
Using Media Advocacy to Support Policy Change

Getting Your Message Heard,
Maximizing Your Prevention Efforts
Conference, March 22, 2011

Lori Dorfman, DrPH
Berkeley Media Studies Group

Berkeley Media Studies Group

- Research on news coverage of public health issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

Message Is Never First

- What do you want to change in the world?
- How will you change it?
- Why do you want it to be changed?

Health Communications

- Public Relations
- Social Marketing
- Media Advocacy

Media Advocacy Comparison

Brand X Media

Individual Focus

Warns & Informs

Personal Change

Message

Information Gap

Media Advocacy

Issue Focus

Pressures & Mobilizes

Policy Change

Voice

Power Gap

The Media Context

Advertising Age

SEPTMBER 13, 2004

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LATE NEWS

Grey meets to weigh three buyout offers

[News] Grey Global Group's board was expected to meet Sept. 13 to weigh buyout offers, with an announcement coming as soon as today. Private-equity firm Helmer & Friedman and U.K. holding company WPP Group were seen as the strongest contenders, followed by a third bidder, French ad firm Havas. Hellman, a former owner of Young & Rubicam, was allied with Kohlberg Kravis Roberts & Co. on a bid said to be above \$900 a share in cash or more than \$125 billion, with

former Y&R chief Michael Dolan, 57, likely to be Grey Global CEO and current Grey

Chairman CEO Ed Meyer likely to have some continuing role. WPP offered more than \$900 a share in stock and cash, with a plan for Mr. Meyer, 77, to run Grey for a transition period of several years. Havas at late week was believed to have bid \$900 a share in cash, with funding from Deutsche Bank and Cayan, a subsidiary of French firm Credit Agricole.

McD's, Destiny's Child close to promotion deal

[News] McDonald's Corp. is close to negotiating a deal with newly reunited Destiny's Child, which will perform a tune exclusively for the Golden Arches, for a major promotional push tied to the group's re-launch, according to executives close to the marketer. After

See LATE NEWS on Page 2

LUXURY



Marketers expand offerings to growing niche. Page S-1

MAKING COKE AGAIN

By KATE MACARTHUR

Coca-Cola Co. determined to retake the mountaintop, is scouring the world from South Africa to Singapore for an agency to bring it there.

The soft-drink giant is yearning to return to the halcyon days when its brand—and its advertising—was iconic with history-making creative such as its classic “Hilltop” spot that taught the world to sing.

Like McDonald's before it, which sought pitches from throughout its worldwide network before settling on “I’m lovin’ it,” Coca-Cola is casting its net wide.

See COME on Page 49

Nestlé warns stores: Prove it or lose out

Food cos. demand ROI on \$80 bil promo spend

By STEPHANIE THOMPSON

AS PROFIT-SQUEEZED food companies look to gain higher returns on the nearly \$80 billion they spend annually on trade promotions, the biggest among them are beginning to officially take retailers to task. Nestlé next year plans to enforce new minimum-performance requirements that retailers must meet to receive funds that in the past were offered with few strings. The move mirrors recent efforts by the likes of Kraft Foods and Hershey Foods and is expected to become common practice.

Faced with sagging bottom lines, food companies have been trying a number of tactics to drive efficiencies, among them allocating resources to their most profitable brands and eliminating non-performing products. Now, despite a long history of offering retailers trade dollars with no guarantee of the price promotions or displays they've paid for, manufacturers, armed with better tracking data, are finally demanding their due. And they are willing to cut retail accounts that can't perform.

“Over the years, trade monies have become a taken-for-granted expectation rather than a promotional vehicle,” said a Nestlé executive. “Now we’re re-emphasizing in our contracts that there has to be a base promotion executed upon for these funds to be paid.”

Each brand within Nestlé's confection, prepared foods and beverage divisions will have its own set of minimum-performance requirements for promotions.

See NESTLÉ on Page 52

P&G's \$100M Pantene push mimics rival

By JACK NEFF

PROCTER & GAMBLE CO.'S category-leading Pantene will take a page from rival Kao Brands' play book with the \$100 million launch of Pantene Expressions. The 18-item line of color-specific shampoo and conditioners start hitting stores late this year and roll out fully Feb. 7. Pantene Expressions will come

with separate product assortments for brunettes, blondes and redheads. Retail buyers see it as a knockoff of Kao's John Frieda brand, with its Sheer Blonde and Brilliant Brunette lines and which will get a sibling range for redheads by early next year.

