



## Media Outreach

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### Connecting Kids to Coverage National Campaign

#### Webinar Transcript April 24, 2013

**Sandy Won:** Good afternoon everyone. This is Sandy Won with the Connecting Kids to Coverage Campaign, and we are so thrilled that so many of you could join us today for our Media Outreach Webinar. To get us started, I am going to pass it over to Donna Cohen Ross of CMS.

**Donna Cohen Ross:** Thanks so much Sandy, and thank you everyone for joining us this afternoon. We are so happy to have you with us today for a webinar on the basics and best practices for engaging media in your outreach efforts. It is such an important topic. So important, as a matter of fact, that many of you will notice that when we realized how much we had to share with you we switched from one webinar to making this webinar today Part 1 of 2 that we will do on this topic. We are going to have the second webinar focused on social media on Wednesday May 8. And before we sign off for today you will get a little bit more information about that. But we are really happy to have so many of you with us for Part 1. One of the things that we're going to do today, which we are particularly excited about, is we are going to present the debut performance of our new public service announcements for the Connecting Kids to Coverage Campaign. You will get to see them, both television PSAs, and listen to our radio PSAs in English and Spanish, and we'll talk to you a little bit about how you can get your hands on these really exciting materials. So stick with us, we are going to do that a little bit later in the hour. So for now I want to hand it back over to Sandy because she is going to get us going.

**Sandy Won:** Thanks Donna. And as she mentioned, we've got a lot in store for you today, so we just want to jump right into it. A few housekeeping items before we get started. We are planning to do a number of things in this webinar today, and we want to try to make it as interactive as possible. So we have a couple sessions of question and answer periods, and in order to join that we just want to make sure you know you have a control panel on your screen and this will allow you to participate. So when we have the question and answer we will be moderating a few questions that you can send through a chat box. What you would do is, throughout the webinar type your question into the box on the control panel on the right hand side of your screen. We will also have polls for you during the course of this webinar. You will see a flash poll come up on your screen, and there are going to be multiple answers, you can select as many of them as apply to you. But we are just trying to get a sense of where you are in your own outreach media efforts, what you think the challenges are, how you feel about the PSAs we are going to be showing you, and some ideas for how we might shape the social media webinar as well. So we are looking forward to getting your feedback on those things. As I said, we are trying to make this as interactive as possible, and we really hope you can participate. There is also a feature in your control panel that allows you to raise your hand, and it is the little hand icon in your control



panel. You can use this to indicate when you have a question, and as we can we will try to call on people by name. And if you have a microphone through your computer we will be able to hear you, but if you don't then it might be better for you to use the chat feature. So those are just a couple of the technical housekeeping issues that we wanted to get out of the way. Just to go over what we are going to be talking about today, we are going to be focused on earned media, and we will define for you what that is. We have some experts here who are part of the Connecting Kids to Coverage Campaign that will walk through some of those basics, the best practices, and we also have some great ideas from the field that sort of put these principals into action. And the new TV and radio public service announcements as Donna had mentioned. We will do some campaign updates and then also talk about the upcoming webinars. So without further ado I am going to hand it over to Stacey Kerans, she is going to be talking about earned media.

**Stacey Kerans:** Hi everyone. Now I know not everyone will be starting at the same place regarding experience working with the media. For the purposes of this webinar here, these are the starting definitions that we are going to focus on. As Sandy mentioned, in particular for this entire webinar, we will focus on earned media, which is any media coverage which is editorial based and is not paid advertising. So we wanted to quickly do a poll, and the question is, What types of media do you use in your outreach efforts? So if everyone can just take a moment and answer those questions, we will share the results as they come in. Our next slide is going to focus on what we term our PESO Media Model. This is a breakdown of the different types of media and what the interaction with them is like from several key areas. Again, focusing on earned media, we are taking a look at message control, which as you can see is higher for earned media but not as high as it is for paid advertising. With engagement, you can see it is higher, which is really key. Also earned media is the most affordable model and the most cost effective model when dealing with the media.

**Sandy Won:** Thanks Stacey. And we're going to do one more poll here. And this is the question of, What's the biggest challenge to conducting media outreach? And we've listed a couple options. So if you could get us your answers for that too, we will share what the results are. They are coming in fast and furious.

**Stacey Kerans:** So moving on to the next slide, one of the things that we were going to share is, before you begin your earned media, one of the great things about the internet and the way people are consuming information is that there are a lot of ways to do online listening. And this means going to news sites, visiting their comments pages, talking about what people are, the trends in the news, what people are talking about with their issues, their discussion boards, their social media sites, there are a lot of ways to be part of a conversation and know what particular angles people have to a story, opinions, public opinion tracking is also very easy to track these days, so many great groups are doing polls on where the public is on healthcare issues and I think it is an important thing to know before you start your earned media. And then when you are working on that, media monitoring really is key before and after you are reaching out to the media and engaging with them. And we are going to talk through an example of media monitoring that we did for this campaign in particular. We conducted an audit earlier this year,



