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Marketing and Media Information

Marketing and Social Marketing

“Social marketing is the application of commercial marketing technologies to the analysis, planning, execution and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.”

Alan R. Andreasen, Marketing Social Change (1995)

Social marketing involves increasing the acceptability of ideas or practices in a target group. It has proved to be well-suited in translating complex educational messages and behavior change models into concepts and products that will be received and acted upon. Social marketing is about change.

Information and education should be coordinated with policy development, service delivery and community-based activities, coordinated so that the effort is systemic and is part of the daily operations of your organization. Social marketing is not a “project” with a start and end date, rather a way of life. There is a need to institutionalize an organizational mind-set that places the clients (and potential users) at the center of this effort.

The Theory of Exchange

This is an important concept. What competes with your services? Anything that would take clients away from getting your family planning services is considered competition. Exchange theory is based on value. The clients must see a value in your service.

Time, effort vs. benefit, costs, the client goes somewhere else to get the same service, the client does something (anything) else, or anything that is more attractive. Consider carefully what the benefits are for clients receiving your services.

Target Segmentation

Targeting your marketing effort to specific individuals or groups is important for success and obtaining results. Don't try to reach everyone. Decide whom you want to reach, define this target specifically and work toward this. Your campaign must be tailored to your intended audience based on their needs.

Why people don't change (to get a service or make a purchase)

don't want to
doesn't value it
costs too much
lack of motivation, apathetic
doesn't understand need or value

don't need to
doesn't know about it
too busy, not convenient
had a bad experience
etc., etc.

The 4 Ps of Marketing and the 3 Ps of Social Marketing

Social Marketing is the planning and implementation of programs designed to bring about social change using concepts from commercial marketing.

Traditional marketing revolves around the 4 Ps:

● **Product** ● **Price** ● **Place** ● **Promotion**

● **Product** – in the case of family planning, the service is the product. The viability of the product will depend on the individual's perceptions of a problem and the perception that the product/ service offers a solution to the problem. Attitudes and beliefs of consumers affect the decision to 'buy' the product or service you offer.

For family planning program and clinic staff, this should sound very familiar.....
remember the stages of change?

Precontemplation ® Contemplation ® Preparation ® Action ® Confirmation (maintenance)

Consider this as you think about marketing strategy.

● **Price** – what your clients believe they must pay for the service. Remember the exchange theory? This is where it is applied. This may be monetary, but not necessarily. The benefit should be perceived as greater than the cost for the service or product. As you learn about how clients feel about your service and the contraceptive supplies, you can use this information to help position your agency to address concerns and issues.

● **Place** – is how the product/ services reach the consumer. In traditional marketing, this is the distribution system. For social marketing, this includes opportunities to reach clients and takes into consideration the hours of a clinic, the location and the availability of contraceptive supplies.

● **Promotion** – this is an attempt to create a demand for the product or service by increasing awareness of the need and the benefits. Public service announcements, media advocacy, and news stories can be effective ways to gain publicity.

To further enhance the 4 traditional Ps, Nedra Kline Weinreich of Weinreich Communications, suggests three additional Ps for a social marketing approach:

● **Partnership** ● **Policy** ● **Politics**

- **Partnership** – working with organizations with similar, but not necessarily the same, goals, and identifying strategies to work together. There is strength in numbers (or strange bedfellows, depending on who you are working with).
- **Policy** – as mentioned previously social marketing is not about a one time event, it is about sustainability. Policies that support change – for the agency and the individuals – are needed. Family planning staff often work in environments that are not overtly supportive, and this can be challenging.
- **Politics** – issues addressed in family planning marketing campaigns can be controversial in many communities and require political diplomacy with the community to gain support or to head off potential adversaries.

Nedra Kline Weinreich, Weinreich Communications, What Is Social Marketing?

Social marketing is about the integration of systems that includes all components of an organization such as customer service, administration, staffing and finance. Social marketing is about knowing your customer and their readiness factors to seek information, education and services. It is a significant commitment and when implemented successfully, the results can be well worth the effort and resources.

For more information about social marketing, see the report from the family planning program in Oregon, *What Women are Saying*, May 2001 <http://www.dhs.state.or.us/publichealth/fp/fpep.cfm> (appended)



The Media

You want to get your message out to reach individuals who need your service, but how? The media can be a powerful ally in promoting awareness and education on the issues. The key is to get your information to the right people in the right places at the right time. The right time is the most challenging. Family planning programs that conduct regular advertising campaigns are starting to see results when marketing emergency contraceptives (ECs). Why? There is an immediate need and the service is available. Other services may or not may be perceived as important at the time the individual sees or hears or reads the ad.

The media have a job to do just as the rest of us. They need stories and do not necessarily understand the topics so they need to rely on others. You are the expert in family planning reproductive health so providing them with timely, accurate and useful information is good for them, the community and you.

