

Media Advocacy:

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Media Advocacy:

- ◆ Getting Out Our Message
- ◆ Making Change



Media advocacy is the use of media to amplify our voices and the voices of our community.



The premise underlying media advocacy:

- Getting the information out isn't enough!
- We have to change the system, the environment and the policies!

The **GOAL**
of media advocacy
is not media
coverage or even
individual change
but

**POLICY
CHANGE**



Reporters' Goal: To tell a factual, objective and interesting story

Advocate's Goal: To get the media's attention so a specific message can get out



- **Media Representatives** tell you how to get your event or information into the news
- **Media Advocates** will use the opportunity to get a message out for social change

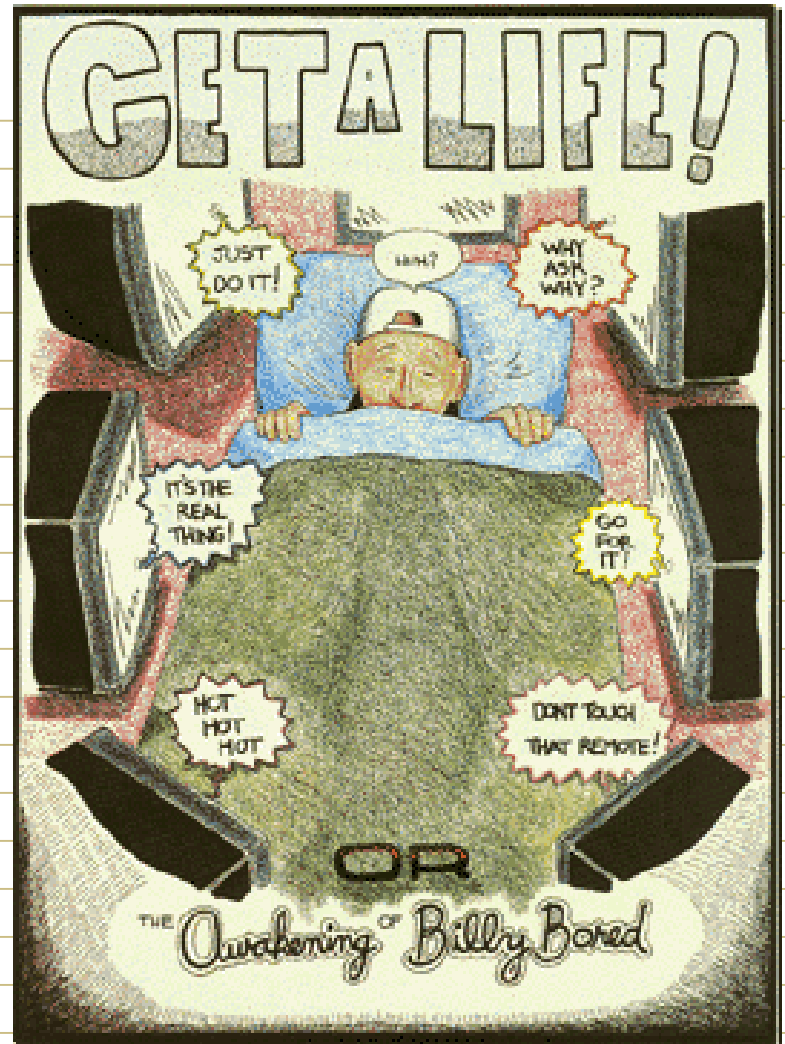
- ▶ The media wants to fill an

INFORMATION GAP

- ▶ The media advocate

wants to fill a **POWER GAP**

Some thoughts
about media
advocacy, moving
people to action!



News is not just factual information...

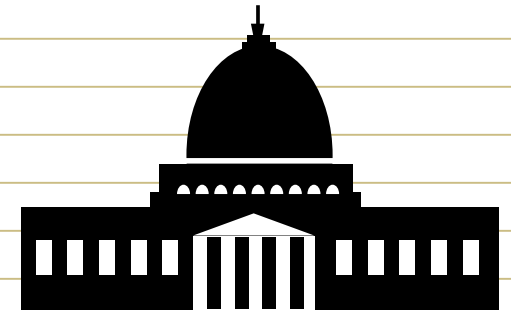
it is an act
of creative
construction,
influenced
and guided by
a professional
standard



Media advocacy is a tactic for community groups to communicate their own story in their own words to promote **social changes**.



Media advocacy combines community advocacy approaches with strategic and innovative use of the media to pressure decision makers to **change policy**.



The purpose of **media advocacy** is to use the media strategically to apply pressure for changes in policy to promote **adult & family literacy**.


Media advocacy is about targeting the two or three per hundred who'll get involved and **make a difference.**

It's about starting a **chain reaction** and reaching a **critical mass**



" Never doubt that a small group of thoughtful committed citizens can change the world; indeed, it's the only thing that ever does."





