

The
**Big Green
Guide**

HEALTHY COMMUNITIES INITIATIVE >>

How to use media to advance
community policy priorities.



Kansas Health
Foundation



Kansas Health Foundation

A letter to Healthy Communities Initiative grantees -

At the Kansas Health Foundation, we know a well-informed public creates better dialogue, better thinking and even leads to better health outcomes. For this reason, the Foundation invests not only in strategic grantmaking but also strategic communications to help achieve its mission of improving the health of all Kansans.

The best public health strategies include disease prevention and protection, as well as health promotion and healthy public policy. The purpose of this guidebook is to support the Healthy Communities Initiative (HCI) grantees with media and marketing strategies to influence local health policy and behavioral change in their communities and across the state.

We built this tool from our own experiences and curated content from national experts as well as materials from HCI grantees themselves. The guidebook will stay a living, breathing document on the Web, so we can share new material as it becomes available and grantees may download tools and templates whenever needed.

As the playwright Tom Stoppard once said: "A healthy attitude is contagious, but don't wait to catch it from others. Be a carrier."

Thank you for carrying the message of healthy eating and active living to your communities.

Sincerely,

Blythe Thomas
VICE PRESIDENT FOR COMMUNICATIONS

Dr. Jeffrey Willett
VICE PRESIDENT FOR PROGRAMS



Purpose

The Kansas Health Foundation is committed to improving the health of all Kansans. Through the Healthy Communities Initiative (HCI), the Foundation has partnered with 20 Kansas communities to promote policy, systems and environmental changes that support healthy eating and active living.

The Foundation established a Technical Assistance (TA) team to help the HCI grantees establish environments supportive of policy change. Each TA provider brings a unique set of skills and experiences ranging from leadership to legal policy support to communications.

We created this toolkit to help HCI grantees build awareness and support for their policy priorities with the media and decision makers – two important objectives of the HCI community change model.

Please note, this guidebook is just one tool in your toolkit. Changing a behavior – in this case, creating an environment that influences leaders to enact policy – will take all of your available resources working together. While pieces of this guidebook can be used individually, it is best to begin with Section 1 after:

- Your policy goal has been established.
- Community engagement and activation strategies have been developed.
- Individuals who have direct influence over your successful outcome have been identified and prioritized for direct engagement.

Your purpose must be clear. Engaging reporters and building support through social media is a means to an end, not the end itself. The goal has been, and remains, the same: changing policy to improve healthy eating and active living in your community.

We know that not every individual on the HCI team is accountable for direct media engagement – but that doesn't mean you don't have a role to play! Every grantee can find coalition members or volunteers who can help develop messages, call reporters or find the best individual to be the spokesperson (or support you to become comfortable in this role).

This guidebook will live online and can be downloaded at KansasHealth.org. We are grateful for the many individuals who provided ideas, examples and recommendations included in this guidebook, as well as the Technical Assistance team members including Jeff Usher, Chan Brown, Adrienne Paine Andrews, Wichita State University Center for Community Support and Research, the Public Health Law Center and Healthy Kids Challenge. And we would like to especially thank Lindsey Spiess for her role in the development of this project.

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SECTION 1: STRATEGIC COMMUNICATIONS »



Strategic Communications

► Communication Planning

The term “strategic communications” has become popular over the last two decades. It involves the combination of communications efforts, an agenda and a master plan. Typically, that master plan involves promoting the brand of an organization, urging people to take specific action, or advocating for a policy change.

Being strategic means communicating the best message through the right channels measured against well-considered organizational and communications-specific goals.

(Source: <http://www.idea.org/blog/2011/03/16/what-is-strategic-communications>)

Audience

The starting point for all communication is becoming aware of the intended audience and approaching them on an appropriate level.

To ensure successful written communication, first think about the people who will read it. By putting yourself in their shoes, you will gain insight into what they want to know and how they want to be addressed.

Ask yourself

- Who is the audience?
- What do I want my audience to know or do?
- What do they already know?
- What is their attitude about the topic?
- How can I help them with my message?
- What does my audience want to achieve?

(Source: <http://www.theladders.com/career-advice/know-your-audience>)

Key Messages

Whether you are writing to inform, promote, persuade, advise, educate or generate discussion, you need to engage your audience to achieve your objective.

Developing key messages helps you identify critical information and convey it in the most meaningful way for your audience. Using prepared key messages ensures clarity, consistency and stronger overall communication.

How do you write key messages?

- Use what you know about your audience to create relevant messages.
- Be clear, concise, accurate and specific.
- Tell the whole story. Identify the problem, solutions and how the reader or audience can be part of the resolution.
- Write your messages in a conversational style, as if you were talking to a friend or colleague. Use everyday language and avoid jargon.
- Try the ‘statement + example’ formula. By stating your position and backing it up with an example or other supporting evidence, you create more concise key messages.
- Aim for three high-level messages, supported by individual examples and character stories.

(Source: <http://clcomms.com.au/articles/unlocking-key-messages>)

Examples: Key Messages

Example 1

Safe Routes to Schools

- Today, fewer than 15 percent of schoolchildren walk or ride a bicycle to school. As a result, kids today are less active, less independent and less healthy.
- As much as 20 to 30 percent of morning traffic is generated by parents driving their children to schools, and automobile-related crashes are the top cause of death and major injury for children in the U.S. ages one to 17.
- While individual motivation for behavioral change is important, it’s critical that we structure our environments to make healthy behavior easy.
- The time is now to create a Complete Streets policy to ensure that every transportation project will make the street network better and safer for drivers and students – making our town a better place to live.

(Source: <http://share.kaiserpermanente.org/article/safe-routes-to-school-2/>)



Example 2

Healthy Eating: Changing the Environment

- Healthy eating is a vital component of a healthy life for all children and adults. And it is key to battling the epidemic of childhood obesity facing our nation and our community.
- While eating healthier may seem like a simple individual behavioral change, there are environmental factors at play that contribute to the ability of one person to make healthy choices and see them through.
- A mother may desire to introduce her children to healthy fruits and vegetables, but find it nearly impossible to get to a grocery store or market where these foods are sold. Fresh foods may be available, but could be prohibitively expensive for a working poor family. A child's diet at home may be full of nutritious foods, but could be loaded with sugar and processed snacks at school.
- To truly tackle childhood obesity, the environment must change. We need to make the healthy food choice the easy choice.
- KC Healthy Kids is leading the effort in Greater Kansas City to make healthy food available and affordable in our neighborhoods, in our schools and in our workplaces. We want to create an environment that encourages and supports healthy eating not only for our children, but for all of us.

(Source: <http://www.kchealthykids.org/Healthy-Eating/Healthy-Eating-Overview>)

“We’ve gone from being exposed to about 500 advertisements a day in the 1970s to as many as 5,000 a day today.”

(Source: <http://www.cbsnews.com/news/cutting-through-advertising-clutter>)

Example 3

Kansas Health Foundation Message Platform

The Kansas Health Foundation is a health philanthropy with the resources, stability and vision to strengthen Kansas, igniting the promise of a better quality of life at a time when limited well-being affects every Kansas community.

The Problem

- The health care system is rewarded for treating disease, not preventing it.
- One in four Kansas children live in poverty; these children are much more likely to die prematurely due to preventable diseases.
- Policymakers lack information to make better decisions about health.
- Kansans need enhanced leadership skills to address today's complex issues.
- Obesity, tobacco use and unhealthy lifestyles are cutting into resources that could otherwise be used to make Kansas a great place to live, work and raise a family.

The Opportunity

We know that it's far less costly to focus on prevention of disease. We know that active students perform better in school and on standardized tests. We know that by increasing access and affordability of healthy foods, Kansans are given the opportunity to make healthy choices. And we know that by keeping tobacco marketing away from our kids, we are reducing deadly addictions. What we do, in concert with our partners, will ultimately lead to the Kansas we envision.

Who We Are

Kansas has fallen from 8th to 27th place among the healthiest states in the country in a short time. We want Kansas to be the healthiest, most productive, most livable state in the nation. Our mission is to improve the health of all Kansans. To achieve this, we promote health and wellness in our schools, neighborhoods and workplaces. Grow leaders in our communities. Inspire decision makers. Act as a voice for healthy public policy. And start and foster community philanthropy that will see our mission thrive for generations.

► Developing the Best Strategy

Developing your communications strategy to aid in policy progress is imperative to your success.

1. Start with your goal. Ask yourself “What am I trying to accomplish?” and be as specific as possible.
2. Determine whom your audiences are. Who can help you achieve your goal and who would stand in your way?
3. Consider how each of your audiences are influenced. How do they consume information?
4. Evaluate the current environment. What social influences are relevant? What is the current political environment? What are timely news topics?

With these steps in mind, complete the worksheet below to develop your strategic communications message for your organization.

► Strategic Communications Worksheet

What is your goal?

List the top three audiences or individuals who have the most influence over your success.

- 1.
- 2.
- 3.

What are the pressures each of these audiences face?

- 1.
- 2.
- 3.

How will your policy success help these audiences succeed or alleviate burden?

Who is in opposition of your policy?

- 1.
- 2.
- 3.

Are you developing a story about an issue, or is it an announcement that connects to your work?

- Issues story (keep issues top of mind in the community)
- Direct announcement (specific, tangible action or activity)

Using the news elements and the information above, what would an ideal news story look like?

Once a story has run, how will you use it with policy makers and influencers?

- 1.
- 2.
- 3.

News Values

- Impact
- Timeliness
- Prominence
- Proximity
- The Bizarre
- Conflict
- Currency



Example: Establish a food policy council in ABC County

(Note: While the scenario of establishing a food policy council is real, the responses listed below are fictitious.)

What is your goal?

To establish a food policy council with community residents and representatives from five of the food sectors (production, processing, distribution, consumption, and waste recovery) who will help increase access to healthy food.

List the top three audiences or individuals who have the most influence over your success:

1. City council members
2. County commissioners
3. Mayor, city manager, county administrator

What are the pressures these audiences face?

1. City council and county commission members are elected officials and are influenced by their voters. They're worried about fiscal issues and balancing and growing the budget. They receive complaints and phone calls ranging from potholes to zoning violations and other situations, such as needing a grocery store in town.
2. The mayor and chair of the county commissioner are elected officials and are influenced by voters. They are looking for "wins" to improve the lives of residents; they are especially focused on economic development (jobs).

How will your policy success help these audiences succeed or alleviate burden?

Providing more access to healthy food for county and city residents could be popular with voters. Make the case that long-term success of a healthy community influences healthy workplaces and increases productivity (e.g., jobs). Solutions including community gardens or farmers' markets could create good will and help increase the health of residents.

Who is in opposition of your policy?

The budget is always the biggest issue, so while many people agree access to healthy food is important, a narrative quickly forms that solutions are too costly.

Are you developing a story about an issue or is it an announcement that connects to your work?

- Issues story (keep issues top of mind in the community)
 Direct announcement (specific, tangible action or activity)

Using the news elements and the information above, what would an ideal news story look like?

Work with a local reporter to:

- Visit a low-income neighborhood that has limited access to healthy food. Identify one or two individuals who struggle to buy and consume healthy food and tell the story through their eyes:
 - Where is the nearest food source? How far do they have to walk?
 - Ask an individual to describe a time when he or she walked several miles in difficult conditions and what that felt like. (Great story telling means putting the reader in the character's shoes. Details and emotions are important to include.)
 - Ask the individual to describe why he or she doesn't move somewhere else (e.g., cost prohibitive, away from family, lived in the neighborhood for generations). Better understand the restrictions in the environment where this person lives that will ultimately illustrate the valuable role of policy change.
- Gather data about how the city or county compares to other areas in Kansas to demonstrate relevance or a potential trend (e.g., 44 miles of food desert in Wichita).
- Identify third-party supporters such as food banks or local churches to confirm the limited access to food, and state that while they are doing what they can, the need is so much greater.

Once a story has run, how will you use it with policy makers and influencers?

- Send the story to the mayor and ask for a meeting. Alert him or her that you have solutions to help meet the needs of individuals like the ones mentioned in the news story.
- Work with the local church or food bank that supports the area and ask the mayor or council chair to spend an hour on-site listening to the residents and experiencing the problem firsthand.
- Attend an upcoming city council meeting and, during the open forum, share the story with the council members and share the positive message that there are solutions today that can be a win-win for the community. (Or if possible, ask the individual featured in the story to attend with you.)
- Consider asking someone living in the neighborhood to pen a letter to the editor with his or her personal view of why there is limited access to healthy food and what the solution could be. (Newspapers are more likely to run letters if they directly relate to a story their staff person wrote.)

► Using Data in Your Messages

Organizations can reference statistics in their communications to provide credibility and communicate the importance and weight of your policy goal. Only provide statistics from credible sources; cite the source and why they are qualified to have conducted the research.

Below are credible resources to utilize:

Kansas Health Matters

<http://www.kansashealthmatters.org/>

Kansas Behavioral Risk Factor Surveillance System (BRFSS)

http://www.kdheks.gov/brfss/Expansion_2011/index.html

County Health Rankings (releases annually in March, see page 6)

<http://www.khi.org/news/2014/mar/26/county-health-rankings-roadmaps/>

Note: The County Health Rankings data is comprised of data from these various sources, which could also provide: BRFSS; The Dartmouth Institute; National Center for Health Statistics (NCHS); National Center for Chronic Disease Prevention and Health Promotion; Division of Diabetes Translation; National Center for HIV/AIDS, Viral Hepatitis, STD, and TB Prevention; American Community Survey 5-Year Estimates; CDC WONDER; Health Resources and Services Administration: Area Resource File; U.S. Census: Small Area Health Insurance Estimates; U.S. Census: Small Area Income and Poverty Estimates; Federal Bureau of Investigation: Uniform Crime Reporting; U.S. Department of Agriculture: Food Environment Atlas; Safe Drinking Water Information System; Comprehensive Housing Affordability Strategy (CHAS) data; Fatality Analysis Reporting System (FARS).

Americas Health Rankings Report by the United Health Foundation (releases annually in December)

www.americashealthrankings.org

Additionally, smaller companies such as **AARP, League of American Bicyclists, Kansas Health Matters** and the **CDC** can provide their own statistical research.



