

MAKING HEADLINES

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WEDNESDAY, AUGUST 31 * 1 PM ET/10 AM PT

MEDIA 101 FOR ADVOCATES



Olivia Ford,
Reporter



Gina Brown,
Advocate, Speaker



Jennie
Smith-Camejo,
Communications
Director, PWN-USA

* What makes a story newsworthy?

* How can we get reporters to cover our story?

* What can we do to make sure our media coverage comes out the way we want?



Presenters



Gina Brown
Advocate & Speaker



Olivia Ford
Freelance Editor &
Reporter



**Jennie
Smith-Camejo**
PWN-USA
Communications
Director





Goals

- Learn best practices for incorporating **media strategy** into campaign and event planning
- Learn best practices for **media outreach** before a campaign event
- Learn best practices for **controlling the narrative and message** in media coverage



Overview

1. Why seek out media coverage?
2. What makes a story newsworthy?
3. Media advisories – planning ahead & writing
4. Press outreach – best practices
5. Staying on message when speaking with media – preparing and day-of
6. Amplifying media coverage after the event
7. Setting the record straight





Why go for media?

- Contrary to what some may say, **not all press is good press**. Bad publicity can actually hurt or kill your efforts.
- You should have a strategy and goals for media coverage clearly defined **before** beginning press outreach.
- **Messaging** and **media goals** should be included in your **campaign plan**, and should always be considered when planning an event as part of a campaign.



Determining Media Goals

- **Who** do you want to hear about your campaign and its goals?
- **What** do you want that audience to know and/or believe?
- **How** can you get them to understand and believe in your goals?
- **When** do you want a broader public to know about and/or get involved with your efforts?
- **What** are you asking the public/audience to do?
- **How** will media coverage help you achieve that goal?



Strategizing for Media

- Getting media to cover your campaign or event is usually **not** as easy as just sending out a press release! You have to be able to **pitch your story** in a way that will make media think it is **newsworthy**.
- When planning your event, or your pitch for a story, consider carefully how you can make elements of the event itself and the message you use to frame the event **newsworthy**.



What makes a story newsworthy?

- Is it **new**?
 - Includes new information on an ongoing story/campaign, or a new take on a related news events
- Is it **unusual**?
 - Varies depending on location/audience
- Is it **interesting** and **significant**?
 - Again, remember your audience!
- Is it **about people**?
 - *“How does this event affect lives in readers’ communities?”*
- ***Is it **visual**?



Media Advisories

- **Media advisories** go out **before an event** that you are inviting media to attend or otherwise cover.
- A media advisory should give the reporter/outlet the important info they need to show up to and cover the event: **what, who, when, where** and **why they should cover it**.
- A **press release** is for **news or announcements** that don't involve a live event. It packages your story the way you would like it to be covered. It should read like an article, **contain quotes** reporters can use, and give reporters **all the information they need** to write a story.



Elements of a Media Advisory

- **Press contact:** One person should take responsibility for being the point of contact for reporters. Include name, phone number and email. This person should be on the lookout for any phone or email communications once the advisory has been sent, ideally will also be the same person calling reporters and media outlets, and will have the info and spokesperson contacts media will need to write/air your story.
- **Headline:** Needs to grab attention and sound as exciting and important as possible.
- **Subheading:** Can give more detail to the headline, add context, frame message.



Elements of a Media Advisory

- **First Paragraph:** Should present the importance of the event/story and start **framing the message**; e.g., outline the problem that is driving the campaign/event.
- **What/Who/When/Where/Visuals:** Lay out very specifically **what** the event is, **who** is participating, **when** and **where** it will take place, and **what visuals** TV cameras or photographers could expect to capture.
- **2-4 Subsequent Paragraphs:** Give **background** and context to the problem you are seeking to solve; give **media-ready quotes** from people involved that clearly frame the message; explain what you hope to achieve through this event/campaign.



Contact

Contact: Lennie Smith-Camejo, 347-553-5174, jsmithcamejo@pwn-usa.org

Headline

NATIONAL DAY OF ACTION TO END VIOLENCE AGAINST WOMEN LIVING WITH HIV BRINGS SURVIVORS, ADVOCATES, EXPERTS TOGETHER TO DISCUSS SOLUTIONS TO EPIDEMIC OF VIOLENCE

Subheading

With 3 out of 4 women with HIV reporting a history of violence or abuse--which all too often stands in the way of successful treatment HIV treatment--now is the time for policy and programmatic solutions.

