Agenda

- Earned media
  - The basics
  - Best practices
  - Ideas from the field
- New TV public service announcement
- Campaign updates
- Upcoming webinars
Definitions

- **Earned media**
  - Any media coverage that is editorial based (not paid advertising)

- **Social media**
  - Virtual communities and forums where people create, share and exchange information and ideas

- **Owned media**
  - Websites and other information channels that a brand or organization owns

- **Paid media**
  - Traditional paid advertisements
## PESO Media Model

### Integrated Media Model

<table>
<thead>
<tr>
<th>Paid</th>
<th>Earned</th>
<th>Shared</th>
<th>Owned</th>
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</thead>
<tbody>
<tr>
<td><strong>Message Control</strong></td>
<td>HIGH</td>
<td>MEDIUM</td>
<td>LOW TO MEDIUM</td>
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<td><strong>Engagement</strong></td>
<td>LOW TO MEDIUM</td>
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<td>MEDIUM TO HIGH</td>
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<td><strong>Cost-Efficiency</strong></td>
<td>LOW TO MEDIUM</td>
<td>HIGH</td>
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### Includes

- Paid content — SEM, advertisements, affiliate programs, sponsorships, advertorials
- Traditional media, bloggers
- Social networks controlled by consumers and word-of-mouth
- Company-controlled websites, blogs, emails, and Facebook and Twitter pages
Before You Begin Your Earned Media

- Online listening
- Public opinion tracking
- Media monitoring
  - Importance of media monitoring
  - How to conduct media monitoring
Media Audit Results

- Healthcare coverage is year round, but seasonal peaks exist
- Our campaign wave themes are already newsmakers
- Media coverage is primarily neutral in tone, but there are opinions in the news space
What Makes a Good News Hook?

- Timely trends and seasonal topics
- Personal stories – local spokespeople or family success stories
- New statistics or research
- Health policy or initiatives
- Local events
Possible Hooks: A Few Ideas

- Research
  - Government
  - Research Institutes
  - Universities
- Partnerships
Build Your Earned Media Toolkit

- Media list
- News advisory
- News release
- Editorial content
Walk Through a Media Wave

- How to engage media contacts
- Quick tips for pitching media
- Talking with media
- Preparing for media interviews
Tips on Spanish Language Media

- Identifying Hispanic media and preparing media lists takes more time.
- The more information you have “in-language” – the better.
- Identify a Spanish-speaking spokesperson.
- Pitching in Spanish is optimal.
- Timing for media outreach takes longer - print runs weekly, bi-weekly, even monthly!
Partners

- Colleen McCauley, Public Citizens for Children and Youth
Public Citizens for Children and Youth

Three cheers for health

The Horace Furness High, 1000 S. Third St., cheerleaders welcomed U.S. Sen. Bob Casey, middle, and Kathleen Sebelius, right, secretary for the U.S. Department of Health and Human Services, to town for Monday’s pep rally geared towards connecting students to health insurance. The Philadelphia Eagles Youth Partnership is teaming up with area schools to help tackle the challenge.
TV PSA
Radio PSA - Spanish
PSA Distribution

- Post the Radio and TV PSAs on your website
- Post to your Facebook page, YouTube channel, and Tweet links
- Run at your local events
- Share with partners
Partner

- Jodi Ray, Project Director, Florida Covering Kids & Families
Campaign Updates
When kids have health insurance, we all breathe easier.

Whether it’s allergies, asthma or just a common cold, your kids can get the care they need. Medicaid and CHIP offer free or low-cost health insurance for kids and teens. Children can get regular check-ups, immunizations, doctor and dentist visits, hospital care, mental health services, prescriptions and more. Children in a family of four earning up to $47,100 a year or more may qualify.

Go to InsureKidsNow.gov or call 1-877-KIDS-NOW to learn more.

Cuando los niños tienen seguro de salud, todos respiramos mejor.

Ya sea por alergias, asma o solo un resfriado común, sus hijos pueden recibir la atención que necesitan. Medicaid y CHIP ofrecen seguro de salud a bajo costo o gratis para niños y adolescentes. Los niños y adolescentes pueden recibir exámenes médicos, vacunas, visitas al médico y al dentista, atención en el hospital, servicios de salud mental, medicinas y mucho más. Los niños en una familia de cuatro que ganan hasta $47,100 al año o más pueden calificar.

Visite el sitio Web InsureKidsNow.gov o llame al 1-877-KIDS-NOW para más información.
Campaign Update

- Across markets: Healthy Kid’s Day at YMCAs on April 27
- Albany: Allergy & Asthma Health Fair on April 27
- Tampa: Parent University on April 27
- Cincinnati: Allergies & Asthma Phonathon on May 29
Regional Field Desks

- We are here to help with your wave activity
- Contact us by phone or email and we will assist you with what you need to participate in the campaign:
  - Event planning
  - Messaging
  - Template materials
  - Partnerships
  - Media outreach
Connecting Kids to Coverage Regions

- Field Director: Christine Glunz
- Northeast/Central: Kate Kreps
- Southeast: Riley Greene
- West: Ashley McPhail
Upcoming Webinars

- **May 8:** Social Media Webinar
- **June:** Back to School Outreach
Contact

- Visit: [www.insurekidsnow.gov](http://www.insurekidsnow.gov)
- Subscribe: Connecting Kids to Coverage National Campaign Notes
- Call: 1-855-313-KIDS
- Email: InsureKidsNow@fleishman.com