

Media

Overview

The DLC currently provides three levels of advocacy – advocacy to the community, advocacy geared to creating systemic change and advocacy specific to a client’s individual needs. The DLC believes that media can be used to enhance all three areas of our advocacy, and, in fact these strategies must be engaged for a media campaign to be successful. In other words, media efforts should never stand alone. The DLC’s overall organizational advocacy efforts are punctuated with media and can be used to educate the general public, pressure a decision maker or encourage people to act.

Purpose and goal

The purpose of the strategic media plan is to guide the actions of the DLC to more effectively use media as an advocacy tool.

The DLC’s Media Work Group (MWG) has developed the agency’s first organizational plan. The MWG will continue to improve this document, will provide support for interested staff to develop team media plans, will discuss stories options and will ensure consistency of message and format.

This document:

- Provides an overview of the importance of using media work at the DLC
- Addresses procedures and policies for DLC media work
- Provides general and specific information about a variety of media tools
- Provides guidance on appropriate use of media tools
- Suggests areas of further research to ensure even more effective and strategic media efforts in the future

Research

Research conducted to develop this document included two books, *Enough is Enough: The Hell Raisers guide to Community Activism* by Diane Maceachern and *Communications Toolkit: A guide to navigating communications for the nonprofit world* by Cause Communications. Conversations with the National Directors of Communications for The Wilderness Society, the Sierra Club and NDRN were also integral in the completion of this effort.

General Definitions

Below are definitions for words that are used throughout this plan. This section is for those DLC employees who are interested but less familiar with media tools used for advocacy work. For information about utilizing these tools **please refer to XX section.**

Client media: Media that highlights a client.

Community media: Media that highlights outreach and educational efforts.

Earned and Paid Media: Earned media means placing news and feature stories, for free, in print, broadcast and electronic outlets due to work done by staff. Conversely, paid media means buying print, broadcast or electronic ad space to educate the public about a specific issue.

Editorial: An Editorial represents the “opinion” of the Editorial Board of a newspaper or television station. Because readers and decision makers often turn to the opinions expressed by major media, a favorable editorial holds greater political sway. The public often turns to editorials to make up their mind about an issue.

Editorial Board mailing: Sending a press packet highlighting a position on an issue to the editorial board of targeted outlets, in hopes of generating an Editorial.

Editorial Board visits: To generate a powerful editorial that frames an issue a certain way, the DLC can request an Editorial Board visit. During this meeting, members of the editorial board are educated by a DLC staff member about a stance on an issue. These meetings can result in an editorial favoring one position over another.

Editorial Cartoonists: This department/person is independent of the editorial board and can be contacted to draw a cartoon about an issue.

Letter to the editor (LTE): Magazines, newspapers, radio stations and sometimes cable TV stations offer opportunities to write “Letters to the Editor”. This forum allows delivery of a message directly to a large audience. Through LTEs an organization can relate news to its issues, correct or interpret facts after an inaccurate or biased story, respond to an editorial or op-ed piece, or rebut news or a feature story. LTE’s are generally 250 words or less and should be written within 24 hours of a news story.

Media: This term usually refers to print, broadcast (TV, radio) and electronic media or any media outlet. The DLC should always have a point person for all media efforts. This person is not the spokesperson for the organization but rather the coordinator of the media efforts by the organization and its teams.

Off the record: Nothing is off the record. It is OK to have a conversation “off the record” but assume that what is said might be printed or aired. Topics that are often discussed “off the record” are general information explaining the timeliness of the news, factual or complicated background, and anonymous information.

Opinion Piece/Op-Ed: Opinion pieces are statements that express the opinion of the author. In written publications op-eds are often printed opposite the editorial page. These pieces are traditionally widely read and are usually in the Sunday paper. In broadcast media, op-eds are often read by a reporter and aired weekly. This tool allows an organization to express a point of view and offer a fresh perspective on timely news.

Pitching a story: Pitching a story means contacting a specific media outlet in an effort to “convince” them that an issue is newsworthy. Newsworthy enough to have the outlet assign a news reporter to it and cover the issue in depth.

Press Advisory: A press advisory acts like an invitation to an event or announcement of a service. It does not contain news detail but rather pertinent information about the event or service. It should always mention who, what, when, where and why.

