



Strategies for Building Media Relationships to Expand Medicaid & CHIP Outreach Efforts

June 7, 2016 3:00 PM EDT

Agenda

- Overview and Introductions
- Strengthening Media Relations
- Reaching Minority Communities through Diverse Media Outlets
- Creating Impactful Content for Media
- Leveraging Earned Media Placements to Increase Medicaid and CHIP Enrollment
- Engaging Local Bloggers to Reach New Audiences
- Questions and Answers



Poll Question: Have you worked with non-traditional media outlets in your outreach efforts like specialty news outlets and blogs?

- a. Yes, but want to hear more tips and best practices.**
- b. No, looking to build these relationships.**

Strengthening Media Relations Efforts

Adam Silverstein

Vice President

FleishmanHillard



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Building Relationships with the Media

- Relationships with media are like the ones with your friends and romantic partners. Trust is earned, not granted
- You probably wouldn't go on a date without knowing a few things about the person's interests. Approach reporters the same way
- **Tip:** Reporters love compliments on their work, especially on social media!



Researching Outlets and Reporters That Cover Relevant Topics

- Your news is valuable because it is **local**. The most valuable reporters are those who are covering news because it affects people in a certain location.
- Health can be covered in an unlimited number of ways. Know the “angles” you have and match them to the right reporter.
- Look for the gaps. What isn’t the reporter covering? What information does the reporter lack? How can you fill that gap?



The Medium Defines the Message

The story you tell should be told in slightly different ways depending on the type of news outlet – TV, radio, online, print – where you want the story to appear



All about the storyteller creating images for the listener on a platform where they don't exist



Most complex of the mediums; story has to be told with images and words, normally all within minutes



Most in-depth news medium; facts and figures drive the story



Tips for Success When Pitching Reporters

1. Choose the right reporter
2. Thoroughly read the reporter's articles
3. Pitch a great story with great assets. Your organization's messages will come through in the story and are secondary in a pitch
4. Pitch the reporter at the right time (mornings are generally best)
5. Respect the reporter's right to decide whether to cover
6. On email and the phone, get straight to the point



Thank you!



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Reaching Minority Communities through Diverse Media Outlets

Annette Raveneau

National Director of Media Partnerships

Enroll America



Introduction

- Enroll America
 - Created the Get Covered America campaign in 2013 to inform millions of eligible consumers about their new health insurance options, and has been tested, refined, and proven successful through three enrollment cycles. Enroll America is the nation's leading health care enrollment coalition. An independent nonprofit, nonpartisan organization, who works with more than 6,700 partners in all 50 states to create cutting-edge tools, analyze data, inform policy, and share best practices in service of its mission: maximizing the number of Americans who enroll in and retain health coverage under the Affordable Care Act.
- Annette Raveneau – National Director of Media Partnerships
 - 5 years in communications for healthcare nonprofits (Enroll America, Know Your Care)
 - 12 years as a TV reporter/producer for Univision Network



AGENDA

It Takes Two to Tango!

- Challenges
- Relationship Building
- Maintaining the Relationship
- Sharing Best Practices
- Determining a Spokesperson
- Creating a Media List
- Enroll America to the rescue!



The background of the slide is a close-up, slightly blurred image of a computer keyboard. Several keys are visible, each with a different social media icon. From top to bottom, the visible icons include a blue Twitter bird, a red and white YouTube play button, a blue Facebook 'f', a red and white Pinterest swirl, and an orange and white Instagram camera. A semi-transparent blue rectangle is overlaid on the keyboard, containing the text of the poll question and options.

Poll Question: What are your challenges when communicating with constituency media?

- a. Language is a barrier.**
- b. They want us to advertise.**
- c. They say they'll come to our event, but they never show up.**

Things to Think About

- Emails
- Phone calls
- Texts
- Other partners reaching out to the outlet
- Reach out to multiple people in the same outlet (i.e. reporter, assignment desk editor, producer)
- Let the outlet know you have [insert language here] speakers available for them to interview
- Offer exclusive interviews



Poll Question: What are the ways you stay connected and build relationships with your local media outlets?