PfG has shown great interest in the Frieda Products, with R&D staffers obtaining samples of Brilliant Brunette last year before they hit shelves, said one retailer. Other retail buyers said Expressions' packaging copy is virtually identical to the Frieda products.

PfG will make Expressions probably the best-supported hair-care launch of 2005, with one retail executive estimating marketing support above \$100 million. “They throw a lot of stuff at the wall and spend as much as they can to make it stick,” he

said. P&G declined to comment. Pantene, handled by Grey Global Group, New York, has fared well, even gaining share, amid onslaughts in recent years from L'Oréal's Dove and L'Oréal's Garnier Fructis. But other P&G brands, particularly those acquired in the Clairol acquisition from Bristol-Myers Squibb in 2001, have lost share for two years. ■

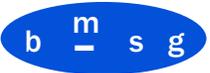


Way too hot: Expressions are likely to sheer clear of Kcbe for awhile. PAGE 16



Not hot enough: Garfield-Henry drops the ball—again—in latest campaign ad. PAGE 53

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Media Advocacy Definition

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

Layers of Strategy

- Overall strategy
- Media strategy
- Message strategy
- Access strategy

Developing Strategy

- What is the problem or issue?

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- What is the solution or policy?

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- 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?

Policy Strategy to Media Tactics

THE NATION

Phone Call Into History



Flip Schulke/Corbis, left; Bettmann/Corbis

THE PROTESTER Martin Luther King Jr. talking to President Johnson after the Selma march.

THE POLITICIAN President Johnson two months before the Voting Rights Act passed.

New York Times, Sunday, January 27, 2008

Key Functions of the News

Setting the Agenda

 *what we think about*

Shaping the Debate

 *how we think about it*

Reaching Opinion Leaders

 *changing what we do about it*

Framing: Just a few cues...

