



# MEDIA ADVOCACY 101

How to work with the media to influence policy makers

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# WHAT IS MEDIA ADVOCACY?

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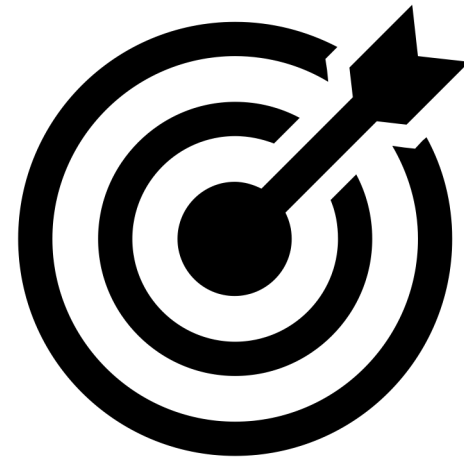
Media advocacy is the **strategic** use of mass media to **support** community organizing to **advance** social or public policy initiatives.

## WHAT IS THE PURPOSE OF MEDIA ADVOCACY?

To put pressure on (**influence**) decision-makers by **mobilizing community groups** and improving coverage of health issues through the **media that matter** to them.

## MEDIA ADVOCACY

In order to be effective,  
media advocacy must  
**be strategic.**



# FIRST YOU MUST KNOW:

WHAT DO YOU WANT TO CHANGE?

WHAT IS THE SOLUTION OR POLICY?

WHO HAS THE POWER TO MAKE THE NECESSARY CHANGE?

WHO MUST BE MOBILIZED TO APPLY THE NECESSARY PRESSURE?

WHAT DO THE TARGETS NEED TO HEAR?

# THEN DEVELOP YOUR MEDIA ADVOCACY STRATEGY

THINK ABOUT THE POLICY CONTEXT, THEN THINK ABOUT THE MEDIA CONTEXT

FOCUS ON THE ISSUE, NOT THE INDIVIDUALS

- What are you going to say (in a way that the media can write it down and report on)?
- Who is going to say it (messenger)?
- Who are they going to say it to (what media is important to decision-makers)?
- How do you get access to the right media outlets?

# MEDIA ADVOCACY TOOLS & TACTICS

LETTERS TO THE EDITOR

OP-EDS

EDITORIAL BOARD VISIT

STATEMENTS OF SUPPORT OR OPPOSITION

SOCIAL MEDIA





# MEDIA ADVOCACY TOOLS & TACTICS

## EDITORIALS

### EDITORIAL PAGES

JUNE • NOVEMBER 2004

**EDITORIAL**

**School discipline policies: simply toothless**

**Striking Pointers**

**TEST OF FILIPINO SPIRIT**

**Good Points**

**School Reading Program: Praise deserving**

8 METRAN

**EDITORIAL**

**Messages**

**Clear Cuts**

**What does Bush victory mean for us?**

**Purge AFP of scalawags**

**A case of need**

OP-ED

## LETTERS TO THE EDITOR

# MEDIA ADVOCACY TOOLS & TACTICS

## LETTERS TO THE EDITOR

- KEEP IT SHORT AND STICK TO ONE SUBJECT. LTE'S ARE SUBJECT TO A WORD LIMIT SET BY THE PUBLICATION.
- MAKE REFERENCES TO PREVIOUS ARTICLES IN THE NEWSPAPER
- INCLUDE YOUR CONTACT INFO. MANY NEWSPAPERS WON'T PUBLISH A LTE IF THEY CAN'T VERIFY THE AUTHOR.



The Fresno Bee



### Fresno - Letter to the Editor

The Fresno Bee edits letters for brevity, clarity, grammar and accuracy. Letters cannot exceed 200 words and often run shorter. All letters become property of The Bee. Letters are published online and in print.

Name \*

Email \*

Phone Number \*

City \*

Zip Code \*

Your letter \*

# MEDIA ADVOCACY TOOLS & TACTICS

## OP-EDS

USUALLY LONGER THAN A REGULAR LETTER TO THE EDITOR (300 TO 700 WORDS). OFTEN WRITTEN BY A SUBJECT MATTER EXPERT (OR GHOST WRITTEN FOR THEM)

- OWN THE OPINION
- START WITH A HOOK
- KNOW YOUR AUDIENCE
- BACK IT UP
- END WITH ACTION

### Los Angeles Times



OPINION

**Opinion: 50 years ago, I helped invent the internet. How did it go so wrong?**

Oct. 29, 2019

# MEDIA ADVOCACY TOOLS & TACTICS

## EDITORIAL BOARD VISIT

THE EDITORIAL BOARD IS THE GROUP OF INDIVIDUALS AT A NEWSPAPER THAT DETERMINE WHAT THE PAPER'S POSITION WILL BE ON AN ISSUE AND WRITES EDITORIALS EXPRESSING THOSE VIEWS.