- a. We email/call them when we have a story to cover.**
- b. They are in our media list and get our press releases.**
- c. We don't know how to reach them.**

Things to Think About

- Do **one-on-one** meetings*
- Send occasional emails (call/text only if appropriate) simply to say *“Hello!”*
- Tweet the reporter about a story they’ve done
- Offer journalists organization’s local chapter (NAHJ/NABJ) a presentation about your topic of expertise at a future chapter meeting

**Time consuming but it’s the most important relationship building technique you’ll ever do.*



Improving Partnerships

- Don't just reach out when you need them, reporters can smell the perspiration (I mean desperation)
- Even if they don't show interest, persist!
- Ask leaders in that community to reintroduce you to the outlet's newsroom personnel



How to Identify the Spokesperson of Your Organization

- A good speaker, and explainer while staying on message
- A leader = strength + warmth + relatable
- Speaks the language of the constituency you are trying to reach



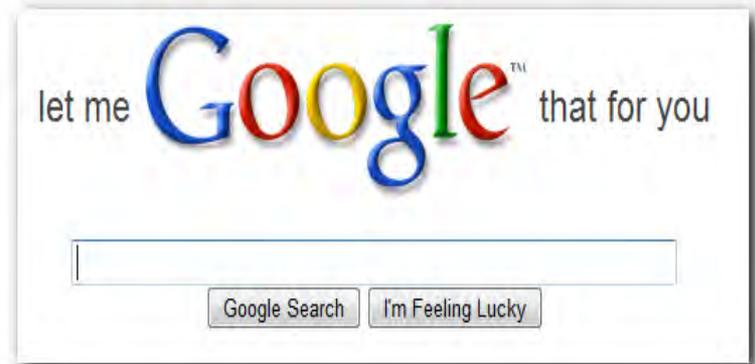
Our Work in Action!



InsureKidsNow.gov

Got Media List?

- If you don't have a media list with the outlets you are interested in reaching, you should:
 - Search their websites and get their contact information
 - Go to local supermarkets and find which newspapers are in circulation
 - Watch, read, listen to outlets to get names of journalists
 - Search via social media (i.e. Twitter, Facebook)
 - Create address book (in email and Excel)



www.EnrollAmerica.org/Communicators

- Weekly email messaging update
- Earned media best practices
- Localized messaging resources
- Social media content



[About Us](#) [Partners](#) [State Maps & Info](#) [Publications](#) [Resources](#) [Blog](#)

[Home](#) > [Welcome, Communicators!](#)

Welcome, Communicators!

The **Get Covered Communicators Program** is for anyone who plans to share the "Get Covered, Stay Covered" message with the public. We know consumers are hungry for the facts, and we are excited to provide as much clear and helpful information as possible. See below for helpful resources, and check back for updates!



Check out the latest Communicator's Guide!

- + [Communicators Program Intro](#)
- + [Get Started](#)
- + [Communicators Boot Camp](#)
- + [Messaging Resources](#)



Thank you!



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Creating Impactful Content for Regional Media Outlets