Press Conference: A press conference is a gathering of reporters who are invited by an organization to hear “news” at the same time.

Press Kit/sample: A press kit is a compilation of materials that educate and frame an issue for media outlets.

Press Release: A press release serves many purposes. It may explain a news event, announce the release of a report, reveal a position on an issue or supplement an on going news story. It expresses an organizational point of view about news. Stories generated often reiterate the information from a press release.

Press Statement: A press statement is used when pitching a story or an editorial. This is a one page information sheet that is a cross between a press release and fact sheet. It is only used in conjunction with a conversation or a press conference. Although I can stand alone, it should not.

Public Service Announcement (PSA): PSAs are seen as a way for non-profit organizations to obtain free advertising. PSAs must be timely and often announce a meeting, invite people to rally or celebration, build membership, raise money, or provide information about a resource or service.

Reader/listener/watcher Advocate: When a DLC staff person is not satisfied with a media outlets coverage, they can call the advocate to discuss the situation in hopes that the outlet will rectify their efforts.

Sound bite: This is a colorful quote or succinct one liner that summarizes an opinion or position in a clear and simple way. Example: Rather than ask the public to do their civic duty, President Kennedy said “ask not what your country can do for you, ask what you can do for your country.”

Systemic media: Media that highlights systemic work like litigation or legislative work.

Talk Shows: Talk shows are a radio, TV or web based program where staff members talk with a host about a specific issue. These programs tend to be at least 15 minutes and can run up to an hour.

Administration and guidelines

General approval of media work

The majority of approval for media work will come through the MWG. This group has the overall responsibility of implementing the agency’s media plan, and helping individual teams and team members decide the best strategies for the issue at hand. The MWG can help prepare for interviews, assist with letters to the editor, opinion pieces, press releases and packets, as well as offer support and expertise in planning team media issue campaigns. Any media work that addresses a legal issue in any way, must be cleared by the managing attorney.

Composition of MWG

The media workgroup is made up of a coordinator, a secretary, the ED, a representative from STAT, at least one advocate and one attorney. When media efforts relate to specific issues, appropriate staff will be invited to participate in meetings.

Presence at the office

The MWG Coordinator will ensure there is one representative at the office or available by cell phone, every day of the week, especially during heightened critical times like the legislative session.

Team utilization of workgroup

The media workgroup supports a teams desire to utilize media as a strategic advocacy tool. Media is not an appropriate strategic tool for every team or every goal. If a team thinks it might want to utilize media as a tool, the MWG offers assistance with the development of goals or plans.

If a team has an idea to generate media of any kind, the team can run the idea by the media workgroup coordinator. The coordinator will discuss the idea with at least one other person from the MWG, preferably with the entire workgroup. If the idea is approved, the coordinator will work with the appropriate staff to generate the story. Any media work that addresses a legal issue in any way, must be cleared by the managing attorney.

The workgroup will assist the team in formulating a message and reviewing written work, but it is not necessarily the job of the MWG to draft written media work for the team. Although, the MWG must approve all written work and will assist with distribution and/or submission for publication.

Quarterly reports

The workgroup quarterly report has five sections: Publications, Training and Outreach, Legislative, Litigation, Ethnic, and Media. The MWG coordinator, with assistance from the secretary, will complete the media section of the quarterly report. The coordinator tracks all media efforts and projects completed by the MWG during the reporting quarter. The secretary adds the "Media Tracking" information allowing staff and Board of Trustees (BOT) to see the results (stories) generated in comparison to the effort put forth.

Media Written Standards

All written media work will follow MWG procedures before being submitted. All written work will be printed on paper with the color banner, without the red line. The lay-out must be consistent with the Communications Plan Style Guide rules and procedures. Any media work that addresses a legal issue in any way must be cleared by the managing attorney.

See section XX:

Media Oral Standards

Staff is expected to talk in a respectful and professional manner at all times. Before all media interviews the story and its message must be reviewed by at least one other person on the MWG to ensure quality work that is consistent with other DLC efforts. Exceptions for ED during legislative session will be made. Any media work that addresses a legal issue in any way must be cleared by the managing attorney.

Timing Standards

In general media work is very time sensitive although it is also fluid. It is a good rule of thumb to generate a press release the day news is released and to respond to articles or editorials, op-eds or LTE's within one to three days. But like everything these rules can and are broken.