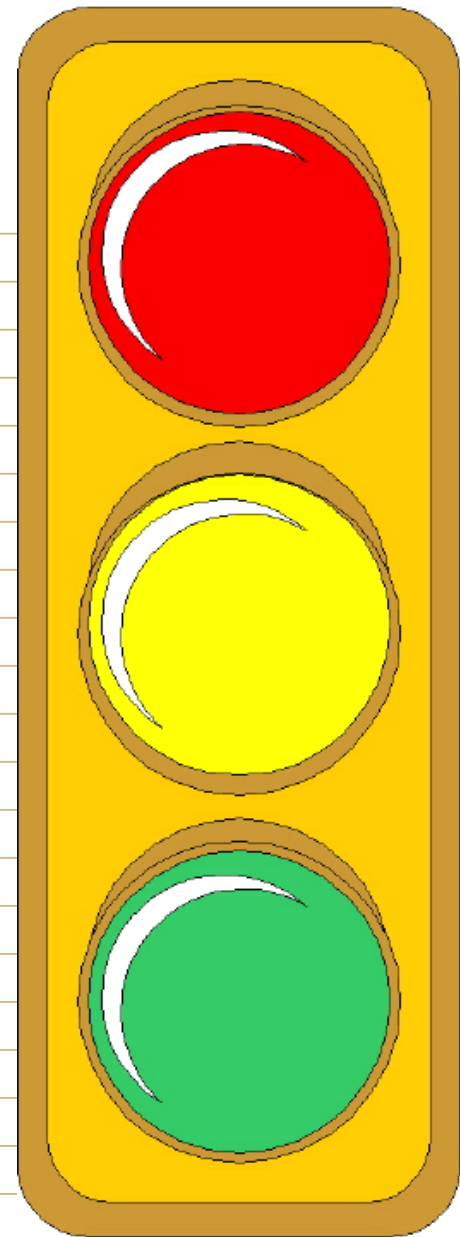
The primary task of media
advocacy is to focus the
spotlight on an issue and hold
it there until the public
acknowledges it and
takes action!

The Issue/Attention Cycle

- ◆ Problem Exists but isn't yet discovered
- ◆ Alarmed discovery and euphoric enthusiasm
- ◆ Awareness that Change requires sacrifice
- ◆ Decline in public interest
- ◆ Problem continues with no attention

Media Advocacy provides a framework for moving the adult literacy discussion from a primary focus on the adult learners' behavior to the behavior of policy makers and corporate executives.

Media Advocacy is most powerful when rooted in broad-based community support. This signals media gatekeepers that a particular issue is important.



Who is an advocate:

- Teachers
- Learners
- Tutors
- Volunteers
- Politicians who still care
- An alert and articulate 10-year-old
- Concerned citizens

YOU can be a
media advocate.!



Why Are We Here?

"Media has such a tremendous potential for helping us achieve our goals, in part by helping us counter those who oppose our vision, that we have to embrace the creative process of getting our message out and establishing our own symbols and labels to reframe public policy debate"

- Michael Pertschuk and Phillip Wilbur,
the Advocacy Institute

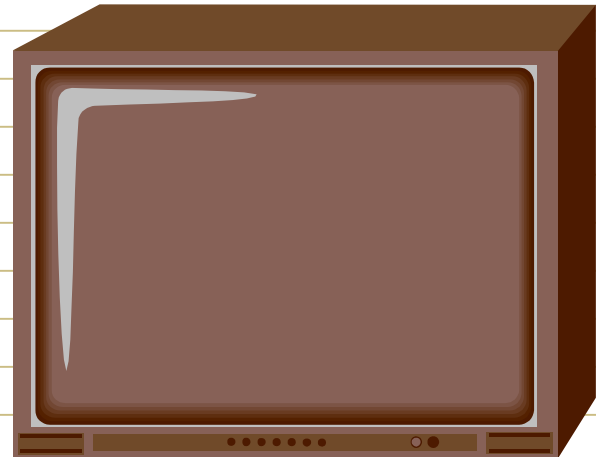
What is Media?