PUBLIC HEALTH

...might surprise you

BUPI IG UFAI TU

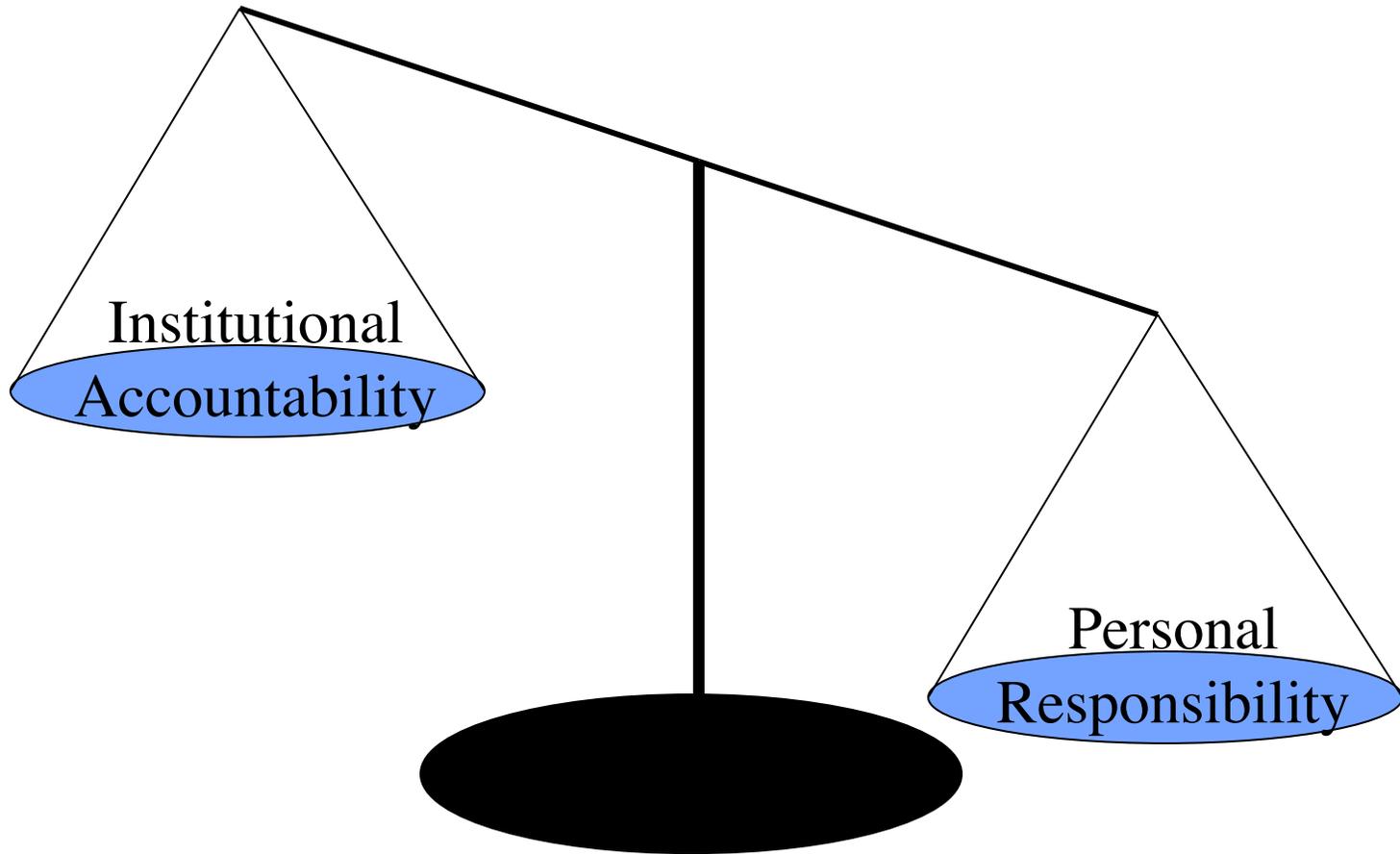
Alternative Frames

Youth at Home Disobeys Warnings:
Knocked out in storm-related accident

Girl at Home Injured during Storm:
Home had been cited for building
code violations

Teen hurt in freak storm:
“I was terrified”

The Need to Reframe



Drunk Driving Death Toll Rose in '95

First increase in decade worries safety experts

Washington

Deaths involving drunken drivers jumped 4 percent last year for the first increase in a decade, as overall traffic fatalities continued their three-year rise, the National Safety Council said yesterday.

And that high rate is likely to lead to more deaths.

The figure is calculated at 17,376 in 1995, the first time the program, Jerry Scannell, chief, AD, deaths in...

Over the decade rose 2,800. Safety had pushed in 1992, the history, when 16,200...

Safety 1995 figures listed by federal agencies in New York...

They single explanation for the rise in overall deaths or in drunken driving. Americans have driven more in recent years, but fatalities last year grew faster than miles driven, according to the safety council.

Safety experts pointed primarily to higher speeds, as some states have raised their limits and drivers everywhere have exceeded all limits. They also cited a demographic trend, as the so-called Baby Boom echo has put more young drivers on the road. They called for tougher enforcement of speed limits and drunken-driving laws and seat belt laws, as well as for improved auto safety features.

OTHER FINDINGS

In addition to auto fatalities, the National Safety Council report included information on other causes of accidental deaths. Among the findings:

- Accidental deaths, including car crashes, poisonings, falls, drownings and fires, increased 2 percent to 93,300 in 1995.
- Poisoning by solids and liquids, including illegal drugs, caused 10,000 deaths in 1995, up 11 percent from 1994, for the first time; poisonings caused more deaths in the home than did accidental falls, which caused 7,300 deaths in 1995.

Public Citizen, an advocacy group, called for the federal government to impose new safety requirements. But car companies responded that the key to greater safety was changes in driver behavior.