Media “crisis” or bad story

If an article or program reports incorrect facts or seems very biased against the DLCs’ point of view, contact the MWG coordinator. After a discussion of the issue, the involved staff person and the coordinator will decide what, if any, media action to take.

If there is an organizational issue crisis (three people die at the Utah State Hospital) please refer to the Crisis Communications Plan.

If the media comes to DLC

Calls

All calls and inquires from media outlets that are not directed to the ED will be funneled to the MWG coordinator to triage, delegate and/or call a MWG meeting. If anyone in the agency receives a call from the media it should be directed to MWG coordinator. If the coordinator is unavailable their voice mail directs the caller to dial 2499 to speak to a receptionist. At that time, the receptionist will direct the call to another member of the MWG. Any media work that addresses a legal issue in any way must be cleared by the managing attorney.

Press statements or Interviews

If any staff member is asked to do a TV or radio interview or make a statement, tell the MWG coordinator immediately. The coordinator will convene a meeting, with at least one other member of the MWG, to discuss messaging, sound bites and to hold a practice question and answer period. Any media work that addresses a legal issue in any way must be cleared by the managing attorney.

DLC goes to the media

If anyone has an idea to generate a media story of any kind, the staff must run the idea by the MWG coordinator. The coordinator will discuss the idea with at least one other person from the work group, preferably with the entire workgroup. If the suggested idea is approved, the coordinator will work with the appropriate staff to generate the story, write the piece or set-up the interview. Any media work that addresses a legal issue in any way, must be cleared by the managing attorney.

Written media outreach

All written work will be forwarded to the coordinator. The coordinator will run the piece by at least one other person on the team. The team will then pass the final version onto the ED and the appropriate staff person for final approval. Once the piece is approved, the coordinator will work with the secretary to distribute to the appropriate outlet/s. This process is pertinent, at minimum, to the following media advocacy tools: Letters to the Editor, Op-Eds, Press Releases, Press advisories, PSAs, Press Packets/kits, Editorial Board memos and mailings, etc.

Interviews

If any staff member wants to do a TV or radio interview, tell the MWG coordinator. The coordinator will convene a meeting, with at least one other person from the MWG and appropriate staff, to discuss viability, messaging, sound bites and to hold a practice question and answer period. The coordinator will work with secretary and staff person to set-up the interview.

Editorial Board Visits

If a staff member or team wishes to do one or more editorial board visits, the idea will be brought to the MWG. At least two members of the MWG will discuss the idea and if approved, the MWG will work with the appropriate staff to set-up an appointment and draft and finalize an editorial board press packet.

Submit media work

To submit a **press release**, the MWG coordinator will build contact list with secretary. Include appropriate department/s or reporter/s for the issue.

Emailing a press release is the DLC's preferred distribution method. To email a press release follow these steps:

- In subject line write press release
- In body of email paste header and first paragraph with contact information
- Attach entire press release
- Review which emails bounced back
- Secretary will research correct email addresses and resend
- If email does not ever go through, secretary will fax the press release
- Secretary will update contact list

To Fax a press release follow these steps:

- Secretary will create fax cover sheet with appropriate department
- Fax cover sheet and press release
- Review which faxes were not received
- Secretary will research right fax number and resend
- Secretary will update contact list

To submit a **LTE or Op-Ed** follow these steps:

- MWG approves idea
- MWG works with appropriate staff to write
- MWG coordinator will discuss distribution or submission with secretary
- Secretary will provide coordinator with correct contact information and guidelines
- Coordinator will forward information about how to submit to staff who wrote piece
- Author, staff, will submit

To generate a **story** about clients please follow these steps:

- Bring the idea to the MWG coordinator. The idea will be discussed with at least one other member of the MWG
- Once approved by MWG, Staff contact will send media release form to the client to sign and return to the office – this form can be found on the server in the MWG folder
- Staff, with some assistance from MWG coordinator, will draft a fact sheet/statement that tells the story. Staff and client will be the contacts on the press statement and will be quoted in the statement.
- MWG and staff person approve the statement
- Staff person ensures client is comfortable with statement

- MWG and staff agree on appropriate outlet: TV, print, radio, rural urban etc.
- MWG provides contact information to staff person
- MWG coordinator calls media outlet to see if interested in story, faxes or emails statement
- If outlet is not interested or does not air or publish story, MWG and staff will decide upon another outlet and try again and again – if still timely

