00 – 2:55 p.m. Large city
 - 3:00 – 3:55 p.m. Obesity
 - 4:00 – 4:55 p.m. Tribal

Coming Soon

- **July 19** – Office on Smoking and Health (OSH) Media Network Call
- **August 14** – DCH Communication Network Call on Media Evaluation (to be confirmed)
- **August 21** – DCH Communication Foundational Webinar on Social Media
- **August 28** – Peer Team Calls
- **August & September** – Back to School Activities
- **September 11** – DCH Communication Network Call on Community Health Media Center (CHMC) and Health Literacy
- **September 18** – DCH Communication Foundational Webinar
- **September 25** – Peer Team Calls

OSH Media Network Call – July 19

- When: July 19 from 3:00-4:30 p.m. ET
- Topic: Media/Communications to Support the Next Generation of Smoke-Free Policies
- Teleconference Dial-in And Webinar Log-on Information:
 - Toll-free Number: (866) 917-2509
 - Leader: Robin Scala
 - Passcode: 6435286
 - Web log-on: www.livemeeting.com/cc/cdc/join?id=5H6C4K&role=attend
- Please meet in one location to share conference call lines

DCH Communication TA

- Communication TA topics include:
 - Communication planning
 - Identifying and understanding audiences
 - Channel selection
 - Message and materials development and pretesting
 - Communication and media evaluation

To Request Communication TA

Contact:

- Your Project Officer
- DCH Communication Team Lead
 - Suzi Gates: sgates@cdc.gov, 404-625-7580
- DCH Communication TA Specialists
 - Eileen Hanlon: ehanlon@fhi360.org, 202-884-8277
 - Bithiah Lafontant: blafontant@fhi360.org, 202-884-8683
 - Lisa Tensuan: ltensuan@fhi360.org, 202-884-8914
 - Shea Van Horn: svanhorn@fhi360.org, 202-884-8781

We'd Like to Hear From You!

- A feedback form will appear at the end of this webinar
- Feedback form also available at <https://www.surveymonkey.com/s/selectingmediachannels>

Thank You!

Questions and/or Comments?



Communities Transforming

To make healthy living easier

National Center for Chronic Disease Prevention and Health Promotion
Division of Community Health