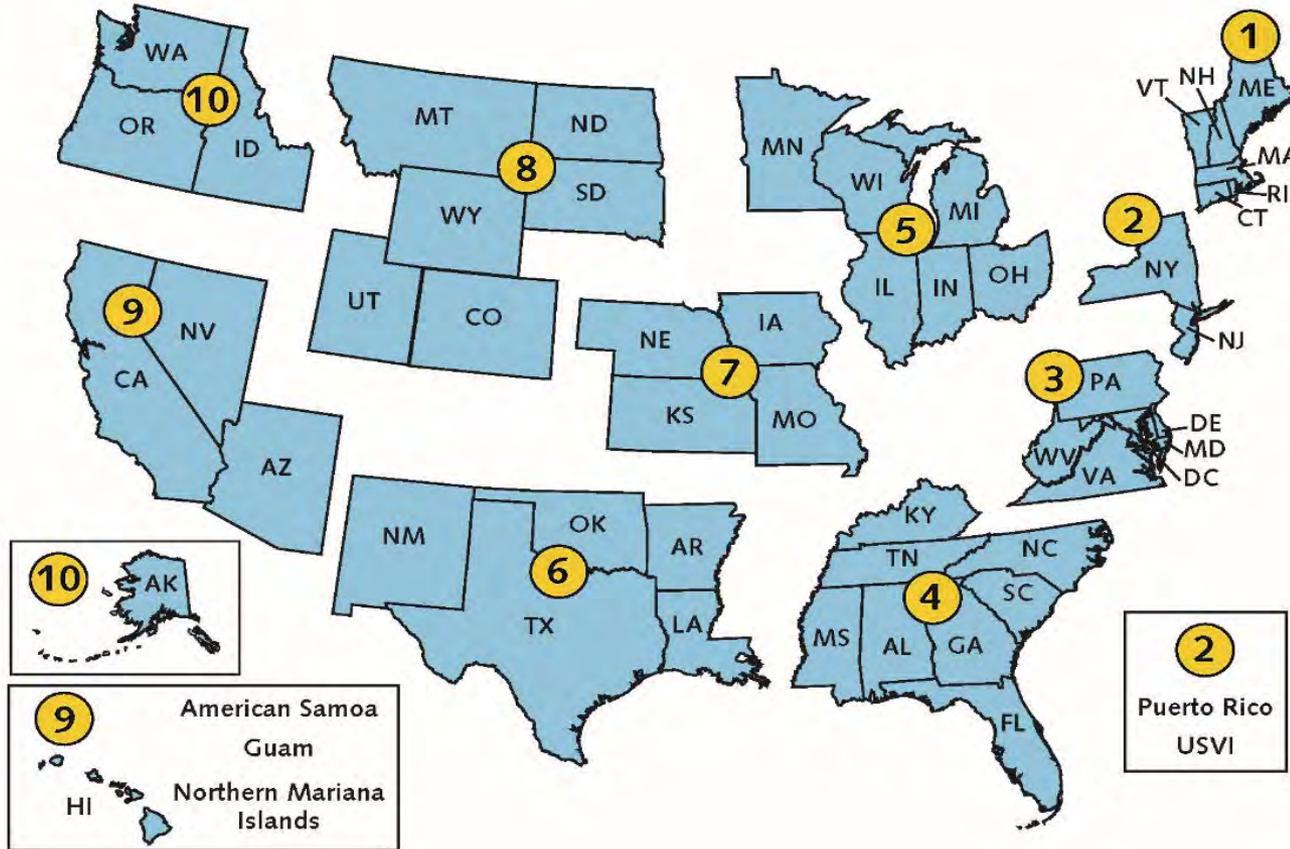
Lorraine Ryan

Public Affairs Officer, Region 3

Centers for Medicare & Medicaid Services



CMS Regional Offices



Working with CMS Regional Offices

- Collaborating on media-focused events
 - Leveraging each others media contacts
 - Leveraging social media capabilities
 - Testimonials/human interest stories (we need them)
 - Back-to-School campaigns
 - Connecting CHIP with Marketplace-related outreach
 - Phone banks with TV and Radio stations
 - Connecting each other with each other's partners



Tips and Advice for Garnering Coverage

- Localize information and impact: who, what and how many in your coverage area?
- Human interest: put a face to the story you want to tell
- Think visually: pictures (video & sound) are worth a thousand words!
 - Print media is now MULTI-MEDIA
- Timing: leverage the calendar, community happenings and other events, i.e. back to school
- Seek tie-ins with local personalities/celebrities
- Make the media your partner!
- Join forces with others: libraries, health centers, community centers, faith communities



CMS Regional Office Media Leads

- Region 1 (Boston): Courtney Jenkins, (617) 565-1464 courtney.jenkins@cms.hhs.gov
- Region 2 (New York): Reina Becnel, (212) 616-2228 reina.becnel@cms.hhs.gov
- Region 3 (Philadelphia): Lorraine Ryan, (215) 861-4250 lorraine.ryan@cms.hhs.gov
- Region 4 (Atlanta): Currently vacant—use Region 6 contact
- Region 5 (Chicago): Gregg McAllister, (312) 886-5347 gregg.mcallister@cms.hhs.gov
- Region 6 (Dallas): Bob Moos, (214) 767-4463 bob.moos@cms.hhs.gov
- Region 7 (Kansas City): Julie Brookhart, (816) 426-6312 julie.brookhart@cms.hhs.gov
- Region 8 (Denver): Mike Fierberg, (303) 844-1592 michael.fierberg@cms.hhs.gov
- Region 9 (San Francisco): Jack Cheevers, (415) 744-3723 jack.cheevers@cms.hhs.gov
- Region 10 (Seattle): Julie Bannester, (206) 615-2083 julie.bannester@cms.hhs.gov



Thank you!



