

Prevention Peer Network

April 30, 2020



Control Panel

Please note, this webinar is being recorded

Expand audio
for call in
information



Video can be
disabled



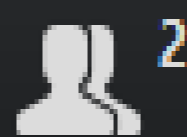
Type questions &
comments here



Join Audio



Start Video



Participants



Chat

Leave Meeting

Agenda

- Opening Circle
- ***Topic: Adapting Your Communications Strategies During the COVID-19 Pandemic: A New Prevention Peer Webinar Series***
 - ***Presenters:***
 - *Sabrina Hughes*
 - *Nicole Zárate*
 - *Janae Sargent*
 - *Arti Kothari Allard*
 - *Jessica Merrill*
- Q&A
- Discussion: Shared expertise, emerging issues, challenges, triumphs

Opening Circle

- Please type in your name, agency and location



Adapting Your Communications During the COVID-19 Pandemic

Pitching Your Prevention Story to Journalists



Jessica Merrill
Communications Manager



Carissa Gutierrez
Communications Manager



April 30th, 2020

With your strategic goal & audience in mind, get your story elements ready.

- Journalists want to report on topics that elicit an emotional reaction from their readers & viewers. Think of the spectrum of Facebook emoticons.

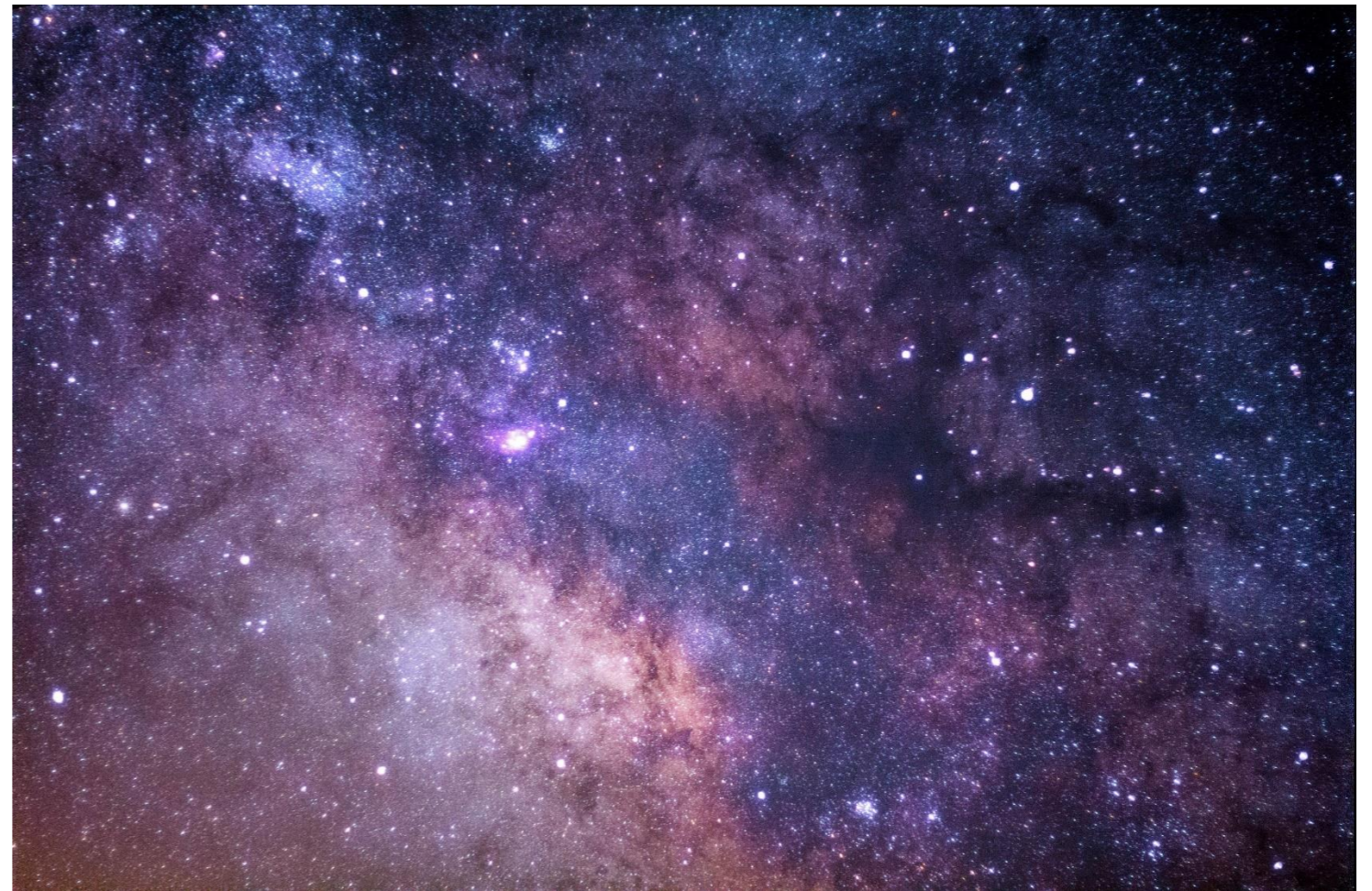


- There is so much to  about prevention!

- Start a storybank with narratives from authentic messengers.

A Constellation of Stories

- ▶▶▶ Over time, connected stories can change culture.
- ▶▶▶ Frames revisited:
We are not our talking points!
- ▶▶▶ We connect with our values & experiences.



The Power of Authentic Messengers

| Youth in the Lead: Our Orange Day Rally

2



Youth were the lead speakers (no adult advocates or preventionists), with legislators using their privilege to affirm their support.



Media coverage increased



Strengthen your story. Invite parents and educators who can speak to the benefits of prevention.

The Initial Pitch to Leadership

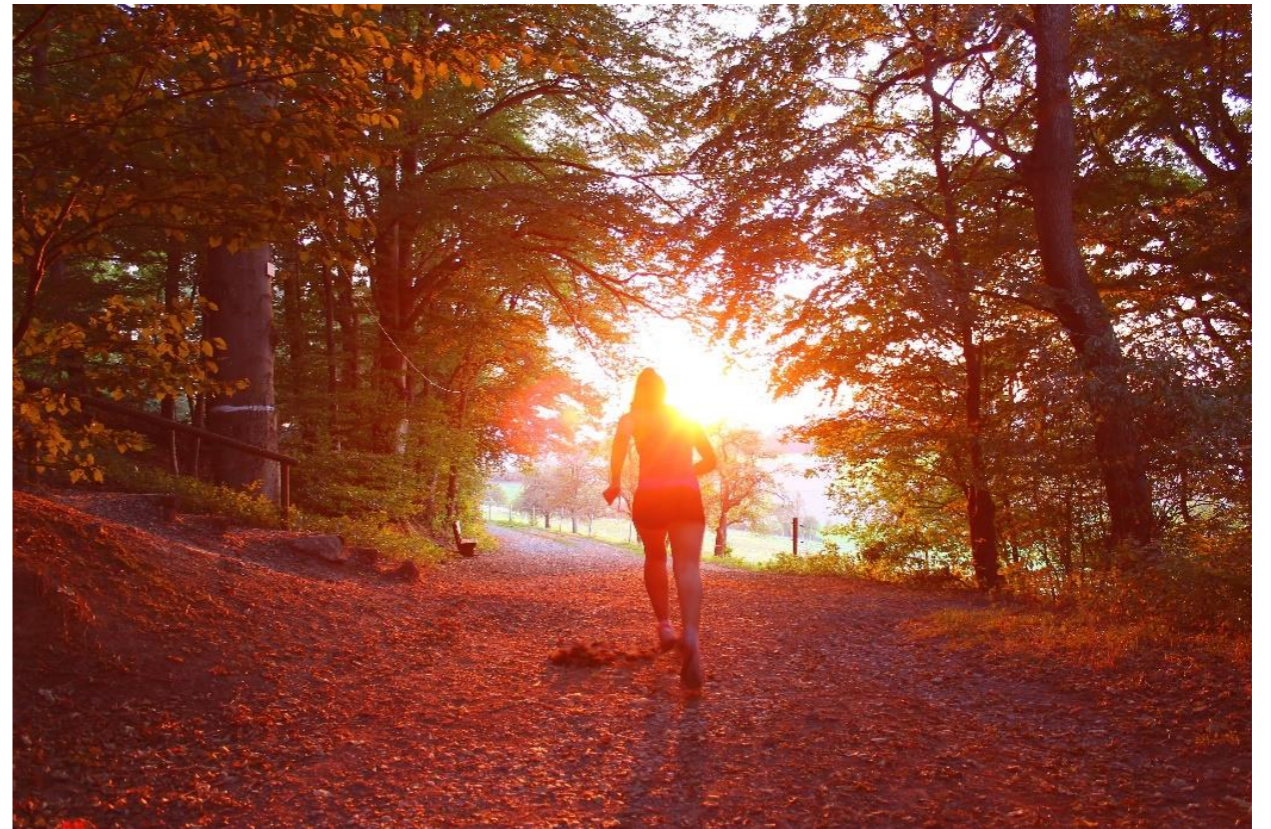
- ▶▶▶▶ Preventionists can effectively tell the story of your organization & mobilize community members to action.
- ▶▶▶▶ Poll: How many have engaged in media advocacy for their organization?
- ▶▶▶▶ Build relationships with reporters who have written about DV. Also, think of possibilities for education reporters.