Intro ¶

Over 55% of the approximately 300,000 women living with HIV (WLHIV) in the US have experienced violence or abuse at the hands of an intimate partner. 30% of WLHIV suffer from post-traumatic stress disorder (PTSD)--five times the rate among the general female population. In fact, WLHIV are today far more likely to die from the effects of lifetime trauma than from HIV disease.

To bring attention to this epidemic of violence hiding in plain sight and to put forward solutions, Positive Women's Network-USA is calling for a second National Day of Action to End Violence Against Women Living with HIV on October 23, during Domestic Violence Awareness Month. In addition to a variety of social media activities happening on and before October 23, at least 16 in-person events and actions are planned in 15 different cities throughout the US--including here in Oakland, where experts from the UCSF Women's HIV Program, Transgender Law Center, Women Organized to Respond to Life-Threatening Diseases (WORLD), HIVE and PWN-USA are convening to screen a new film on the topic from the Kaiser Family Foundation, Empowered, followed by a panel discussion.

Event details

WHAT: Screening of Empowered (from Kaiser Family Foundation) and panel discussion

WHEN: Friday, October 23, 1:30-3:30 PM

WHERE: New Parkway Theater, 474 24th St, Oakland, CA

WHAT: Women living with HIV, clinicians and policy advocates discuss the epidemic of violence against women living with HIV and present solutions

Context, background, quotes

Teresa Sullivan, a member of the PWN-USA Board of Directors, describes spending 5 months in jail and another 3 years on probation when her partner of 7 years lied to police to punish her for ending the abusive relationship. Nancy Asha Molock's verbally abusive partner threatened to email all of her friends and disclose her HIV status to them--something she had not yet done--in an attempt to coerce her into staying in the unhealthy relationship. While stories like these are inexcusable, Sullivan and Molock are lucky compared with some. Other women, like Cicely Bolden and Elisha Henson, both of Texas, have been brutally murdered following disclosure of their HIV status.

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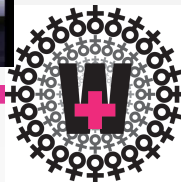
Boilerplate language

Positive Women's Network-USA (PWN-USA) is a national membership body of women living with HIV and our allies that exists to strengthen the strategic power of all women living with HIV in the United States. We combat stigma, analyze policy, and promote HIV-positive women's visible leadership. In addition to national advocacy, we support leadership at a local and state level. PWN-USA chapters are located in six regions and three metropolitan areas: Philadelphia, PA; San Diego, CA; San Francisco Bay Area, CA; Colorado; South Carolina; Michigan; Ohio; Georgia; and Louisiana.



Press Outreach

- **Who** do you want to reach with your message?
Where do **they** get their news?
- **What reporters** or **media outlets** have previously covered stories on similar issues or topics? (*Don't forget bloggers and online news sources!*)
- **What** are your **local** media outlets?
 - Newspaper(s)
 - Radio station(s)
 - TV news channel(s)
 - Local interest blog(s)



Press Outreach

Send it and forget it?

Not so fast!



- Send media advisories the day before AND first thing in the morning (**around 7 AM**) the day of the event.
Follow up with a phone call within 10 minutes of sending. Be ready to pitch fast and strong! Write & practice a 10-second pitch.
- Broadcast news (TV & radio) make editorial decisions about their content in the hours before it airs.
- Print news can (and should) be contacted earlier whenever possible.



Press Outreach

- As a print reporter, what kind of lead time on a story do you like?
 - Does it depend what kind of story?
- What elements or information in a pitch make you more likely to cover the story?
- Media advisory vs. pitch: What's the relationship/difference?
- What would automatically make you **not** interested in a story?



Preparing to Speak to Media

- If you are going to speak to media, come prepared!
 - Know your talking points!
 - Develop talking points with the help of the PWN chapter or organization you are representing



Staying on Message

- Stick to what you know!
- **Sound bite:** 9-second “quotable quote” that is easy to understand and makes your point clearly
- **Focus:** You’re here to make certain predetermined points—nothing else!