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Leveraging Earned Media Placements to Increase Medicaid and CHIP Enrollment

Melanie Hall

Executive Director

The Family Healthcare Foundation

Family Healthcare
F O U N D A T I O N



Planning an Outreach Strategy

- Develop a communications plan with your Coalition/Community Partners
 - Focus on new developments or events likely to attract the press, i.e., Back-to-School
 - Develop talking points so the message is consistent – have citations available
 - Consider special populations that you want to reach
 - Decide who will make the ask and when
 - Decide who will send out the press release/ provide follow up calls



Find a Spokesperson

- Community Partners
 - Health Professions
 - Elected Officials
 - Community Partner with special expertise
 - Most importantly – family members with a personal story



Holding a Press Conference or Conducting and Interview

- Considerations for holding a press conference:
 - Have a Run of Show with specific time allocations
 - Have talking points clearly defined among speakers – provide the detail
 - Stick to 4 or 5 speakers maximum
- Considerations for being Interviewed:
 - Assume you are always on the record
 - Try to get your phone number included in a prominent way



Conducting Outreach on a Limited Budget

- As outreach resources dwindle, earned media is an increasingly important outreach tool
- Looking for formats with 15 – 20 minute interview slots provides an opportunity to offer more in-depth information
- Our experience is that some formats work better for some audiences than others



Successful Interviews and Results

- http://www.baynews9.com/content/news/baynews9/video.html?clip=http://static.baynews9.com/newsvideo/bn9/web_video/id_kidcare.f4v
- Try to combine efforts: Connecting Kids to Coverage Radio Media Tour and paid radio ads



Utilizing Content from Interviews

- Use your social media outlets to:
 - Tee up and promote your media events
 - Broaden the reach of your media efforts by posting successful interviews on your FB page and twitter accounts
 - Use quotes from elected officials, family members, etc. from interviews in developing future outreach materials, presentations, or social media posts



Thank you!

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Family Healthcare
F O U N D A T I O N



Engaging Local Bloggers to Reach New Audiences

Elisa Camahort Page

Co-Founder & Chief Community Officer
BlogHer



STYLECASTER



SHEKNOWS MEDIA PROPERTIES

Our platform and programs enable women to discover, share, and create while honing their skills and realizing their power.

Our focus on quality -- of content and of conversation -- has earned the trust of **92.5 million* unique visitors every month** on our sites and blogs and **269 million fans in social media.**