It is recommended that each agency put together a communication plan. This is a broad plan that includes marketing, working with the media (whatever your policy is), internal and external communications, and public relations.

Getting Started With Your Media Campaign

- The Internet and your local library will have media reference information, listing the media outlets available to you, such as daily and community newspapers, television and radio stations (including public TV, radio), and regional magazines and publications. You may want to target media opportunities that reach specific audiences, such as newspapers written in Spanish, jazz or hip-hop radio stations, or college newspapers.
- Don't be afraid to ask for what you want. There may be free media resources in your community. Cable companies often provide free production facilities and airtime on their public access channels. Local radio and television talk shows often feature guests with interesting stories or strong opinions on issues. Television stations may be willing to work with you to create and air an ongoing campaign; businesses might co-sponsor the campaign. The production can be the most expensive and challenging part of marketing. Use resources from other family planning programs when possible.

continued

- ❑ The news media is usually looking for information to fill their column space and airtime. Family planning programs are the expert in sexual health topics and can offer information that is factual. Fact Sheets on specific topics will help the reporter better understand the issues. The more story elements you provide (real people affected by the issue, expert ‘testimony’, and relevant background information) the more likely it will be covered.
- ❑ Contact each of the media outlets to find out who covers health and related topics. Keep in contact, as staff change positions. Be sure to ask about their audience demographics, as well as news deadlines, options for submitting pieces, and how to submit.
- ❑ Once you’ve identified your media contacts, begin establishing beneficial working relationships with them even before you pitch a story. Invite them to tour the clinic, send a press release when you have an event or news to promote, and follow-up with a phone call. Write to reporters who cover your issue, and provide them with an information packet on your program or organization for their future reference.
- ❑ If you have resources to invest in a mass media campaign, you might reach large numbers in your target audience with a carefully crafted message. Be prepared to handle responses, such as increased telephone calls about your services, or increased new users.

Making Public Statements and Participating in Reporter Interviews

If you are planning to make a public statement or you receive an unexpected call from a reporter, being prepared is important. The intent is to be responsive but not ambushed. Keeping up with current industry trends through your colleagues and associations, such as the National Family Planning and Reproductive Health Association, can help in anticipating media interest in your field. Remember you are the expert in family planning and reproductive health issues and services – this makes you useful for you community.

Several tools regarding public statements and interviews are found in the tools section.

Health Insurance Portability and Accountability Act (HIPAA) and Marketing

HIPAA is about protecting health information of your clients. HIPAA includes regulations regarding marketing. You should be aware of this regulation; however, family planning programs are generally not conducting marketing as defined by HIPAA.

The rule defines “marketing” as making “a communication about a product or service that encourages recipients of the communication to purchase or use the product or service.” A covered entity (health care provider) may not sell protected health information to a business associate or any other third party for that party’s own purposes. Agencies may not sell lists of clients to third parties without obtaining authorization from each client listed. Communications directly to your clients, such as face-to-face or telephone encounters, about your services and products are NOT considered marketing.

Marketing and Media Tools

Communications Plan – Checklist

Elements of a communication plan often include:

- Identifying 3-5 key message categories
- Identifying a credible spokesperson
- Identifying target audiences, internal and external

Key Messages should include:

- Inform
- Promote
- Involve

Sample Communications Plan Table of Contents

Emergency plan

- Emergency communications flow chart
- Emergency communications checklist
- Disaster recovery plan
- Emergency phone numbers
- Staff listing

Media tips and contacts

- Agency policy regarding contact with the media
- General information regarding contact with the media
- Sample press release and other written contact with media
- Standard family planning educational information (could include: responsible sexuality education, Title X funding, services)

Fact sheets (ready to provide to media upon request or need)

- Agency information, funding
- STDs
- Condoms
- Abstinence
- Birth control pills
- Emergency contraception
- Responsible sexuality
- Prevention services, screening

Communication Channels

Examples of communication channels, some are often under-used. Check the channels you have used and circle those you have not. Those not used, review for the likeliness that you should use it.

Beauty & barber shops	Chambers of commerce	Babysitting groups
Cable TV	Colleges	Clubs
Cultural activities	Community development events	Community channels
Direct mail printed materials	Community-based organizations	Community classes
Health fairs	Fraternal organizations	Community health workers
HMOs	Grocery bags	Employer, employees
Internet	Labor unions	Fitness, recreational centers
Local radio	Local businesses	Hospitals
Magazines	Neighborhood organizations	Incentives
Mass media	Pay check stuffers	Kiosks
MCH workers	Political organizations	Libraries
Music concerts	Professional organizations	Physicians, nurses
Newsletters	Religious organizations	PTA
Outdoor advertising	Sports leagues	Religious leaders
Park events	Vocational school	Sports events
Presentations at organizations	Volunteer organizations	Tribal elders
Public restrooms (stall doors)	YWCA, YMCA	Youth groups

Checklist for Effective Brochures

- “Selling message” is on the cover (4 out of 5 people will not read beyond the cover page – just the name of your agency may not tell the reader much).
- Consistent look to all your marketing and informational materials – so it becomes identifiable.
- Photos, graphics, pictures are all captioned – most people will read captions. Photos are remembered more than drawings and graphics.
- No clichés, acronyms, initials, jargon.
- Tell the person what they need to know (a long version is okay once you got them to read).
- Most important facts are highlighted for those not going to read much (bold, bullets, text boxes).
- Make it read similar to a newspaper – most people are use to this format. Short column width, left to right flow.
- There is a clear call to action – what do you want the person to do? One thing.
- Testimonials are included – this adds credibility.
- It is as personable as possible – write in conversational words.