before we started, where we reviewed about two years' worth of media coverage, specifically in our target campaign markets for this campaign. And our top findings you will see below that really informed our media strategy. The main point that we uncovered was really something that we identified as the most popular time for healthcare related coverage. And the wave plan that we designed to coincide with the past instances of greater media coverage to increase the level of success. And then in each of the geographic markets – cold and flu, allergies and asthma, and back to school health were already being covered in the news which was great to see. And by maximizing coverage trends there is a greater opportunity for success with story placement. And regarding media coverage, we did find out that that was fairly neutral which was good, because all of the vast majority of healthcare related coverage was comprised of news articles. There was some local coverage that contained staff editorials which we were really happy to see. So what makes a good news hook? Below you will see examples of a snapshot of angles that are used to interest reporters. All of them are viable, the first three being things that reporters are always on the lookout for. And then of course local events which are of interest to them, which is something that a lot of you will be planning and we hope that you got a lot of good tips out of the webinar related to the events in your market that are coming up. And some possible hooks, a few ideas for you in terms of what can interest reporters. New research, if there are new statistics on children's health coverage. Great resources for this would be the census through the government, the current population surveys, you know the research institutes such as Urban Institute, the State Health Access Data Assistance Center or SHADAC, The Kaiser Family Foundation, The Robert Wood Johnson Foundation, and of course universities like Georgetown Center for Children and Families. There is a lot of great research information out there, and I think, particularly when it is new information about the trends in children's health coverage, and make that part of your pitch, it really helps to give the reporter something to hang onto. Another great thing is partnerships with really high profile groups, whether it be a corporate partner, other nonprofits that have a lot more exposure in terms of other issues and that type of thing. Or strange bedfellows, if you are working with a group that you wouldn't normally work with, I think those types of ideas can really hook a reporter in covering your story. Great. Now we are going to talk about what are the tools of the trade that you need to pull together and build as your media toolkit. The first and most important one being a media list, and that is going to include local outlets and reporters that are your key targets, and this list should always be tailored to each and every story that you're pitching, and in some instances will change based on exactly what it is that you are trying to get them to cover. A news advisory is an announcement of the event details, and specifically that we are talking about when you are pitching one of the wave activity events. This will be distributed before an event to give the media the who-what-when-where-why of the event. And a news release is used as an announcement of event results. So that would be distributed post event and ideally include photos which is something that the media loves to use. And editorial content such as op-eds and letters to the editor, those are really focused more on issues and news as opposed to events. So that is another tool for stuff that you are pitching beyond an event. Now we're going to walk through a media wave. So when you have a story you want to pitch, how exactly do you do it? So these are going to be a few key pointers to help you through the process. The first one being how do you go about engaging media contacts. The first thing you are going to do



is send an email with the media advisory and then follow up with a phone call. In general you are looking for reporters that are covering similar topics related to healthcare and community events, and the reporters that you are going to focus on would be print, and that would be touching base with a news desk or a daybook editor that would make sure this was an assignment that folks would see and be able to cover. Also radio and television reporters, and there you are going to focus really on the show's producers and the assignment desk, and those are the people who make sure that reporters are aware of what's available for them to cover. And then of course online reporters, which are bloggers or website editors who may either attend in person or may cover the event from the information that you send them. And you do want to make sure, one really important caveat, is to pitch only one contact from each outlet. Because not all outlets and reporters have the same deadlines, this is sort of a guide to help you respect reporters' deadlines and timelines. For print reporters, you are going to want to allow seven to ten days, and ideally longer for weekly papers. And seven to ten days is about the longest lead time for a regular print publication. For radio and television, really look at about five or so days. You are going to need to work with the weekend editors if necessary, in particular if you are pitching an event that occurs on a Saturday or a Sunday. And for online reporters you are going to allow about the same as you do for television which is about 5+ days. And they are really the shortest lead time of all the reporters that you would be pitching. And one thing to remember when you are engaging with the media is to be persistent with your outreach, but draw a fine line to not nag them. So be persistent but not nagging. Some quick tips for pitching the media. Think of outreach not as getting a single story placed, but focus on developing an ongoing relationship. And this can be accomplished using a variety of means to reach them, both via email and over the phone. Try not to hound them and they will get in touch with you if they are interested. And please try to remember you aren't the only person with a good story idea even though your story is most likely a great one. So be realistic and respect reporters' decisions. Sometimes they have to make judgment calls if it's a busy news day and they have a small staff. And regarding pitching, an assignment desk, which would be for broadcast reporting rather than a specific reporter, you really want to make sure that you are working with anyone who is available at the assignment desk. There will not be a specific reporter, it will be a generic phone number. And you want to be very quick and just confirm if they are going to assign a camera to your event without going into too much detail. That is the hub of the newsroom, and they just need you to get on and off really quickly with those last minute details. And if your event is on a weekend, make sure you call the assignment desk in advance to get the weekend news crew. That is classified as Friday, Saturday or Sunday. Editorial meetings are really important to keep in mind. They are typically held around 9:30 in the morning, so try to make sure you call in advance of that so you can get on their discussion schedule and they can talk as a group about your event when they are discussing all the other events that are up and coming. And then finally if you are pitching reporters, don't assume that the reporter you are calling is aware of your organization or even that that reporter is an expert in healthcare. With a lot of shrinking newsrooms lately, you have to be really cognizant of the fact that today's healthcare reporter was yesterday's features reporter and often times juggling multiple beats. And calling daily newspapers before 3:00 pm is the most important, and that is local time for you. And that is because 3:00 pm is really when



their deadlines start, and that is the last time that you want to try to get a reporter on the phone because they will not be interested in speaking with you. So really quickly, talking with media. You need to identify who your spokesperson is going to be, who you can offer up to get on the phone or to get questions answered via email. And some ideas for spokespersons could be families that have benefitted from Medicaid and CHIP. It could also be an organization or a grantee representative. Local media experts and practitioners also make for good spokespersons. And then of course local health officials. So you really need to figure out what you are pitching and who would make the best person to talk about it, and oftentimes that may be more than one person depending on the story. And then helping those spokespersons prep for media interviews. It will be important to develop talking points and messages in advance so they get the key point across as needed. And also really important: to avoid jargon. Think through some potential questions in advance so you can have some packaged answers that would qualify what they are looking for. And then practice, practice, practice, that is probably one of the most important things, especially you have a spokesperson or if you are a spokesperson who is not familiar with dealing with the media you will get a certain level of comfort if you put some time in in advance to practice what your key messages are. And then of course, following up with the reporter after the event is also important to make sure they got everything they needed and to provide anything additional that they may need to file their story.