Example: County Health Rankings 2014 (Shawnee County)

County Health Rankings & Roadmaps
Building a Culture of Health, County by County
A Robert Wood Johnson Foundation program

2014

	2010	2011	2012	2013	2014	Kansas 2014
Number of counties ranked	99	98	100	102	98	
Health Outcomes- Rank	67	61	65	70	66	n/a
Length of life- Rank	37	35	67	67	63	n/a
Premature death (Years of Potential Life Lost)	7706	7624	7862	7769	7769	6871
Quality of life- Rank	74	67	68	71	67	n/a
% Reporting poor or fair health	13	13	13	13	13	13
# of poor physical health days	2.9	3.0	3.1	3.2	3.0	3.0
# of poor mental health days	2.9	3.0	3.1	3.1	3.1	2.8
% Low birthweight	7.8	7.7	7.6	7.6	7.8	7.2
Health Factors- Rank	63	54	75	61	62	n/a
Health Behaviors- Rank	68	69	60	66	54	n/a
% Adult smokers	19	19	19	19	19	18
% Obese adults	29	31	33	33	33	30
Food environment index					7.1	7.5
% Physically inactive adults			24	24	25	25
% With access to exercise opportunities					81	71
% Excessive drinking	12	13	15	15	15	15
% Driving deaths with alcohol-impairment					33	35
Motor vehicle crash death rate	14	13	12	10		
Sexually transmitted infection rate	380	421	491	434	456	369
Teen birth rate	54	55	54	50	50	41
Clinical Care- Rank	2	5	8	8	5	n/a
% Uninsured	10	13	14	15	14	14
Primary care physicians rate	66	71	71	76	74	72
Dentist rate				56	57	50
Mental health provider rate					241	113
Preventable hospital stays	51	54	56	59	54	64
% Diabetic screening	88	89	89	90	89	86
% Hospice use	50					
% Mammography screening		74	75	70	70	64
Social & Economic Factors- Rank	84	75	90	80	86	n/a
% High school graduation	63	75	86	78	77*	83*
% Population with some college		62	63	64	65	68
% Population with college degree	26					
% Unemployed	4.8	6.5	6.9	7.0	6.2	5.7
% Children in poverty	16	17	26	20	24	19
Income inequality- Gini coefficient	41					
% No social-emotional support	17	17	17	17	17	16
% Children in single-parent households	10	39	39	39	39	29
Homicide rate	8	8				
Violent crime rate			467	451	450	375
Injury death rate					66	63
Physical Environment- Rank	48	12	54	32	39	n/a
Daily fine particulate matter				8.5	8.4	10.9
# of ozone days	0	0	0			
% Exposed to unsafe drinking water				0	0	4
% Severe housing problems					14	13
% Limited access to healthy foods			9	10		
% Access to healthy foods	30	64				
Liquor store density	2					
% Driving alone to work					83	82
% Long commute - driving alone					12	20
Access to recreational facilities		11	9	8		
% Restaurants that are fast food			55	55		

SHAWNEE COUNTY, KANSAS • 2010-2014 • Pop. 178,991

*Data for these measures should not be compared with prior years due to changes in definition.

Note: Shaded cells indicate data was not available for that year, and blank cells reflect unreliable or missing data.



KANSAS HEALTH INSTITUTE

This document was prepared by the staff at Kansas Health Institute. If you would like more information about County Health Rankings & Roadmaps, please contact Tatiana Lin at (785) 233-5443 or email at tlin@khi.org.

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► Definition of Media Types

It's important to understand the role of media among the many other elements of your marketing toolkit. The most common way to describe the different elements of media is in the following three ways.

1. Earned Media relates to any media that results from someone else creating content about you, such as a mention in a newspaper or on the local evening news. This is often equated with the sort of media that results from your public relations efforts and will be discussed extensively in this guidebook.

2. Owned Media refers to any media property—such as a website, newsletter or Facebook page—that your organization owns and controls. In this guidebook, we will focus only on your owned social media channels, such as Facebook and Twitter. (We do not provide specific guidance on maintaining your newsletters, company website, etc.)

3. Paid Media refers to any form of media that you pay for, including all forms of advertising, sponsorship and product placement.

Media Type	Descriptions	Pros/Cons
Earned Media (Section 2)	<ul style="list-style-type: none"> Organizations garner editorial coverage through media channels Examples include newspaper, radio and television news outlets 	<p>Pros (+)</p> <ul style="list-style-type: none"> Opportunity to reach a broad audience with targeted efforts Most trusted source of media Free Builds positive relationships with members of the media Can target niche audiences <p>Cons (-)</p> <ul style="list-style-type: none"> Lack of control on how your story is portrayed Most effective when included as a part of a mix of media Potential for negative publicity (see page 25) Difficult to measure impact/ROI
Social Media (e.g., one example of owned media) (Section 3)	<ul style="list-style-type: none"> Social media consists of interaction among people who create, share or exchange information and ideas in virtual communities and online networks Examples include Facebook, Twitter, LinkedIn, Pinterest, Tumblr, Foursquare and Instagram 	<p>Pros (+)</p> <ul style="list-style-type: none"> Potential to drive earned media interest Growing audience Has the ability to shape public opinion Longevity; exists on the Internet for a long period of time Interactive, can be two-way communication <p>Cons (-)</p> <ul style="list-style-type: none"> Minimal rules Not all audiences are on social media
Paid Media (Section 4)	<ul style="list-style-type: none"> Any form of media that you pay for, including all forms of advertising, sponsorship and product placement 	<p>Pros (+)</p> <ul style="list-style-type: none"> 100% control of what is published Longer length of exposure to consumers <p>Cons (-)</p> <ul style="list-style-type: none"> Expensive Least trusted source of information Competing with multiple messages Declining response rates

(Source: Article published by Rohit Bhargava, CEO & Founder, Influential Marketing Group)



SECTION 2: EARNED MEDIA >>



Earned Media

For purposes of this guidebook, earned media (“nonpaid”) is when news reporters, who are held accountable by their editors for objective reporting, develop a story that includes information about your program. It is “earned” because no money was exchanged and promotion was given voluntarily by others, unlike paid media where you pay to advertise your program. Earned media involves pitching stories to reporters that demonstrate news value and relevance to the outlet’s readers or viewers. When your target audience reads an article in a respected publication, the article immediately conveys third-party credibility.

If you pay to have something distributed, then it’s paid media. But if someone else distributes it for you, then it’s earned media. That’s the basic definition of earned media, a term that earned its place in the pantheon of marketing buzzwords.

“92 percent of consumers around the world say they trust earned media, such as word of mouth and recommendations from friends and family, above all other forms of advertising – an increase of 18 percent since 2007.”

(Source: <http://www.nielsen.com/content/corporate/us/en/press-room/2012/nielsen-global-consumers-trust-in-earned-advertising-grows.html>)

► News Values

Access to information is essential to the health and well-being of our communities. News outlets play a key role in informing citizens about the world around them.

Today’s newsroom is churning information and reporting news 24/7. Because of the immediacy of social media, media outlets are under increased pressure to be first with local, relevant news for their audience(s).

Journalists look for the following news values when developing stories:

- **Impact:** The significance, importance or consequence of an event or trend; the greater the consequence, and the larger the number of people for whom an event is important, the greater the newsworthiness.
- **Timeliness:** The more recent, the more newsworthy. In some cases, timeliness is relative. An event may have occurred in the past but may have only been learned about recently.
- **Prominence:** Occurrences featuring well-known individuals or institutions are newsworthy. Well-knownness may spring either from the power the person or institution possess – the President, the Speaker of the House of Representatives, the late Steve Jobs – or from celebrity.
- **Proximity:** Closeness of the occurrence to the audience may be gauged either geographically – nearby events, all other things being equal, are more important than distant ones – or in terms of the assumed values, interest and expectations of the news audience.
- **The Bizarre:** The unusual, unorthodox or unexpected attracts attention. Boxer Mike Tyson’s disqualification for biting off a piece of Evander Holyfield’s ear moves the story from the sports pages and the end of a newscast to the front pages and the top of the newscast.
- **Conflict:** Controversy and open clashes are newsworthy, inviting attention on their own, almost regardless of what the conflict is over. Conflict reveals underlying causes of disagreement between individuals and institutions in a society.
- **Currency:** Occasionally something becomes an idea when its time has come. The matter assumes a life of its own, and for a time assumes momentum in news reportage.

(Source: <http://vegeta.hum.utah.edu/communication/classes/news.html>)



► Finding the Right Reporters

Finding a journalist who writes about your topic of interest is just as important as developing a compelling message.

To create a media list, start by compiling any known news outlets and reporters you plan to approach for a story and with whom you wish to build relationships.

Tips to Develop a Media List

Check a news outlet's website for a directory. If the directory of journalists is not easily accessible, use the "search" box on the website for key terms. For example, when researching reporters who may cover a story about access to healthy foods, search for stories about "farmers' markets", "vegetable gardens", "local produce," etc. You will likely find the same reporter covering these types of issues.

Once you've found a particular journalist, go back to the search box and type in his or her name to see all the recent stories they have authored. Observe the following:

- What are the reporter's interests?
- Does it seem he or she has an affinity for specific story angles?
- Is he or she fair and consistent, or does the individual generally write controversial stories?
- Has the reporter recently written a story about your topic?

For smaller newspaper companies that do not have a website, call the company and ask, or ask another partner organization in your area for their media list.

Remember local and specialty newspapers. These are media outlets that serve specific constituencies (e.g., racial and ethnic minorities, religious groups, specific professions) or local areas (e.g., neighborhoods, campuses).

► Finding the Right Channel

When you have a newsworthy announcement, ideally you want to approach as many news outlets as possible. However, each outlet has different requirements and interests.

The Approach

Television

- Consider timing. If you want a camera crew to come to your event, ensure it is planned during a time when broadcast crews are able to attend. Remember, the morning and evening newscasts are primarily focused on breaking news. It is rare to see live interviews during the evening unless the story is urgent.
- An advantage of taping an interview is that the reporter has more time to cover the story to air the next day. Also the station can send their camera and sound people without a reporter to capture video and prepare the story when they return to the news room.

- Determine first which show is best, and then call the main desk to ask for the assignment editor of that time slot.
- Visuals are key. When pitching your story, describe what the reporter will be able to film, including the crowds, potential spokespersons, etc. Make sure the area is well lit and confirm in advance that you will have easy access to electricity.

Radio

- Sound quality is king. When considering whether to invite a radio reporter, confirm whether he or she will be able to capture the scene with sounds such as people socializing, tires whizzing by on a busy road, or the sound of a swing set shifting with children laughing, etc.
- If you're hosting a formal event or there will be a speaker, confirm whether the reporter can plug into your sound system so they can record the speech directly. If not, be sure to make space for a tape recorder directly next to the microphone.
- Secure quiet space for one-on-one interviews so there's no competing noise when the reporter conducts interviews with individuals.

Print/Newspaper

- Contact a print reporter in the morning, not in the afternoon when he or she is cramming to get a story completed. When contacting a reporter, ask first: "Do you have a few minutes or are you on deadline?"
- In your email, give a warm greeting. Brevity is key; boil down your news to the most important point and keep it brief.
- If you are sharing a news release, copy and paste the body of the text in the email versus including a Word document attachment to avoid getting filtered to junk mail.
- Always email them at their work email account even if you have their personal information.

A list of TV, radio and print news outlets can be found on page 39.

► Developing Your Story Pitch

With specific reporters in mind and your key messages in hand, it's time to develop your pitch.

Get to the Point. Tell the reporter why it's important to his or her readership within the first sentence. Incorporate a good angle that shows you understand what makes news.

Be Ready to Answer Questions. Assume they will want to run it immediately. The less groundwork a reporter has to do for your story, the more likely they are to feature it.

Be Relevant. Think beyond what you want to communicate, and think about how it fits with their audience.

Seek to Add Value. Think of yourself as a resource. Help with the stories that you are asking the reporters to create - that may mean having additional resources other than just your organization or providing references for journalists' stories. The more you can help them, the more they can see you as a partner and resource.

Be Personable. Cater to the needs of the reporter and make it personal. Nurture the relationship. Take the time to get to know reporters, understand their needs and how you can best help them. Yes, reporters are incredibly busy, so offer to meet them in person, near their office at a place they like to frequent.

Keep Your Pitch Concise. Be sensitive to impending deadlines and short attention spans. Make your pitch easy to glance over with bullet points or flush out important points by bolding them.

Sample Pitch #1 to a Reporter

Scenario: The Kansas Health Foundation's mission is to improve the health of all Kansans. Today, one in seven Kansans die from cigarette smoking. To raise awareness of the deadly effects of nicotine and to encourage lawmakers to better support tobacco control programs, the Foundation teamed up with other nonprofits to raise visibility during the 15th anniversary of the Tobacco Master Settlement Agreement. In the next column is the pitch to Megan Hart, reporter for the Topeka Capital-Journal, and the corresponding story she wrote.

Email to Megan Hart, Topeka Capital-Journal, Dec. 4, 2013

Megan,

I hope this email finds you well and rested after the Thanksgiving holiday.

Monday marks the 15th anniversary of the Tobacco Master Settlement Agreement (MSA). Unfortunately, many states, including Kansas, have not used tobacco-related revenues to help people quit smoking.

Of the \$2.3 billion generated in Kansas from fiscal year 1999 to 2013, less than 0.5 percent of tobacco-related revenues were invested in tobacco control.

At 12:01 a.m. ET Monday, a coalition of leading public health organizations will issue a new report that demonstrates how states are shortchanging tobacco prevention and cessation programs. The report evaluates on a state-by-state level how revenue generated from the settlement and tobacco taxes is used in the nation's efforts to prevent kids from smoking and help smokers quit.

Dr. Jeff Willett, KHF vice president of programs, has been in leadership roles for national and regional tobacco-control efforts across Ohio, New York and Kansas. He's available to talk about Kansas-specific funding levels from the MSA, how taxpayers who need help quitting are being left behind, and how there is enough money to support education needs and tobacco control from the settlement and tobacco tax dollars.