Preliminary Marketing Strategy

Consider these statements, questions and components as you begin planning for a marketing campaign. Use these as you work with partners.

1. Problem statement – why is the program being considered?
2. Programs and services currently addressing the problem – how effective are they?
3. Education and outreach projects conducted in the past by you – what were the results?
4. Other organizations that have conducted campaigns on this issue – what has been done? How effective were the campaigns?
5. Primary target audience – who is most affected, who has the most severe consequences?
6. Target audience segments – who are the specific groups, sort by behavior and other variables
7. Secondary audiences – who influences the behavior of the primary target audience?
8. Secondary sources of data about the target audience and the problem
9. Overall goal of the program
10. Program objectives
11. Potential partners
12. Product – what behavior / service are you “selling” to the target audience?
13. Price – what does the target audience have to give up to get this product/ service? (exchange)
14. Place – how will you disseminate/ provide the product/ service? What is the best time and place to reach the target audience?
15. Promotion – what are some ways to get the target audience to adopt the product/ service?
16. How often does the intervention need to be received to be effective? (exposure)
17. Possible messages – specify for each behavior a message/ an action to take. Will a variety of interventions work over time?
18. Competing messages in the target audience’s environment – what are these?
19. How will you position the product/ service (as compared to the competition)?
20. Which media channels does the target audience use?
21. How will you evaluate if your campaign is effective?
22. Do you have the resources to fulfill this strategy? (alliances)

Target Segmentation – questions to ask, things to consider.....

- How do we reach a population that has not previously availed themselves of family planning, STD and reproductive health services?
Can you currently identify this population? Demographics, characteristics, geographic locations? Would this be similar to other states? Use existing data.
 - Reasons why they don't use these services?
Ask, if you can identify. Ask others who might be similar.
 - Why have past clients NOT returned to the clinic?
If they can be identified, they can be asked.
 - What keeps current clients coming back?
They can be asked. Use existing data.
 - Who are the identified "community connectors" or organizations who might be a referral source for publicly funded family planning clinics and new clients?
Usually these can be identified by asking providers and others; hopefully leading to the same few.
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Think Like a Marketer

What do you want to market?
What is your strategy (what do you want from the marketing)?
What are you good at?
What do your clients need?
What services are not being offered?
What is your message?
What do you want your target audience to do?
Is your message still right?
How do you reach your target audience?

- ✓ Create your message according to sound research on your target audience.
- ✓ Check that your message continues to be the right one.
- ✓ Use the message often and consistently.

Sample Marketing Worksheet

Tasks/ Issues	Where Are We Now?	What To Accomplish?	How Will It Be Done?	Who Is Accountable?	How Will It Be Funded?	Review Or Completion Date
Marketing Plan Development	Conduct an audit	<p>Commit to development of a marketing plan</p> <p>Identify target audience</p> <p>Decide on message</p>	<p>Organize a “marketing team”</p> <p>Draft a plan, walk through plan with staff, board, volunteers, others</p> <p>Finalize plan</p> <p>Decide to outsource if funds available</p>	<p>Identify lead staff person</p> <p>Identify others for a “marketing team”</p> <p>Identify "experts"</p>	None	Insert due date for draft plan
Community Education	Audit current educational presentation according to the marketing message and target audience	<p>Develop a calendar of events for community education that would meet the marketing plan’s message and target audience</p> <p>Increase the number of community education presentations that meet the marketing plan’s message and target audience (from previous count)</p>	<p>Schedule comm educ presentations throughout the year</p> <p>Use local newspapers calendar of events section to market</p> <p>Post schedule in clinic and other offices and locations</p> <p>Add one new place for education per quarter</p> <p>Contact one new agency or service per quarter</p>	“Marketing team”, staff and volunteers who provide education, board and management staff to assist with identifying opportunities	Continued community education funding, donations, use trained volunteers	Insert progress dates: when events are scheduled, track monthly or quarterly

