

SE2

March 7, 2019

Earned Media 101: How news coverage can further your mission

Four Types of Communications

Paid Media

- ◆ Advertising, sponsorships, social media, etc.

Owned Media

- ◆ Websites, newsletters, social media, etc.

Community Outreach

- ◆ Community meetings, organizations, etc.

Earned Media

What is Earned Media?

MOST BASIC DEFINITION

Awareness brought to an issue, event, finding, cause, etc. through print, digital, television or radio news coverage – without the exchange of money.

- ◆ **Proactive vs. Reactive**
- ◆ **News vs. Opinion**

When to Pursue Earned Media

A few situations to consider:

- ◆ Are you looking to create awareness for a tobacco-related issue impacting your community?
- ◆ Has a tobacco-related study or survey been released that relates to your community?
- ◆ Are there local data that highlight important local issues?
- ◆ Are you working to pass policy in your community?
- ◆ Has your community passed a tobacco-related policy?
- ◆ Are you organizing a public event related to tobacco education or prevention?

Colorado Classic professional cycling race to return in 2019 — with a twist

By **Nathan Van Dyne** Dec 11, 2018 Updated 58 min ago



Organizers of the Colorado Classic didn't pull the plug on the professional road cycling event Tuesday morning, but they certainly changed power sources.

In a bold and perhaps unprecedented move, RPM Events Group chairman Ken Gart announced that the third edition of the four-day stage race would not include men and would focus solely on women.

"We're doing so much more than focusing on women's cycling," Gart said at a press conference in Denver. "We are putting our money where our mouth is."

Pikes Pick: This book could scare you silly

Updated 6 hrs ago

Pikes Pick: Yuletide tea and treats at Margarita at Pine Creek

Updated Dec 10, 2018

Pikes Pick: Ethan Hawke shines in dark story

Updated Dec 8, 2018

← Article



POLITICS

Millions Can Get Cheap Health Insurance, But They Are Running Out Of Time

Open enrollment for Obamacare plans is about to end.

By **Jonathan Cohn**



How Tech Is Taking The Stress Out Of Travel

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Opinion

The War on Truth Spreads

Democratically elected leaders borrow from the anti-press playbook of dictators and tyrants.

By **The Editorial Board**

The editorial board represents the opinions of the board, its editor and the publisher. It is separate from the newsroom and the Op-Ed section.

Dec. 9, 2018



Letter to the Editor →

Daily Camera

OPINION: GUEST OPINIONS

Steve Bentley: The ADA was signed into law by a compassionate president

By **Steve Bentley**

POSTED: 12/08/2018 09:08:02 PM MST

Wednesday was a National Day of Mourning in honor of our 41st president, George H.W. Bush. Many other people have already been saying great things about the President, and they did as his body lay in state at our nation's Capitol, and was finally laid to rest beneath a simple military stone. These people undoubtedly knew "41" much better than I, there is nothing I can really add to what was substantively said about this man's tremendous example of American service. I would, however, like to point to the words the president spoke at his inauguration on Jan. 20, 1989.

President Bush's "Kinder, Gentler Nation" speech is worth listening to regardless of any person's current political leanings. It's the kind of speech we all wish that our next president will make. It is a picture of a time in which our government worked much differently than it does today; casting broad themes of unity, diversity and generosity that appealed across all sectors of our land and people. These are the words that describe what he intended to do as president, and for the most part, he did them well. He reached out to our enemies, the Soviet Union and Vietnam, and turned swords into plowshares. He also fought a winning war in defense of a longtime ally, and stopped the fighting when it was over.

Serving Aspen and Snowmass Village, CO

Conflicting objectives on Lift 1A expansion

December 6, 2018



I've never minded walking up to Lift 1A, especially on powder days, to avoid the frenzy of the gondola. Change isn't coming to 1A; it's here. The free public parking disappeared recently, never to return. The only vacant land available to develop currently is the Lift One Lodge parcel.

Gorsuch Haus is being portrayed as having an equal seat at the table when they don't actually own the land where their proposed hotel will sit. Aspen Skiing Co. owns the parcel, and it is currently zoned conservation. This zoning change request seems contradictory to the Skico's mission statement of sustainability and preserving the environment.