AN EDITORIAL BOARD MEETING GIVES YOU A CHANCE TO INFLUENCE THE BOARD'S OPINIONS IN YOUR FAVOR OR, IF THE PAPER OPPOSES YOUR VIEWPOINT, IT GIVES YOU THE OPPORTUNITY TO TRY TO MOVE THE COVERAGE OF YOUR ISSUE IN A MORE FAVORABLE DIRECTION.

## EDITORIAL BOARD MEMBERS



**ADRIANA ESCANDON**  
Creative Content Officer  
I am passionate about life and nature. My desire is to serve in my community to make it sustainable. I also want to use environmental engineering to help people live better lives. Besides, I'm passionate about dance and music.



**JAGANTH G**  
Member & Operation Officer  
I am passionate about learning new things. I want to build up an universal student network where everyone can learn and share knowledge without any biases.



**LISA TREBS**  
Communication & Relations Officer  
I am passionate about the beauty of diverse culture in all its facets. Working with Critical Edges means creating a platform where students are creators and recipients. We directly experience different culture and build an international network in this increasingly globalized world.



**THEA PAN**  
Publication & Org Intelligence Officer  
I want to connect with people from diverse backgrounds in meaningful way to collaborate, create, and solve critical problems in innovative and artful manners.



**SHREYA URVASHI**  
Editing Manager  
I would like to make a difference; as I love reading and writing, working for a team where we aim to make people read and reflect makes for a perfect match.

# MEDIA ADVOCACY TOOLS & TACTICS

## STATEMENTS OF SUPPORT OR OPPOSITION

- ADDRESS THE LETTER APPROPRIATELY
- INCLUDE THE BILL NUMBER IN THE SUBJECT LINE
- IDENTIFY WHO YOU ARE OR WRITING ON BEHALF OF
- STATE WHY YOU SUPPORT OR OPPOSE A BILL
- INCLUDE A STORY
- TELL YOUR REPRESENTATIVE WHAT YOU WANT THEM TO DO
- INCLUDE YOUR NAME/ORGANIZATION NAME AT THE END OF THE LETTER

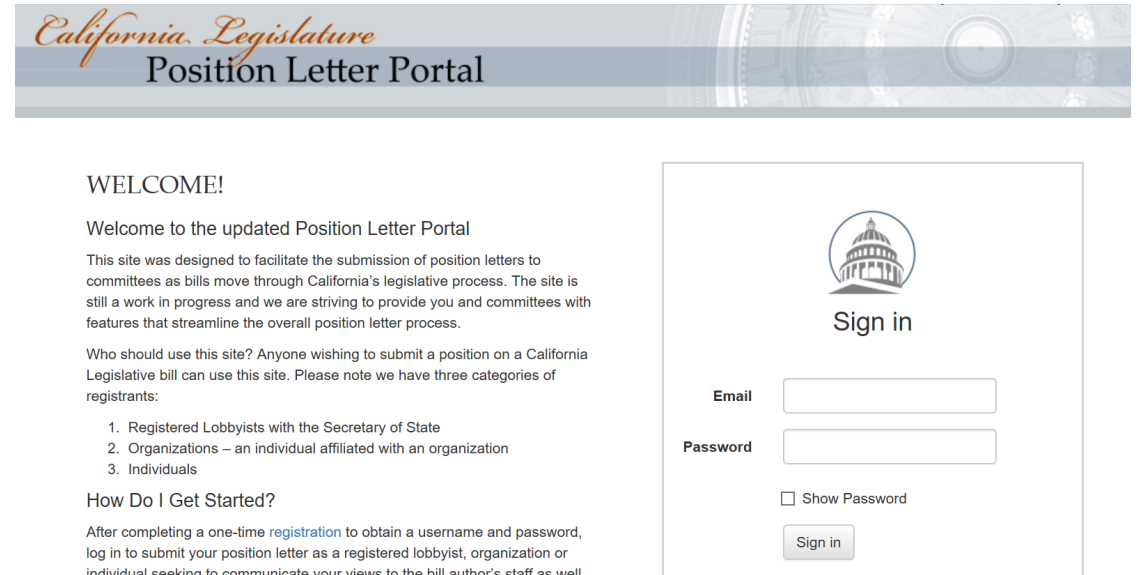
# MEDIA ADVOCACY TOOLS & TACTICS

## SUBMITTING YOUR STATEMENT OF SUPPORT OR OPPOSITION

CREATE AN ACCOUNT ON THE [CA LEGISLATURE ADVOCATES PORTAL](#)

CREATE A PDF OF YOUR SUPPORT LETTER. THE LETTER SHOULD INCLUDE: YOUR GROUP'S LOGO IN THE LETTERHEAD, A REFERENCE TO THE BILL NUMBER IN THE SUBJECT LINE, A SIGNATURE AT THE BOTTOM OF THE LETTER. .

SUBMIT YOUR LETTER USING THE ONLINE PORTAL



The screenshot shows the 'California Legislature Position Letter Portal' login interface. It includes a welcome message, a description of the site's purpose, and a list of eligible registrants. On the right, there is a login form with fields for 'Email' and 'Password', a 'Show Password' checkbox, and a 'Sign in' button. The California State Capitol dome is visible in the background of the header.