Tasks/Issues	Where Are We Now?	What To Accomplish?	How Will It Be Done?	Who Is Accountable?	How Will It Be Funded?	Review Or Completion Date
Community Participation	Conduct an audit – agency staff participate/ attend what committees, meetings, events, etc.?	<p>Increase participation and attendance at community events meetings and activities that directly or indirectly addresses the marketing plan’s message and reaches the target audience</p> <p>Identify 2 new partners for message and target audience</p>	<p>Based on the current participation and attendance, assess what gets to the message and target audience</p> <p>Decrease participation at those activities not meeting the marketing plan and increase those that get to the plan</p> <p>Increase participation and attendance at other events</p>	“Marketing team”, management, all staff, board members	<p>Assess any fees for participating/ attending events and activities such as health fairs, or membership fees and allocate funds accordingly</p> <p>Use volunteer and some flex time for staff, recognition for participation</p>	Track usefulness of continued participation quarterly
Advertising Plan	<p>Assess current advertising activities</p> <p>School and local newspapers Posters, flyers Brochures, business cards Phone book Radio</p>	<p>Increase marketing by identifying a new placement each quarter</p> <p>Focus on marketing through education</p> <p>Focus on the message and target audience for 1 year</p>	Working with community partners and events, partnering with media, monitoring and focusing on educational events, focus on message and target audience	“Marketing team” Use of “experts” to donate time	<p>Fundraising, donations, working with partners PSAs News releases Students</p>	<p>Set date for paid and free advertising campaigns according to target audience reach</p>

Media Checklist

This checklist highlights key issues to consider when developing your marketing strategy.

Utilization is about gaining access to and working with media professionals and organizations. Reporters, public information directors, program directors, station managers and editors all have a common interest – filling their publications or airtime with articles and programming. Family planning staff are important resources for this.

Checklist to facilitate the development of media relationships

- develop a list of media resources
 - conduct a media audit (what your organization is currently doing and what previously has been done)
 - cultivate relationships with key media executives, administrators and staff
 - cultivate relationships with key journalists (print and broadcast)
- train appropriate staff to be the spokespersons for the clinic

Checklist for generating news

- Hold a news conference
- Issue a report/ release data
- Offer press tours of the clinics (have selected staff, board members and clients available for interviews)
- Find a local person(s) to tell their story
- Sponsor a community event: community forums, ethnic festivals, health fairs, musical concerts

Conducting a media audit

- List media sources that are family planning friendly.
- List media sources that are not considered family planning friendly.
- Discuss how to enhance the current FP-friendly media sources.
- Discuss how to reach those media sources that are considered opposed to FP.
- List activities your agency has done with media sources, promotion, marketing in the past year
- List promotion, marketing and media activities that can be done in the next year. (planning – list on flip chart and leave for them to refer to)

Elements of the Press Release

There are seven basic elements that every press release should have in terms of content and how it appears:

FOR IMMEDIATE RELEASE: These words should appear in the upper left-hand margin, just under your letterhead. You should capitalize every letter.

Contact information: Skip a line or two after release statement and list the name, title, telephone and fax numbers of your organization's spokesperson (the person with the most information). It is important to give a home phone number since reporters often work on deadlines and may not be available until after hours.

Headline: Skip two lines after your contact information and use a boldface type.

Dateline: The date you are mailing the release, and the city it is issued from.

Lead Paragraph: The first paragraph should grasp the reader's attention and should contain information relevant to your message, such as the five Ws (who, what, when, where, why).

Text: The main body of your press release. The message should be fully developed. Explain why this event is noteworthy. A quote adds credibility to the release.

Recap: At the lower left hand corner of the last page restate the "product".

Source: Press Release Writing
<http://www.press-release-writing.com/content-basics.htm>



How to Write a Press Release

Sample Press Release Format:

FOR IMMEDIATE RELEASE

Contact:

[Name]

[Telephone Number]

[Headline keyed to Local Event]

[City, State, Date] (First paragraph: interesting lead sentence, general description of event or organization activity, date, place, and target audience)

Second and succeeding paragraphs; more description, background of the event or organization activity, and "local interest, quotes: angle, why your product or service is unique)

(Final paragraph: program details: For more information about the event or organization activity, contact (event organizer) at (telephone number)

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Marketing Your Message – What is Newsworthy?

Is the news significant?

Is it interesting?

Is the information timely?

Is it close to home?

Is the message usefully?

Is there human interest?

Is there a photo opportunity?

Is there built-in conflict or controversy?

Is someone or something of prominence involved?

Is the story unique?

Is it credible?

10 Tips to Ensure Your Press Release Makes the News

1. Make sure the information is newsworthy
2. Tell the audience that the information is intended for them and why they should continue to read it.
3. Start with a brief description of the news, then distinguish who announced it, and not the other way around.
4. Ask yourself, "How are people going to relate to this and will they be able to connect?".
5. Make sure the first 10 words of your release are effective, as they are the most important.
6. Avoid excessive use of adjectives and fancy language.
7. Deal with the facts.
8. Provide as much contact information as possible: initial to contact, address, phone, fax, email, Web site address.
9. Make sure you wait until you have something with enough substance to issue a release.