Advocating for Prevention Work

- ▶▶▶ Media advocacy allows others to carry your message forward
- ▶▶▶ We have always been in a state of crisis
- ▶▶▶ You are the expert of your work and your experience
- ▶▶▶ Poll: What does prevention work look like in your organization?

Run With What's Newsworthy, then Pivot

- ▶▶▶ COVID-19 should be tied into every pitch.
- ▶▶▶ Acknowledge good reporting from past articles.
- ▶▶▶ Refer to heightened risks for survivors right now; include any stats on calls to your organization's hotline.
- ▶▶▶ Pivot to prevention: Discuss why prevention is more important than ever. Offer an inside perspective into the work & opportunities to support the community.
- ▶▶▶ Say that you have interviewers lined up and ample visuals (if print).



Didn't Hear Back? Don't Sweat it. Follow Up!



- ▶▶▶ It's natural to feel discouraged if you don't hear back—but try not to take it personally.
- ▶▶▶ Follow up. If this pitch wasn't of interest, ask if you can have a virtual tea or coffee with them to discuss what they're looking to report on—and how you can help.
- ▶▶▶ Whenever you have news to share, contact the reporter. You don't always need a polished press release—sometimes a quick note will suffice. Ask authentic messengers to be ready to interview .

Inspiration for Newsworthy Virtual Events & Connecting with the Community



Virtual Town Halls –
Engage your local
policymakers,
educators, &
students.



Art & PSA contests
for youth –
partner with local
businesses



Partnering with restaurants and grocery stores to include materials
with all purchases

The screenshot shows a Zoom meeting interface. In the top right corner, there is a small video thumbnail of a woman with short grey hair, identified as 'Hannah-Beth'. The main content area displays a slide with the following text: 'Sen. Hannah Beth Jackson' in a large, bold font, followed by 'CALIFORNIA STATE SENATE' in a smaller font. To the right of the text is a photograph of Sen. Hannah Beth Jackson speaking into a blue and white megaphone with her right fist raised. At the bottom of the slide, there are two logos: 'CALCASA CALIFORNIA COALITION AGAINST SEXUAL ASSAULT' on the left and 'CALIFORNIA PARTNERSHIP TO END DOMESTIC VIOLENCE Together We Can Change.' on the right. The Zoom logo is visible in the bottom right corner of the meeting window.