**Sandy Won:** Thanks Stacey. And just to interject here, we got some results back from the polls. The first question we asked was, what types of media do you use in your outreach efforts? And we've heard that 35% of you use paid media, 50% of you are using earned media, 27% use owned media, 60% of you are using social media, which is great to see, and 13% of you are none of the above. So that is a really great mix of media outreach efforts that are going on within our audience here. And some of the challenges that we were discussing in our second poll was the lack of resources, the lack of technology, don't know how to do media outreach, or the media is unwilling to cover. And 68% of you, a really big percentage of you, are talking about a lack of resources and budget, time, and staff. And the second highest would be 18% saying media is unwilling to cover your event. So those are really good interesting points that we can address in the Q & A and help you work through those issues. Now we are going to pass it on to Trish, who is going to talk a little bit about Spanish language media.

**Patricia Gaitan:** Good afternoon everyone. I will be sharing some tips on how to reach Spanish language media. And first of all, I want to start with saying that identifying Hispanic media and preparing media lists takes more time, and especially for some of the markets that aren't necessarily coined as the top 25 Hispanic markets, where the population may not be as large but you certainly have seen a growth in those populations perhaps in the last ten years. One of the key things to do that I would recommend is that if you are from a middle to small market with a growing Hispanic community, definitely call on the cable networks, the cable systems that are in your area, and find out if they offer or have any type of local cable shows that cater to the Spanish speaking community. Also you may want to reach out to some of the larger radio stations because when you are in smaller markets they tend to broker time with Spanish programs. So for example, an English language Christian radio station may broker time on a



Sunday for a two hour period, and they may have a public affairs show or a Spanish language call in news program that obviously reaches to your Spanish speaking community. So those are definitely areas that you can look at. Another great idea is to really go into the communities that you serve that obviously dominate in Spanish. So visit the bodegas, pick up some of the Spanish newspapers that are there. Visit some of the Latino merchants, you know, salons, barber shops, and ethnic restaurants and see what communication is being out there and available for their customers. And ask some of the proprietors, you know, what radio station do you listen to, and sometimes that will certainly help identify those media for your list. The more information you have in-language, the better. When I say the term "in-language" I am referring to Spanish only or any other particular foreign language. It is beneficial, whether it is print, radio or television, many of these outlets are understaffed and extremely overwhelmed. So your story has a stronger chance of getting in the current publication, especially if the publication is a weekly or a bi-monthly, because that way the requirement won't be to translate it and you're not taking that time from the staff at the newspaper. If you do not have translation capabilities in house, then please be sure to send your materials weeks in advance so there is time for editors and programming or news directors to review your materials and call you to ask questions if necessary. Identifying in-language Spanish speaking spokespersons are ideal. It is beneficial to have a native Spanish speaker representative to speak on your campaign's or your organization's behalf. If you do not have a native speaker on staff, identifying a community leader that serves as a trusted voice in the community to partner with your campaign or organization would be very important. And partnering with this organization can also be pitched to the Hispanic media, especially if they have those existing relationships already. Lastly in this particular area, you may have a Spanish speaking spokesperson who may not be completely fluent. And if that is the case, then you definitely want to prepare Spanish talking points and key points for them to have so that they can practice and really make sure that they are enunciating and pronouncing all of those words effectively. You will find that some stations are really strict about that, they want to make sure that they are understandable. When you are looking at pitching in Spanish, it is always optimal, a lot of times because the Hispanic media outlets are understaffed. You know, you are dealing with folks that are covering several beats, they are extremely busy, and they are native Spanish speakers, and it is a lot easier for them to communicate in their language. So starting that relationship and creating a relationship with those members of the press is very important. Lastly, timing for media outreach takes longer. As I mentioned before, typically newspapers in smaller markets may run weekly, bi-weekly, even monthly. It is typically the top five to ten Latino markets, and it is typically the top five markets that really have dailies, like Miami, like New York and Los Angeles. So you definitely need to look at your community and take a look at those foreign language newspapers and see how often they are running. One other last note that I wanted to address is that in these communities in-language media is the most efficient vehicle. It is communicating the news that is important to them, and typically the reason why is that assimilation has not set in, and most immigrants still prefer to receive their information in their native language. And secondly, a lot of times smaller towns start with a newspaper because the mainstream dailies don't cover the news that is important to them, they don't reach a lot of the, they don't cover the news from their home countries and it is really important to really reach out



to these newspapers. You will find that as the community tends to grow, you will find that the weekly newspaper will become a daily, a lot of times you will then start to see a radio station, an AM coming, and then you will start to see a Telemundo or a Univision affiliate come into town. So I know that there is a broad range of folks that have called in, so I will be happy to take your calls a little later.

**Sandy Won:** Great, thanks Trish. And I think we are going to pass it back over to Donna to introduce our grantee speaker.

**Donna Cohen Ross:** Great, thank you so much. That was really terrific information and I think this is an area where we may get a lot of questions, because this may be a new area for some folks. But before we get to that we really wanted everyone to hear from one of our partners who has really worked in this area for a while in integrating media outreach into the broader outreach work that is going on. We wanted you to have a good sense of how all of these pieces that we just heard about fit together and how we can make them real. So I am really pleased to introduce all of you to Colleen McCauley. She is the Health Policy Director at Public Citizens for Children and Youth in Philadelphia. Colleen and her organization have been great outreach partners for many many years. She has a lot of great experience under her belt, and we have asked her to share with us today some of the things that she has learned from some media outreach work that she's done. I think she is going to walk us through a media wave that PCCY experienced not very long ago. So Colleen, welcome.

