



DISABILITY
LAW
CENTER

Utah's Protection and Advocacy Agency

Media as Advocacy

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Disability Law Center
Utah's Protection and Advocacy Agency



Utah

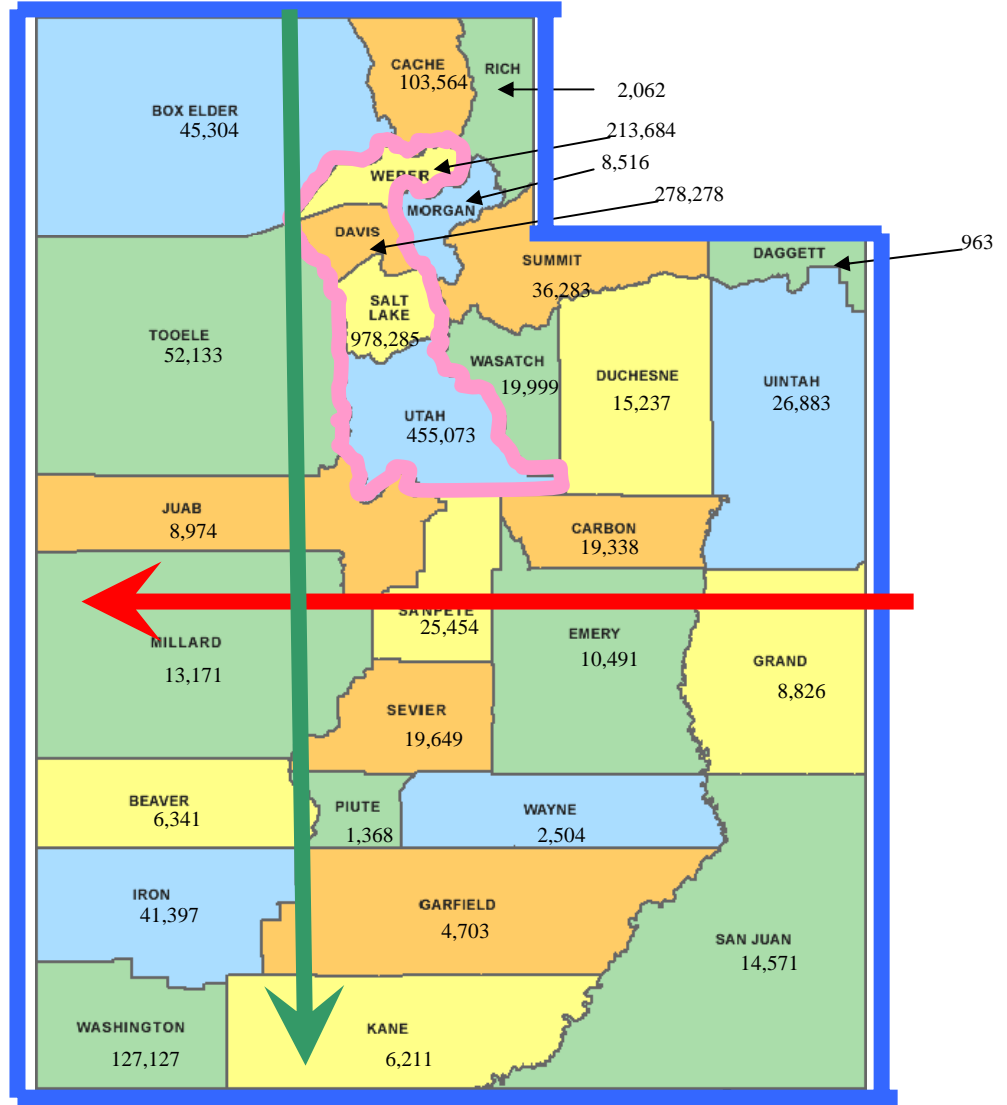
82,073 square miles

275 Miles from East to West

345 Miles from North to South

However:

75.6% of Utah's population lives on the Wasatch Front





Telling the Story

- Identify the audience
 - Federal funders
 - Community
 - statewide and local
 - Potential clients
 - Potential donors
 - Potential partners



Telling the Story to Funders

- Reports to funders
- Press releases
- Annual reports
- Newsletters
- Special publications
- Web-based media



Telling the Story in the Community

- Newspapers
 - Letters to the Editor
- TV
- Press conferences
- Website
- Radio
 - In Utah, the largest ethnic community gets their news through radio