- ◆ Daily papers
- ◆ Weekly papers
- ◆ Radio



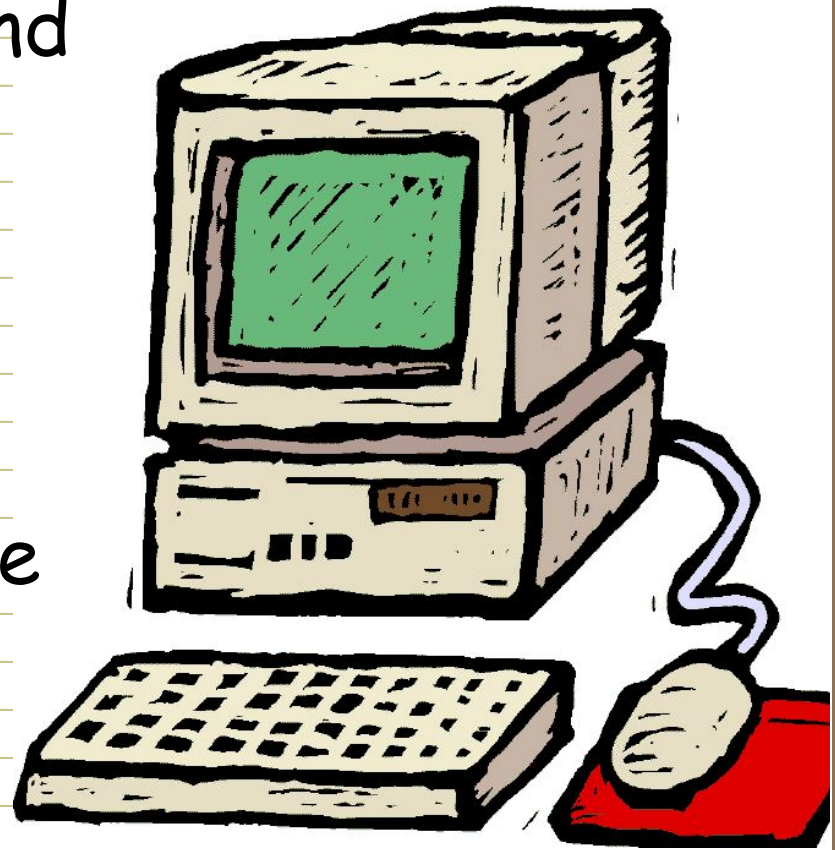
◆ Major TV networks

◆ Cable TV



◆ Public access TV

- ◆ Magazines
- ◆ Neighborhood and organization newsletters
- ◆ Even computer networks like the internet!



Media Advocacy: **How to Do It!**

Media advocacy organizes a range of activities around two fundamental interrelated concepts:

- 1. Framing for access**
- 2. Framing for content**

Framing for Access

Getting the media's attention with a newsworthy or interesting story

♦ Paying for it

♦ Asking for it

♦ Earning it

(finding a news peg)

Framing for Access

Requires: being alert for opportunities

Packaging the opportunity in an compelling way

Sample "News Pegs"

Anniversary peg

Irony

Breakthrough or report

Local peg

Celebrity

Milestone

Controversy

Personal angle

Injustice

Seasonal angle

Framing for Content

Using the opportunity to tell the story from your point of view to advocate for your policy/action

Framing for Content

Requires you to:

- ◆ Know your objective
- ◆ Have data to back it up
- ◆ Craft a message

Example of Objectives

- ◆ Provide information to educate the community
- ◆ Serve as a call to action
- ◆ Create organizational visibility
- ◆ Put a "face" on an issue
- ◆ Establish an individual as an expert
- ◆ Help frame the issue
- ◆ Create sympathy and support for a issue
- ◆ Build the "files" for future reference
- ◆ Use as a mailing piece to other community groups

Framing for Content

Involves creating a message -
a sound bite that converts facts and
arguments into symbols and labels

Sound bites are short concise summaries
of your issue - 10 seconds long

Purpose: to advance your policy goal

Some Familiar Messages/Conversions

- Having the tobacco industry regulate itself is like the fox guarding the hen house
- Tobacco advertising is seducing our children
- Without action by the legislature, there will be no funds for treating poor women who have breast cancer



Some Familiar Messages/Conversions

- It's not the Oakland A's; it's Anheuser Busch with another unethical marketing approach
- We've allowed Spuds McKenzie to become the leading alcohol educator of America's youth. Now it's the Surgeon General's turn.

Remember...

the message is tied to other strategies,
like policy changes

Framing for Content Steps

- ▶ **Transform** from individual to social issue
- ▶ **Know** who "They" are
- ▶ **Present** a solution
- ▶ **Create** compelling pictures and images
- ▶ **Identify** authentic voices

Approaches

- ◆ Press Release/News briefs
- ◆ Paid ads
- ◆ Public Service Announcement
- ◆ Press Conference
- ◆ Photo
- ◆ Fact Sheet
- ◆ Profile of local person
- ◆ Appearance on Talk shows
- ◆ Opinion Piece/Editorial
- ◆ Letters to the Editor
- ◆ Staged Event

Things to Remember

- **Know** your objective
- **Look** for a local angle
- **Find** an authentic voice
- **Timing** is everything

Things to Remember

- **Don't** be discouraged
- **Small** stories matter
- **Prepare** your contact person
- **Respect** deadlines
- You can't **control** the media
- Never give **incorrect** information
- **Consider** the medium - t.v. is visual!

Media Advocacy Outcomes:

- Hopefully, **achieve** the change you identified as your goal
- **build** leadership
- **build** a sense of team spirit
- **expand** membership
- **build** a sense of community
- **create** a sense of power

A successful advocacy campaign
doesn't make friends...

It makes enemies.

It points the finger,
names names and starts a fight.
It tells us who is responsible and
how to fight back.

It tells us which side we're on.

- Public Media Center

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