**Colleen McCauley:** Thanks very much Donna, and I'm very pleased to be on this call and to learn from all of you as well. Before I jump in about the campaign we undertook, I want you to know that PCCY is an advocacy and policy organization. We work on behalf of kids in southeastern Pennsylvania. And we have operated a telephone a help line for about fifteen years, assisting families to complete insurance applications and connect them to healthcare. So most of the work we do is over the phone. The project we undertook involved working closely with public schools, in a specific section of Philadelphia with a large population of immigrant families. Our goal was to get as many of their students insured as possible, to have the entire school full of children who have insurance. Two of the schools we worked with were high schools. So the kids we were targeting for this campaign were living in immigrant families and teenagers, and most likely all the folks on this call understand that those children are highly disproportionately uninsured. As part of this project, we hired an insurance outreach and enrollment staff member. Lorraine was a native Spanish speaker and also spoke English. And the campaign utilized many traditional outreach methods that I won't be going into detail here on this call, and we complemented those efforts with traditional media outreach. So what were the ingredients that we had to attract media coverage to this campaign to get these kids insurance? What we had was something new for the press to cover. We had this new project. We also developed new materials to engage families to find out about coverage and then go ahead and apply for their children. We had data, we had data about the residents that were living in the targeted section of the city, and we had data about the number of insured and uninsured kids in the city. We also identified a few families that were willing to share their experiences obtaining health insurance for their children. And we had wonderful support from some high-profile



entities, in particular from federal officials. We were pleased and lucky enough to work with HHS, particularly Secretary Sebelius and Pennsylvania's US Senator Bob Casey. We were able to get their participation in this campaign. In addition, we also worked with the Eagles football franchise, their charitable arm the Eagles Youth Partnership that targets their work on children. One other ingredient we had going in this mix is we do have a communications director, so myself and my coworkers working on this campaign had support and assistance from our communications director who had cultivated and built relationships with some of the media that you have heard described on this call. So we had some of the very ingredients that, again, were described earlier on this call. So how did it work? How did our campaign work? Well we kicked it off in the spring, and we started by working very closely with the schools in our target area in South Philadelphia undertaking the more traditional outreach efforts. We were introducing ourselves to key school personnel, we were attending school events, we were attending community events near the schools, we were developing our material. So we first built this foundation through some traditional outreach efforts. And then we initiated the first flurry of media pitches at the end of the summer. And we did it as a back to school effort, so we did have an event as a back to school effort. We briefed the local media, including diverse ethnic outlets in the city, on this project by releasing a media advisory, we did use a media advisory, and writing and distributing public service announcements. Those announcements did get aired on two stations that we know of, a local radio station and a local TV station, actually it was a relatively major TV station that went ahead and played the PSA. Two neighborhood papers in the target area of our campaign wrote stories as well. One did a front page story which really helped us to further spread the word about the availability of insurance coverage to kids. And we did particularly target Spanish language media, and just as we heard it was important to have a staff member who was Spanish speaking to help us do that outreach. Lorraine, the insurance enroller, appeared on a local cable channel on a talk show, and I was also invited to participate on a separate talk show. I do not speak Spanish, so the interview was conducted in English. So we did have success in attracting and engaging the Spanish language media market. And then the cherry on the top of this campaign was a fabulous collaboration, as I mentioned earlier, with federal officials. My organization helped to organize a press conference about children's health insurance at one of the target high schools we were working in. Secretary Sebelius participated in the conference, Senator Bob Casey as I mentioned. We had representation from the Eagles Football Youth Partnership Program. And we conducted it as a pep session, literally, in the gym of this high school with cheerleaders and all. The school was so proud, the principal and students were so proud to have their school chosen to participate in this event. And we had parents who we had assisted at that school available also to talk about their experience obtaining insurance for their children. That event alone garnered at least seven print stories that we knew of, and we did receive television coverage on one or two of the major networks in Philadelphia. So that is how our campaign went. What were ultimately our results? In about a year's time, by mostly our one new staff member, we were able to enroll 459 children, and for us that is more than we would have been able to achieve without this campaign. So we undertook as I described both traditional community-based outreach and media outreach. And which efforts had the most impact on driving the parents to call our helpline and apply for insurance? We don't know, but what we are



sure of is that people often need to hear messages multiple times in order to be moved to act, for example to pick up the phone and call our help line. So we very strongly believe that both kinds of outreach are critical to having the biggest impact and ultimately getting kids the coverage they need so that they can stay healthy and be the best they can be.

**Donna Cohen Ross:** Thank you so much Colleen, this was a really great walkthrough of what was a really terrific event, but more importantly it infused the community with so much enthusiasm and energy that the results that you got were really terrific results. Just as I was listening I think there were some points that you made that we can all really take to heart, and one was something you said toward the very end. I think we know this just in general from outreach work, that it takes multiple touches in order for people to kind of internalize a message and act on it, whether those touches come from the media or in person assistance or a teacher sending something home with a student, all of those things matter to finally get their children enrolled. And then the other point that I just want to make before we go to questions, and I know there is probably a lot lining up here, is we were very very fortunate to work with you and have Secretary Sebelius join Senator Casey at this event, and I'm sure a lot of people are thinking, well, that is a once in a lifetime thing, that is never going to happen to me. Well, it could happen, but I think the more important thing is when you have a champion in your community, whoever that might be – some well known, well respected person who you can engage in your event – that is what really matters is having that leadership talk about your issue and make sure that that call to action is conveyed. That is one thing that I hope we will all leave this webinar thinking about. And so again, thank you so much Colleen, I hope that you will stick with us because I think now we are going to go to questions and I'm sure there are a lot of questions for you. So, Sandy?

**Sandy Won:** Great Donna, and thank you so much Colleen, I think that's absolutely right. It was great to have the real world example of how all these principles we are sharing with you work together to really create those multiple touch points that we all know work so effectively in outreach. Getting back to our poll question about the challenges, we did want to address the lack of resources. We know that is a big obstacle for many of you doing the great work that you're doing on the ground, that you don't have the budget always or the resources to do this kind of media outreach. So we wanted to give a couple tips and ideas for how you might be able to overcome some of that.