Does a hotel in the intersection of two ski runs sound like conservation? Is the public aware there is another 40,000-plus square feet of additional development possible above the proposed Gorsuch Haus, possibly private homes, if the zoning is changed? Why has Skico asked someone else to run this hotel when its had such success with The Little Nell and Limelight?

The FIS has requested an upgraded lift before World Cup Skiing can return to Aspen Mountain. It did not request a hotel. Why does Skico want/need an additional large building in an already steep, crowded finish area? Why is Skico slow to replace 1A yet eager to get the new Pandora's lift built?

← Op-Ed

Examples of media coverage related to tobacco.



SUMMIT DAILY Serving Summit County, CO

Summit County officials close out “No Vape November” with another warning about teen vaping

Media Coverage Can...

- ◆ Create awareness
- ◆ Drive engagement and advocacy
- ◆ Celebrate successes
- ◆ Build positive momentum
- ◆ Address misconceptions, challenge criticism



What's happening in your community that's newsworthy?

Why The Media Need You

Reporters are:

- ◆ Overstretched
- ◆ Inexperienced
- ◆ Generalists

You are:

- ◆ An expert
- ◆ A valuable resource
- ◆ A source of content and story ideas



How Journalists Work

- ◆ Reporters want facts; they seek the truth. (Really.)
 - ◆ Yet you can't assume even the most seasoned reporters understand your issue or the context of your issue the way you do.
- ◆ Reporters are people, too.
 - ◆ They value relationships built over time that are based on honesty, accessibility and professionalism.

How Journalists Work

- ◆ Just because you did it, doesn't mean it's news.
 - ◆ Simply put, reporters want answers to two questions: Who cares? Is it new(s)?
- ◆ No, you can't see it before it runs.
 - ◆ For most reporters, this is equivalent to asking for censorship rights. Don't even ask. (But do offer to provide additional information if they need it.)

Other Tips to Keep in Mind

- ◆ **Be responsive – even if you're busy.**
 - ◆ Being accessible and flexible in order to meet reporters' requests is an important step to getting positive press coverage. They're often working on a hard deadline.
- ◆ **Newsrooms have a set routine.**
 - ◆ Every morning editors and reporters sit down and plan assignments and the top stories to cover that day. You want to be top of mind in that meeting if you want coverage that day.

Give Reports What They Need

A Great Story! (A hook)

Is it news? Here are some questions to consider:

- ◆ Would it make an **interesting story** at a dinner party?
- ◆ Does it illustrate an **emerging trend (and do you have data to prove it)**?
- ◆ Is it **visual**? Is there potential for images/video?
- ◆ Does the story have **emotional impact**? Are there people who can describe relevant experiences?
- ◆ Is it **unusual** / exceptional?
- ◆ Does it impact a lot of people – or a few people greatly?