I saw that Tim Carpenter touched on these issues for the TCJ last May, but I'm not sure if this new report would fall under your beat? Let me know if you have a minute to chat.

I'll call you to discuss how your readers fit into this equation.

Thanks, Blythe.

Additional Fast Facts:

- \$927 million in annual Kansas health care costs are directly caused by smoking, of which \$196 million is covered by KanCare, the state Medicaid program
- In FY2013, MSA payments and tobacco tax receipts provided \$155 million for the Kansas state budget. The CDC recommends Kansas invest \$32 million per year in tobacco control. Kansas only spent \$1 million on efforts to prevent and reduce tobacco use.
- Low-income communities are disproportionately affected. In the 15 years since the MSA, the rate of smoking has not changed for low-income Kansans – the group that is most heavily marketed to by tobacco companies.
- 54,000 Kansas children (under age 18) will ultimately die prematurely from smoking.



Fifteen years after court case, state's tobacco use has barely slowed. Anti-smoking advocates say smoking costs \$927M in annual Kansas health care costs.

Posted: December 9, 2013 - 11:27 a.m.

By **Andy Marso**

andy.marso@cjonline.com

Fifteen years after a major settlement with tobacco companies, anti-smoking advocates say states, including Kansas, haven't put enough money into programs to help smokers quit — and it is costing them millions more in health problems.

A report released Monday by the Campaign for Tobacco-Free Kids found that only one state, North Dakota, is meeting the per capita spending on tobacco cessation programs recommended by the Centers for Disease Control and Prevention.

Alaska is close, at just under 95 percent of the recommended funding. But no other state is hitting even 60 percent, and Kansas ranks 41st, funding 2.9 percent of the federal agency's recommendation.

Kansas put \$946,671 into tobacco prevention for the fiscal year that began in July. Jeff Willett, vice president of programs for the Kansas Health Foundation, said it would behoove state legislators to shoot for the CDC's recommendation of \$32.1 million.

"The CDC mark is an evidence-based and evidence-informed mark," Willett said. "It represents the best thinking of the public health community. We stand by the CDC recommendation and believe it's certainly the best target to reach."

Willett said surveys show 75 percent of smokers want to quit and half have tried, unsuccessfully, in the past year.

The nation's four largest tobacco companies agreed to pay about \$246 billion in restitution for tobacco-related Medicaid costs in the 1998 Tobacco Master Settlement Agreement that ended a lawsuit by 46 states.



Willett said when the settlement was signed, 21 percent of Kansas adults were smokers. Today, he said, the rate is 19.4 percent, and disappointed public health advocates say that is because so much of the money from the settlement has been repurposed.

"When the MSA was signed, the public health community assumed a lot of the revenue from that and tobacco taxes would be used for tobacco control programs," Willett said.

Failing to fund anti-smoking programs in favor of other items is a short-sighted trade that leaves the state spending millions to treat tobacco-related ailments, Willett said.

Willett's group says that \$927 million in annual Kansas health care costs are directly caused by smoking and \$196 million of those costs fall under the state's Medicaid program, KanCare. Those costs aren't decreasing, Willett said, because the percentage of low-income tobacco users remains static.

The tobacco settlement money in Kansas traditionally has been earmarked mainly for early childhood programs, though legislators have diverted millions from that purpose as well during difficult budget times.

Willett said there is no need to shortchange the early childhood programs in favor of smoking cessation help, because the state makes enough in tobacco tax revenue to do both, even though state income tax cuts have left the budget picture cloudy.

"We are aware of the budget projections and what we would like to point out is there are significant tobacco revenues in Kansas," Willett said, adding that those revenues added up to more than \$150 million this fiscal year, through taxes and the master settlement agreement. "We are encouraging folks to consider using more of those revenues to address the leading cause of preventable deaths in Kansas."

(Source: <http://cjonline.com/news/2013-12-09/fifteen-years-after-court-case-states-tobacco-use-has-barely-slowed>)

Sample Pitch #2 to a Reporter

Scenario: It's also important to tailor your pitch to the news outlet's readers. When the Kansas Health Foundation awarded nearly \$2 million in grants focused on healthy living, three nonprofit agencies in the Lawrence area were awarded funding. Rather than each pitching the same journalist with three different grants, we worked together to add up the grants for the total number of dollars that will benefit Lawrence residents. Below is a copy of the email pitch and the corresponding story.

Email to Mr. Bruce, Lawrence Journal-World, May 13, 2014

Good Afternoon Mr. Bruce,

I'd like an opportunity to share information with you about the \$299,338 grant awarded from the Kansas Health Foundation this week to three Lawrence nonprofit agencies to fund individual programs that support healthy eating, active living and tobacco elimination. Smoking and obesity remain the leading causes of preventable death and illness in the state, and combine to cost Kansas more than \$2 billion annually in unnecessary health care costs.

Three Nonprofit Agencies:

- USD 497 – Lawrence Public Schools, \$99,871
- University of Kansas Center for Research, \$99,842
- University of Kansas Endowment Association, \$99,625

In relation to your "Are e-cigarettes a savior or just smoke and mirrors" article in December 2013: The University of Kansas Endowment Association initiative is "Electronic Cigarettes: Addressing Policy Needs of Communities and Public Health in Kansas." E-cig sales are rising exponentially, yet e-cigs are currently unregulated by the FDA, (even though they contain toxic chemicals and carcinogens) so they are not regulated by current tobacco laws. A big concern is that the e-cig industry markets heavily toward youth and minors, and e-cigs are considered a gateway to tobacco, and it is expected that more youths will gain experience with these products. KU wants to support an implementation of health protections that prevent e-cig use in public places and workplaces, and evaluate tobacco policies under current municipal, county and local health departments; school districts; and large employers.

A copy of the May 12 News Release from Kansas Health Foundation follows on the next page.

If we do not connect, I would like to follow up with you tomorrow morning via phone to see if you'd be interested in this grant funding to benefit your local community.

Thank you,
Lindsey Spiess
Kansas Health Foundation | HCI Communications Consultant



A health community partnership between the Lawrence Journal-World and



WellCommons weblogs Health Notes

Kansas Health Foundation awards grants to three Lawrence nonprofits

By Giles Bruce on May 19, 2014

The Kansas Health Foundation has awarded \$299,338 in grants to three Lawrence nonprofits to fund programs that support healthy eating, active living and tobacco elimination. Smoking and obesity remain the leading causes of preventable death and illness in the state, and combine to cost Kansas more than \$2 billion annually in unnecessary health care costs.

The foundation last week awarded \$99,871 to the Lawrence school district, \$99,625 to the family and preventive medicine departments at Kansas University Medical Center and \$99,842 to the KU Center for Research.

The grant to the Lawrence school district will fund a farm-to-school program to increase students' consumption of fruits and vegetables and promote healthy eating habits. The district plans to implement policy change around school gardens and local food purchasing, and institute experimental learning and curriculum integration for students.

The KU Medical Center initiative is "Electronic Cigarettes: Addressing Policy Needs of Communities and Public Health in Kansas." The Medical Center wants to support an implementation of health protections that prevent e-cigarette use in public places and workplaces, and evaluate tobacco policies under current municipal, county, local health department, school districts and large employers.

The KU Center for Research will use its grant to promote healthy eating and active living among Latinos in Kansas City, Kan. It will build upon the five-year history of the Latino Health for All Coalition's work to reduce the risk for health disparities related to cardiovascular disease, diabetes, and obesity. The project aims to increase the number of community and school gardens; the number of places to be active; and restaurants' healthy food environments through menu-labeling, placement, promotion and pricing.

Tagged: [Kansas Health Foundation](#), [physical activity](#), [healthy living](#), [smoking](#)

Source: <http://wellcommons.com/weblogs/Health-Notes/2014/may/19/Kansas-Health-Foundation-awards-grants/>



News Release

KHF awards nearly \$2 million in healthy living grants

Date: Monday, May 12, 2014

WICHITA, Kan. – In continuing its efforts to support healthy living among Kansans, the Kansas Health Foundation (<http://kansashealth.org/newsroom/newsrelease/www.kansashealth.org>) has awarded a total of nearly \$2 million in grants to 22 organizations working to improve healthy eating, active living and tobacco prevention in the state.

The grantees – including universities, nonprofit organizations, state agencies and municipalities – received funding through a competitive application process, with individual grant awards of up to \$100,000. Initiatives funded emphasized strategies intended to lead to implementation of policy, systems and environmental interventions with the potential to impact a broad population. Through this type of grant making, the Foundation opens up to Kansans who have the experience, know-how and inspiration to tackle some of the toughest issues facing public health today and provides the funding needed to see their mission accomplished.

“Providing funding to organizations poised to make an impact on major health issues like obesity and tobacco use is crucial to our work and the overall health landscape in Kansas,” said Jeff Willett, vice president for programs at the Kansas Health Foundation. “These are health problems that affect the lives of many Kansans, and are increasingly concentrated among Kansans of lower socioeconomic status, further compounding health and economic disparities in our state.”

The Kansas Health Foundation is a health philanthropy with the resources, stability and vision to strengthen Kansas, igniting the promise of a better quality of life at a time when limited well-being affects every Kansas community. Funding for healthy living initiatives represents one way the Foundation seeks to address issues of tobacco use and obesity in Kansas. Smoking and obesity remain the leading causes of preventable death and illness in the state, and combine to cost Kansas more than \$2 billion annually in unnecessary health care costs.

Recipients of the Healthy Living Grants Include:

- American Heart Association, \$100,000
- City of Wichita, \$100,000
- Family Conservancy, \$100,000
- Guidance Center, \$100,000
- Harvesters – The Community Food Network, \$100,000
- Kansas Department of Health and Environment, \$100,000
- Rosedale Development Association, \$100,000
- Thrive Allen County, \$100,000
- USD 497 – Lawrence Public Schools, \$99,871
- University of Kansas Center for Research, \$99,842
- University of Kansas Endowment Association, \$99,625
- Children’s Mercy Hospital, \$99,498
- Kansas State University, \$98,505
- Wichita State University Foundation, \$98,175
- Catholic Charities of Northeast Kansas, \$97,214

- Reno County Health Department, \$94,530
- Kansas Chapter - American Academy of Pediatrics, \$79,200
- Greater Manhattan Community Foundation, \$79,000
- Fort Hays State University, \$66,226
- Harvey County Health Department, \$58,935
- Kansas Academy of Family Physicians, \$58,388
- Wichita County Economic Development, \$51,260

► Writing a News Release

A **news release** (also called a press or media release) is a written or recorded piece of communication for reporters to utilize to announce something newsworthy. Releases follow a standard format and help reporters understand the “who, what, when, where and how” of a newsworthy topic or event.

News releases can be sent to newspapers, TV and radio stations. The purpose is to pique the interest of journalists who, you hope, will seek to cover the topic further. In some cases, reporters may copy and paste parts of your news release directly into their publications, which highlights the importance of writing a good release.

8 Tips for Writing a Great News Release

(Source: Huffington Post, www.huffingtonpost.com/zach-cutler/press-release-tips_b_2120630.html)

1. Grab Attention With a Good Headline.

The beginning of a news release – just as with a magazine article, book or promotional pamphlet – is the most important. A strong headline (and, for that matter, email subject line when you send out the pitch) will pull in journalists seeking good stories. Your headline should be as engaging as it is accurate.

2. Get Right to the Point in the First Paragraph.

Because reporters are busy people, you must assume that they will only read the first sentence and then scan the rest. Every important point should be addressed in the first few sentences. The subsequent paragraphs should be for supporting information.

3. Include Hard Numbers.

Pack your news release with hard numbers that support the significance of your product or announcement. If you’re claiming a trend, you need proof to back it up. Quantify your argument and it will become much more compelling.

4. Make It Grammatically Flawless.

Proofread your news release – and let a few other people proofread it as well – before sending it out. Even a single mistake can dissuade a reporter from taking you seriously.

5. Include Quotes Whenever Possible.

There is a source of natural color that cannot be replicated: quotes. Including a good quote from someone in the company or close to the product or event can give a human element to the news release, as well as being a source of information in its own right.

6. Include Your Contact Information.

A common oversight that can render a news release ineffectual is a lack of contact information for reporters to follow up with. Whether you or someone else at the company is the point of contact, don't forget to include an email address and phone number on the release (preferably at the top of the page).

7. One Page Is Best – and Two Is the Maximum.

As with most good writing, shorter is usually better. Limit yourself to one page, though two pages is acceptable. This will also force you to condense your most salient information into a more readable document – something journalists are always looking for.

8. Provide Access to More Information.

You must limit your news release to one page (or two, if you must), but that doesn't mean you can't show people how to learn more. Providing relevant links to your company's website, where prospective writers can learn more about your mission and what you've already accomplished, is a crucial element to the release.

When to Use a News Release

- *Breaking news*
- *Upcoming event*
- *A success*
- *Accomplished milestone*
- *Rewarded a grant (page 17)*
- *Information to get citizens excited for upcoming changes*



Tips for News Releases

- If you can embed a picture, a video, or video link in the news release it will increase reader engagement
- Written in 3rd person (he/she/him/her/his). Do not write in 2nd person (you/yours/all) or 1st person (I/me/we)
- Make sure 100% typo-free!
- Copy & paste the news release in the body of your email instead of adding it as an email attachment because chances are your email-attachment will end up in the reporter's Junk Mail folder
- Email subject line: Attention-grabbing sentence
- If emailing to 2+ reporters, send individual emails.
- If no response after 2 days, call the reporters to follow-up to see if they are interested in doing a story.