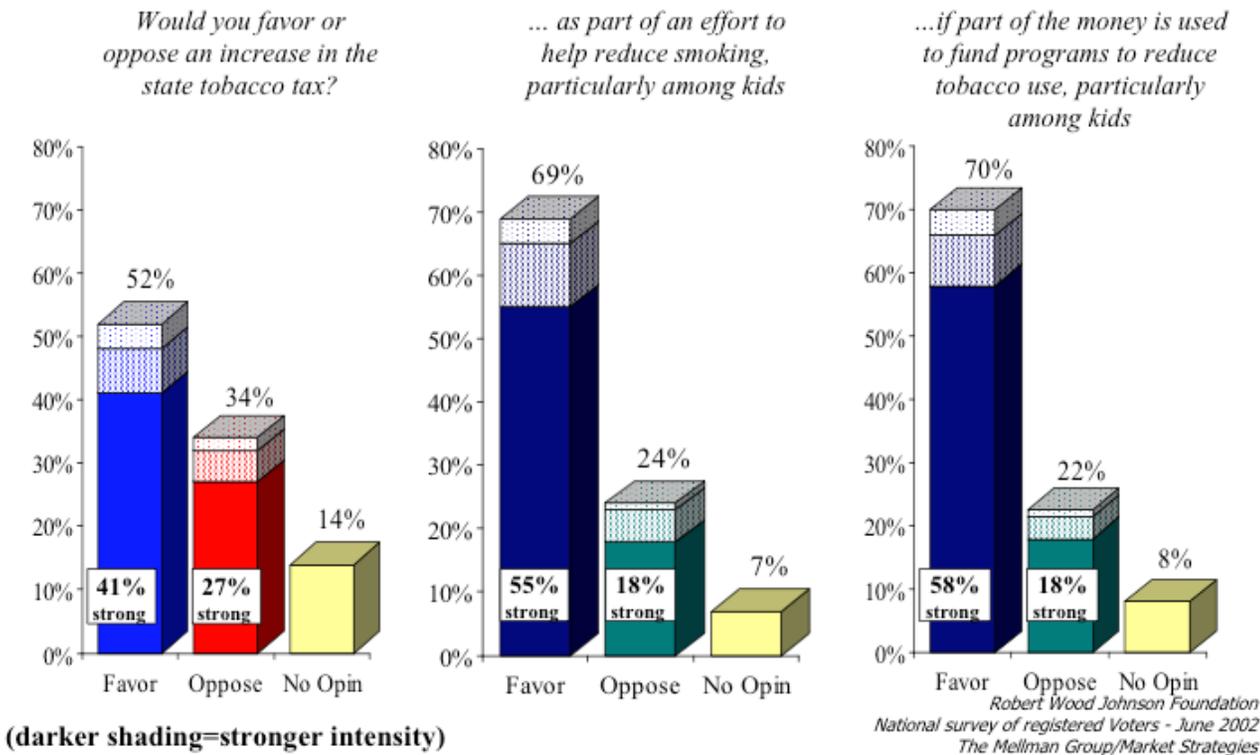
efforts are flat, Scannell said. "In my experience, if you please out, and you do nothing, it's going to get worse," he said.

A spokeswoman for Mothers Against Drunk Driving, in Irving, Texas, Truss Cox, cited a similar factor in the increase in drunken driving, saying, "The public has become somewhat complacent. People may have a feeling that drunk driving has been solved."

Introduction of new technology into the nation's motor vehicle fleet — which is now at 294.1 million — has also had an effect, but not entirely for the better.

Framing or Strategy?

Developing The Message Polling: Including A Youth Smoking Prevention Component Increases Support For Tobacco Tax Hikes Substantially The Exact Wording Of The Question Makes Little Difference



From Campaign for Tobacco Free Kids

Lakoff's Conceptual Levels

- Level 1: overarching **values** like fairness, responsibility
- Level 2: **issues** like housing, children's health, food, living wage
- Level 3: specific **strategies** like tax breaks for developers, health insurance for kids & families, setting nutritional standards for foods in school

Thanks to the Rockridge Institute

Framing for Content

- Translate individual problem to social issue
- Assign primary responsibility
- Present solution
- Advocate for policy
- Develop story elements

General Tactics

- Community organizing & policy development
- Monitoring the media & developing a press list
- Using Editorial pages
- Creating news
- Using breaking news
- Paid advertising

Getting Attention

To gain the media's attention, you can't just say something; you have to DO something.

Russell Sciandra

Wednesday

January 11, 1989 25¢

133th Year, No. 11

Price: Single copy 25¢

Yearly: \$7.50 (incl. GST)

Day: High 54, Low 41

Box: 2,792¢ (incl. GST)

Vallejo Times-Herald

Kick the habit



Jennifer Harris of Benicia, assisted by Charles Solomon of Vallejo, dumps a bag full of cigarettes into a hazardous waste box at Kaiser

hospital in honor of the 25th anniversary of the U.S. Surgeon General's warning against tobacco use.