*California Legislature*  
Position Letter Portal

WELCOME!

Welcome to the updated Position Letter Portal


This site was designed to facilitate the submission of position letters to committees as bills move through California's legislative process. The site is still a work in progress and we are striving to provide you and committees with features that streamline the overall position letter process.

Who should use this site? Anyone wishing to submit a position on a California Legislative bill can use this site. Please note we have three categories of registrants:

1. Registered Lobbyists with the Secretary of State
2. Organizations – an individual affiliated with an organization
3. Individuals

How Do I Get Started?

After completing a one-time [registration](#) to obtain a username and password, log in to submit your position letter as a registered lobbyist, organization or individual seeking to communicate your views to the bill author's staff as well

  
Sign in

Email

Password

☐ Show Password

# MEDIA ADVOCACY TOOLS & TACTICS

STATEMENTS OF SUPPORT OR  
OPPOSITION CAN ALSO BE...

SUBMITTED TO THE MEDIA

POSTED ON YOUR WEBSITE

LINKED TO ON SOCIAL MEDIA

SENT OUT TO YOUR SUPPORTERS VIA E-BLAST

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## American Heart Association Applauds Defeat of Prop. C

S.F. voters uphold local ordinance and reject Big Tobacco's  
initiative designed to repeal current restrictions

Related Images



**American  
Heart  
Association.**

# MEDIA ADVOCACY TOOLS & TACTICS

## SOCIAL MEDIA

ALLOWS YOU TO DIRECTLY SEND A MESSAGE TO YOUR REPRESENTATIVE

IS LOW COST WITH A QUICK AND BROAD REACH

PROVIDES OPPORTUNITIES TO LISTEN, ENGAGE AND MONITOR PROGRESS

HELPS YOU REACH YOUR SUPPORTERS WHERE THEY ARE



# MEDIA ADVOCACY TOOLS & TACTICS

## WAYS TO AMPLIFY YOUR ADVOCACY USING SOCIAL MEDIA

CREATE A UNIQUE HASHTAG

DESIGN OR UTILIZE ENGAGING IMAGES

CONNECT WITH RELEVANT MEDIA OUTLETS THROUGH SOCIAL MEDIA.

IDENTIFY ORGANIZATIONS, INSTITUTIONS AND OTHER RELEVANT STAKEHOLDERS

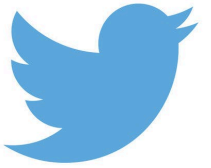


**MAKE IT EASY TO UNDERSTAND –  
AND EASY TO REMEMBER!**

# **NOW ITS TIME TO USE YOUR VOICE**

## **ACTIVITY**

# TWEET THE GOVERNOR - @GAVINNEWSOM



JOIN US IN URGING GOVERNOR NEWSOM TO PASS A COMPREHENSIVE FLAVORED TOBACCO RESTRICTION BILL IN 2020.

## WHAT DO WE WANT GOVERNOR NEWSOM TO DO:

- TAKE IMMEDIATE ACTION TO PROTECT ALL CALIFORNIANS FROM THE HARMFUL EFFECTS OF FLAVORED E-CIGARETTES
- PROHIBITING THE SALE OF FLAVORED E-CIGARETTE PRODUCTS IN THE STATE.

## REACH MORE PEOPLE

- IF STARTING THE TWEET TAGGING @GAVINNEWSOM DON'T FORGET TO INCLUDE A PERIOD (.) IN FRONT OF HIS TWITTER HANDLE SO THE TWEET IS VISIBLE PUBLICLY (.@GAVINNEWSOM)
- INCLUDE POPULAR HASHTAGS ON THE MATTER THAT OTHERS MAY BE FOLLOWING. #BANFLAVOREDTOBACCO #PUBLICHEALTH #NOVAPE #NOTOBACCOFORKIDS

## CAN'T PARTICIPATE IN ADVOCACY?

- TWEET THE GOVERNOR AND SHARE THAT YOU ARE AT TODAY'S WORKSHOP LEARNING TOBACCO USE AND DISCUSSING LOCAL SOLUTIONS.

# NOT ON TWITTER? START YOUR LETTER OF SUPPORT

JOIN US IN URGING GOVERNOR NEWSOM TO PASS A COMPREHENSIVE FLAVORED TOBACCO RESTRICTION BILL IN 2020.

DRAFT THE OPENING PARAGRAPH TO A LETTER OF SUPPORT YOU CAN FINISH AND SEND LATER.

DEAR GOVERNOR NEWSOM,

- STATE THE PROBLEM
- INCLUDE A DATA POINT TO BACK UP WHY THIS ISSUE IS A PROBLEM
- INCLUDE A HUMAN CONNECTION



**YOU'RE MAKING A DIFFERENCE!**



# THANK YOU