**Stacey Kerans:** Right. So if you are low on budget, you should focus on earned and social media, that is really the way to go. It doesn't cost anything to pick up the phone or send an email to a reporter, as opposed to the other two forms of media that we looked at briefly here for paid and owned, go for earned and shared. That's the way to go. If you are low on time, focus on print media over broadcast, and really focus on your community or weekly paper as opposed to a daily paper. Weekly papers are more inclined to be looking for some packaged story ideas and they have such a true focus on local issues and local stories that you have a better opportunity to get something with them. Finally if you are low on staff resources, I would recommend picking one outlet and one reporter to develop a relationship with. That way they, you know, you have a better chance of that person taking your phone call or responding to your email because they



know you and they know your organization and they are interested in your issues already. So that would be the way to go if you are really short on staff.

**Patricia Gaitan:** I also wanted to address, certainly understanding that having a Spanish speaking or truly native Spanish speaker in house can be a challenge. But perhaps as you start to grow these relationships with the Hispanic media, it would be great to kind of let them know that your organization may need some of that support, and there are a lot of journalism and public relations interns that work for these media outlets and perhaps that is one way that they can do some community pro bono work for your organization and campaign and maybe they can translate the materials for you or help media train some of your folks and volunteers. So there are ways again by just establishing those relationships with the Spanish language media outlets. It is a great way to help perhaps get that extension of your earned media efforts.

**Sandy Won:** So we have a question from Danielle that is asking, is there anything different you would do to reach out to blogs?

**Stacey Kerans:** So bloggers are, especially nowadays, really treated as regular media. So there is little differentiation between them from a reporting standpoint, except for the tools that they use, which is they are online reporters as opposed to print. Reaching bloggers in particular would be hugely beneficial if you have got some visuals to use or also packaged information for them. Usually bloggers are a one man band and are short on resources themselves. So to the extent that you can write something and send it to them packaged in your own words is super helpful for them, and they love visual links and photos and videos that they can share with their readers online, because it is the type of format that lends itself well to that type of information. So that would be a better way to engage with bloggers versus traditional reporters.

**Sandy Won:** And then Sarah is asking, how do you find media contacts? Which is a very good question that is a great place to start.

**Stacey Kerans:** Yes, that is a great question. And the basic way to find media contacts is to be a consumer of media. Looking through your local weekly newspaper as well as daily newspaper and reading a few issues and looking at who is the reporter who consistently is covering your issue and jotting their name and contact information down. Which is very easy to get these days, because oftentimes as you have seen, especially in print publications, they will have a reporter's email address right below their byline. So it is very easy to get their contact information once you figure out who that right reporter is to be contacting. And then on the broadcast side, for radio and in particular for news radio, you will need to listen to a few programs and figure out which are the ones that are covering your issue or which are the ones that focus maybe particularly on local events. Really just again being a consumer of media for about a week or two in advance to figure out what makes the most sense to take your story to.

**Patricia Gaitan:** I also wanted to interject. In terms of Spanish language media obviously some of the points that I had made a little earlier in my presentation, but one other key thing is if there happens to be a Hispanic Chamber of Commerce, they are sometimes a really great resource because they will have media lists already on hand or those existing relationships with Spanish



language reporters because that is a service that they give to their members. So if you call them and find out, do you have a media list, perhaps that is something that they would be willing to share. Also a great resource is the Convention and Visitors Bureau in the major cities, because they reach out to other countries looking for tourists and obviously work a lot with foreign language media groups. So they may be another great resource to have to expand your foreign language media contacts.

**Sandy Won:** Thank you so much. We want to actually keep your questions coming, we will have another Q&A session in a little bit. But we wanted to move on to the PSA. We are very excited, and I wanted to just hand this back over to Donna to introduce it for us.

**Donna Cohen Ross:** Great. Well, thanks so much Sandy. I think we are going to start it in just a second, but we are very excited to be presenting the TV PSA with you, for you, today. You will see that our theme of giving parents peace of mind, a helping hand for people with their hands full, that is what health coverage for children can do for families. Hopefully you will see some images here and some messages that you will find useful in your campaign. We hope so. When the PSAs are finished airing we are also going to hear a little bit again about how you can get your hands on them, how much we can help you with distribution and we will hear also I think some ideas for how we might use them. I don't want to take any more time, I want you to see and enjoy the PSA. So Sandy, I don't know if you have any words that you want to say about the PSA or about what we are about to watch.

**Sandy Won:** We are about to watch a great PSA, we're very excited to be able to have this for the campaign. As Donna said earlier and as we have just been talking about, it is great to have multiple ways that you are getting messages out to families about healthcare for their kids. One thing, on a technical note, we've got a lot of you on the phone today so there may be a little bit of lag in the playback, but we did want to show it to you and have you take a look at it. They will obviously be available for you to distribute to partners, and as Donna mentioned we will talk about ways that you can do that. So without further delays, here is our new PSA.

**Narrator:** Parents sure have their hands full. And they could use an extra hand. Now every state offers free or low cost health insurance for your sports hero or budding artist. Kids up to age 19 can get checkups, doctor and dentist visits, hospital care, prescriptions and more. Your child may qualify based on your family's size and income. It's one less thing to worry about. Call or go online for more information.

**Sandy Won:** Great. And then we also have the radio available, and we are going to play both the English and the Spanish. It is a little bit different from what you saw with the television, and we wanted to give you a sample of what this sounds like.

(children playing)

**Narrator:** Raising kids can be tough these days. As a parent, you've got your hands full making sure your kids have what they need to stay healthy and get the care they need when they're sick. Well now there's help. Medicaid and the Children's Health Insurance Program offer free or low



cost health insurance for kids and teens - all the way up to age 19. They can get regular checkups, 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. It's a helping hand for parents with their hands full. For more information about free or low cost children's health insurance in your state, go to [InsureKidsNow.gov](http://InsureKidsNow.gov) or call 1-877-KIDS-NOW. That's 1-877-543-7669. A message from the US Department of Health and Human Services.