Standard Format for News Releases

Company Logo

(Most commonly placed in top left-hand corner of document)



720 SW Jackson I Suite 201
Topeka, KS 66603

P: 785-232-0650 | F: 785-232-0699
kac@kac.org | www.kac.org

Shaping policy that puts children first

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Shannon Cotsoradis

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Maria Kennedy
Angie Knackstedt, BSN, RN-BC
Rhonda Lewis, PhD, MPH
Francis Mascarenhas
Sarah Mays
Adrienne Olejnik
Marty Rombold
Jamie Schmalz

May 1, 2014

Dateline

(release date of your News Release)

Contact:
Shannon Cotsoradis
President and CEO
785-232-0550
Shannon@kac.org

Company's Media Spokesperson

(include cellphone for easy accessibility)

Community eligibility to help high-poverty Kansas schools prevent hunger in the classroom

Headline

(attention-grabbing, present tense, 1 sentence summary)

TOPEKA—High-poverty schools in Kansas have a new opportunity to feed their students breakfast and lunch at no charge to their families.

Introduction

(Most important information: who,when,why,where. Use action verbs & present tense)

“Community eligibility” will help to ensure that low-income Kansas children, whose families often struggle to put food on the table, have access to two healthy meals while they’re at school.

Body

(Indepth info such as statistics, background, related facts, tangible goals, outcomes, etc.)

“Nearly 20 percent of Kansas children live in households that are food insecure, unsure where their next meal will come from,” said Benet Magnuson, executive director of Kansas Appleseed, an anti-poverty nonprofit advocacy organization. “Community eligibility is an opportunity to get good, nutritious food to hungry kids. That means they’ll do better in the classroom and have healthier lives.”

Community eligibility is available to Kansas school districts that have at least one school where 40 percent or more of the students are approved for free meals without an application because they have been identified as eligible by another program with a rigorous eligibility determination process, like the Supplemental Nutrition Assistance Program, known as SNAP.

Quotes from 2-3 People

Involved in Project
(Must receive approval for their quotes prior to publication)

Community eligibility has already been successfully implemented in 11 states, serving nearly 1 million low-income children in more than 2,200 schools. This fall, the option will be available to eligible high-poverty school districts in all 50 states. School districts are required to make a decision regarding participation in community eligibility by June 30 for the 2014-2015 school year.

“This is a huge step in the fight to end child hunger in Kansas,” said Jannett Wiens, constituent relationship manager for Harvesters-The Community Food Network. “Adopting community eligibility can provide significant benefits not only to Kansas’s high-poverty schools, but to the many students that they serve who might otherwise struggle to get enough food to eat each day.”

Close

For more information about community eligibility and a complete list of the 63 eligible Kansas school districts, visit FeedKansasKids.com.

-30-

Recommended: Boilerplate at end of document

(Short paragraph about organization’s description, history, purpose, goals, etc.)

Source: <http://kac.org/wp-content/uploads/2012/11/Community-Source:Eligibility.pdf>

Template: Rewarded a KHF Grant

<Organization logo or header>

<Date>

CONTACT:

<Name of your project's contact person>

<Your organization's name>

<Your contact person's email address>

<Your contact person's phone number>

FOR IMMEDIATE RELEASE

<Organization name> receives <grant amount> Kansas Health Foundation healthy living grant

<YOUR TOWN'S NAME>, Kan. - <Your organization's name> has been awarded a <grant amount> healthy living grant from the Kansas Health Foundation. <Your organization's name> is one of 22 new grantees in the state to receive healthy living grant funding, which will help support the <title of project/efforts, if applicable>, <description of project/efforts, if applicable>.

<Insert quote from project director or spokesperson here.>

Funding for healthy living initiatives represents one way the Kansas Health Foundation seeks to address issues of tobacco use and obesity in Kansas. Grants were specifically targeted toward programs and initiatives supporting healthy eating, active living and tobacco prevention. Smoking and obesity remain the leading causes of preventable death and illness in the state, and combine to cost Kansas more than \$2 billion annually in unnecessary health care costs.

"Providing funding to organizations poised to make an impact on major health issues like obesity and tobacco use is crucial to our work and the overall health landscape in Kansas," said Jeff Willett, vice president for programs at the Kansas Health Foundation. "These are health problems that affect the lives of many Kansans, and are increasingly concentrated among Kansans of lower socioeconomic status, further compounding health and economic disparities in our state."

<Any more specific information about the organization's efforts, plans or project details now that they know they're receiving the grant.>

For more information about <your organization's name> 's efforts or to learn how you can participate, please visit <organization's website, if applicable> or contact <contact person's name> at <organization's phone number> or <organization's e-mail address>.

All grantees – including universities, nonprofit organizations, state agencies and municipalities – received funding through a competitive application process, with individual grant awards of up to \$100,000. In total, the Kansas Health Foundation provided approximately \$2 million in healthy living grants across the 22 grantees. Initiatives funded emphasized strategies intended to lead to implementation of policy, systems and environmental interventions with the potential to impact a broad population. Through this type of grant making, the Foundation opens up to Kansans who have the experience, know-how and inspiration to tackle some of the toughest issues facing public health today and provides the funding needed to see their mission accomplished.

To arrange interviews with <organization's name> staff, please call <contact person's name> at <phone number> or <email address>.

About the <organization's name>

<Fill in description, history or whatever else you'd like the public to know about your organization.>



Example: Rewarded a KHF Grant

May 12, 2014

CONTACT:

Vicky Kaaz
The Guidance Center
vkaaz@theguidance-ctr.org
913-682-5118

FOR IMMEDIATE RELEASE

The Guidance Center receives \$100,000 Kansas Health Foundation healthy living grant

Leavenworth, Atchison and Jefferson Counties, Kan. – The Guidance Center has been awarded a \$100,000 healthy living grant from the Kansas Health Foundation. The Guidance Center is one of 22 new grantees in the state to receive healthy living grant funding, which will help support the “Mind Your Health” program and other strategies intended to assist clients, staff and community members in their efforts to improve their overall health and well-being.

Keith Rickard, executive director of The Guidance Center (TGC) indicates that on July 1, 2014, the organization will become the Kansas Medicaid (KanCare) Health Home for an estimated 800 to 1,000 Severely and Persistently Mentally Ill adults (SPMI), Seriously Emotionally Disturbed (SED) children and youth, and individuals who are living with diabetes and asthma if they elect to use our services. Rickard said, “The responsibility that comes with assisting our clients with managing their overall health is one that TGC takes very seriously.”

Funding for healthy living initiatives represents one way the Kansas Health Foundation seeks to address issues of tobacco use and obesity in Kansas. Grants were specifically targeted toward programs and initiatives supporting healthy eating, active living and tobacco prevention. Smoking and obesity remain the leading causes of preventable death and illness in the state, and combine to cost Kansas more than \$2 billion annually in unnecessary health care costs.

“Providing funding to organizations poised to make an impact on major health issues like obesity and tobacco use is crucial to our work and the overall health landscape in Kansas,” said Jeff Willett, vice president for programs at the Kansas Health Foundation. “These are health problems that affect the lives of many Kansans, and are increasingly concentrated among Kansans of lower socioeconomic status, further compounding health and economic disparities in our state.”

Keith Rickard stated, “As managed care is implemented throughout the state of Kansas, it is incumbent upon TGC to identify and maintain services that achieve positive and measurable outcomes for both our clients and other members of our communities. In order to improve both short- and long-term outcomes for our clients, TGC is committed to advancing the need for integrated health care for individuals living with mental illness, diabetes and asthma in our communities. Policies, programs and services offered through TGC are driven by our commitment to ensure that our clients, staff and other community members are provided with policy, care and education that support both their physical and behavioral health needs.”

According to Rickard, “Our Healthy Living ‘Mind Your Health’ grant will assist TGC with making a seamless transition from focusing primarily on the mental health of our clients...while encouraging them to address their physical health needs...to taking an active role in addressing the overall health needs of those we serve. Our role as the Health Home for individuals with serious mental illness, diabetes and asthma allows our organization to positively influence the health outcomes of one of the most ‘at risk’ populations in our communities.”

For more information about The Guidance Center’s efforts, or to learn how you can participate, please contact Vicky Kaaz at 913-682-5118 or vkaaz@theguidance-ctr.org.

All grantees – including universities, nonprofit organizations, state agencies and municipalities – received funding through a competitive application process, with individual grant awards of up to \$100,000. In total, the Kansas Health Foundation provided approximately \$2 million in healthy living grants across the 22 grantees. Initiatives funded emphasized strategies intended to lead to implementation of policy, systems and environmental interventions with the potential to impact a broad population. Through this type of grant making, the Foundation opens up to Kansans who have the experience, know-how and inspiration to tackle some of the toughest issues facing public health today and provides the funding needed to see their mission accomplished.

To arrange interviews with The Guidance Center staff, please call Vicky Kaaz at 913-682-5118 or vkaaz@theguidance-ctr.org.

About the Guidance Center

The mission of The Guidance Center is to promote healthy communities by providing integrated behavioral health care services and partnering in the delivery of general health care to those we serve.

About the Kansas Health Foundation

The Kansas Health Foundation is a private philanthropy based in Wichita, but statewide in its focus. Its mission is to improve the health of all Kansans. To learn more about the Foundation, please visit www.kansashealth.org.

Template: Grant Moving to Implementation Phase

<Organization logo or header>

<Date>

CONTACT:

<Name of your project's contact person>

<Your organization's name>

<Your contact person's email address>

<Your contact person's phone number>

FOR IMMEDIATE RELEASE

<\$X> Grant Sparks Healthier Living Opportunities for <Coalition Name> <Health Department/City> partner for <name the topic>

(<Date, year>) (<city name only>) – <Coalition name> just received <\$> from the Kansas Health Foundation for a grant that will improve the health of <county> residents. The grant will fund efforts to <X>.

<"Quote: Discuss details about the grant and what you hope to accomplish; possibly discuss partnerships with stakeholders or other organizations," <coalition member>, <job title>.

<"Optional second quote from stakeholder or policymaker: progress of grant and importance to the community," <stakeholder>, <job title>.

"Kansas has fallen from the 8th to the 27th healthiest state in a very short time," said Steve Coen, president and CEO of the Kansas Health Foundation (KHF). "We want Kansas to be the healthiest, most livable, most productive state in the nation. To accomplish this, working together, we must improve opportunities for healthier eating, active living and decreased tobacco use."

This grant is part of KHF's Healthy Communities Initiative, a statewide effort to support more than 20 counties across Kansas to the health and wellness of all citizens, with the ultimate goal of using policy change to improve each community.

To arrange interviews with <organization's name> staff, please call <contact person's name> at <phone number> or <email address>.

About the <organization's name>

<Fill in description, history or whatever else you'd like the public to know about your organization.>



Example: Grant Moving from Planning Phase to Implementation Phase



Public Health
Prevent. Promote. Protect.

Franklin County Health Department
1418 South Main, Suite 1
Ottawa, Kansas 66067

Mary “Midge” Ransom, Director
785-229-3530 (phone)
785-229-3529 (fax)
mransom@mail.franklincocks.org

NEWS RELEASE

\$34,000 Grant Sparks Opportunity for *Live Healthy Franklin County*

Health Department partners with others to increase safe routes for biking and walking

(May 7, 2014) (Ottawa) – *Live Healthy Franklin County* has received \$34,000 from the Kansas Health Foundation to increase opportunities for active living and improving the health of Franklin County residents. The grant will fund efforts to gain support and produce a bike and pedestrian master plan.

According to the 2014 County Health Rankings, www.countyhealthrankings.org, 50 percent of the county population does not have access to exercise opportunities, and 30 percent of our residents are inactive.

“Physical activity is one of the three most important health behaviors for a high quality of life and prevention of disease. This grant allows us to continue planning with other county departments, the City of Ottawa, and our neighbors throughout the county to expand safe and affordable exercise on the rail trails and a way to get to parks, schools and shopping without a motor vehicle,” said Midge Ransom, Director of the Franklin County Health Department.

“We are excited about the opportunity to build upon our current trails that exist in Franklin County, and expand opportunities to the rest of our residents throughout the area. We look forward to this grant. And we will go out and talk to residents and hope to produce a county-wide bike and pedestrian master plan,” said Sam Davis, Grant Coordinator for Live Healthy Franklin County.

“Kansas has fallen from the 8th to the 27th healthiest state in a very short time,” said Steve Coen, president and CEO of the Kansas Health Foundation (KHF). “We want Kansas to be the healthiest, most livable, most productive state in the nation. To accomplish this, working together, we must improve opportunities for healthier eating, active living and decreased tobacco use.”

For more information about healthy activities and healthy food access visit www.healthylivingfrco.org.

► Writing a Media Advisory

A media advisory is a one-page document that alerts reporters to an upcoming news event. It is distributed several days before an event and is followed up with a phone call. Keep the media advisory brief and use action verbs. Include the most noteworthy and newsworthy elements.

The Basics

A media advisory should briefly explain what the event is about, where the event will be held, what time, and who will attend and speak at the event.

- **Short and Sweet.** A media advisory should not exceed one page.
- **Catch Attention.** The first sentence should catch the reporter's attention. These opening lines should also identify the newsworthiness of the occasion.
- **Do Not Spoil.** Provide enough information to outline the event, but do not provide so much information as to make it unnecessary to attend.
- **Visibility.** Send the media advisory on the sponsoring organization's letterhead and provide clear contact information.
- **Visuals.** Alert the media of opportunities to photograph or film at the event. For example, a youth event at a public park provides an excellent opportunity for a camera crew to film footage for a news segment.
- **Target.** Carefully decide where and to whom you will send the advisory. Reporters who cover beats relevant to your event may be more likely to attend, but don't forget about the news and assignment desks at newspapers and television stations.
- **Delivery.** While faxing remains an option, email is the most effective means by which to deliver an advisory. Find out a reporter's preference and use it.
- **Follow Up.** After you send a media advisory, follow up with a phone call to each reporter.

(Source: www.advocatesforyouth.org/topics-issues/organizational-development/249?task=view)



Example: Media Advisory



Press Conference – Media Advisory

New Study Shows Positive Relationship Between Physical Fitness and Academic Test Scores among Kansas Students

Contacts:

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Denise Kahler, KSDE, 785-296-4876, DKahler@ksde.org

Blythe Thomas, KHf, 316-491-8419, BThomas@khf.org

What: The Kansas State Department of Education (KSDE) and Kansas Department of Health and Environment (KDHE) will announce the results of a new study funded by the Kansas Health Foundation that indicate, on average, students who are physically fit score above standard on Kansas state assessments in reading and math and miss fewer days of school.