Media contact list

- The secretary is in charge of the media contact list
- The media contact list includes: all media outlets, reporters for each issue, fax, email information, and deadlines for weeklies, monthlies etc.
- Anyone who uses the list must note changes and forward them to the Secretary who will update the list
- The Secretary will also keep a list of guidelines and procedures to submit letters to the editor or Op-Eds to all written outlets on our contact list including rural papers and magazines
- Since contacts at media outlets change frequently, the MWG highly recommends the secretary research all media outlets and contacts in Utah every six months to keep list current as possible.

Tracking tools and procedures

Daily tracking and distributing

- The secretary is in charge of tracking when the DLC and our issues are mentioned in any media outlet. If the DLC or one of our issues are mentioned it is called a “hit”.
- The secretary will either conduct searches or oversee another person who conducts them
- The search is currently done by the CLC receptionist who is overseen by the secretary and the MWG Coordinator
- The search is done daily and the results are sent to DLC Staff and BOT.
- Certain parameters/words are used to search for stories in certain media outlets, which include 14 daily newspapers, 11 weekly newspapers, 11 television stations and 15 radio stations. General searches are also done in Google and Yahoo. See specific information below.
- If the secretary finds a “hit”, the article is read and if appropriate, the article is included in the daily search results. The majority of “hits” come from newspaper outlets. Unless a radio or TV station publishes its interviews or programs on their websites, it is almost impossible to track all “hits”.
- The numbers used to track circulation for newspapers are the number of subscriptions a newspaper has multiplied by two because each newspaper considers that there are at least 2 readers in each household. This does not take into account the number of people who are purchasing newspapers from vendors, machines or reading them at public outlets such as libraries or reading the paper online.

Saving daily “hits”

- All “hits” from the daily tracking are saved in “Media Tracker” database by the secretary. The media outlet, the reporter, the type of article/program and the approximate circulation of the story/program are recorded.
- The secretary also saves electronic copies of “hits” on the server in the Administration Media folder.
- Clippings and hard copies are separated by fiscal year and put into binders.

Media Tools

There are many media tools available to the DLC. Although, not all tools are appropriate for every issue or every situation. Additionally, many tools can be implemented in different ways at different times. The situation and the issue will dictate which avenue is chosen to generate an end result. The MWG, the team or the individual will decide which tool/s are most appropriate for any specific situation. Following is a list of media tools.

Editorial board meetings/visits:

When to schedule an editorial board meeting:

- Efforts to generate editorials will primarily be made when systemic work demands a change in community opinion in order to create a specific outcome.

How to schedule an editorial board meeting:

- The MWG coordinator or the ED can call, write a letter, or send an email to request an editorial board meeting.

What to expect at the meeting:

- At the meeting you will most likely meet with one person or the entire editorial board. Expect tough probing questions – editorial writers consider it their duty to thoroughly explore both sides of an issue.

Preparation for the meeting:

- It is MWG policy to prepare a clear and concise message, a press packet/kit and/or a fact sheet/white paper explaining your position before the meeting. Be sure to explain why the editorial will have impact on your issue.

Work to be done after the meeting:

- After the meeting, write a thank you note and, if appropriate, use the time to reinforce your message.
- If an editorial is published, thank them again.
- If an editorial is not generated, call the person you met with and ask why.
- If an editorial is still not printed, the DLC can also generate LTEs addressing the organizational position on the topic. If enough are printed, this demonstrates an interest by the public about the issue and thus hopefully will spark the interest of the editorial board to also weigh in on the subject.

Editorial cartoons: Although not a commonly used tool, in some rare occasions the DLC might consider sending letters/press releases to Editorial Cartoonist at different papers around the state. Meetings are rare.

Editorial board mailings: If the DLC does not have the time or resources to meet with multiple editorial boards state-wide, the MWG should do an editorial board mailing. In this

case a press packet with an editorial board memo or cover letter is sent to editorial boards. Follow-up all mail efforts with phone calls.

TV, Radio and web interviews:

In general interviews are short opportunities to generate sound bites about an issue. For information about in depth interviews primarily held on talk shows, please see the talk show section. The following information is pertinent to short 2-5 minute interviews.