We're Here to Support You!

got

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Adapting your
communications during the
COVID-19 pandemic:
Overview of framing and
communication strategy

April 30, 2020

berkeley **media** studies group

Pamela Mejia, MS MPH

Berkeley Media Studies Group

- Research on news coverage and other narratives about public health and social justice issues
- Media advocacy training and strategic consultation for community groups and public health advocates
- Professional education for journalists

What is media advocacy?

Media advocacy is the **strategic** use of mass media to **support** community organizing to **advance** a social or public policy initiative.

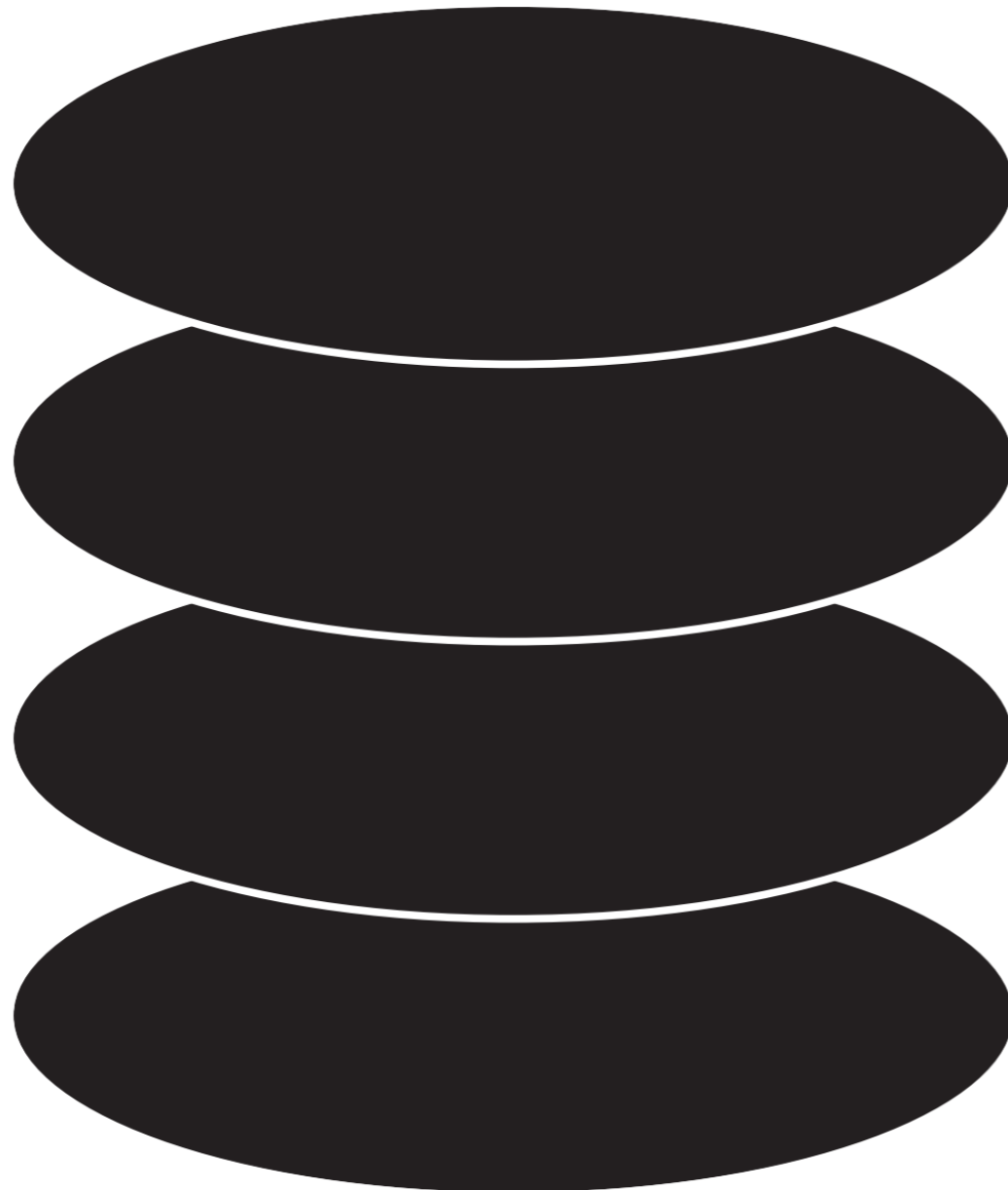
Five principles of communicating strategically about prevention

- Know what you want to **change**

Message is never first

You can't have a media strategy
-- or a message strategy --
without an overall strategy.