Demographics

Importance of knowing who your targeting

- County by county breakdown

Target populations of various media outlets

- Local and rural newspapers
- TV and cable channels
- Radio

Tap media outlet marketing directors for demographic information

County Data			Disability Data			Disability by Age			Institutional data			Special education data	DLC service stats		Medicaid data		Employment data			
County	Total Pop.	Total Rural Pop	Disability Pop	% Disability	Rural PWD	Age 5-21	Age 21-64	Age 65+	Civilian non-institutionalized pop	persons in institutions	institutionalization rate per 1000 residents	Special Education Prevalence Rate	Served by DLC	% of total	Monthly Medicaid Enrollees 8-04	Percentage of residents receiving Medicaid	Employed People w/ a Disability, Age 21 - 64	Employment Rate, People with disability; 21-64	Employment Rate, w/out a disability 21-64	Employment Rate, Total Population; 21-64
Beaver	6,059	6,005	963	16%	966	104	473	386	5,223	23	24	12.6%	4	0.07%	378	6%	311	65.7%	79.6%	77.2%
Box Elder	43,397	14,647	5,871	14%	1,756	963	3,166	1,742	38,448	162	28	11.8	15	0.03%	1857	4%	2,015	63.6%	77.4%	75.3%
Cache	91,208	15,204	8,974	10%	1,731	1,409	5,018	2,547	81,909	327	36	10.5	35	0.04%	4379	5%	3,352	66.7%	78.5%	77.3%
Carbon	19,703	7,739	4,230	21%	1,803	523	2,435	1,272	18,743	119	28	16.8	17	0.09%	1484	8%	1,339	54.9%	73.5%	69.1%
Dagget	905	921	139	15%	139	8	82	49	780	0	-	11	1	0.11%	19	2%	49	59.7%	76.0%	73.7%
Davis	244,840	4,504	26,939	11%	422	4,962	15,887	6,090	210,883	654	24	9.3	119	0.05%	8271	3%	10,789	67.9%	80.4%	78.8%
Duchene	14,709	10,377	2,439	17%	1,753	303	1,550	586	12,871	0	-	13.9	6	0.04%	1180	8%	844	54.4%	72.5%	68.4%
Emery	10,609	10,860	1,648	16%	1,648	197	1,004	447	9,885	74	45	14.3	9	0.08%	670	6%	468	46.6%	75.2%	69.9%
Garfield	4,724	4,735	630	13%	630	74	302	254	4,206	27	43	14.3	7	0.15%	216	5%	152	50.3%	77.7%	74.1%
Grand	9,633	2,015	1,488	15%	299	133	937	418	7,829	5	3	12	4	0.04%	573	6%	587	62.6%	78.7%	75.6%
Iron	34,448	11,801	4,123	12%	1,629	784	2,239	1,100	30,322	94	23	12.1	42	0.12%	2519	7%	1,347	60.1%	76.3%	74.2%
Juab	8,489	3,707	1,319	16%	545	218	733	368	7,262	62	47	12	3	0.04%	447	5%	452	61.6%	77.1%	74.2%
Kane	6,058	3,312	954	16%	453	87	454	413	5,601	30	31	14	2	0.03%	245	4%	246	54.1%	78.7%	75.0%
Millard	12,424	9,258	1,879	15%	1,436	264	961	654	11,242	57	30	12.4	7	0.06%	701	6%	561	58.2%	76.0%	72.9%
Morgan	7,337	7,129	777	11%	777	171	420	186	6,519	0	-	6.8	2	0.03%	136	2%	313	74.5%	78.1%	77.7%
Piute	1,387	1,435	269	19%	269	15	139	115	1,316	0	-	10.7	0	0.00%	100	7%	76	54.6%	68.5%	65.8%
Rich	1,979	1,961	248	13%	248	35	122	91	1,798	5	20	10.8	0	0.00%	82	4%	76	62.6%	75.5%	73.7%
Salt Lake	904,331	10,737	131,045	14%	1,012	18,200	84,374	28,471	807,966	2,719	21	11	706	0.08%	38665	4%	55,094	65.2%	80.3%	77.8%
San Juan	13,386	11,429	3,038	23%	2,363	383	1,742	913	12,837	92	30	10.1	7	0.05%	1873	14%	736	42.2%	61.6%	56.6%
Sanpete	23,376	12,514	3,332	14%	1,985	539	1,689	1,104	19,974	52	16	13.1	15	0.06%	1449	6%	942	55.7%	73.1%	70.1%
Sevier	18,961	12,045	2,860	15%	2,010	299	1,658	903	16,828	117	41	10.7	15	0.08%	1290	7%	879	53.0%	76.2%	71.9%
Summit	31,103	15,435	2,395	8%	1,510	312	1,576	507	27,647	0	-	9.3	20	0.06%	560	2%	1,165	73.9%	82.9%	82.1%
Tooele	44,157	9,962	5,340	12%	1,093	750	3,260	1,330	35,828	53	10	11.5	19	0.04%	2013	5%	2,056	63.0%	79.4%	76.9%
Uintah	25,926	13,655	4,319	17%	2,369	519	2,603	1,197	22,852	109	25	13	15	0.06%	1539	6%	1,433	55.0%	72.7%	69.0%
Utah	377,411	22,322	38,248	10%	2,322	7,001	22,211	9,036	325,437	1,704	45	10.2	289	0.08%	16721	4%	14,636	65.8%	75.6%	74.4%
Wasatch	16,200	5,423	1,892	12%	645	291	1,101	500	13,693	40	21	11.5	4	0.02%	541	3%	674	61.2%	77.9%	75.6%
Washington	95,590	17,973	13,688	14%	2,096	1,597	6,656	5,435	81,364	449	33	10.4	61	0.06%	6004	6%	3,956	59.4%	73.2%	71.0%
Wayne	2,554	2,509	385	15%	385	42	181	162	2,290	7	18	11.7	1	0.04%	124	5%	114	62.9%	77.8%	75.7%
Weber	199,435	13,211	29,551	15%	1,508	3,827	18,317	7,407	176,820	939	32	12.2	113	0.06%	10387	5%	11,655	63.6%	79.8%	76.9%
TOTAL / avg	2,270,220	262,835	208,082	14%	25,802	44,010	181,200	72,682	1,008,272	7,020	674	11.20	1528	0.0006	104422	5%	116,217	60.0%	70.76	73.2%