**Sandy Won:** And here's the Spanish version.

(children playing)

**Narrator:** Criar niños puede ser difícil. Usted tiene las manos llenas para darle a sus hijos lo que necesitan para tener buena salud y cuidado cuando se enferman. Ahora hay ayuda. Medicaid y Programa de Seguro Médico para Niños ofrecen seguro de salud gratis para hijos - hasta los 19 años. Pueden recibir chequeos regulares, vacunas, visitas al médico, dentista, y hospital, servicios de salud mental, medicinas, y más. Los niños en una familia de cuatro que ganan hasta \$47,100 al año o más pueden cualificar. Es una ayuda para los padres que tienen las manos llenas. Para más información sobre segura de salud para niños gratis o a bajo costa en su estado, visite [InsureKidsNow.gov](http://InsureKidsNow.gov) o llame al 1-877-543-7669. Un mensaje del Departamento de Salud y Servicios Humanos de los Estados Unidos.

**Sandy Won:** We hope you enjoyed watching and listening to the new PSAs that we have for the campaign, and we wanted to give you just a little information about how it is going to be distributed. We are working to distribute to media outlets in many local markets in our target states. Those states again are California, Florida, Ohio, Texas, Georgia and New York. So in specific media markets in those states we will be distributing this PSA. But we are also doing it nationally, so you will see it on stations, on your local TV and radio stations throughout the country. We expect them to start hitting the airwaves in June, so keep a lookout for them. There are a number of ways that you as our outreach partners can help distribute the PSAs and get them into your community. You can post it on your website and run them at your local events, you can share the TV PSA with partners to run on their websites, in office waiting rooms, in schools, or at other community events and gatherings. The PSA is currently in the process of being finalized. We are going to have it available on [InsureKidsNow.gov](http://InsureKidsNow.gov), and we will give you ways to keep in touch with us. You can either email [insurekidsnow@fleishman.com](mailto:insurekidsnow@fleishman.com), and we will provide that contact information at the end of this webinar if you would like more information on the PSA and how to distribute it, or if you need copies to distribute to your community. And we will also let you know once it is posted on [InsureKidsNow.gov](http://InsureKidsNow.gov). And I going to pass it back over to Donna so we can listen to an example of how this PSA has been used by partners before.

**Donna Cohen Ross:** Great, thank you so much Sandy. I was noticing some of the chat, that some folks might have had a difficult time hearing the television PSA. I know on my computer the playback was a little choppy. So I don't know if we can replay it a little later if we have time, or if there is a way that we can send folks a link to it. I don't know if that's possible, but the one



thing that I wanted to just assure everyone is that when you see the PSA not through a webinar but through a more appropriate link it is not choppy at all and you will be able to hear the messages a little bit better. But we just really wanted to take the chance and show it to you today. So one of the things we would love to have you help us think about and tell us how you might use the PSA, you know, we have some ideas of our own but we also want to hear your ideas and hear about how we can support as many organizations as possible that would like to use the various PSAs. And one of the things we wanted to do was hear from one of our partners, one of the lead organizations in our target markets. So we've invited Jodi Ray to join us for just a couple of minutes now. Jodi has been again a CHIPRA Cycle 1 and 2 grantee leading the work in our target markets in Florida which are Orlando and Tampa, and she is with us now to talk a little bit about what she is thinking with respect to how she might use the PSAs that we just saw. So Jodi, I think you're there and I am going to turn it over to you.

**Jodi Ray:** I am there, can you hear me? Okay. So we've used PSAs throughout the outreach work that we've done in Florida, and we've never really had a marketing budget. So we've really learned how to do this on a dime so to speak, and sometimes that is all we've had. So one of the things that we found, that reaching out to the individual cable companies, particularly in each media market, is really helpful. Some of them will provide actual grants to run PSAs, we provide the PSA to them. Some of them are really good about working with not for profits and community organizations to do that. Also working with specific media companies, like Comcast, they too have been really great partners and have been able to provide sort of pro bono the ability to run the PSA. We've also gotten some really good deals and been able to air the PSAs and have them run in targeted areas and movie theaters and have the PSAs running in the lobbies in movie theaters. Again these were like where we were able to negotiate some really good partnerships. Also we have utilized YouTube, I know that's already been said on the organizational website. We've also worked with, in Florida there is an entity called Kid Care TV, and they actually are in a large number of pediatric offices. But we have been working with those pediatric offices where they run informational videos in pediatric offices. So we provided them the PSAs we've had in the past, and they have been really great partners and have been willing to run those PSAs for five or six months at a time and allowed us to reach pediatric offices all over the state. Also, the health departments are able to do this and also targeting, we've worked with WIC offices and Medicaid offices to do the same exact thing. A lot of the closed circuit television. And also, another target to take advantage of is your pay channels, which is your public access, educational and government access channels. A lot of times they are looking to engage the community in different areas, so being able to reach out to them to not only highlight the work that is being done, the outreach that is being done, but then complementing it with being able to air the PSAs. A lot of them have been great partners in doing that, and we've worked in other counties around the state to do that. So some easy ways that we like to do that. We also make a concerted effort to burn copies of the PSAs on DVDs and get them out to our local partners and let them engage their local media partners at that level, so they might get an opportunity to go in and do an interview or community affairs show and then allow them to run the PSAs that way, a lot of times they'll do that for no cost. So those are some real opportunities to take advantage of your



local partners and let them engage the media outlets in their community. So that is some highlights of some of the things that we've been able to do in Florida for very little cost.