When should the DLC generate or agree to a TV, Radio or Web based interview:

- Efforts to respond to requests and/or generate interviews will primarily be made when systemic work demands a change in community opinion in order to create a specific outcome.

How to prepare for and set-up an interview:

- Contact the MWG coordinator who will gather at least one other member to discuss with appropriate staff member
- The group will discuss whether or not to agree to or generate the interview based on how it fits into the team and organizational media plans.
- If the interview is a go, the MWG and the appropriate staff person will work in partnership to
 - identify the audience – who watches/listens which will help focus the message
 - agree upon message/sound bites
 - practice interview questions
 - listen, watch or read another interview to more fully understand the format of the show.
- The show may be live or recorded. Preparation for both is the same.

Spokesperson:

- If the DLC has a choice as to who will be the spokesperson, remember the best spokesperson for an interview is not always the main organizational spokesperson. An interview talk show spokesperson should be the person who knows most of the facts but is also articulate and entertaining.
- The WMG and the staff person who was asked to be interviewed or who wants to generate the interview will decide on the best spokesperson for the issue and the audience.

Preparation:

- Arrive at least ten minutes before the interview
- Make and take a cheat sheet

During the interview:

- be honest and accurate: do not answer a question you do not understand or know the answer to,
- if you offer incorrect information call outlet and correct mistake,
- be concise
- be informative: avoid jargon and use analogies,
- be personal : talk to your audience, be helpful, avoid tangents – stay on message no matter what question is asked.

Conduct tips:

- You are the messenger, repeat the sound bite over and over
- Thank everyone
- Keep It Simple
- Listen and wait,
- Don't get angry
- Be alert
- Be sincere
- Be enthusiastic
- On the radio a smile means nothing.
- For TV:
 - Sit/stand straight
 - Look at interviewer not the camera
 - Use hands sparingly
 - Everything will be magnified
 - Dress conservatively: solid dark colors and no big flashy jewelry. Lipstick for women helps define the face.

Letter to the editor: Surveys find more people read letters to the editor than any other section of the paper.

When to write a LTE:

- In response to an editorial or op-ed piece, or rebut news or a feature story.
- To correct or interpret facts after an inaccurate or biased story
- To relate news to DLC issues – for example the Tribune runs a story about specific person with a TBI. The DLC can write a LTE to highlight our issue: the growing number of Utahns' with TBI and the lack of community based services available for them. We "use the news to create news".
- To encourage the editorial board or a reporter to write a larger story about an issue

Following are hints to ensure the LTE is printed:

- Timing is important. If you are responding to something that was in the paper do so with in one to three days. The day the story ran is best although papers have printed LTEs up to a week later.
- Always check the outlet's requirements. Each paper lists them on their website. The DLC secretary also has them saved in the Administration Media file. Follow these requirements.
- Be clear and concise – acceptable LTEs are usually 250 words or less.
- If you email, put letter in body of message not as attachment.
- Although letters are coming from the DLC, staff must include full name, title, organizational address and daytime telephone numbers.
- If your letter is not printed, it is appropriate to call and ask the reader advocate why.

Opinion Editorial (Op-Ed): The opinion page is also a widely read section of the paper, although having an opinion piece printed is more difficult. Some print media outlets, including but not limited to the Salt Lake Tribune, print citizen opinion pieces once a week.

When to write an Opinion Editorial:

- The DLC will generate an op-ed when it is apparent an issue needs more in depth understanding from readers, listeners or watchers
- When a specific audience needs to be reached
- Efforts will be primarily be made:
 - When educational efforts, community advocacy, need reinforcement, need a boost or are timely. For example, during Fair Housing month or on the Anniversary of the ADA a talk show interview may be appropriate.
 - When systemic work demands a change in community opinion in order to create a specific outcome

Following are hints to increase chances of having an Op-ed published:

- Check requirements of each outlet - follow them.
- Op-eds are usually 740 words.
- Send a cover letter with op-ed explaining why it is important and timely.
- Should include solid facts and figures as well as solutions and/or action items.
- Call to urge printing and mention timeliness.
- If not published, call and ask why, then rewrite.
- No matter who writes the op-ed the MWG recommends you sign a name that is well respected in the community like the ED or President of the BOT for the DLC.
- All submissions should include name, address, telephone number and some biological information on the author/staff or Board member. This information is often included at the end of the piece.
- If the piece is emailed, send in body of text. Do not send as an attachment

Press advisories: A press advisory acts like an invitation to an event or announcement of a service. It does not contain news detail but rather pertinent information about the event or service.