Make it as easy as possible for media representatives to do their jobs.

Spinning Information Makes it Newsworthy and Interesting

Packaging can make a big difference in whether your story intrigues or gets tossed. This is where creativity comes in.

Your most important asset--especially if your budget is limited--is imagination. Here are a few examples (from Hayden Morrison, Morrison Development Solution, Arkansas):

- A press release on your receipt of a \$500 grant might generate media yawns. But if the grant (or grants) allows you to introduce a new service such as producing Spanish written educational materials or purchase additional contraceptive supplies that are in high demand, that's a story of interest to the community--and the media.
- Before issuing the press release, make sure that the funder agrees to the release of the information
- If you have a volunteer, board member or any other connection who is a professional or semi-professional photographer – photos always get attention.
- A recognition dinner can be good public relations with your volunteers or board members, but a low-interest story unless you give it an unusual twist. For example, have the town mayor present certificates for health care delivery services provided by your agency – then you have added interest with the presence of a local celebrity. If your agency had made life better for some individuals, through education or services, maybe some would speak to that.
- The beginning of a new program year, in itself, is ho-hum... unless you kick it off with a premiere of a gala opening, an open house or some other event.

Types of Advertising

Paid and earned advertising, controlled and uncontrolled

Paid advertising is controlled because you purchase what you want and if you are paying enough you get this.

Earned advertising could be a story about your agency and its services. An example in this region was newspaper coverage that the South Dakota Family Planning Program received regarding their participation in the regional social marketing project. During the social marketing campaign in Region VIII to reduce unintended pregnancies, the South Dakota Family Planning Program was not allowed to purchase advertising; however the newspaper ran articles about the campaign, giving the program exposure that was not paid for and provided the program with great coverage.

Earned advertising can be less expensive, and may not always be positive. However, some marketing professionals believe that any exposure is better than none.

Designing Effective Yellow Page Ads

Having an effective yellow page ad is an essential component to the visibility of your family planning agency. Here is some useful information, strategies and guidelines for effective yellow page ads.

- Accept that yellow page advertising is expensive and essential. Budget for this.
- Review the pages where you want to place your ad and see what is there, what gets your attention. Use this information to plan your ad.
- Consider a display ad (large size, boxed, color – whatever you can afford) versus a line listing.
- Place your ad in the main telephone directory for your community, and other directories if you have the funds.
- Consider all the categories that your agency could be listed under and prioritize.
- If you can afford only one display advertisement, then place as many line listing in the other categories as possible, referencing to your display.
- Back up your yellow page ad with a listing in the white pages. Take advantage of highlighting or bold face type to bring attention to your ad.
- Pay attention to due dates for submitting your ad. Placement on certain pages can be determined by first submitted basis.
- Use professional design – graphic design students, volunteer.
- Be prepared when meeting with a graphic design professional – know what you want the ad to look like and its message.
- Ask the graphic design professional to present 2 or 3 samples.
- Proof read the draft ad before submitting.
- Consider the style of the ad – ensure that it is consistent with the message you want to communicate.
- Communicate the essential information.
- Communicate extras that you think are important, e.g., special hours, bilingual services.
- Attract the reader's attention.
- Negotiate whenever possible with the directory staff on the placement of the ad on the page (upper outside corner is preferred).
- Avoid illustration or silhouettes of nude women.
- Summarize your message in the headline of the display ad.
- Emphasize your telephone number with large type.
- Describe location (next to something, near something).

- Mention that services are on ability to pay-basis using a sliding fee scale.
- Avoid using red ink. The use of color is expensive, so you might want to consider bold type instead.
- Track the effectiveness of your ad by asking how individuals heard about you when they call/ present at your clinic. A simple form can tell you a lot.

Public Statements Guidelines

All of your statements should pass the following public perception tests:

- Are they compassionate?
- Do they communicate a thoughtful, intelligent content?
- Do they really show your genuine concern?
- Are they solution based?
- Are they presenting the "image" of your organization in a good light?
- Are you going to be viewed as not only a reliable organization, but also a responsible one?
- Will they show your organization as one with good "core values"?
- After watching and hearing you, will your various stakeholders view you as being in control?
- Have you communicated "from the heart" and not just "from the head"?
- Will your audience remember having "liked" you and your organization?

Understanding Reporters Guidelines

Journalists tend to report and write best about those things with which they are most familiar and most comfortable. However, they are often asked to step outside their own experience and viewpoint and report on something else. The more you remember this, the easier your media relationships will be.

1) Deadlines and lead time:

It's a good idea to ask first, but give one month or more on a large feature story for newspaper or broadcast; three months-to-one year for magazines (inquire by letter and telephone well in advance of that); and two-to-three-weeks for press releases concerning an event. Some larger stories justify a series of releases on various topics over a period of time. Check with the reporter first.