sheknows

BLOGHER

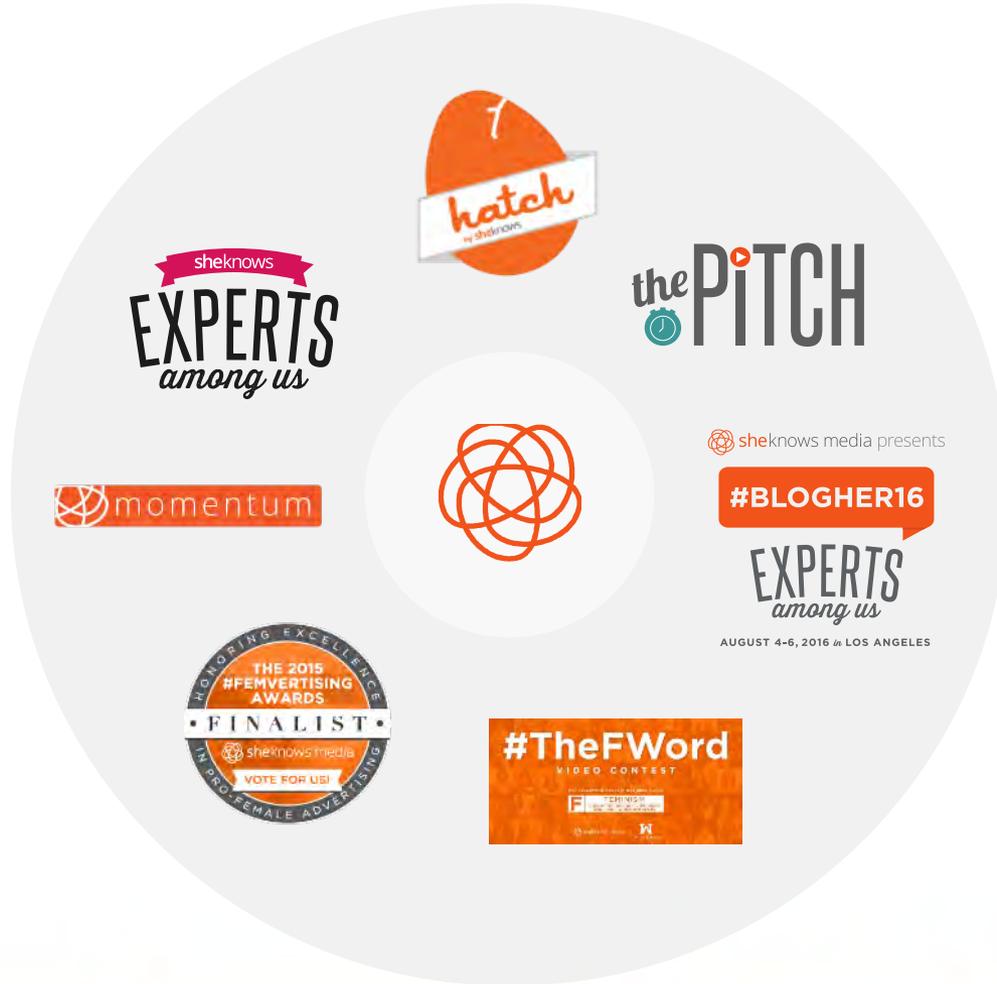
STYLECASTER

- *comScore MediaMetrix Multi-Platform December 2015, de-duplicated, **Facebook, Twitter, Pinterest, Instagram, Google+, YouTube & LinkedIn fan counts, includes duplication



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OUR CORE INITIATIVES



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A vibrant crowd of people at a night event, with a man in the foreground smiling and holding a phone up. The scene is bathed in a warm orange glow. The text "MINDSET MATTERS" is overlaid in white, bold, sans-serif font.

MINDSET MATTERS

SOCIAL MEDIA SERVES A PURPOSE



The place for
keeping up with
friends & family



The place hot, real-
time
conversations...mos-
tly about
entertainment



The place for
young adults, with
48% of the under-
35 set hanging out
on Instagram



The place for
window shopping
and to find life
hacks for the home



The place for
substantive
conversation, often
about product
information

* # purpose of tool, among each tool's active user base

- Source: The 2014 BlogHer Women and Social Media Study, In partnership with Ketchum
- Gen Pop Sample n=1,050; BlogHer Visionaries Sample n=627



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THE CONTENT SWEET SPOT.

be human, be useful, be a go-to

THE #1 REASON ...



bloggers
blog is to
**EXPRESS
THEMSELVES**



readers read
blogs is to find
USEFUL INFO

(72% value online resources
most to stay “better-informed”)



readers trust
blogger’s info and
advice is because
it comes for a
**BLOGGER
THEY KNOW**

- Source: The 2014 BlogHer Women and Social Media Study, In partnership with Ketchum
- Gen Pop Sample n=1,050; BlogHer Visionaries Sample n=627



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WHAT BLOGGERS KNOW: WHY PEOPLE FOLLOW YOU

BECAUSE YOU LET THEM KNOW YOU

BECAUSE YOU SHARE USEFUL INFORMATION

BECAUSE YOU RECIPROCATE

BECAUSE ONLY YOU CAN DO YOU



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WHO ARE BLOGGERS?

They are not necessarily journalists:

BUT THEY MAY COMMIT ACTS OF JOURNALISM
AND YOU SHOULD KNOW THEIR BEAT JUST LIKE YOU
KNOW A JOURNALIST'S



WHO ARE BLOGGERS?

They are prospective users:

AND THEY JUST MAY BE AN ADVOCATE

BECAUSE THEY ARE SPEAKING TO (AND
INFLUENCING) MANY MORE OF YOUR USERS



WHO ARE BLOGGERS?

Yes, they are motivated by opportunity:

SOMETIMES MONETARY, BUT NOT ALWAYS

ASK, DON'T TELL, AND YOU CAN LEARN
EXACTLY WHAT MOTIVATES AN
INDIVIDUAL BLOGGER

THIS IS HOW YOU FIND *YOUR* "A-LIST"



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POSSIBLE TOUCHPOINTS

- BRING BLOGGERS TO AN EVENT
- INTRODUCE FAMILIES YOU'VE HELPED
 - CROWDSOURCE STORIES OF COMMONALITY
- CREATE HASHTAG TO CELEBRATE MILESTONES (TWITTER OR INSTA)
- CREATE A DONOR CHALLENGE



WHO ARE BLOGGERS?

They are storytellers.

SOMETIMES THEY WILL WANT TO TELL
YOUR STORY

SOMETIMES YOUR STORY ALIGNS WITH
THEIR STORY

But there must be a story.



WHO'S DOING A GREAT JOB?

Great examples of cause-based blogger advocacy.

Shot At Life, the UN

One.org

#SpeakBeautiful by Dove

Every Mother Counts

Charity Water



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Thank you!



STYLECASTER

ELISA CAMAHORT PAGE
BlogHer Co-Founder and Chief Community
Officer

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Connecting Kids to Coverage Campaign Resources

Coming Soon!