The report and executive summary will be distributed on-site and later released via Web. All credentialed press are invited to attend in person. Ample parking is available; check in at the school office. The gym is equipped to handle camera, lighting and audio needs. In addition to the speakers, students will demonstrate the fitness tests and be available for interviews.

Who:

- Commissioner Diane DeBacker, Kansas State Department of Education
- Brandon Skidmore, Deputy Director, Bureau of Health Promotion, KDHE
- Steve Coen, Kansas Health Foundation President and CEO
- Seaman Middle School faculty and students

When: Jan. 30. Doors open at 9:00 a.m. Press conference will begin at 9:50 a.m.

Where: Seaman Middle School, 5620 NW Topeka Blvd., Topeka, KS 66617

Background: In 2011, the Healthy Kansas Schools Program began a statewide initiative with funding from the Kansas Health Foundation to track and improve fitness in Kansas schools. This initiative, called Kansas Fitness Information Tracking (K-FIT), links fitness measure test results using a fitness assessment tool called *FitnessGram*® with academic performance of students in grades 4-9. More than 13,000 students were tested. K-FIT measures aerobic capacity, muscular strength, endurance and flexibility to determine whether students are in a “healthy fitness zone” for their age and gender.

► Inviting Reporters to Your Events

In addition to hosting events specifically for the media (e.g., news conference), it also can be valuable to invite reporters to your public events as guests. Inviting reporters and online bloggers to your coalition event can help increase attendance (if they preview the event in their outlet), add to the on-site experience and further your message. Whether you distribute a formal media advisory (previous page) or simply invite the reporter in a brief email, first discuss the strategy with your leadership team or other stakeholders.

- Are attendees aware media will be present?
- Will it change their willingness to have an open dialogue?
- Be thoughtful about how reporters will enhance or possibly stall your goals with the event.

In general, inviting reporters to public gatherings is a positive experience. But remember, they are juggling multiple deadlines and topics. Your invitation must clearly articulate why the reporter should attend in person and set the right expectations.

Tips:

- 1. What Is This About?** Similar to a 30-second elevator pitch, you want to take no more than 20 words to communicate the purpose of your event, including the name of the event, date and location.
- 2. When Is This Taking Place?** In addition to including the dates, be considerate of reporters' and bloggers' schedules. The invite should be sent three to four weeks in advance, allowing the person to make changes to their schedule if needed. For events that attract larger delegates to accommodate flight and hotel arrangements, consider sending the invitation a few months in advance.
- 3. Where Is the Event?** For physical events, being aware of a reporter's physical location is instrumental to determine whether or not you're inviting the right person. Questions to consider include:
 - Where is the person located?
 - Does his or her publication send reporters to cover events?
 - Does this person attend events year after year? If so, which ones?
- 4. Why Should I Care?** After describing the what, when and where, the why provides the motivation for a reporter or blogger to cover your event. Remember, a majority of reporters must obtain approval from their editor before committing. Help the reporter by clearly outlining how this event achieves his or her editorial mission. For example:
 - Will new research be revealed at the event that won't be available anywhere else?
 - Does the event discuss a trend currently happening in the industry that would be of interest to the reporter's audience or readership?

- Does your event include noteworthy individuals who don't normally grant access to the press? If so, be sure to clarify whether he or she will be available during the gathering.

5. Who Will Be There? Spotlight panel discussions, specific speakers or attendees who may be of interest to the reporter or blogger.

6. Access. In the initial correspondence, be sure to note if the reporter will have private access to the most senior spokesperson in attendance.

(Source: <http://www.eventmanagerblog.com/media-pr>)

► Preparing for an Interview

Congratulations. By now, you have established your goals, developed key messages, found the right reporter and pitched him or her with a story idea. The reporter expressed interest, and now it's time to prepare for an interview.

Know What You Want to Say. Refer to your key messages and find a quiet place to say them out loud. Continue practicing until you feel well-versed.

Determine the one or two key takeaways you want the reporter to grasp and be sure to say them throughout the interview.

Be Prepared. Often reporters will start with an open-ended statement such as, "Tell me why we're here today" or "Tell me about your organization." This is the perfect opportunity to share your key messages. This also indicates the most important part of the story and guides the direction of the interview.

In addition to sharing your key messages, you can add supporting facts. For example, if asked, "Tell me about your organization," you can respond with, "(One-sentence answer about the organization), and our top focus today is about helping people become healthy. In this community, XX percent of people live in food deserts, which means they do not have access to fresh fruits and vegetables, low-fat dairy and rich protein sources. Therefore, we want to (call to action.)"

A few questions you should be prepared to respond to include:

- What does your organization do?
- What is your role?
- What can (readers / listeners / viewers) do to help?
- Is there anything I didn't ask during the interview? Anything I missed?

Again, practicing your responses to questions you anticipate the reporter may ask will increase your comfort level and ability to answer questions with more accuracy and confidence.

Sound Bites. The best way to get quoted in a story is to say something the reporter HAS to put quotes around.

- "Forty percent of county residents are obese or overweight." This is a fact, and the reporter does not have to cite you as the source.



- “There are not enough safe places for kids in our community to play.” This is an opinion, and must be attributed to the interviewee.

In advance of the interview, prepare one or two sound bites. Here are a few tips, adapted by Liz Guthridge at Connect Consulting Group:

- Know your intent before you decide what you’re going to say or write.
- Follow a simple structure – nouns and verbs in active voice without jargon. Get to the point with minimal words.
- Rely on one of the most potent phrases in the English language, “For example...”
- Practice the power of three. Refer to three points, three big mistakes, three actions, etc.
- Call on all of your senses, but remember that visual has the biggest impact on the brain.
- Tell stories. A simple format is:
 - Explain the situation.
 - Describe the action you took.
 - State the result.
 - Close with an epiphany or key learning.
- Use metaphors or analogies.
- Be emotional to touch people and be memorable.
- Include a clear call to action. Be direct and explicit.

(Source: <http://connectconsultinggroup.com/10-tips-for-sound-bites-with-substance>)

Additional Tips:

- Do not pick up the phone or contact a reporter until you are prepared for the interview.
- A reporter’s job is to inform his or her readers or viewers. Think of the media as a “vehicle” to get your message across.
- Choose your words carefully. They can only print or air what you tell them. Everything you say can end up in print or on the air.
- Reporters are looking for colorful and compelling quotes. Provide them with information that gets to the point and sums up your key messages.
- Avoid lengthy, technical and scientific comments. State facts in the most simple way possible.
- Talking with reporters may seem intimidating, but earned media is among the best ways to reach a wide audience, legitimize your work, call attention to your projects and accurately represent what you do.

► During an Interview

- Relax and be confident.
- Do not allow yourself to lose control of the interview. Be deliberate and say what you want to say.
- If a reporter has not yet asked a question you are prepared for, you can share your message without waiting on the reporter.
- Be courteous and polite, and be honest.
- Never say “no comment.” Say instead, “I do not know the answer to that, but I can find out.”
- Never make up an answer to a question if you don’t know it. Instead, offer to track down the answer and call the reporter later.
- If a reporter starts firing questions at you without giving you a chance to answer, do not get argumentative. Wait and answer when you are ready.
- Do not get defensive or into an emotional confrontation.
- Do not get rushed into answering a question. If you need more time to think, ask the reporter to repeat the question or ask a clarifying question – or simply pause and think before answering.
- Stick to the facts. Remember, you don’t have to answer hypothetical questions.
- Stick to your point. Reiterate your key messages.
- Utilize bridging phrases, such as:
 - “I’ll answer that, but first, by way of background, I want to say...”
 - I’ve heard that, but the real issue is...
 - In addition, our research shows...
 - Let’s look at this a different way...
 - Before I tackle that...
 - What I do know is...
 - That’s an important point because...
 - There are three reasons that is important...
- Eliminate insider jargon and acronyms.
- Keep your answers short, drawing on your key messages you practiced before the interview.
- Do not speak for other companies or organizations. If you are asked a question about another group, simply tell the reporter he will have to ask that group for a comment.
- Never repeat a negative. Instead, answer with a positive response.

► Dealing with Unfavorable Media Coverage

If a story is written in an unfavorable light, consider the severity and decide what action to take.

Minor Error: If you are quoted incorrectly and the error doesn't affect your message, acknowledge that mistakes happen and let it go.

Moderate Error: If you notice a factual error, such as the misspelling of your name, call the reporter (or blogger, etc.) and let him or her know you are bringing it to his or her attention so the mistake can be avoided in the future. It's also appropriate to ask if he or she can change the story on the Web version.

Severe Error: In the event that an error is severe, such as a misstatement of your organization's position, you should ask for a formal correction. A formal correction is an official admission of error on the part of the news outlet and helps protect you against adversaries using the mistake to their own advantage. If the reporter is not willing to accommodate your request, you may need to approach his or her editor. In some cases, the news outlet will ask you to submit a letter to the editor (page 33) in place of a correction, but this is less powerful, so only do this if you are not able to secure a formal correction.

Critical or Even Hostile Coverage: Don't panic and don't become defensive. Assess the situation calmly and determine an appropriate response.

- Not everything needs a response. This is especially true if the negative coverage appears someplace where few people are likely to see it (e.g., a low-profile blog). Responding may cause more people to pay attention to it.
- If you decide to respond, do so with a strong, clear statement. Use facts to refute the claims. Return to the fundamental issue and stress why that is what is important. No matter how hostile your opponent is, always respond with civil discourse.

Comments on Online News Stories: While the comment section can be upsetting, remember it is one person's opinion. If someone attacks you or your organization in the comments, it is fine to post a factual response to correct the record, but keep it brief.

(Source: https://movetoamend.org/sites/default/files/MTA-EarnedMediaGuide_0.pdf)

Overcoming Adversaries/Naysayers

If your organization or community is facing resistance, the following tactics can help.

- Stick to the facts.
- Communicate a message to a wide audience so you can mobilize individuals who are undecided and build excitement among your supporters. This also prevents adversaries from feeling singled out or having their complaints validated.

- Instead of addressing a naysayer's personal concerns and complaints individually with your marketing, only promote and discuss the positives and benefits of why citizens should support your initiative - consistently and repeatedly.

For example, when facing naysayers about building bike and walking paths, highlight examples of benefits that include:

- Increased safety for all citizens.
- Increased accessibility for all people.
- Promoted health and healthy lifestyles for a healthy community.
- Improved environment by reducing traffic, lessening air pollution.
- Connecting a community through engagement and togetherness.
- Proof that your initiative is a worthwhile use of money and resources.
- Economic growth.
- Satisfied transportation need.
- Uniqueness.
- Similar success stories.

► Lack of Media Coverage

Try not to feel discouraged if you contact a reporter and it did not result in a news story, or the reporter did not respond to your inquiry. There are a variety of reasons why a news story might not be published, such as:

- **A breaking news story took its spot.** The editor decides which stories are in the next day's paper. Plans often get reshuffled at the last minute as breaking news happens. If you were interviewed for a story and it didn't appear when the reporter thought it would, feel free to email the reporter and gently ask if there is a new date for likely publication or if you can do anything to keep the story updated for the next day's paper.
- **You might be pitching the wrong reporters.** Make sure you contacted the correct beat reporter who writes about your topic. If you have emailed a reporter and didn't hear from him or her, call to confirm you have the right person. Try to call between 9 and 10 a.m. before their day becomes overrun with deadlines, and be respectful of their time.
- **You're pitching the wrong story.** Is your pitch newsworthy? A reporter's job is to produce content that is interesting, informative and entertaining for their readers. You have to put yourself in their shoes and ask, "Is this a story I would read?" If you are pitching a story persistently to no avail, consider reframing it. If a story isn't successful, move on to the next one and keep providing new ideas until you pitch one that a reporter is interested in covering.
- **You're pitching the story wrong.** Even if you have all of the relevant information in your pitch, if you are not pitching the story



correctly, you are reducing your chances for success. Reporters have many pitches to review every day, so you will want to get to your point within the first sentence or two. Write a strong subject line that quickly conveys your story. Be sure your first few sentences are concise and include your key message(s). Personalize each pitch or email to the specific reporter and do not send out mass emails or emails with attachments.

(Source: http://www.huffingtonpost.com/richard-lorenzen/three-reasons-why-reporter_b_5445667.html)

► Other Forms of Communication

In most cases, a news release or media advisory is sufficient. Other times, a well-written email pitch and a good spokesperson can be just as efficient and less time consuming.

Below are additional materials that can enhance your media relations success.

Media Kits

Media kits are assembled by an organization or coalition to give reporters a prepackaged promotional packet with background information that helps the reporter write his or her story. It can be used to invite a reporter to an upcoming event (by mail), or commonly it's provided to reporters who attend an event.

If you have the budget to develop branded folders, these can be used for media kits, but also for fundraising events, meetings with public officials and even new employee

orientation. A nicely branded (relatively generic) folder has a lot of uses, so be sure to check your supply closet before you build something new.

Items typically included in a media kit:

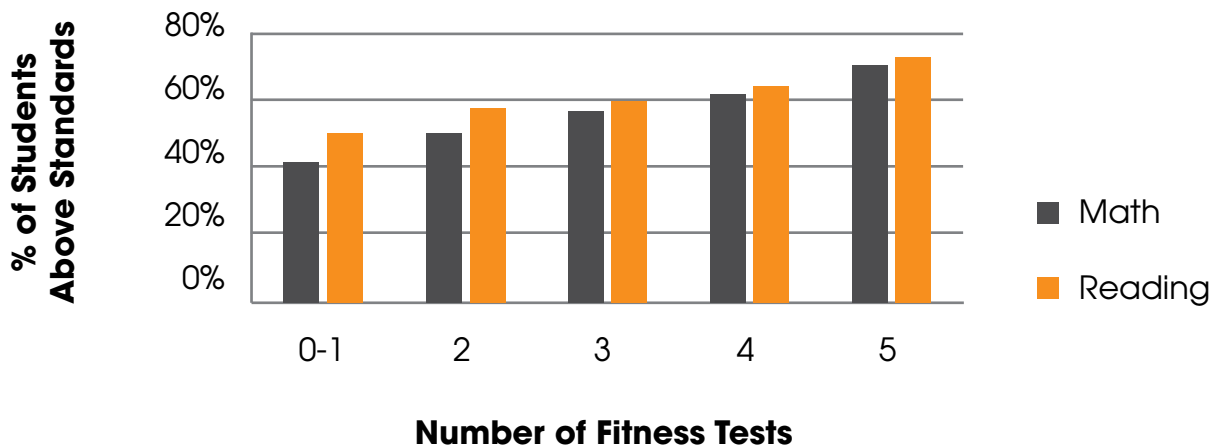
- Media spokesperson business card, plus additional business cards of relevant contacts
- Media advisory (page 21).
- Agenda of an event.
- Related news release(s).
- Biography of the guest speaker or key executives.
- Fact sheet (specific features, statistics, benefits).
- Electronic images of key executives, logos, products.
- Flier, postcard, brochure, etc.