**Donna Cohen Ross:** Thanks so much Jodi, those were some really terrific ideas. I hope we will be able to pounce on some of them from our end as well.

**Sandy Won:** Thanks so much Jodi. I think we have a few more questions that we wanted to get through for the Q&A, and if you have questions about the PSAs please send them along through your chat feature as well. We are really excited to have everybody use this in a way that can help them in their outreach efforts. Before we start the Q&A, we do have another poll question. So we would love to get some feedback from you, I know the playback was choppy. One of the issues with playing it on a webinar is there are so many of you on the line and it just affects connectivity. But as Donna said we will try to get that out to you so you can see it in another place that isn't a webinar. One of the questions that we wanted to ask is, how likely are you to use the campaign's PSAs in your outreach activities? So we just posted the poll, we'd love to get your feedback on it. And if you have any feedback that you'd just like to share through the chat feature we'd love to know what you think. So one of the questions for the PSA is, is it customizable for the other states? Right now we have customized it for the target states that we are working in through the media markets, and we won't be able to have it customized for all the states, but we do hope because we are covering those states with some of the highest rates of uninsured but eligible children that we will be covering a great swath of the families that need to hear this message. We hope that you will continue to use the national PSA in your efforts as well. Another question was from Lilibeth, this is a great question with a hard answer. What strategies have been best for getting earned media?

**Stacey Kerans:** This really is a good question, and the best way I can answer is that it is a blend between art, science, and luck. The art being that you've got a good story to tell, and also you can communicate it well to a reporter. The science side being that you've done your research and your homework and you've clearly identified the right reporter who would be interested, because if you don't have the right reporter to send your story to it is going to get lost or deleted and never go anywhere. That is the science that is a key to success for earned media. And then on the left side, it really has to do with whether or not the reporter has both the interest in the story and the time to cover it. One thing I want to point out that can be heartbreaking in your quest to get earned media coverage is the reality of breaking news, and what I mean by that is if you have got a reporter who has interest in your story, has agreed to cover your story or event, and they are all lined up for everything to go according to schedule, and then some other news of the day that might be national news happens. One example of that would be last week the tragic bombing at the Boston Marathon. There were probably plenty of people who had stories that were about to be on the Today Show or Good Morning America or in their daily newspaper that were pushed aside because of breaking news and not because anything was wrong with that story at all. So some of them get rescheduled, some of them get postponed. So please keep that in mind and try not to lose your focus and your interest and relationship with that reporter. Breaking news is the luck that does come with pitching reporters.



**Sandy Won:** Great, thank you so much Stacey. And there was another question from Jamie about, is there a way to help groups learn more about media opportunities in their state? I think this is also a really great question. One of the things that I think can be very attractive to press is if there is a huge movement behind something. So if you are working in a coalition or with a group of people and you all have sort of a common purpose, it is hard for the press to resist a story like that. Really keeping in touch with your coalitions or helping to form coalitions, working with groups as we said earlier that you might not always see eye to eye with but you have a common purpose in terms of what you want to accomplish. Those types of things can really help you sort of learn more about what media opportunities are going on in a state, if it is around health insurance coverage overall, and really give you an opportunity to get your specific message out about children's health coverage. I think that is a great way to look at it, because so many of you are strapped for time and resources and budget. There is strength in numbers here.

**Stacey Kerans:** I would just add to that, in addition look for what we would call seasonal or situational opportunities. Seasonal are like for example when we are talking about back to school. Back to school is something that happens every year, it is something reporters are covering every year and they are always looking for new and different angles. So if you can get in on that story that is related to back to school, that is something you can always be on the lookout, for seasonal stories that are covered every year like cold and flu season and whatnot. And then situational stories mean other news that is happening. That could be a change in healthcare policy at the national level. If you have something that can connect to your local community that ties back to that national story, that gives your local newspaper a local angle and that is what they are looking for when covering a national story. So look for those two seasonal and situational opportunities.

**Sandy Won:** And there is another question here about the translation services. So the question is, how do you make sure translators make the correct sensitive translation of materials, and how do you really find good translators?

**Patricia Gaitan:** That's a great question, and if you aren't aware of some that you really know and trust there is a trade association for translators. It is the American Translators Association. I definitely recommend and we typically work with certified translators. There are also distinctions between those that are certified in healthcare or legal terminology. Also, I think one important thing to factor in is, even though the makeup of your Hispanic audience may lean more Mexican or they may come from South America or Caribbean countries, you definitely want to look at something that is very Spanish neutral that will really be understandable by different ethnic groups within the whole Latino countries. I would certainly look at those partnerships that you have with the Spanish language media to share some of the translation work that you have sent out to get done. Another thing that I would certainly recommend is that you share your translation with various colleagues who represent those people that you serve, and also look at websites like what HHS has and CMS and the CDC. They have a lot of materials in Spanish and sometimes you may even be able to find a glossary of terms where there are specific national terminologies for specific conditions, diseases, and the best term that addresses Hispanics nationwide.



**Sandy Won:** And there was another question from Tarika about tips for reaching out to media about sensitive information. So examples of this could be heart disease, pregnancy, some diseases that can be very private and that people don't always cover with the most compassion. One thing that occurred to me while thinking of this answer was just really developing relationships with the press. You want to be able to, as Stacey had mentioned before, really know the reporters and the kinds of beats that they cover. So doing your homework and making sure that you're reading through the papers, understanding how they cover an issue, and really cultivating a relationship with that person can help it not end up in the kind of coverage that you might not want for an issue that you care about. Reporters are people and they are very compassionate people as well, and I think they want to get the whole story accurately as best they can. Working with your local reporters to really cultivate that relationship is an important part of that. And Christina had a question on lead time. I know we went through that really quickly, so I just wanted to recap for you different types of media we covered and what the lead time was.