Back-to-School Toolkit



Connecting Kids to Coverage Back-to-School Toolkit

- This toolkit includes strategies for effectively partnering with school to reach and enroll eligible children in Medicaid and CHIP.
- The toolkit focuses on sustainable ways to embed enrollment into school systems as well as ideas for events and activities throughout the year.



Back-to-School Toolkit

- Toolkit includes:
 - Sustainable partnerships strategies
 - Event and activity guidelines
 - Effective communication channels
 - Message guide
 - Template communications language
 - Evaluation and reporting guidelines
 - Outreach Calendar
 - Resources



Template Materials

- Web Banners and Buttons
- Social Media Graphics
- Language for Facebook and Twitter posts
- eNewsletter Copy

CONNECTING KIDS TO COVERAGE
Back-to-School Social Media Posts



Twitter

- Remind families to put #KidCoverage on their Back-to-School checklist. Get tools at go.cms.gov/18B0AdQ
- Healthy kids are better prepared to learn. Join #CMS to connect kids to #Coverage this Back-to-School season: go.cms.gov/18B0AdQ
- [ORGANIZATION] supports the Connecting Kids to #Coverage Campaign to get kids insured. Learn how you can help: go.cms.gov/18B0AdQ
- #CMS Connecting Kids to #Coverage TV & radio PSAs help eligible kids get #Medicaid and #CHIP. Download at go.cms.gov/17R3dJA
- Help eligible kids enroll in #Medicaid and #CHIP. #CMS TV & radio PSAs available in English and Spanish at go.cms.gov/17R3dJA

Facebook

- Healthy kids are better prepared to learn in school. Help spread the word about free and low-cost health insurance programs for kids in your state: go.cms.gov/18B0AdQ

able for free or low-cost
go.cms.gov/18B0AdQ
National Campaign are
go.cms.gov/17R3dJA
Medicaid Services' (CMS)
ble, uninsured children and
go.cms.gov/18B0AdQ to learn



Find materials here:

<https://www.insurekidsnow.gov/library/index.html>



Customizable Materials

Posters, flyers, palmcards and tear pads

You may choose to insert your program name(s), your state's annual income eligibility limit for a family of four, your website address and/or phone number, and up to two logos.

Please Note: You may request these changes on all customizable materials.

Your program name(s)

Your state's annual income eligibility limit for a family/household of four

Your website and/or phone number

Up to two logos

An extra hand for parents with their hands full

Now you have one less thing to worry about. 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 \$47,700 a year or more may qualify.

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

visit HealthCare.gov to learn more about affordable health coverage for your family.

LOGO 1 LOGO 2

CuidadoDeSalud.gov o llame al 1-877-543-7669.' Logos for the state and 'Seguros Niños' are visible at the bottom."/>

SOY JOVEN, PERO NO NACÍ AYER

Reconozco una cosa buena cuando la veo, como la cobertura de salud a través de Medicaid y CHIP. Y yo estoy aquí para hablar sobre esto. Es a bajo costo o gratis para los niños y adolescentes de hasta 19 años de edad. Y los padres podrán ser elegibles para Medicaid también. Nosotros podemos obtener chequeos regulares, vacunas, visitas al doctor y al dentista, atención hospitalaria, servicios de salud mental, recetas y más. Y los niños en una familia de cuatro que ganan hasta \$47,700 al año o más pueden calificar.

Se puede inscribir cualquier día del año, pero ¿por qué posponerlo cuando puede proteger hoy a su familia (y a sus finanzas)?

Para obtener más información acerca de la cobertura de salud a un costo bajo para su familia, visite CuidadoDeSalud.gov o llame al 1-877-543-7669.

Learn how to request material customization here:

<https://www.insurekidsnow.gov/downloads/materialscustomizationguide-english.pdf>



Outreach and Enrollment Best Practices



- All webinars available online

<http://www.insurekidsnow.gov/professionals/webinars/index.html>

- Outreach Video Library

http://www.insurekidsnow.gov/nationalcampaign/campaign_outreach_video_library.html



Keep in Touch With the CKC Campaign

- Sign up for eNewsletters here:
 - <https://www.insurekidsnow.gov/newsletter/subscribe/index.html>
 - Email us at:
ConnectingKids@cms.hhs.gov



Join the Conversation

- Follow the Campaign:
 - Twitter: @IKNGov
- Engage with the Campaign on social media
 - Retweet and share messages using the hashtags #Enroll365, #Medicaid and #CHIP





Questions & Answers



Thanks!