TIMES-HERALD/DENNIS LEE

Creating News

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East Bay 5th-graders stage mock funeral to protest candy cigarettes

By Shelly Meron
Contra Costa Times

Posted: 05/24/2010 04:38:32 PM PDT
Updated: 05/25/2010 06:56:05 AM PDT

PINOLE — Students at Ellerhorst Elementary School do not want cigarettes near their school — real ones or otherwise.

Fifth-graders in Frank Marrero's class made that point Monday with a mock funeral to protest candy cigarettes being sold out of ice cream trucks near the school and the attempt to lure youngsters into smoking.

"We don't want our future to be bad just so someone else can make a dollar," fifth-grader Sophia Ramirez said.

The children gathered outside the school, dressed in black and acting out a funeral procession for kids who took up smoking. Marrero said students learned about the physical effects of smoking after they brought the candy cigarettes to his attention.

They wanted to know what could be done, so Marrero helped them come up with the funeral idea. The students also wrote to the Pinole City Council, Gov. Arnold Schwarzenegger and President Barack Obama.

"I wanted to dramatize that cigarettes are about death, and that candy cigarettes lead to real cigarettes," Marrero said. "Moneyed interests think their freedoms are more important than kids' rights. It's like saying kids don't matter; money matters."

Councilman Timothy Banuelos attended the funeral, informing students that Pinole leaders expanded the city's anti-smoking ordinance last month. Smoking is now banned on balconies of multifamily buildings that are within 20 feet of other residential units' balconies, windows or ventilation intake ducts, as well as in common areas of apartment complexes and generally within 20 feet of residences. The law also removes exemptions that allow businesses such as bars, bowling alleys and smoke shops to have designated smoking areas.

Shelly Meron covers education in West Contra Costa. Follow her at [Twitter.com/shellymeron](https://twitter.com/shellymeron).

Click photo to enlarge



This is the candy that led students from Frank Marrero's 5th grade class to hold a mock funeral...

1 2 3 4 5 »

RENTALS JOBS REAL ESTATE AUTOS

WET & DRY B...
IMPORTANT NOTIC...
CADILLAC 2003 DeVile Sedan.
SUBARU 2006 Tribeca.
ROLLS ROYCE '84 S. Shadow, bl...
MITSUBISHI 2001 Eclipse...
HARLEY 2007 FATBOY
VOLVO 2006 S60&...
All Listings

Most Viewed Most E-Mailed

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2. Police: Livermore man arrested after firing at car
3. New database shows \$12.2 billion in Bay Area public employee salaries
4. Abducted East Palo Alto toddler reunited with mother
5. Glut of bank-owned homes means prolonged agony for California...
6. Fremont martial artist hopes to be next Karate Kid

Creating News



This is the candy that led students from Frank Marrero's 5th grade class to hold a mock funeral to protest the sale of cigarette-shaped candy near the school at Ellerhorst Elementary School in Pinole, Calif.

– Contra Costa Times, 5/24/10 (Kristopher Skinner/Staff)

Creating News



Patrick Penn plays the Grim Reaper as students from Frank Marrero's 5th grade class hold a mock funeral to protest the sale of cigarette-shaped candy near the school at Ellerhorst Elementary School in Pinole, Calif.

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Creating News

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They wanted to know what could be done, so Marrero helped them come up with the funeral idea. The students also wrote to the Pinole City Council, Gov. Arnold Schwarzenegger and President Barack Obama.

"I wanted to dramatize that cigarette companies and the money they bring lead to real class issues," Marrero said. "Moneyed interests think their freedoms are more important than kids' rights. It's like saying kids don't matter; money matters."

Councilman Timothy Banuelos attended the funeral, informing students that Pinole leaders expanded the city's anti-smoking ordinance last month. Smoking is now banned on balconies of multifamily buildings that are within 20 feet of other residential units' balconies, windows or ventilation intake ducts, as well as in common areas of apartment complexes and generally within 20 feet of residences. The law also removes exemptions that allow businesses such as bars, bowling alleys and smoke shops to have designated smoking areas.