Message is never first: The layers of strategy



Overall strategy

Media strategy

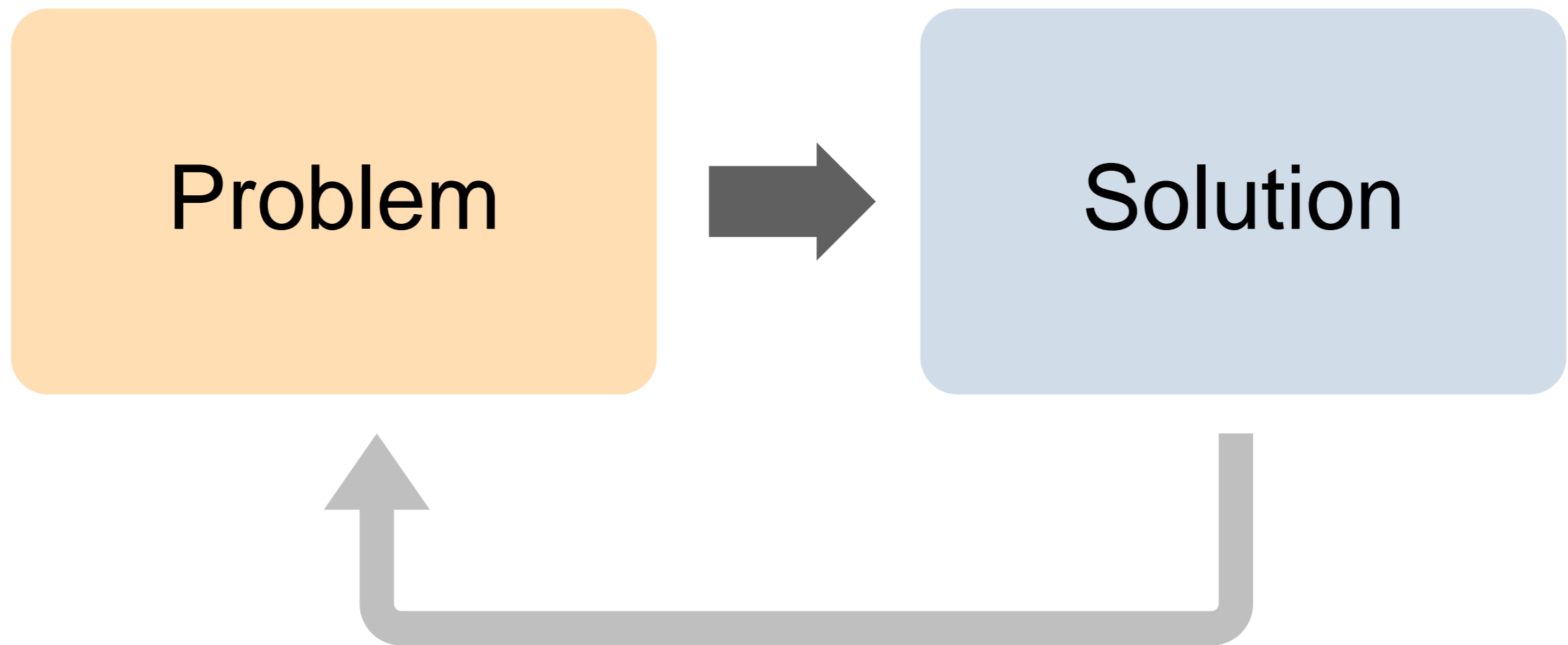
Message strategy

Access strategy

Five principles of communicating strategically

- Know what you want to **change**
- You can't be comprehensive and **strategic** at the same time

Being strategic about problems and solutions



Do your problem and solution “line up”?