When it comes to fighting HIV stigma, we are all responsible.



Words have power.

We *need* to talk about HIV. But **we need to talk about it in a way that protects and projects the humanity and dignity of those living with HIV.** Language that implies shame or judgment increases stigma, which kills people--and keeps the epidemic alive.

Watch Your Language!

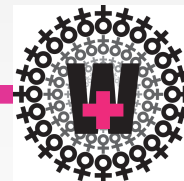
Replace these terms...

...with these

HIV-infected people, HIV-positive people, positives, HIVers		Person/people living with HIV	
AIDS or HIV carrier		Diagnosed with HIV; acquired HIV	
HIV patient, AIDS patient		Receive an AIDS diagnosis; develop AIDS	
Infected with HIV		AIDS; an AIDS diagnosis	
Catch AIDS; contract AIDS		<i>DO NOT USE</i>	
Full-blown AIDS		<i>DO NOT USE</i> when referring to a person living with HIV--or their sex partner(s)	
Clean or dirty		Sex worker; sale of sexual services	
Victim		Having multiple partners	
Prostitute or prostitution			
Promiscuous			

Staying on Message

If we want stories not to be stigmatizing, we must be careful to avoid stigmatizing language ourselves!



Maximize Your Coverage!

Positive, or even neutral, media coverage can provide a big boost to your campaign in several key ways:

- Can put pressure on decision-makers
- Lends legitimacy to your efforts in the eyes of potential allies, decision-makers, opposition and general public
- Makes public aware of your issue; hopefully moves them to support your issue
- Creates excitement and momentum for your team
- Can position you as an authority (if you are an effective spokesperson and stay on message!)



Maximize Your Coverage

Your media coverage will have less of a positive impact if your team and allies don't see/hear it!

- **Take note** of the reporter(s) and/or outlet(s) covering the event or story. Get their card if you can, or try to get their name, email and phone number.
- **Ask when** they expect the story to air.
- **Check their website** periodically throughout the hours and days after the event.



Maximize Your Coverage

- **Google** key words you would expect to come up in a story about your event, e.g., HIV, the location, your name or the name of the spokesperson interviewed, etc., or plug them into the search feature on the outlet's website.
- **Contact the reporter** if you don't see the story come out within a couple of days (for print/online)



Maximize Your Coverage

When you find coverage of your event/story, make sure everyone sees/hears it!

- Post on **Facebook** and **tag the people and/or organizations** involved in the campaign!
- Post on **Twitter** using the **hashtag** for your campaign as well as any **trending hashtags** that could make sense in the context of the story (e.g., #BlackLivesMatter). Also mention people and organizations involved with their Twitter handles.
- If it's related to PWN-USA chapter activities or any of the issues PWN-USA works on, **send it to Jennie** and she will promote through our social media and email networks!



Maximize Your Coverage

- Send the stories to your team and allies by **email**
- Start a file where you keep
 - **Contacts of reporters** who have covered your events/campaign or with whom you have had conversations about it, as well as those who didn't cover but who you would like to cover your campaign in the future. Keep notes on those contacts!
 - **All press coverage** – links to stories online, news clips, etc.
 - **Photos and video** you or your team has taken at events and throughout the campaign
 - **Media advisories and press releases** that have been sent out throughout the campaign



Setting the Record Straight

- What if ...
 - Stigmatizing language is used in the final story?
 - The piece contains inaccurate or out-of-context quotes?
 - The piece includes inaccurate or incomplete information?



When it comes to fighting HIV stigma, we are all responsible.

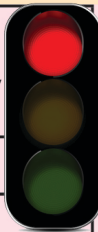
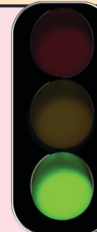
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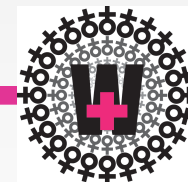
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Questions?

Jennie Smith-Camejo: jsmithcamejo@pwn-usa.org

Olivia Ford: olivia.g.ford@gmail.com

Gina Brown: gina.brown41@hotmail.com

***Learn more and get hands-on practice at the
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