When to use a press advisory:

- The DLC should use a press advisory to announce a press conference

Format:

- A press advisory should not be more than one page.
- The first one or two sentences should highlight the event or issue
- The body should briefly answer who, what, where and when and why.
- Include contact information for person organizing event.

Examples of press advisories can be found on the server in the MWG file under Press Advisories.

Press conferences:

When to use a press conference:

- Press conferences should only be used sparingly because reporters do always like these events. They take time.
- Therefore if staff wants to hold a press conference, they must approach the MWG coordinator.

- The MWG coordinator will discuss the following with at least one other member of the MWG and the appropriate staff.
 - Is the item newsworthy?
 - Exactly what is the hook that will entice the reporters to come?
 - Are their visuals?
 - Are “important” people, like the Governor, participating?
 - Is the location easy to get to?
 - Is the location appropriate for your audience? If you want to reach rural papers, is having a press conference in SLC effective?
 - Does the location add to the story?
 - Is the day convenient for reporters?
 - Is the day appropriate for the news being released?

Following are ideas on how to ensure a successful press conference:

- Notify reporters at least one day in advance via press advisory
- Follow-up press advisory with phone call day before and morning of event.
- Invite other organizations to participate and to talk.
- Try to find a person to participate who “draws” attention, begs reporters to attend.
- Prepare a press kit.
- Distribute press kit to all reporters who participate. Send or fax to those reporters that did not attend after the press conference.
- Prepare yourself and others to think visually
- Arrive early and prepare the room/setting.

Suggested order of press conference:

- Introduce self, organization and story
- Allow other participants to make statements
- Offer concluding statements
- Let reporters ask questions

After the press conference is over

- Call or write to thank reporters who attended – use the opportunity to ask if they have further questions
- Look for stories in outlets who attended
- If a favorable story runs call or write and thank the reporters
- If no news is created, call a reporter you know and ask why – ask how can improve

To find a press conference template look at the MWG file under press conferences.

Press packets or kits: Although reporters take notes and often record conversations, they like to be given “paper”. It helps them write their stories especially when writing under a deadline. Therefore, press packets/kits are an excellent tool to assist the DLC in its efforts to disseminate its message. An example of materials placed in a press packet can be found in the MWG file under press conferences/press packet.

A press packet is often placed in a folder with pockets and can include:

- The press advisory
- A statement to the press that functions like a press release and includes highlights from the speakers statements
- Biological profiles of speakers with name and title
- Background/fact sheets
- A recent organizational newsletter or annual report
- Press clippings
- If appropriate, visuals: charts, photos, video, and/or cd ROMS.

Press releases: A press release is an announcement of timely news to multiple media outlets at the same time via fax or email. The format for a press release can be found on the server in the MWG file under press releases.

When does the DLC develop and distribute a press release:

- The DLC will develop and distribute a press release when the organization has created news or wants to control the message of news.
- In the past examples of news for the DLC have been:
 - results of a survey
 - a case going to trial, to name a few
 - HELP
- When a specific audience needs to be reached
- Efforts will be primarily target community and systemic advocacy work.

Generating a press release: Please refer to procedures section in section xx.

Press release format:

- Contact information for organization and for the identified messenger
- A short catchy heading or sound bite
- The lead statement, the first paragraph offers, the most important information: who, what when where and why
- The body elaborates on the lead statement and often offers quotes and background information
- The conclusion offers the least important information

After sending a press release to targeted outlets, it is usually necessary to follow-up by telephone. This effort allows the DLC to personalize its relationship with different outlets and reporters; it also gives reporters an opportunity to ask questions while highlighting the story. Finally calls to outlets help the DLC update the constantly changing contact information. If the DLC really want a story to run, this is a key element. Staff should not be discouraged by people being rude, hanging up or leaving messages.

Remember that TV and radio stories are often picked up from print media outlets.