Data and Infographics: Depending on the outlet, graphs and charts are desirable, and creative use of data is a powerful way to convey your message.

- Each outlet is different. More sophisticated outlets will request the raw data but want to create a chart themselves. Outlets with less staff may welcome a finished product that you create. When speaking with reporters, tell them the data available and ask how they prefer to receive it.
- A great example of using data to tell your story is the chart below that demonstrates a relationship between students who passed zero or one fitness test and students who passed all five fitness tests:

Example: Reading and Math Vs. Fitness

Percentage of students who were above standards for reading and math by number of fitness tests for which fitness standards were met, 2011-12 K-FIT database



Photography and Videography

It can't be said enough: Journalists are incredibly busy people. The more you do to make their job easier, the more you increase your chances of getting covered. When you can, provide the following:

- **High-definition Photography** to accompany the story or post on the website.
- **Multiple Images** encouraging the reporter to pick the best ones and create a photo slide show for Web content.
- **Videography** is incredibly powerful but expensive. TV stations have accepted high-definition footage from independent sources, but some have strict rules that they

will not use footage their own team didn't shoot. Before you invest in videography, ask reporters if they can use it and what they need. **Remember:** You're not in this alone. Consider asking your partners or colleagues if they have footage they're willing to share for your efforts or if it's possible to split the costs of a videographer.

- **Photo Releases** A photo release form is not needed if photographing public property. However, a photo release form is needed if photographing children and individuals under 18, at private meetings, or private events.



Template: Sample Photo Release Form

Organization Name _____

Address _____

City, State, Zip _____

Permission to Use Photograph

Subject: _____

Location: _____

I grant to (insert organization), its representatives and employees the right to take photographs of me and my property in connection with the above-identified subject. I authorize (insert organization), its assigns and transferees to copyright, use and publish the same in print and/or electronically.

I agree that (insert organization) may use such photographs of me with or without my name and for any lawful purpose, including for example such purposes as publicity, illustration, advertising and Web content.

I have read and understand the above:

Signature _____

Printed Name _____

Organization Name (if applicable) _____

Address _____

Date _____

Signature, Parent or Guardian _____

(if under age 18)

(Source: http://mycohi.org/pdfs/registration/sample_photo_release_form.pdf)

► Creating Opinion Editorials (op-eds)

An op-ed (opposite the editorial page) is a timely opinion piece written and signed by someone who is not a member of the newspaper's editorial staff. They are typically 500-750 words.

An op-ed is more likely to be published if it is signed by someone who is an expert on an issue or is well-known (e.g., a decision maker, researcher, or civic leader). If no one in your organization fits these criteria, consider reaching out to someone that does, who also supports your cause. Supply this individual with talking points and make sure that he or she understands your message. If there are time constraints, you can offer to write a draft for him or her to modify and submit.

Non-experts can succeed in getting op-eds published too. This is most common with local publications. Even if you don't have a specific qualification, you should still try to identify yourself in a way that sets you apart (e.g., farmer, social worker, high school student).

An effective op-ed is focused, clear and compelling. It should make a well-reasoned argument about a single issue. When writing an op-ed:

- Use simple language and avoid jargon and cliches.
- Use active voice instead of passive.
- Clearly express your position on an issue.
- Back up your position with facts and cite the opinions of experts (page 5).
- Include the emotional impact on the readers. Including personal stories, either about yourself or others, is a good way to elicit an emotional response.

When writing the op-ed, state your conclusion first, and then spend the rest of the piece making your case and backing it up with emotional appeals and facts. Start with a catchy headline, and hook the reader's attention with an intriguing first sentence. Make sure to finish strong, summarizing your argument in the last sentence.

Before writing an op-ed, make sure to check the submission requirements for the newspaper, since word limits and other requirements vary. Similar to a letter to the editor, however, less is more.

Finally, if you succeed in getting an op-ed published, make sure to thank the news outlet for running it.

(Source: https://movetoamend.org/sites/default/files/MTA-EarnedMediaGuide_0.pdf)

Example: Op-Ed

OPINION: Combating obesity, an op-ed dialogue

Programs can work

By Candace L. Ayars, interim director of public health studies, Kansas Health Institute

July 30, 2007

We applaud the Editorial Board of The Topeka Capital-Journal for its editorial July 12 commenting on the report on the failure of government-sponsored programs to combat childhood obesity. The editorial correctly summarized many of the issues that continue to fuel the obesity epidemic.

However, we have some concern at the suggestion that government and policymakers should abandon funding for intervention initiatives. We agree a change in tactics is necessary. But we also strongly believe that more focused funding is needed.

A careful review of the failed initiatives reveals that many were based on the belief that if we can sufficiently educate people about the dangers of obesity they will take personal responsibility for changing their behavior.

It didn't work. Americans just got heavier.

That's not surprising given mounting evidence indicating the obesity epidemic is a result of multiple social and economic systems interacting in ways that overwhelm the ability of average people to make healthy decisions about their nutrition and activity. If policymakers continue to ignore this evidence and rely predominantly on programs that require individuals to prevail against all of the social and cultural barriers arrayed against them, we will continue to see disappointing results.

The good news is that there are newer models for childhood obesity intervention that are demonstrating promising initial results. This is a direct consequence of increased, not decreased, funding to examine the obesity epidemic with an evidence-based approach.

We remain encouraged that the right kind of interventions can help Americans shed weight and avoid the chronic and debilitating conditions - diabetes and cardiovascular disease to name a few - that are caused by obesity. More funding, not less, is needed so that we can continue to hone in on what works and what doesn't. The alternative is to abandon our children to the disability, chronic disease, and early death that surely await them if we give up.

(Source: <http://www.khi.org/news/2007/jul/30/opinion-combating-obesity-an-op-ed-dialogue/>)



► Editorial Board Visit

An editorial is an article that presents the *newspaper's* opinion on an issue. It reflects the majority vote of the *editorial board*, the governing body of the *newspaper* made up of editors and business managers. It is usually unsigned.

Editorials are widely read and carry significant weight with a paper's readers. They are harder to obtain than a news article but more valuable.

Scheduling a Visit

Scheduling and executing a successful visit with a newspaper board can be very rewarding. Publications with a small staff may only have a single member on their editorial board. Sometimes, an editor will advocate for your issue with the rest of the board, but scheduling a meeting is still a good practice.

- To find out whom to approach for a meeting, call the paper and ask.
- Be ready to make a strong pitch for why the editorial board should meet with you and why they should do so now.
- If you do not get a meeting, give it some time and then look for a new angle on the story or tie it to a different trend.

Even if you succeed in getting a meeting, it may take several weeks to run, so if the topic is time sensitive (e.g., an endorsement of a referendum), make sure to call well in advance.

Ask how much time you will have. This will help you prepare to communicate your key messages while allowing time for questions.

Also, find out who will attend the meeting – the entire board, or a few editors or writers responsible for the topics most related to your issue. If the full editorial board is not present, you will need to supply them with the information they will need to talk with the rest of the board.

Preparing for the Visit

- Prior to the meeting, do your homework. Research past positions the editorial board has taken on related issues, especially any that align or conflict with the position you are asking them to take.
- Anticipate likely questions and develop good responses. Select one or a few people from your organization to attend the meeting, and go over key messages and how to respond to questions as a group.
- Prepare a one-page fact sheet with basic information about your issue and outline your main arguments. Make enough copies for everyone you expect to be at the meeting. Include contact information for someone whom the editorial board members can ask for additional details. If another newspaper has written an editorial or article in support of your issue and you think seeing this would have a positive influence on the board, bring copies to share.

Meeting With the Editorial Board

Several outcomes are possible following an editorial board meeting. An editorial in support of your position may be written. However, they may not write an editorial, or they may even decide to write one opposing your position.

Tips:

- On the day of the meeting, familiarize yourself with that day's edition of the newspaper.
- Interact in a polite and professional manner.
- Be as persuasive as possible but not pushy.
- Be friendly, but remember everything you say is on the record, so make sure to stay on message.
- Tell the board you would appreciate their support for your issue and thank them for their time.

Even if no editorial is written, it is possible that a reporter will be assigned to write a news article based on your visit. If you do succeed in getting an editorial supporting your position, this can open up the door for additional editorials on different aspects of your issue in the future.

(Source: https://movetoamend.org/sites/default/files/MTA-EarnedMediaGuide_0.pdf)

Example 1: Op-ed written by the Topeka Capital-Journal editorial department on behalf of the paper



Editorial: Obesity still a concern for most age groups

Posted: February 28, 2014 - 5:35pm



By The Capital-Journal

The most recent study on obesity by the Centers for Disease Control and Prevention, published in the Journal of the American Medical Association, reports a significant decline in the obesity rate of young children, ages 2-5, over the past decade.

That is good news for the county's young people, more of whom appear to be getting off to a healthier start in life, and should be treated as such.

However, the CDC report showed obesity rates for most age groups remained largely unchanged over the 10-year period, which means we haven't taken

seriously enough the danger that obesity poses to our health.

According to the CDC, the obesity rate for children ages 2-5 declined from 13.9 percent to 8 percent, a decline of 43 percent, over the past decade.

The only other age group that showed a significant change was women older than 60. The obesity rate for them actually increased from 31.5 percent to 38 percent.

CDC director Tom Frieden and first Lady Michelle Obama reportedly are pleased with the decline in obesity among young children, as they should be, but it's becoming evident that not enough people are paying attention to all the warnings that have been directed at them about the health risks of maintaining too much body fat.

Obesity is a leading cause of early death. It can cause heart disease, kidney disease and blindness and raises a person's risk for several types of cancer.

Anyone who has been paying attention has been aware of obesity's dangers for some time, but it appears many aren't alarmed enough to reduce their level of body fat and reap the benefits of a healthier and longer life. They should be, and friends and family members should encourage them to eliminate excess fat.

The current weather conditions across much of Kansas aren't likely to encourage anyone to begin a rigorous outdoor exercise regimen, although regular exercise is a great way to reduce body fat, but anytime is a good time to reflect on what we eat and vow to adopt a healthy diet. And it isn't difficult to find an exercise program that can be done in the warm comfort of one's home.

Winter weather soon will give way to spring and Topeka and Shawnee County offer an abundance of opportunities to get outdoors and exercise while enjoying the beauty of the season.

There's no reason to flirt with the dangers of obesity when we know how to avoid them.

Source: <http://cjonline.com/opinion/2014-02-28/editorial-obesity-still-concern-most-age-groups>



Example 2: Op-ed written by the Wichita Eagle editorial department on behalf of the newspaper

editorials | The Wichita Eagle 

Eagle editorial: Path to improved community health

10/15/2013 5:04 PM | Updated: 08/08/2014 10:19 AM

Praise is due Sedgwick County for continuing to lead the way on wellness with its new Community Health Improvement Plan. The feat will be turning the goals into a healthier population amid budget cutting – and some flak even from the County Commission bench.

Sedgwick County’s overall health can use some serious work, judging from the county’s 72nd-place ranking out of the 102 Kansas counties included in the most recent survey by the Robert Wood Johnson Foundation. Though Wichita’s status as a health care mecca put the county in a strong 12th place for clinical care, Sedgwick County’s comparatively high rates of childhood poverty, unemployment, single-parent households and violent crime pulled down its ranking to 96th for social and economic factors. The county also compares unfavorably across a range on health factors including adult smoking and obesity rates, teen-birth and low-birthweight rates, and sexually transmitted infections.

Crafted by the Sedgwick County Health Department in partnership with the Visioneering Health Alliance, the Community Health Improvement Plan outlined last week for county commissioners targets priorities identified in a review of data and available assets a few years ago – access, obesity and diabetes, oral health and mental health – and aims to reduce health disparities in each area. Among the worthy and measurable goals:

- Decrease the number of adults who lack a personal doctor or health care provider (currently 19 percent), including through community health clinics and the donated care of the nonprofit Project Access.
- Reduce the number of adults who are obese (30 percent now) or diabetic, including by partnering with the city of Wichita in increasing use of bicycles and bike paths.
- Decrease the number of adults reporting poor mental health (1 in 10 now), in part by increasing use of services at safety-net clinics and increasing the county’s “mental health first-aid training.”
- Decrease the number of adults who did not visit a dental provider in the past year (currently 25 percent), and reduce the number of children with tooth decay. Toward the latter goal, the county and USD 259 are collaborating to increase dental-sealant treatments at schools, hoping to reach all Title I schools this academic year and eventually all schools in USD 259 and countywide.

Any such plan is only as effective as its funding and partnerships. And even then, it will be limited by individuals’ personal choices, as County Commissioner Richard Ranzau noted in a harsh critique in which he called the idea of community health a misnomer and predicted the plan will fail.

But “public health is one of our core responsibilities,” said Commissioner Tim Norton. Commissioner Dave Unruh added: “Where we can see an issue and educate and help change the standards of the community, I think it’s a good thing.”

Good for the county for setting out a clear path to improve community health. The next move is the community’s.