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Piggybacking on Breaking News

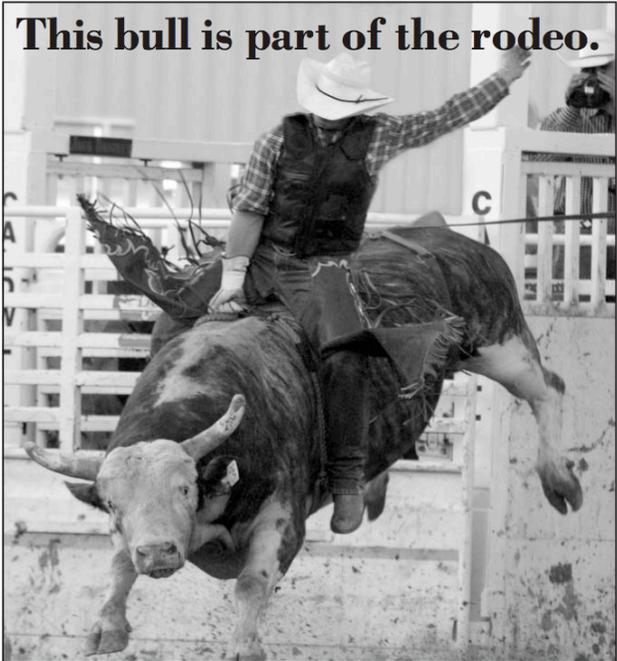


A New Camel
Brand Is
Dressed to
the Nines

The New York Times, February 15, 2007

College Newspaper Ad

This bull is part of the rodeo.



This bull shouldn't be.



We all know about spit tobacco. It's deadly, more addictive than cigarettes, and pretty disgusting, too — unless you happen to like steppin' in puddles of warm smelly spit on a hot day. It's cancer-in-a-can, cowboy-in-a-coffin.

So what's it doing plastered all over our rodeo, with promotional tents for free samples, big screaming ads on the scoreboard and even on the competitors' shirts? These ploys are designed to get you to relate spit tobacco to bucking broncs and cowboys at full gallop lassoing a steer. Not cancerous bleeding sores and tumors in your mouth or your face with your jaw missing from cancer surgery. (And you think it's tough getting a date now). Spit tobacco is all about addiction and dependence in the land where cowboys and buffalo roam free.

The National Intercollegiate Rodeo Association (NIRA) says it's "proud to be associated with" the spit tobacco industry. What? Proud to associate with products that kill when used as directed?

The NCAA, the Olympics and most other college sports know better. They'd kiss a rattler before they'd embrace tobacco. So what's wrong with the NIRA and other college rodeo organizers? Is the easy cash more addictive than tobacco? That's not the way it should be for college rodeos. We can change it. Check out www.BuckTobacco.com.

Let's keep rodeo a sporting event with real bulls, not a spitting event that's all bull.

LEAGUE AGAINST SPIT SPONSORSHIP AT OUR RODEOS (LASSO)
For more information, call (805) 781-5564 or visit www.BuckTobacco.com



Congratulatory Magazine Ad

Este vaquero dice
No, gracias
al dinero tabacalero.



Wiley Petersen,
campeón del jaripeo
profesional

Nosotros tampoco
necesitamos los dólares
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rodeos fuertes. Únanse al
número creciente de
rodeos que han rechazado
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WITHOUT TOBACCO

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→ YEE HAAA! ←

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Bucked Tobacco
Sponsorship!**

BUCK TOBACCO SPONSORSHIP

The Madera County Tobacco Control Program congratulates the Coarsegold Rodeo for its trailblazing decision to reject tobacco sponsorship!

Show your support by attending this year's Coarsegold Rodeo, May 4, 5, & 6.

For ticket info go to:
www.TheCoarsegoldRodeo.com

To learn more about Buck Tobacco programs, please visit
WWW.BUCKTOBACCO.ORG

Media Advocacy Lessons

Develop strategy:

- Message is never first or foremost.
- Know what you want & how to get it.
- Not news for news' sake.

Frame the debate:

- Illustrate the landscape.
- Connect your values to solutions.

Media Advocacy Players

- Health Departments
- Researchers
- Community Organizations
- Community Activists
- Authentic Voices

After all...

Tobacco is still the number one cause of preventable death in the U.S. Smoking cessation programs are an important mechanism to help reduce that excess disease and early death. But there is much more that public health can do to reduce the death toll from tobacco than run cessation programs. After all...

After all...

Of course parents must take responsibility for the health of their children and families. But parents need help. After all...

After all...

Tobacco still kills more people than anything else, and people should do all they can to avoid smoking. But there is a role here for government, too. After all...