Lack of enough lead time is one of the biggest causes of a story being too simplified. Deadlines, time and space constraints all lead to stories being simplified. Make sure to start working on your media relationships well in advance.

2) Communication:

Be objective. Speak simply and clearly, avoiding adjectives and technical terms.

3) Writing to the audience:

Talk from the viewpoint of the audience, not your own.

Speak in personal terms if possible; avoid jargon, acronyms, initials.

Remember your audience; speak in personal terms as if you are talking to only one or two people at a time.

The Internet provides a very individualized audience. Make your message targeted and specific.

4) Come to the point:

State the most important fact up front.

Don't build to a conclusion; start at the top and wind down with points that can be eliminated due to space or time restrictions if necessary.

Remember that a reporter may be working on numerous stories, so it is essential that they understand your main point.

5) If a reporter asks a direct question:

He or she is entitled to a direct answer. If you don't know the answer simply say "I don't know, but I'll find out for you if I can." Make sure to follow up.

- 6) If you don't want a statement quoted:
Don't make the statement. When talking to a reporter, assume you will be quoted.

Depending on your understanding with the reporter, you can sometimes supply background information or give out the information "not for distribution".

Assume there is no such thing as "Off the record."
- 7) If a question contains misleading language:
Do not repeat it even to deny it; you will effectively have had words put in your mouth.

Whatever you say can be quoted.
- 8) The follow-up:
Don't flood the media. A barrage of press releases or phone calls may have a negative impact on reporters.

Wait a week, then call the reporter if they have any questions or need additional information.

Do not ask if the story will be running or demand to know when it will run.

Do not demand to see the story before it is printed. This violates the First Amendment and falls under censorship of the press.
- 9) Your attitude and goals with a reporter:
Do not argue with a reporter; do not harass a reporter; do not exaggerate the facts; do not lie. Remember that reporters have the final say in how the story is written, including quote selections. If you act in a professional, courteous and responsible manner, the reporter will likely act the same.
- 10) Reporter will sometime want you to engage in a debate with others who may be opposed to certain services you provide such as serving teens. Be aware of this and plan an exit if you are not prepared or prefer not to participate in a debate. This might be considered newsworthy to the reporter, but not what you have planned.

Specific Interview Guidelines

- Take the Initiative:**
Be prepared to take the lead and direct the interview into positive areas of information.
- Get your Objectives In:**
Try to get your objectives in early...you may be sidetracked later on. Broaden the area of discussion by using bridges to get from one of your messages to another.
- Be Honest:**
A lie to the press can be very damaging. You must decide just how candid you will be. If you don't know the answer to a question, say so. If you can't respond to a certain question, tell the reporter why. Always try to give the reporter an indication of when you might be able to respond.
- Be Enthusiastic:**
You have information to share.
- Be Believable:**
Be personal. Use the interviewer's name once or twice in the course of the interview and look at them.

Anecdotes play well on radio and television. If you have a story that makes good points for your side, use it.

Be conversational.
- Be Concise:**
Be aware of the sound bite/quote. Remember that a 10-minute interview may wind up being 20 seconds on the air or three lines in the newspaper.
Crystallize your thoughts in a few compact sentences.
Keep language non-inflammatory, simple and candid.
- Turn Negatives into Positives:**
Be prepared to lead the interview from problems to positive aspects and points about the situation and what you're doing to solve the problem.
- Correct Misstatements:**
Not all reporters do their homework judiciously. If a reporter is wrong about a fact or position, you must correct their error as soon as possible. However, you should do so in a courteous, non-threatening manner.
- Stay Calm:**
Remember the reporter/interviewer may be fishing to unnerve you so you will divulge proprietary or unrelated material.

Specific Interviews: Print

1) Nature of print interviews:

What you say to a print reporter has every chance of appearing like one of the Ten Commandments- strong and cast in stone.

There is no way in a print interview for the reader to hear a tone of voice, see body language or facial expression, or know what happened in the few moments leading up to the remark.

Use softer language, and try and qualify your statement. Always try to bridge a negative statement into a positive one.

2) Paraphrasing:

You may be paraphrased, and it may not be to your liking.

Using softer language will make you come across as less blunt and dictatorial.

Practice wording the same statement different ways.

3) Preparation:

Print interviews tend to hang around, especially ones with errors.

Make sure you know the relevant background information, and have the information available during the interview for reference by both you and the reporter.

Be sure of your facts.

Specific Interviews: Radio

1) Diction and Enunciation:

Use shorter sentences with radio. Make your sentences concise, but try to avoid one-word answers such as "Yep" or "Uh-huh".

Speak clearly and loud enough for people to hear you. Make sure to end both words and sentences. With difficult names or terms, practice saying them or have them spelled out phonetically.

2) Rehearse:

Think about vocal coaching ahead of time. Make sure that you remain calm, as this will keep your voice from shooting up or down during the interview.

Try to avoid long pauses or saying "Umm" in between words or sentences.

Avoid speaking too slow or too fast.