For the editorial board, Rhonda Holman

Source: <http://www.kansas.com/opinion/editorials/article1125428.html>

► Writing a Letter to the Editor (LTE)

A letter to the editor is a short opinion piece submitted by a reader. This is a good medium for small organizations because well-written letters often get published, and it is a well-read portion of a newspaper.

The best letters to the editor are clear and make a single compelling point. They are written in first-person (I/me/we) and typically respond to a recently-published piece (e.g., article, op-ed, another letter to the editor) or current news item. They are also short, with a word limit of 150-300 words. In fact, the shorter the better. Not only does brevity increase the chances your letter will get published, it decreases the likelihood that it will be edited prior to publication.

Tips:

- Read through the letters to the editor section of your local newspaper and take note of which letters are the most compelling. Ask yourself why.
 - Is it written in simple, clear language?
 - Did the writer state a qualification (e.g., mother of three children, doctor, business owner) to increase credibility?
 - Did the writer back up his or her point with data?
- Familiarize yourself with the newspaper's requirements. Take note of the word limit, submission process and any exclusivity requirements.

Submitting Multiple Letters

Editors read all the letters they receive and often publish ones that reflect the sentiments expressed in the letters as a whole. For this reason, having many people submit letters on the same topic makes it more likely that your organization will get its message in the paper.

- Distribute key messages to your colleagues to help compose letters with a consistent message. You can also provide some example letters to make the process easier for those who are not experienced writers.
- Another option is to have a small team of letter writers and a larger group of letter senders. The writers compose letters and give them to the senders, who modify them (if they wish) and submit them.

(Source: https://movetoamend.org/sites/default/files/MTA-EarnedMediaGuide_0.pdf)

Example: Letter to the Editor

Published in the Wichita Eagle, October 2013

Crossing the Food Desert Together

Tuesday's article about "food deserts" is a sobering assessment of the limited access to healthy food in our community – but the research is a critical piece of the solution. In Kansas, 45 percent of low-income children are overweight or obese. To combat this disease and keep more Kansans living longer, fuller lives, we need approaches that make healthy food options available, accessible and affordable.

Solutions exist today, including gathering and empowering community members to find answers they can take to local leaders. The Kansas Health Foundation has grants available that help community groups and passionate citizens bring healthier food choices to their hometowns. For example, for the city of Lawrence in Douglas County, we provided a grant to establish a "food policy council." More than 20 community members – from store owners to farmers to health and food security officials – are developing solutions that will improve access to local, healthy food. We are hopeful Wichita will pursue a similar effort.

We need results that will benefit entire communities, including families wanting more choices and store owners who want to see the demand for healthier food increase. Let's work together to eliminate these food deserts in our communities. –Steve Coen, president and CEO of the Kansas Health Foundation

► Hosting a News Conference

News conferences take a lot of preparation and resources, but when executed successfully, can result in coverage in newspapers, radio, TV and blogs. An unsuccessful conference, on the other hand, can be detrimental in distributing your message. When determining whether you should host a press conference, ask yourself:

- Do I have breaking news that reporters can only receive (or receive before their competitors) if they attend?
- Will I have someone of notoriety in attendance? Often journalists will attend events because they want face time with leaders who aren't available otherwise.
- Is a news conference the most cost-effective way to deliver my news, or can I accomplish the same thing with a telepress conference (e.g., a press conference hosted via phone)?
- Is there strong opposition to this topic? Consider how much control you'll have in a public environment if naysayers show up (see page 25).
- Have I managed expectations about what success looks like? If only one reporter attends, will I still get value from the event?



Tips:

- **Timing:** Midmorning to noon is the best time for media reporters to attend. Advanced notice is crucial – at least three days in advance.
- **Location:** The closer to media companies, the better. A well-lighted place is a must. Outdoors can be risky because of weather.
- **Length:** Avoid multiple speeches and PowerPoint slideshows. Reporters want to hear a little about the news and then ask questions to get quotes.
- **Social Media:** It's smart to have someone post updates during the conference on Facebook or Twitter. The media will shoot video and record sound bites. If there is a single sentence or image to sum up what you are trying to say, put that to good use.
- **Practice:** Make a list of anticipated questions from the reporters. Prior to the conference, plan the format. What will your answers be? Who talks first? What happens next? And who's the best person to tackle certain issues or questions?

(Source: <http://marketing.about.com/od/publicrelation1/a/organizingapressconference.htm>)

SECTION 3: SOCIAL MEDIA >>



Social Media

Social media can have tremendous rewards for your advocacy efforts if you're conversational, consistent and willing to invest resources into identified channels. Common platforms for influencing public opinion include Facebook and Twitter, but new tools (Pinterest, Tumblr, and Instagram, for example) are unveiled regularly. Talk to others and look up examples of successful social media efforts for inspiration. Most important, remember social media is a conversation, not a monologue.

► Creating a Social Media Strategy

The first step in utilizing social media is to create a strategy.

- **Setting Your Objectives.** Is your goal narrow (publicizing an event) or broad (building and engaging with a community or coalition)?
- **Identifying the Audience You Would Like to Reach.** Are you primarily communicating with people who are already familiar with your work, or are you engaging new audiences?
- **Selecting Social Media Platforms.** This decision should be guided by your objectives and intended audience. The most well-known and easy-to-use are Facebook and Twitter. Caution: If you do not have a Facebook or Twitter account, please consult with an experienced social media professional before launching.
- **Integrate.** Social media should be developed as a part of a broader communications plan.
- **Gathering Resources and Materials to Share.** Think about what you like to read, view, share, etc. in your personal life and determine how rich story telling can also translate to your work.
- **Appoint Someone or a Team of People to Manage Your Social Media Presence.** Although there are no prerequisites for using social media, individuals with backgrounds in communications, marketing, or public relations are great assets. You'll also want to select someone who is comfortable and familiar with technology.

(Source: <http://www.aauw.org/resource/how-to-use-social-media-for-advocacy>)

► Facebook

- Consider creating a Business Fan Page. Start conversations by posting industry-related articles, images and videos, and ask questions that engage readers.
- To establish a business page, visit: <https://www.facebook.com/business/overview>.
- Identify your ideal audience and share content that would appeal to them.
- Keep posts short and conversational, and include an image whenever possible.

- Post regularly. A general rule is to post at least once per day.
- Interact in a timely manner with online users.
- Ask people to share your content.
- Brand your content whenever possible and include links to direct people back to your website.
- Share content from partner organizations.
- Create a Facebook event to promote activities, such as coalition meetings, and invite your Facebook friends, who can then invite their friends.

► Twitter

- Consider creating an account for your organization.
- To establish a Twitter account, visit: <https://business.twitter.com/start-tweeting>.
- Share links to interesting and relevant online items, images from events, and other information in 140 characters or less.
- Identify your ideal audience and share content that will appeal to them.
- Keep posts short and conversational.
- Post regularly. A general rule is to post at least one to two times per day.
- Interact in a timely manner.
- Ask people to share your content.
- Share content from partner organizations.
- After establishing a relationship, tweet directly to members of the media and bloggers to encourage them to cover your efforts.
- Form relationships with local organizations that you want to partner with in your efforts and communicate with them.
- Search and utilize hashtags related to what you are trying to publicize.

(Source: American Association of University Women)

► LinkedIn

Thousands of Kansas nonprofit professionals use LinkedIn to identify potential volunteers, board members, employees and donors. While this guidebook is focused on media strategies to support your policy objectives, we cannot overlook the value of LinkedIn as a social channel for supporting your overall business objectives. If you do not have a page, LinkedIn recommends these five simple steps to get going:

- 1. Build a Company Page.** Nonprofit organizations can highlight their mission and objectives while also engaging supporters by creating a LinkedIn Company Page. Your Company Page allows you to easily post status updates, share



news, find volunteers, grow your community, and stay in touch with your followers. (<https://www.linkedin.com/company/add/show>)

2. Encourage Supporters to Promote Your Cause. Your volunteers, board members and supporters are already your strongest advocates. Encourage them to add LinkedIn's Volunteer and Causes section to their profiles so they can showcase their service and champion your organization across their professional networks simultaneously.

3. Find Board Members. By searching LinkedIn for the right talent and posting open board roles, you can leverage the power of the LinkedIn network to target and identify qualified professionals for your nonprofit board. The LinkedIn Board Member Connect Program will support your board recruitment through exclusive training, a peer community and access to advanced premium tools.

4. Find Skilled Volunteers. With 300M+ registered professionals, and 82 percent interested in volunteering, LinkedIn is the best place to post opportunities for skilled volunteers to engage with your nonprofit. Posting a volunteer opportunity on LinkedIn will

position your organization in front of relevant professionals who are interested in donating their skills and expertise to a nonprofit.

5. Locate Staff. LinkedIn Nonprofit Solutions offers staff-sourcing tools to the nonprofit community at significant price reductions, depending on region.

(Source: <http://nonprofits.linkedin.com>)

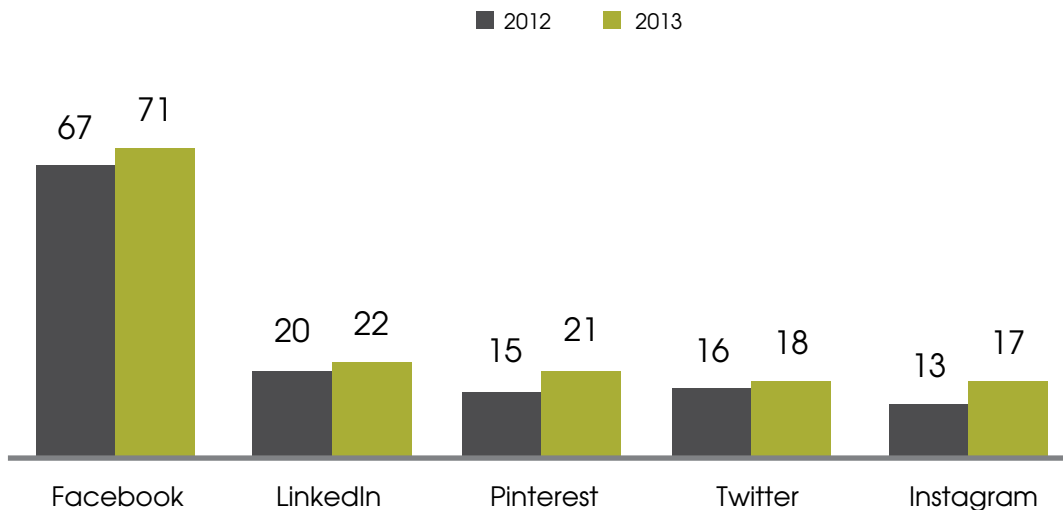
► Other Popular Social Media Channels

Social media channels like Pinterest, Tumblr, Instagram and Foursquare have grown to become large social media platforms. The social media landscape is continually evolving, and the hot tool or product today may be a thing of the past tomorrow. There are entire books devoted to the topic of social media – but for purposes of this guidebook, we focused only on Facebook, Twitter and LinkedIn. If you are considering social media for your organization, start with a strategy and feel free to call the Foundation, and we can connect you with peers who can provide assistance.

(Source: <http://techcrunch.com/2013/12/30/pew-social-networking/>)

Example: Social Media Sites, 2012-2013

% of online adults who use the following social media websites, by year



Pew Research Center's Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07- September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

PEW RESEARCH CENTER

(Graphic from: <http://techcrunch.com/2013/12/30/pew-social-networking/>)

SECTION 4: PAID MEDIA >>



Paid Media

Paid Media is any media that a company pays for; it's also called advertising, sponsorship and product placement. The key challenge is to make sure the money spent is truly worth the effort and expense.

Media Planning Process

- 1. Understand Your Audience.** This sounds like basic advice. A thorough understanding of your audience requires knowing how your audience typically consumes information and what they care about. What do they look for first? Do they go online or offline? What type of information do they look for?
- 2. Question Your Sacred Cows.** Many small-business owners have been buying the same media and following the same patterns for years because at some point they've proven to be successful. Creating a better media plan means taking a hard look at what you're already doing and making sure you're not just falling into the trap of repeating old mistakes.
- 3. Simplify Your Metrics.** There is no shortage of metrics when you buy media, but don't get distracted by useless numbers that don't provide you with some sort of value. Focus on only those metrics that help you understand the effect of your efforts. Identify the number that you care about most and pay attention to only that metric. Knowing the few most important metrics helps you hone in on what really matters.
- 4. Integrate Your Media.** The worst way to purchase media is to have it all sit independently. Keyword ads, for example, work best when you use them to send someone to a tailored piece of content on your website that refers to the query they used to find you. Even print ads in local papers should be directed to owned properties that you are actively maintaining, instead of a static website that you haven't updated in years. The more you can integrate the different forms of media, the more you can influence someone.
- 5. Don't Lock Yourself In.** Of course there may be a cost benefit to paying up front for a larger media buy, but negotiate this as much as you can. You will often find that, at the sort of volume or budget you have, there is not a huge price discount for buying everything up front. So instead, consider going month-to-month or running pilot campaigns. This puts more pressure on the media channels that you are buying from to deliver results and helps you avoid having your full budget sunk into something that may not be performing well.

(Source: Article published by Rohit Bhargava, CEO & Founder, Influential Marketing Group, <https://www.americanexpress.com/us/small-business/openforum/articles/media-planning-101-what-you-should-really-know>)

Types of Paid Media

Print Ads

Print advertising is the dissemination of advertising messages using visual, printed items. It can include billboards, newspapers, catalogs, mailers, fliers and magazine ads.

(Source: www.eHow.com)

Your print ad costs will depend on the size of your ad(s), what publication(s) you use, what sections of the paper(s) you want your ads in, the frequency with which you run the ads, and whether you use color in your ads. When it comes to working with the publication, you'll have a different sales representative from each newspaper who will not only quote you prices and deadlines but also help you design your ad.

When it comes to price, daily papers are the costliest of your choices and are best handled with annual contracts, because these publications make committing to one ad at a time cost-prohibitive.

(Source: <http://www.entrepreneur.com/encyclopedia/newspaper-advertising>)

How to Write a Print Ad

Come Up With a Catchy Tag Line.