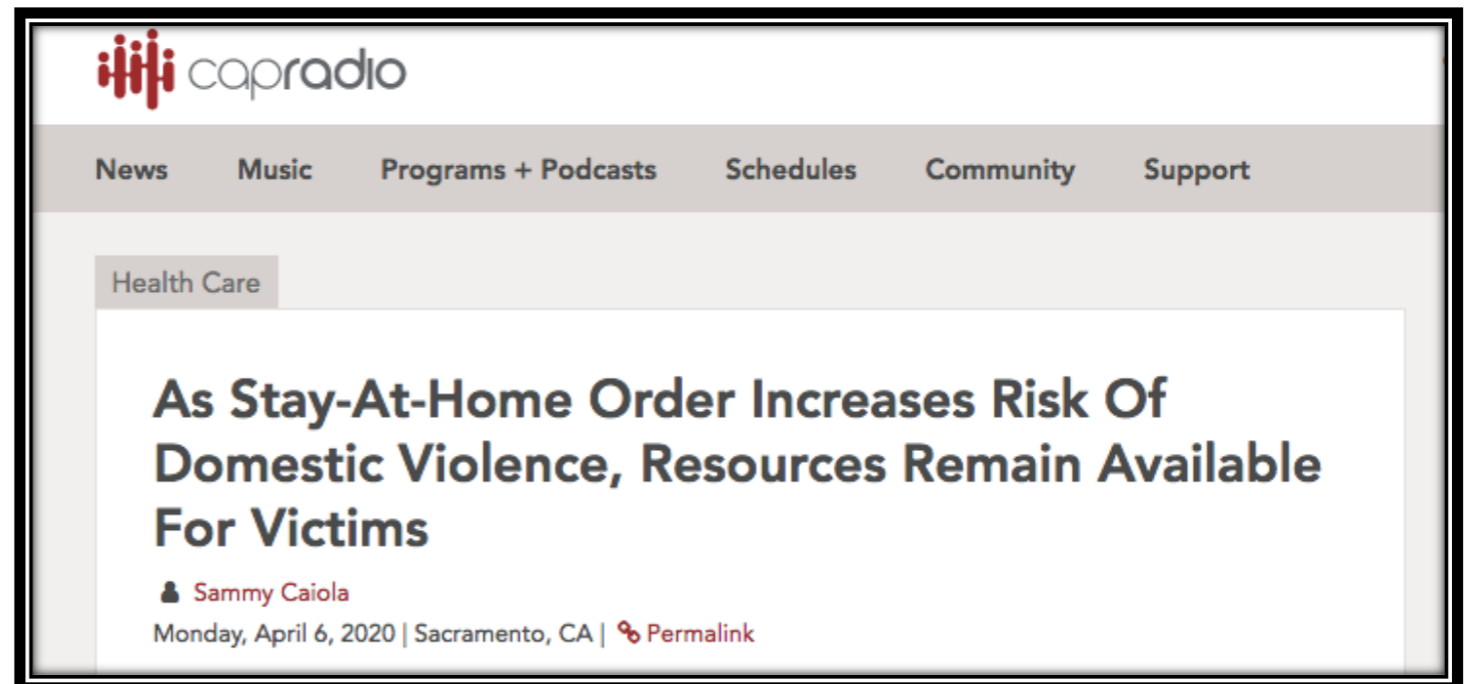
Five principles of communicating strategically

- Know what you want to **change**
- You can't be comprehensive and **strategic** at the same time
- Illustrate the **landscape**

A photograph of a railway track stretching into the distance, flanked by tall pine trees under a sunset sky. The tracks are made of metal rails on wooden ties, set on a bed of gravel. The sky is a mix of orange, yellow, and blue, with some clouds. The trees are dark and silhouetted against the sky.

Frames are mental pathways that help people understand the world.

How are news stories framed?