Many radio interviews are phone interviews. If a reporter calls, it's okay to ask them to let you call back in ten minutes. Use that time to relax and prepare.

- 3) Preparation:
Relax by letting your jaw drop. This will relax your face and your vocal chords, and serves to focus and relax your mind.
Have a glass of water nearby.
Smile. It will translate into your voice.

Specific Interviews: Television

- 1) Dress:
For an on-set TV interview, dress in solid colors or pastels, and avoid plain white and plain black. Busy patterns may clash with the light from the "scan lines" on the TV set someone is watching, and can be very distracting.
Check out the color of the studio ahead of time; many are blue, which is a good background color for any number of other colors, but against which you will not want to wear more blue.
- 2) Preparation:
Familiarize yourself with the format of the program and the interviewer's style. This will prepare you for the form of the questions and how they are delivered.
- 3) Relax:
Try to ignore the lights and the situation, and focus on the questions and your answers.

Framing Your Message

Ideas to consider in framing your message:

- Controversy – clarify misconceptions about family planning programs
- marking anniversaries or milestones – reduced unintended pregnancies rates, announcing breakthroughs
- offering local or personal angles

Managing Controversy Checklist

- Before taking action, define the real problem:
Obtain copies of the article, television transcript, information from the state or federal agency or other documents that describe the situation.

Follow-up with telephone calls to the original source to verify the facts and get more detailed information.
- Determine the scope of the problem:
Assess whether the problem is a local, regional or national concern.

This will entail anticipating the extent of the media coverage and evaluating whether an issue, such as an allegation about a policy, is national or confined to one area.
- Determine the potential impact on your organization:
Assess if the problem can be isolated to one department or issue, or if it will affect your entire agency.

Assess if the problem has "staying power" or is limited to a "one-time" story.
- Mobilize your issues management team:
When a controversy develops, these individuals should be allowed to devote themselves entirely to the situation.

An issues management plan should be in place and ready to go.
- Centralize the control of information:
Make sure your messages are consistent and clear.

Appoint only one spokesperson, backed up by experts as appropriate.
- Communicate with internal audiences:
Besides the media, be sure to communicate with your employees, local officials, service recipients and other government agencies throughout the controversy.

By providing information quickly, it will be possible to speak "with one voice" and avoid confusion.
- Work with the media:
Try to accommodate journalists, reporters and producers by providing timely and accurate information.

Local media do not treat stories in the same way as national reporters. Make sure your spokesperson understands the different needs of these media and can anticipate the kinds of information they are seeking.

Marketing and Media Resources



The Ad Council

Is the leading producer of public service advertisements (PSAs) since 1942, and has been addressing critical social issues for generations of Americans.

<http://www.adcouncil.org>



Gebbie Press – all in one media directory

This web site claims to be a one-stop directory for all your media needs. It is easy to use. For example, you can look up radio stations by state and by city. This is an introduction to the web site: “Frankly, if you need to call a weekly newspaper in **Wyoming**, it’s much more efficient to open the book to the proper page than it is to use a computer. In many cases, the book is your best choice. The only basic difference between the book and electronic formats is that the book does not offer e-mails or URL’s, which change too quickly to put in print.”

<http://www.gebbieinc.com>



Johns Hopkins University, Center for Communication
Population Reports are published here.

<http://www.jhuccp.org>

Kaiser Foundation
Lots of good
Information & data.
<http://www.kff.org/>



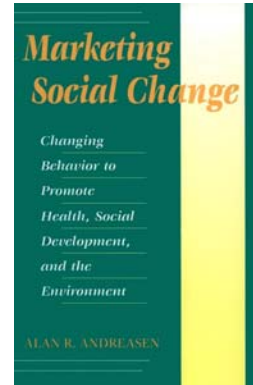


U.S. Census Bureau
<http://www.census.gov/>

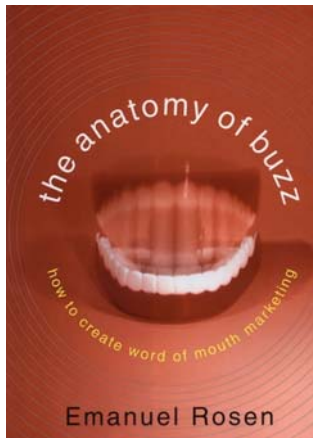
Jossey-Bass publishers
<http://www.josseybass.com/cda/home>

Sage Publications
<http://www.sagepub.com/>

Marketing Social Change – Changing Behaviors to Promote Health, Social Development, and the Environment by Alan R. Andreasen (1995).
This is considered the classic social marketing book.