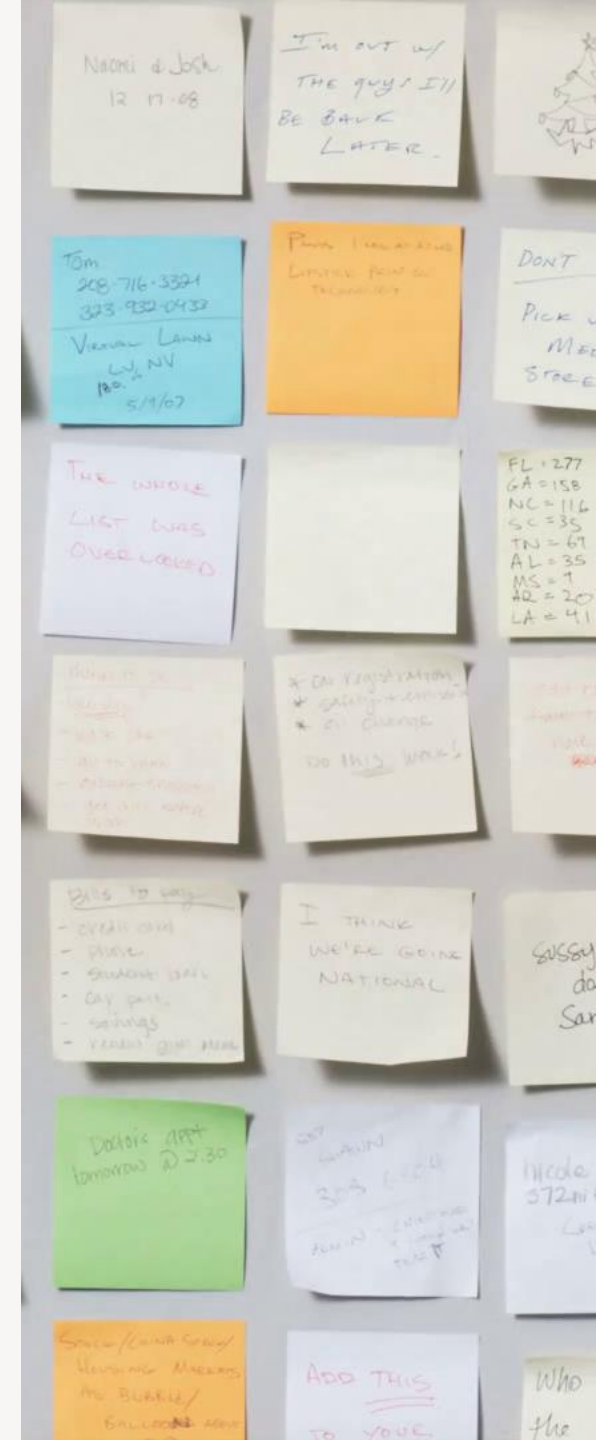
Types of Media Materials

- ◆ Pitch
- ◆ Press release
- ◆ Media advisory
- ◆ Op-ed
- ◆ Letter to the editor
- ◆ Visuals (b-roll, photos, infographics)
- ◆ Fact sheet/backgrounder

How to Deliver Your Message

Strong messages are your home base.

- ◆ Know what you want to say, regardless of what questions are asked.
- ◆ Be prepared to answer numerous questions with the same answer.



Why Messages Matter

Messages...

- ◆ Help you make the most essential points.
- ◆ Ensure consistency across various spokespeople, interviews and platforms.
- ◆ Support your strategic objectives.
- ◆ Help you make the most of opportunities to communicate with key audiences (and connect to their values).
- ◆ Encourage a desired action and/or build support over time.

Stick to Your Messages

Keep coming home to them by using bridging phrases...

- ◆ “The bottom line is...”
- ◆ “Keep in mind that...”
- ◆ “The key point is...”

Put Yourself in Your Audience's Shoes

First consider: Who is your audience?

- ◆ Don't assume they care – make them care.
- ◆ Never overestimate their knowledge, but don't condescend (the 12-year-old test).
- ◆ Tell stories (no one ever cried over a pie chart).
- ◆ Focus on impact, not process.
- ◆ Act human – show empathy.

Connecting with Your Audience Through Messages

- ◆ What do they value?
- ◆ What opinions do they already have?
- ◆ What do they know?
- ◆ What actions are they likely to take?
- ◆ What information do you have that is useful to them?



Before an Interview

Preparation

- ◆ Anticipate and prepare for questions.
- ◆ Write down and rehearse your key messages.
- ◆ Put yourself in the audience's shoes.
- ◆ Stick to what you know.

Questions to ask the reporter

- ◆ Why are you doing this story and what's the angle?
- ◆ Why did you choose me to interview?
- ◆ Will this be live or recorded? (For TV and radio.)
- ◆ Who else have you talked to or do you plan to interview?
- ◆ When is your deadline?
- ◆ When will the story appear?

Then What?

You've received media coverage!

If it's positive, it doesn't end there. **Share it!**

- ◆ On your social media channels:
 - ◆ Builds goodwill with the reporter and media outlet.
 - ◆ Extends reach of the news coverage.
 - ◆ Informs your followers.
- ◆ With your coalitions, supporters and champions:
 - ◆ To highlight the work you are all doing and the importance of that work.
 - ◆ In appreciation for their support.
 - ◆ Encourage them to share the media coverage with their networks.



Resources

- ◆ [Retailer Licensing Policy Communications Playbook & Toolkit](#)
- ◆ [Indoor Smoke-Free Policy Communications Playbook & Toolkit](#)
- ◆ [Outdoor Smoke-Free Policy Communications Playbook & Toolkit](#)
- ◆ [Parent / Askable Adult Vape Earned Media Toolkit](#)
- ◆ [Vape-free November materials](#) (i.e., executive order, tobacco prevention blueprint, proclamation) [and talking points.](#)

Thank you.

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