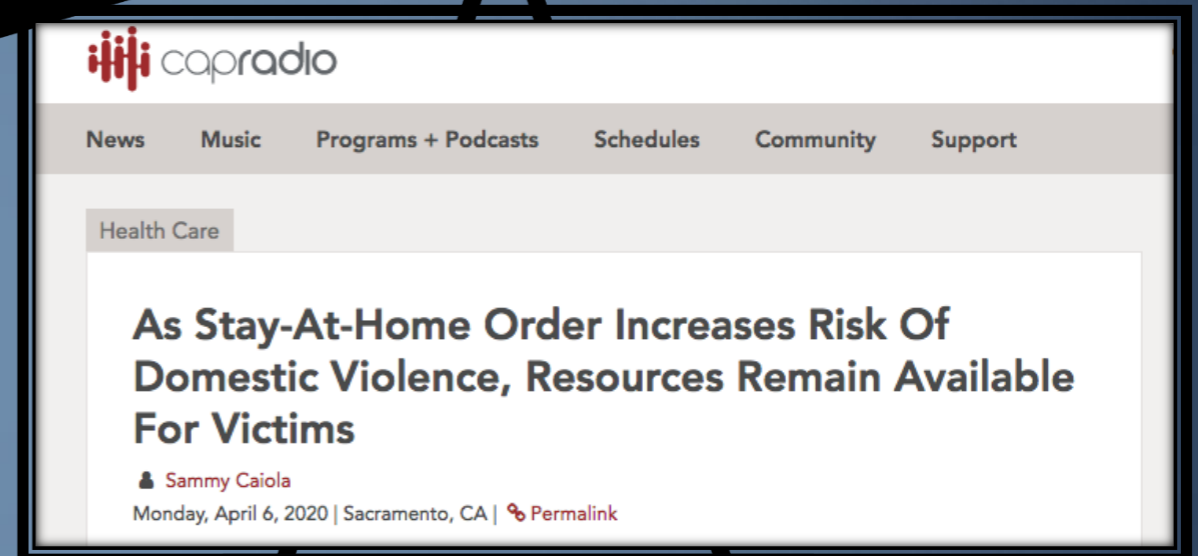
^ Thematic or “landscape” stories

< Episodic or “portrait” stories

How are stories framed?



(personal responsibility)



(community or institutional responsibility)

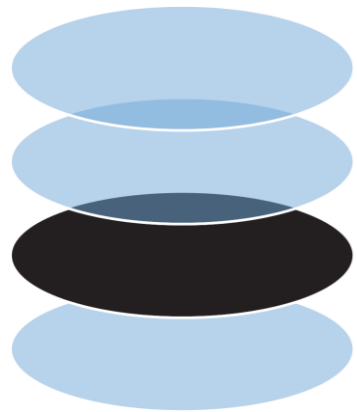
How can you illustrate the landscape
in developing your pitch?

What pieces of information do you
want to highlight to show prevention
is possible and is happening?

Five principles of communicating strategically

- Know what you want to **change**
- You can't be comprehensive and **strategic** at the same time
- Illustrate the **landscape**
- Elevate shared **values** in your message

Message strategy



Basic components of a message:

- Statement of problem
What's wrong?
- Value dimension
Why does it matter?
- Solution
Who should do what by when?

What values motivate your work?



Five principles of communicating strategically

- Know what you want to **change**
- You can't be comprehensive and **strategic** at the same time
- Illustrate the **landscape**
- Elevate shared **values** in your message
- The **messenger** matters!

Identifying a “messenger mix”

Audiences are most likely to believe in and connect with speakers they *identify with* in some key way.

Speakers from a range of backgrounds (race, gender, orientation, age, etc.) are important.



Who could be in your
“messenger mix”?

Thank you!

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Follow us on Twitter: @BMSG

Find us on Facebook:

[Facebook.com/BerkeleyMediaStudiesGroup](https://www.facebook.com/BerkeleyMediaStudiesGroup)



Shared expertise and discussion

- ❑ Current emerging issues?
- ❑ Challenges or triumphs in your prevention efforts?



Together we're stronger

Prevention at the Partnership



Public Policy



Communications



Capacity Building



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