

# **OJJDP Underage Drinking Enforcement Training Center**

## **A Notable History: Forging The Future**

10<sup>th</sup> Annual National UDETC Leadership  
Conference

August 21-23, 2008 Nashville, TN

### **YOUTH TRACK – MEDIA ADVOCACY**

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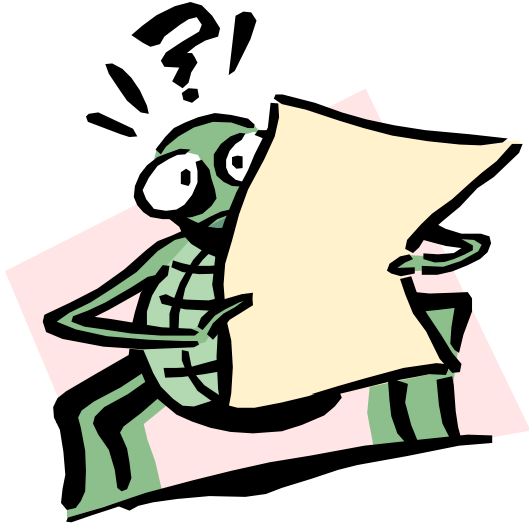
# MEDIA ADVOCACY





# ***WHAT IS MEDIA ADVOCACY?***

**The strategic use of mass media to support community organizing to advance a social or public policy**



*So like I said, what the heck does it mean?*

Using the media as a tool to change people's opinions about social causes- particularly the *policies* on which you are working.

# Community Advocacy





# CREATING MEDIA MESSAGES

## Steps to get you started:

- ☆ Research your policy initiative
- ☆ Form a message statement
- ☆ Create media-bites
- ☆ Create written and visual materials using media-bites
- ☆ Choose available and interesting spokespersons
- ☆ Disseminate materials in a timely fashion

# MEDIA-BITES

- A media - bite is a concise response to a reporter's questions. The important thing to remember when developing media bites is to keep focused on your goal.

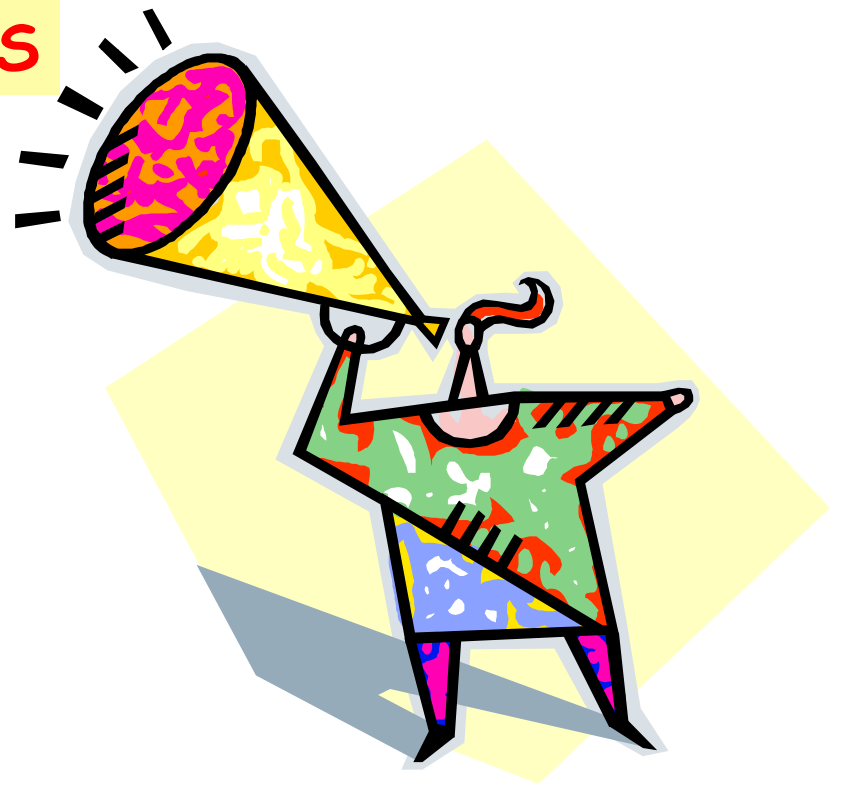


# MEDIA-BITES



- Alcohol taxes are just tax. Those who choose to drink must pay the social consequences.
- When sports team up with alcohol, its kids that get beaten.
- I won't let pushers in my home or neighborhood. Why should we have alcohol pushed on the streets my kids walk on or the games my kids watch?
- Is gaining a few sponsorship dollars worth giving up the lives of our children?

**MEDIA ADVOCACY**  
**IS**  
**ABOUT**  
**CHANGING SOCIAL NORMS**



# Suggestions

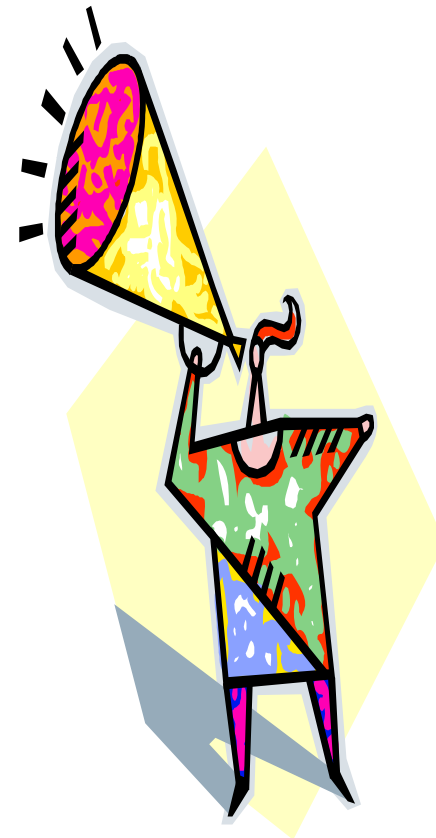


- What media activity can get your message into the community and build support?
  - A news event?
  - Talk show?
  - Letters to the editor?
  - Feature interviews?

What else?

# News Media Inputs

- News Conference
- News Event
- News Event Announcement
- Journalistic News Release
- Letters to the Editor
- Editorial Board Meeting
- Editorial Cartoon
- Pitch Story to a News Reporter
- Pitch Story to a Columnist
- Op-Ed (opposite to editorials)
- Talk Radio Guest
- Talk Radio Call In
- Host Regular Radio Show
- TV Program Guest



# Common Questions from the Media

## For Community People:

- Why are you here?
- What are you trying to accomplish?
- Whom do you represent? Any particular organization?
- Why are you concerned about this issue?
- How does this issues affect you/your family/your community/your organization?
- This problem has existed for decade; do you really think it's going to change?
- What's new/ different about this approach?



"IF YOU DON'T  
LIKE THE NEWS,  
GO OUT AND  
MAKE SOME OF  
YOUR OWN"



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