Keep it short and sweet. If you say it out loud and it sounds like a mouthful, edit it down. Whatever it is, it should grab the listener's or reader's attention and convince him or her that your organization is different than everyone else. Consider using:

- Rhyme – "Do you Yahoo?"
- Humor – "Dirty mouth? Clean it up with Orbit chewing gum!"
- A play on words – "Every kiss begins with 'Kay'"
- Creative imagery – Yellow Pages: "Let your fingers do the walking"
- Metaphor – "Red Bull gives you wings"
- Alliteration – "Intel Inside"
- A personal pledge – Motel 6: "We'll leave the light on for you"

Use a Persuasive Technique.

There are tried-and-true methods that advertisers rely on to make their ads stick. These include:

- **Common Sense:** Challenging the listener or reader to think of a good reason not to act.
- **Humor:** Making the individual laugh, thereby making your organization more likeable and memorable.
- **Repetition:** Getting your message to stick by repeating key elements.

Know Your Target Audience.

Even the cleverest ad won't work if it doesn't appeal to the target audience. Are you looking for a certain age group? Do you want people with a set income level? Or maybe you're looking for



a population with a special interest? Whatever it is, try to get a clear picture of who your dream listener or viewer is and why he or she would be interested in what you're promoting.

Keep your target in mind when developing the tone and look of your ad. Remember: It needs to appeal to your audience as much as possible and avoid offending or talking down to them.

Make Sure All the Relevant Information Is Included.

If your reader or listener needs to know your location, phone number, or website (or all three), provide this information somewhere in the ad. If you're advertising an event, include the location, date, time and ticket price.

(Source: WikiHow: Writing an Advertisement, www.wikihow.com/Write-an-Advertisement)

TV Commercials

TV commercials are the most expensive option among paid media channels. If you are considering a TV commercial, ask your peers and colleagues for a referral to an advertising agency or firm that has expertise to coordinate and produce TV commercials. TV commercials are usually 30 seconds long. Your organization will provide script and input to the advertising agency, and ensure that your TV messages align with your organization's communication strategy, earned media and social media.

For 10 Essentials to an Effective TV Commercial, visit: <http://advertising.about.com/od/televisionandradio/a/commercialmusts.htm>

Radio Commercials

Choosing the right radio station(s) from the many that are available isn't as difficult as it may seem at first. Learn each station's primary demographic. If it matches your target customer, request a media sales kit.

Frequency is very important when considering an advertising schedule on radio. Listeners tune in and out, change stations, and are often engaged in some other activities while the radio is on, so your message needs to appear often if they're going to hear it.

Industry standards suggest you run no less than 18 commercials in one week and do so for several weeks in a row. People need time to get used to hearing your message.

If you can't afford more than one station, choose that single station carefully and buy as much time as you can afford to nail that audience. Then, when you can afford more, add another station. It's ideal to keep current listeners while you're rounding up new ones.

The first quarter of the year is probably the best time to negotiate a favorable contact rate or take advantage of special programs designed to bring much-needed business to radio stations. But remember, it's only a good deal if the station can help your message reach your audience.

(Source: <http://www.entrepreneur.com/encyclopedia/radio-advertising>)

Example: Riley County, May 2014

SUGGESTED HOLIDAY RADIO SPOTS – FLINT HILLS WELLNESS COALITION

8 LINES 12 POINT FONT, TIMES NEW ROMAN, ALL CAPS

STAY HAPPY AND HEALTHY THIS HOLIDAY SEASON, EAT YOUR FAVORITE FOODS BUT STICK TO ONLY EATING THE RECOMMENDED SERVING SIZE. THIS HEALTHY HOLIDAY TIP IS BROUGHT TO YOU BY (NAME) WITH (ORGANIZATION) AND THE FLINT HILLS WELLNESS COALITION.

EAT SNACKS BETWEEN MEALS TO AVOID OVER-EATING AT HOLIDAY MEALS. THIS HEALTHY HOLIDAY TIP IS BROUGHT TO YOU BY (NAME) WITH (ORGANIZATION) AND THE FLINT HILLS WELLNESS COALITION.

IF YOU'RE IN A RUSH AND GRABBING LUNCH OR A SNACK FROM THE VENDING MACHINE, GRAB A CHOICE LOW IN FAT, SUGAR, AND CALORIES, AND HIGH IN PROTIEIN TO HELP YOU FEEL FULL. PAIR A WHOLE GRAIN WITH A PIECE OF FRUIT. THIS HEALTHY HOLIDAY TIP IS BROUGHT TO YOU BY (NAME) WITH (ORGANIZATION) AND THE FLINT HILLS WELLNESS COALITION.

BE CONSCIOUS OF YOUR SODIUM INTAKE DURING THE HOLIDAYS. SPOT THE SALT. THIS HEALTHY HOLIDAY TIP IS BROUGHT TO YOU BY (NAME) WITH (ORGANIZATION) AND THE FLINT HILLS WELLNESS COALITION.

MAKE MEALTIME FAMILY TIME. DON'T OVEREXTEND YOUR FAMILY'S SCHEDULE. KIDS WHO EAT REGULAR FAMILY MEALS ARE LESS LIKELY TO BE OVERWEIGHT OR OBESE. ALSO, WHEN PARENTS EAT HEALTHFULLY, KIDS ARE MORE LIKELY TO DO THE SAME. THIS HEALTHY HOLIDAY TIP IS BROUGHT TO YOU BY (NAME) WITH (ORGANIZATION) AND THE FLINT HILLS WELLNESS COALITION.

TRAVELING THIS HOLIDAY SEASON? STAY HEALTHY BY WASHING HANDS FREQUENTLY, EATING HEALTHY SNACKS ALONG THE WAY, AND MAKING TIME FOR PHYSICAL ACTIVITY. THIS HEALTHY HOLIDAY TIP IS BROUGHT TO YOU BY (NAME) WITH (ORGANIZATION) AND THE FLINT HILLS WELLNESS COALITION.

Paid Online Keyword Searches (SEO)

Webopedia's definition of Search Engine Optimization (SEO) is, "a methodology of strategies, techniques and tactics used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of a search engine (SERP) – including Google, Bing, Yahoo and other search engines."

Optimization involves making pages readable to search engines and emphasizing key topics related to your content. Basic optimization may involve nothing more than ensuring that a site does not unnecessarily become part of the invisible Web (the portion of the Web not accessible through Web search engines). Advanced optimization may include significant research into every element of page design, site structure, and off-the-page criteria.

(Sources: <http://searchenginewatch.com/article/2288392/Time-for-a-New-Definition-of-SEO> & http://www.marketingterms.com/dictionary/search_engine_optimization/)

A person wearing a red t-shirt and a headset is seen from the back, operating a professional video camera. The scene is set in a studio with various pieces of equipment and warm lighting. A white text box is overlaid on the upper left portion of the image.

SECTION 5: MEDIA LIST >>

Media List

► Newspaper Outlets and TV Stations

Visit Kansas Press Association, <http://kspress.com>

Select "KPA Online Directory"

Search by either newspaper name, city or county, or select "To browse ALL active, associate, and student member newspapers, click here." to see all Kansas-wide newspaper outlets.

As of July 2014, 232 total newspaper outlets for state of Kansas:

Abilene Reflector-Chronicle
 Active Aging
 Advocate
 Anderson County Advocate
 Anderson County Review
 Anthony Republican
 Ark Valley News
 Arkansas City Traveler
 Atchison Globe
 Atchison Globe/Hiawatha World Combo
 Attica Independent
 Baker Orange
 Baldwin City Signal
 Belle Plaine News
 Belleville Telescope
 Beloit Call
 Best Times
 Bethel Collegian
 Bird City Times
 Blue Rapids Free Press
 Buccaneer
 Bulletin
 Butler County Times-Gazette
 Caldwell Messenger
 Campus Ledger
 Cawker City Ledger
 Cedar Vale Lookout
 Chanute Tribune
 Chapman & Enterprise News-Times
 Chase County Leader-News
 Cherokee County News-Advocate
 Chronicle Christian News
 Circuit
 Clarion
 Clark County Clipper
 Clay Center Dispatch
 Clyde Republican
 Coffey County Republican
 Coffeyville Journal
 Colby Free Press
 Collegian
 Collegio
 Columbus News Report
 Concordia Blade-Empire
 Conquistador
 Conway Springs Star and Argonia Argosy
 Council Grove Republican
 Courtland Journal
 Cowley Press
 Crusader
 Cunningham Courier
 Derby Informer
 Dos Mundos
 Downs News and Times
 El Lider
 Elkhart Tri-State News
 Ellinwood Leader
 Ellis Review
 Ellsworth County Independent/Reporter
 Emporia Gazette
 Erie Record
 Eureka Herald
 Fort Leavenworth Lamp
 Fort Riley -The 1st Infantry Division
 Fort Scott Tribune
 Frankfort Area News
 Galena Sentinel-Times
 Garden City Telegram
 Gardner News
 Glasco Sun/Delphos Republican
 Goodland Star-News
 Gove County Advocate
 Great Bend Tribune
 Greeley County Republican
 Gyp Hill Premiere
 Hanover News
 Hays Daily News
 Haysville Sun-Times
 Herington Times
 Hiawatha World
 High Plains Journal
 Hill City Times
 Hillsboro Free Press
 Hillsboro Star-Journal
 Hoisington Dispatch



Holton Recorder
Hometown Girard
Horizon
Horton Headlight
Hugoton Hermes
Humboldt Union
Hutchinson News
Independence Daily Reporter
Independence News
Ink
Interobang
Iola Register
Jewell County Record
Johnson Pioneer
Junction City Daily Union
Junction City Daily Union/Wamego Smoke Signal/Abilene
Reflector Chronicle
Kansas Chief
Kansas City Business Journal
Kansas City Jewish Chronicle
Kansas City Nursing News
Kansas City Star
Kansas Senior Times/McGrath Publishing Co.
Kansas State Collegian
Keynotes News for Older Kansans
Kingman Leader-Courier
Kiowa County Signal
La Estrella
La Semana
La Voz
Labelle Avenue
Lakin Independent
Lansing Times
Lantern
Larned Tiller & Toiler
Lawrence Journal-World
Leader & Times
Leavenworth Times
Legal Record
Liberal Light
Lincoln Sentinel-Republican
Lindsborg News-Record
Linn County News
Linn-Palmer Record
Louisburg Herald
Lucas-Sylvan News
Lyons News
Madison News
Manhattan Free Press
Manhattan Mercury

Marion Record
Marquette Tribune
Marysville Advocate
McPherson Sentinel
Merchant's Directory
Miami County Republic
Miltonvale Record
Minneapolis Messenger
Mirror (Tonganoxie)
Mirror (Tonganoxie)
Mission Valley Herald
Monitor-Journal (Little River)
Montezuma Press
Montgomery County Chronicle
Mulberry Advance
Mulvane News
Neodesha Derrick
Ness County News
Newsleaf
Newton Kansan
Ngay Nay (World Today)
Norton Telegram
Norwich News
Oberlin Herald
Onaga Herald
Osage County Herald-Chronicle
Osawatomie Graphic
Osborne County Farmer
Oskaloosa Independent
Ottawa Herald
Oxford Register
Parsons Sun
Peabody Gazette-Bulletin
Phillips County Review
Pittsburg Morning Sun
Plainville Times
Prairie Post
Prairie Post
Prairie Star
Pratt American
Protection Press
Rawlins County Square Deal
Review
Riley Countian
Rose Hill Reporter
Rural Messenger
Rush County News
Russell County News
Sabetha Herald
Salina Journal

Scott County Record
 Sedgwick County Post
 Seneca Courier-Tribune
 Shawnee Dispatch
 Silhouette
 Smith County Pioneer
 South Haven New Era
 Spearville News
 Spectator
 St. Francis Herald
 St. John News
 St. Marys Star
 Stafford Courier
 Sterling Bulletin
 Sterling Stir
 Stockton Sentinel
 Sunflower
 Syracuse Journal
 The Chieftain (Basehor/Bonner Springs)
 The Highlighter - Wichita Heights High School
 Tiempos
 Times-Sentinel
 Tipton Times
 Topeka Capital-Journal
 Topeka Metro News, The
 Trojan Express
 Ulysses News
 University Daily Kansan
 University Leader
 Valley Falls Vindicator
 Vantage
 Wabaunsee County Signal-Enterprise
 Wamego Smoke Signal
 Wamego Times
 Washington County News
 Wellington Daily News
 Western Kansas World
 Western Star
 Western Times
 Westmoreland Recorder
 Wichita Business Journal
 Wichita Eagle
 Wilson County Citizen
 Winfield Daily Courier
 Wyandotte County Business News
 Wyandotte Echo
 Yates Center News

Kansas TV Stations

Visit <http://newslink.org/kstele.html>

(as of July 2014)

ABC network:

- Topeka: KTKA (Ch. 49) and Topeka City Guide
- Wichita: KAKE (Ch. 10) and Wichita City Guide

CBS network:

- Pittsburg: KOAM (Ch. 7)
- Topeka: WIBW (Ch. 13) and Topeka City Guide
- Wichita: KWCH (Ch. 12) and Wichita City Guide

Fox network:

- Junction City: KTMJ (Ch. 43) and Topeka City Guide

Independent:

- Lawrence: KMCI (Ch. 38)
- Wichita: KCTU (Ch. 55) and Wichita City Guide

NBC network:

- Garden City: KSNG (Ch. 11)
- Great Bend: KSNC (Ch. 2)
- Oberlin: KSNK (Ch. 8)
- Topeka: KSNT (Ch. 27) and Topeka City Guide
- Wichita: KSNW (Ch. 3) and Wichita City Guide

PBS network:

- Bunker Hill: KOOD (Ch. 9)
- Lakin: KSWK (Ch. 3)
- Topeka: KTWU (Ch. 11) and Topeka City Guide
- Wichita: KPTS (Ch. 8) and Wichita City Guide

My Network TV:

- Kansas City: KSMO (Ch. 62)

Kansas Radio Stations

Visit <http://radio-locator.com>

TownHallToolkit wGYF copyright.pdf





Kansas Health Foundation

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