



Media Outreach Webinar

April 24, 2013

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

	PAID	EARNED	SHARED	OWNED
MESSAGE CONTROL	HIGH	MEDIUM	LOW TO MEDIUM	MEDIUM
ENGAGEMENT	LOW TO MEDIUM	HIGH	MEDIUM TO HIGH	HIGH
COST-EFFECTIVENESS	LOW TO MEDIUM	HIGH	HIGH	HIGH
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, 1900 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.

PPCY promotes youth wellness



PCCY staff member Loraine Iglesias, front, and intern Julianne Gamino tape up one of the posters their organization uses to spread the word on free and low-cost insurance options for local children.



InsureKidsNow.gov



Questions & Answers

TV PSA



Radio PSA - English



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





Questions & Answers



Campaign Updates

Allergies & Asthma Materials

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.



CMS Product No. 11641

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

Ya sea por alergias, asma o sólo 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.



CMS Product No. 11641-3



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



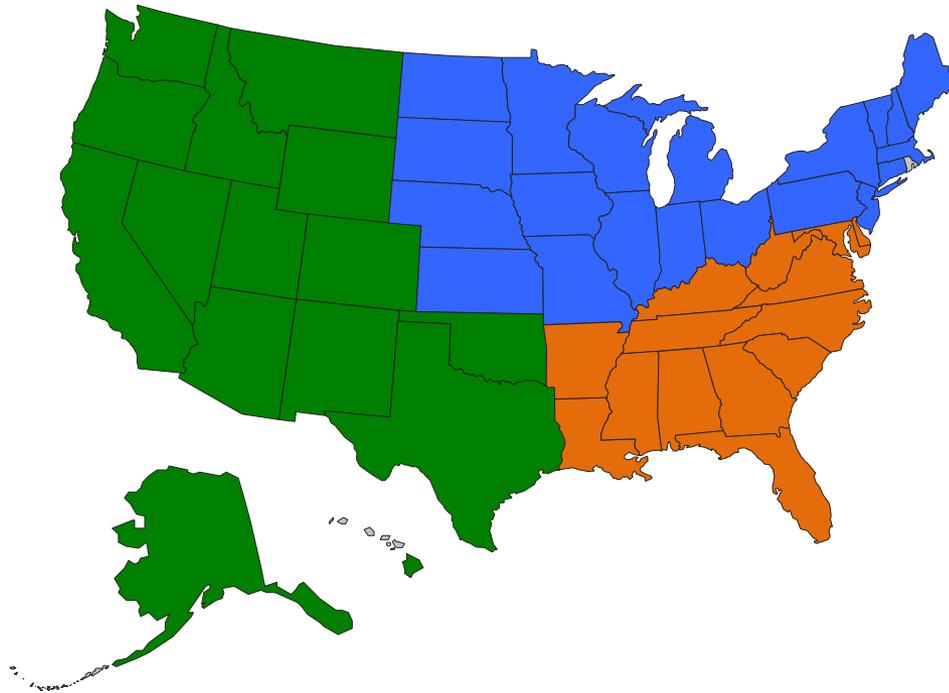
Regional Field Desks

- 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
- Subscribe: **Connecting Kids to Coverage
National Campaign Notes**
- Call: **1-855-313-KIDS**
- Email: InsureKidsNow@fleishman.com





Closing