Name	Address		Phone	email
Beaver				
Beaver Press	Po Box 351	Beaver, UT 84713	435-438-2891	bpress@xmission.com
St. George Spectrum	275 E St. George Blvd.	St. George, Utah 84770	(435) 674-6200	jking@spectrum.com
Box Elder				
Box Elder News Journal	PO Box 370	Brigham City, UT 84302		
Hilltop Times	P.O. Box 12790	Ogden, UT 84412- 2790	(801) 625-4210	ahowell@standard.net
Tremonton Leader	119 E. Main	Tremonton, Utah 84337	435-257-5182	debra@tremontonleader.com
Ogden Standard Examiner	P.O. Box 12790	Ogden, UT 84412- 2790	(801) 625-4210	ahowell@standard.net
Cache				
Logan Herald Journal	75 West 300 North	Logan, Utah 84323- 0487	435-752-2121	hj happen@hjnews.com
Utah Statesman	PO Box 1249-USU	Logan, UT 84322- 0165	435-797-NEWS	news@statesman.usu.edu
Carbon				
Sun Advocate	845 East Main Street	Price, Utah 84501	888-637-0732	editor@sunad.com
Daggett				
Vernal Express				editor@vernal.com
Davis				
Davis Count Clipper				tbusselberg@davisclipper.com
Hilltop Times	P.O. Box 12790	Ogden, UT 84412- 2790	(801) 625-4210	ahowell@standard.net
Ogden Standard Examiner	P.O. Box 12790	Ogden, UT 84412- 2790	(801) 625-4210	ahowell@standard.net
Salt Lake Tribune				
Weber State Signpost			801-626-7121	Jason@wsusignpost.com
Duchesne				
Uintah Basin Standard	268 South 200 East	Roosevelt, UT 84066	435-722-5131	
Emery				
Emery County Progress	410 East Main	Castle Dale, Utah 84513	(435) 381-2431	ads@ecprogress.com
Garfield				
		St. George, Utah		



Preparing the Story

- Media release
 - Getting a quote from the client
- Write the story
 - Why should the audience care?
- Press release
 - Who gets it and why?
- Follow-up calls are key to getting covered
 - Ask for commitment to cover issue
- Tracking
 - Who picked it up and when?



AUTHORIZATION TO RELEASE PUBLIC RELATIONS & TRAINING MATERIALS

I agree to all of the items that I have initialed:

_____ That the Disability Law Center may use images (photos, reproductions of photos, video footage, etc.) of me and/or things or people related to me in public relations and community education and training materials.

_____ That the Disability Law Center may use statements, quotations by me and/or people related to me or stories about me and my life in public relations and community education and training materials.

_____ That I am willing to discuss the events related to the Disability Law Center's representation of me with members of the media and/or the public.

_____ The Disability Law Center representative who signed this form did explain to me what my agreement to the terms of this release means.

_____ I understand that I will not receive any compensation for the above activities.

_____ I understand that I may terminate this agreement at any time by either telling a Disability Law Center representative of my desire to do so or by putting that request in writing.

Signature of Client

Signature of Disability Law Center Representative



DISABILITY LAW CENTER HELPS TEEN SPEAK UP

Yesenia Fernandez is a thirteen-year-old who lives with her family in Salt Lake City, Utah. When Yesenia was twelve, she sustained a brain injury as a result of a weak blood vessel that ruptured in her brain. She is now unable to communicate verbally and has lost strength on her right side.

Before her injury, Yesenia spoke both Spanish and English. After her injury, she was left unable to communicate with her parents and family in Spanish as well as her English-speaking friends. Her parents turned to Utah's Medicaid program for assistance. They applied to get her an augmentative communication device that could speak for her. After waiting nearly six months, their request was denied because of a mix-up in the system...



Yesenia's Story





DISABILITY LAW CENTER HELPS CHILD GAIN INDEPENDENCE

Utah's Protection and Advocacy Agency

Joseph Digiovanna III is a 12 year-old who lives with his family in Ivins, Utah in Washington County. Joseph was born with muscular dystrophy and is not able to walk. Until recently he was unable to get around because the wheelchair that he uses was broken. With the help of the Disability Law Center (DLC), Utah's Protection and Advocacy organization for people with disabilities, Joseph has received a power wheelchair that offers him independence. Joseph can now get around in his community independently...