After the release of the press release, it is suggested that you:

- Work with the secretary to search all outlets press release sent to in order to see if your story runs

- If the story is well placed and well written call or write the reporter and thank them.
- If there are errors or if you are dissatisfied with the story, call or write the reporter and tell them.
- If the reporter is not responsive to you and there is a glaring error in the story call their editor or the “advocate” of the outlet and report the situation.

Public Information (PI) Campaigns and Materials: A public information campaign is a coordinated effort to create or raise awareness about a particular issue, event or program. A successful PI campaign communicates a clear message. Through a PI campaign, you can build public understanding of a program or issue, develop new opportunities and resources, build alliances and increase community support.

For example, the P&A may want to create a PI campaign to (1) bring attention to the issue of abuse of persons with disabilities living in long term care facilities, and (2) increase reporting of abuse to appropriate authorities.

Components of a Successful PI Campaign

- Commitment – ensure that you have a firm commitment from your organization’s decision-makers to support the PI campaign at every level.
- Inform – Make sure every person in the organization is aware of the PI campaign – even if they are not directly involved in implementing the activities.
- Target Audience – Know who you want to reach with your message and what action you want the audience to take. This will help shape your message and the medium for communicating it. (For example, consider whether you are trying to raise community awareness about a particular program? Are you seeking the attention of potential community partners? Are you trying to reach new clients? Are you wanting a particular group to take some action?)
- Focus – Keep the message very simple. Don’t confuse your audience with lots of detail or technical language. Be sure to help the audience see “what’s in it for me?”
- Realistic Goal – plan one, manageable goal for your PI campaign. Be sure to pair this with one implementation activity. Once the activity is successfully completed – add another. These components will build on one another to communicate a clear message.
- Use Available Resources – Capitalize on any work already done by someone else. Network with other agencies/groups who are engaged in similar PI activities. Local agencies should coordinate with their larger (national) counterparts. By sharing statistics and other information, the PI campaign will be better coordinated.

Public Service Announcements (PSA): Before submitting any PSA check the requirements and format required by the outlet. Print PSAs often end up in the calendar section of the publication. PSA's should be submitted to outlets two-four weeks before the event or service begins. Radio and TV PSAs are not always as affective as an organization might hope because they take a long time to produce. If the PSA is aired, it often plays late at night during time slots when the station cannot attract paid advertising.

When to use a PSA:

- The DLC should use a PSA to announce a meeting, an outreach event or an educational training. We can use a PSA to invite people to an event or announce information about a resource or a new service.

Format of a PSA: DLC format for a PSA can be found in the MWG file on the server under PSA's.

- A PSA should not be more than one page
- Write a clear simple header consisting of as few words as possible
- The first one or two sentences should highlight the event or service
- The body should briefly answer who, what, where and when and why.
- Include contact information

Ideas on how to ensure an affective PSA:

- Sending PSA with a press kit so editors will understand how the announcement fits into the big picture
- Ask for an action: please attend, call or write.
- Call outlets after distribute and see if editor/s can guarantee placement
- Monitor outlets asked to run PSA and remember to write thank you letter if appropriate. If PSA does not run, call and ask why.

Suggestions on Radio and TV PSAs:

- Talk to outlets before produce.
- See if they offer training.
- Look carefully at guidelines and requirements.
- DLC should produce itself
- General guidelines for length of PSA visa vi words
 - 10 seconds usually takes 20 words
 - 20 seconds usually takes 50 words
 - 30 seconds usually takes 75 words
 - 45 seconds usually takes 100 words
 - 60 seconds usually takes 150 words

Talk shows: Talk shows might be an effective tool for some issues. Talk shows tend to me longer in nature, 15-30 minutes, even up to an hour.

When to generate or respond to a request to participate on a talk show:

- The DLC will generate or respond to a request when it is apparent an issue needs more in depth understanding from readers, listeners or watchers
 - When a specific audience needs to be reached
- Efforts will be primarily be made:
 - When educational efforts, community advocacy, need reinforcement, need a boost or are timely. For example, during Fair Housing month or on the Anniversary of the ADA a talk show interview may be appropriate.

- When systemic work demands a change in community opinion in order to create a specific outcome

To generate a talk show for the DLC:

- The secretary will create a list and contacts. This list will be saved in the Administration Media file.
- The contact is usually known as a booker or is the show host
- Send press packets with one page bio of the guest you hope to see participate on the show

Implement procedure and suggested practice listed under interviews