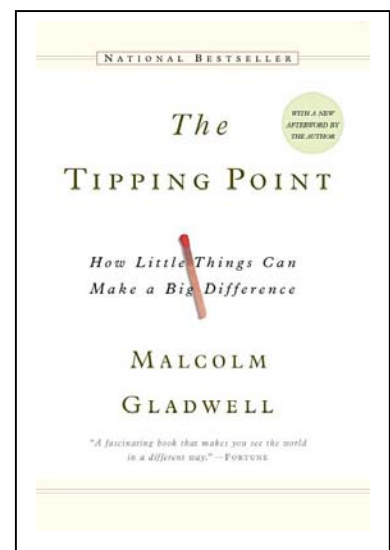


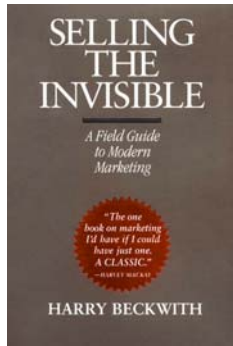
Diffusion of Innovations, 4th Edition, by Everett M. Rogers (1995).
A process by which an *innovation* is *communicated* through certain *channels* over *time* among the members of a *social system*. Rating the innovation adoption: innovators (venturesome), early adopters (respect), early majority (deliberate), late majority (skeptical) and laggards (traditional). Excellent book!



The Anatomy of Buzz – How to Create Word of Mouth Marketing by Emanuel Rosen (2000)

The Tipping Point – How Little Things Can Make a Big Difference by Malcolm Gladwell (2000)





Selling the Invisible – A Field Guide to Modern Marketing by Harry Beckwith (1997)

Shameless Marketing for Brazen Hussies – 307 Awesome Money-Making Strategies for Savvy Entrepreneurs by Marilyn Ross (2000)

Raving Fans – A Revolutionary Approach to Customer Service by Ken Blanchard (1993)

How Customers Think: Essential Insights into the Mind of the Market by Gerald Zaltman (2002)

Harvard Business School professor Zaltman notes that despite enormous amounts of time and money dedicated to customer surveys and marketing, approximately 80% of all new products fail within six months or fall significantly short of their profit forecast. This shouldn't be surprising, he convincingly argues, since "a great mismatch exists between the way consumers experience and think about their world and the methods marketers use to collect this information." He calls for creative questioning that probes the unconscious values underlying consumers' reactions to products and marketing campaigns. Drawing on an impressive array of recent multidisciplinary research, Zaltman is especially provocative on the importance of memory, metaphor and storytelling in customers' decision making and the ways marketers might use these findings. Marketers worried about the scale and complexity of the surveys Zaltman advocates will breathe a sigh of relief as he outlines efficient methods to develop a set of shared values in a target market by creatively interviewing a small sample of customers.

Marketing Public Health: Strategies to Promote Social Change by M Siefel and L Doner (1998).

Community-based prevention marketing: the next steps in disseminating behavior change by C A Bryant and others. American Journal of Health Behavior, 24 (1), 2000.

Carrots, sticks and promises: A conceptual framework for the management of public health and social issue behaviors by M L Rothschild. Social Marketing Quarterly, 6(4), 2000.

Using audience segmentation techniques to tailor health behavior change strategies by M S Forthofer and C A Bryant. American Journal of Health Behavior, 24 (1), 2000.

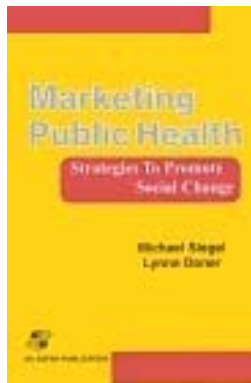
Evaluating social marketing campaigns: strategies for assessing implementation and campaign impact by M S Forthofer. Social Marketing Quarterly, 5(1), 1999.

Marketing with no budget by W Smith. [Social Marketing Quarterly](#), 5(2), 1999.

Increasing consumer satisfaction by C A Bryant, E B Kent, J H Lindenberger and others. [Marketing Health Services](#), Winter, 1998.

The Focus Group Kit by Morgan and Krueger, Sage Publications (1998).

From Amazon.com



Marketing Public Health: Strategies to Promote Social Change
by [Michael, Md. Siegel](#), [Lynne Doner](#)

A text designed to help public health practitioners understand basic marketing principles and apply these principles in planning, implementing, and evaluating public health initiatives. The authors describe threats to the public's health, demonstrate how public health practitioners can use basic marketing principles to structure interventions that will facilitate social change, and describe threats to the survival of public health as an institution. They also discuss how to plan and implement a public health initiative and include two case studies. *Book News, Inc.®, Portland, OR*

A D V O C A T E S • F O R • Y O U T H

ABOUT ... NEWS & EVENTS ... PUBLICATIONS ... FACTS & FIGURES ... LESSON PLANS ... FOR TEENS ... FOR PARENTS ... SEARCH

Advocate for Youth web site – an excellent source of information, including a sample information sheet on a teen's guide to visiting a clinic.

<http://www.advocatesforyouth.org>



National Campaign to Prevent Teen Pregnancy

<http://www.teenpregnancy.org/>