**Stacey Kerans:** Sure. So for print media, starting with daily newspapers, you want to allow about 7-10 days. For weekly newspapers it is about a two week lead time. Many weekly or community newspapers print on Wednesday, so if you keep that in mind you want to start your pitching about two weeks, two Wednesdays before that if you will. For radio and television it is around five days, and again if your event is occurring on a weekend you want to make sure that you are targeting and making sure you tell folks that you need the weekend editors, because there are daily weekday editors and there are weekend editors and they don't share information, they focus only on what they are responsible for. So it is important to communicate that your event is on a weekend, if it is, to make sure that you've got the right group. And then for online, the same, it is about five days. They have the shortest lead time, and that's certainly not written in stone. You can email them a day or two before if it is something that is not so time sensitive, or if you don't need them to attend your event but you'd like them to write about it, you certainly don't have to give that much lead time for online reporters.

**Patricia Gaitan:** For Spanish language media, most newspapers are weekly, and in most communities the newspapers come out on Thursdays and Fridays. So definitely anywhere between 10-12 days lead time I definitely would recommend. As far as television, if there is a local affiliate you also still have to make sure that they cover local news. Smaller markets will just carry the straight network feed of the network, for example Telemundo or Univision. So there are no local TV spots and there is no local newscast. So you really need to find out what exists in your community. And a lot of times when there are local newscasts they do not work on weekends, so if you have a festival or a community event on the weekend you definitely need to reach out to them many weeks ahead, like four or five weeks, so that they can coordinate sending a crew who typically don't work on weekends. So it is something that you really need to plan and really pitch why you would love to get their coverage.

**Sandy Won:** I wanted to give you a quick round of campaign updates as we move forward. We have new materials on the website of InsureKidsNow.gov, and these are for the allergies and asthma season. As we know, May is Allergies and Asthma Month, and so we've got poster and



palm card sizes available on the Insure Kids Now website. They can be customized with your state program and your organization's logo. If you go to InsureKidsNow.gov you can find these and our general materials, which don't have a season but can be used year round. So we encourage you to go get those. And we also have a few updates from the work that is going on in our target markets. We are joining a couple Healthy Kids Days at YMCAs this weekend and doing application assistance and outreach and enrollment work there. In Albany they are also hosting a Health Fair on April 27, and in Tampa our group is working with Parent University, which is a really innovative program that works with parents in the area and really gives them life skills for how to raise healthy kids that are ready to go to school and can just really thrive in their communities. And in Cincinnati we will be having an Allergies & Asthma Phonathon at the end of next month. So we are excited about all the activities going on for the allergies and asthma wave. And we just wanted to remind everyone here on the webinar as well that we are here to help you with your outreach and enrollment activities. We have a number of ways that we can support you, including media outreach. If there are questions that you have as you are developing your outreach for the summer or for back to school. Please get in touch with us. We can help you with press releases or op-eds or thinking about how you might approach a reporter. We are here to provide that kind of technical assistance. So if you want to get in touch with us we have a few regions, and we've got people manning the phones and the emails to respond to that. So this is how we split up the country, and our field desks are ready and willing to support you in any way they can. We do have some more training coming up, and as we mentioned earlier in the webinar we will be holding a social media class on May 8 and we really want this to be an interactive way for you all to learn a little bit more about social media and the different things people can do online. Before we leave you today, we just wanted to do a poll for, what social media channels are you interested in learning more about? Which I think is already up on the screen. And then we also had an open ended question for you, which was what is your biggest challenge for conducting social media, what are the barriers or obstacles that you encounter when doing your outreach or questions you would have. There is a question, a way to ask questions - sorry, you need to go to the question box and type in those open ended answers, and we will collect those and have them help us inform the May 8 Social Media webinar. We will also be hosting another webinar in June, and this will really be about back to school outreach and the types of activities that you can be doing, thoughts from other groups that are doing great work on the ground for back to school and ways that the Connecting Kids to Coverage team will support your efforts for a really big back to school outreach push. So just to sum up here, there are many ways to keep in touch with us. You can visit InsureKidsNow.gov, as we said there are materials and outreach tools on there for you to download and use. We've got the slides and presentations from this program that will be online. We also have other webinars that we've hosted, so we encourage you to go get those, watch the videos and hopefully help you in your outreach efforts. We've got a Connecting Kids to Coverage Campaign Notes which we use to send out invitations to webinars and to give updates on the campaign, so there are ways that you can subscribe to that, and again you'll find that at InsureKidsNow.gov. We've got a toll free number you can call which is 1-855-313-KIDS. And then our email is insurekidsnow@fleishman.com. And again, if you have questions about the PSA or would like



copies to distribute in your community please use that email address and we can get those out to you. And I'm going to just hand it back over to Donna to close us out.

**Donna Cohen Ross:** Great, thank you so much Sandy and everyone. We are just running a couple of minutes over, but I want to take a moment to thank all of our presenters, Stacey, Trisha, Sandy of course from our Connecting Kids to Coverage team, and especially thank you to Colleen McCauley from PCCY in Philadelphia and Jodi Ray from Covering Kids and Families in Florida. We really thank you for joining us this afternoon, all of you I think shared some really wonderful information and I know I'm looking forward to May 8 when we get to Part 2 and talking about social media and I know we'll learn a lot there as well. So in the meantime, thanks everyone for joining. Remember to reach out to your field contacts if you have any questions. Let us know how you think you might be able to use the PSAs. We'll try to get you a little bit better way of looking at and listening to those PSAs, but we'd like to hear how you think you can use them so that we can try to respond to those needs, and again check out [InsureKidsNow.gov](http://InsureKidsNow.gov) for other resources and materials. With that, I will say good afternoon to everyone, and just one more reminder to register for our next webinar on social media on May 8, and we'll be sending you something with a registration link quite soon. So thank you everyone and enjoy the rest of your afternoon.