



Think Like a Journalist: Advanced Techniques for Working with the Press

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- **Basics on working with local media**
- **Important elements that make a story “Newsworthy”**
- **Identify Effective strategies to interact with reporters**
- **Key Elements of a Communications Plan**
- **Making the Pitch**

WORKING WITH LOCAL MEDIA

- **Earned = Not Paid**
 - Aka “free media”
- **Publicity gained through promotional efforts via mass media**
- **Trusted source of information**
- **Cost effective**

The Miami Herald

Educating Florida about healthcare reform starts with conversation

BY PATRICIA BORNIS

Wednesday, July 10, 2013

Enroll America, a Washington, D.C.-based nonprofit whose mission is to educate Americans about their healthcare options under the Affordable Care Act, kicked off its Florida campaign Wednesday in Miami with a training session for more than 25 newly hired organizers.

What is Earned Media?

TV



Print

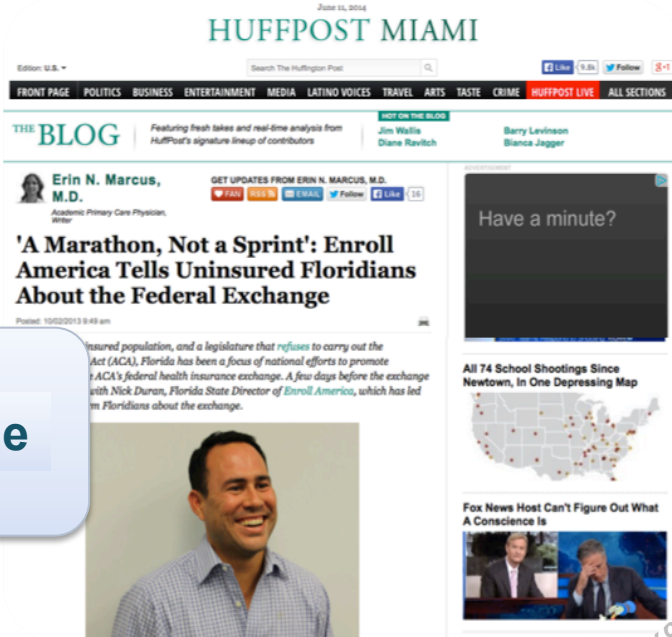


Late rush swamps site

The HealthCare.gov website, which was receiving 1.5 million visitors a day last week, had received about 1.6 million through 7 p.m. EDT. "This is like trying to find a parking spot at Wal-Mart on Black Friday," said...

Global warming could put world 'out of control' if the world doesn't cut pollution of heat-trapping gases, the already indisputable negatives of global warming could spiral 'out of control,' the head of the United Nations scientific panel...

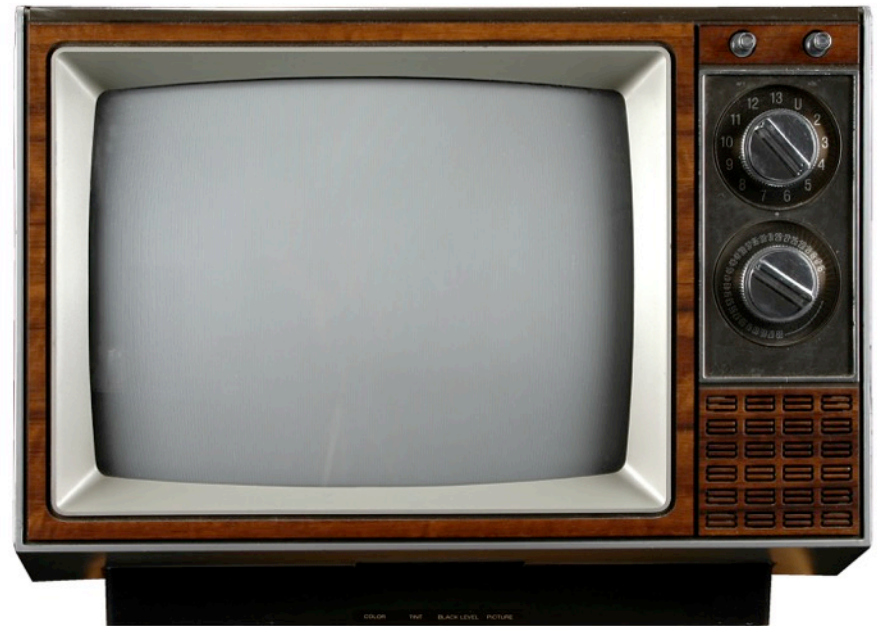
Online



Radio



- **Almost 40% of consumers say they got enrollment information from the news, the highest of any source**
- **“Local television news” is the 3rd most trusted info source, behind only “family” and “friends.”**



What is the Goal of Earned Media?

- Reach your audience
- Get the word out with effective consumer messaging
- Inspire your audience to take action
- But how do you get the press to cover your work?



- **What does your local newspaper/TV station/talk radio cover?**



8 ELEMENTS OF A NEWSWORTHY STORY



When did it happen?

When is it happening?

MAY 2016

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8 Mother's Day	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 Memorial Day	31				
		<small>April 2016</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</small>	<small>June 2016</small> <small>S M T W T F S</small> <small>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30</small>	<small>Notes:</small>		

How many people are affected?

How many people will be impacted?

Do you have any good data to share?



How close is the event to the media market?



Who is it?



- **What is on people's minds?**
 - **Time or period during which something is widely accepted and circulated**
 - **A particular story or theme is already being covered by the media and further developments or side stories appreciated.**
- **Christmas**
 - **Thanksgiving**
 - **Back to school**
 - **New Year**
 - **Memorial**
 - **Hanukkah**

- What's the fight about?
- Who is right?
- Who is wrong?
- Who is winning?





Wake Forest woman: Health law 'saved my life'

Posted December 12, 2014



Reactions



WAKE FOREST, N.C. — Kim Jones went 10 years without health insurance before she was able to get coverage earlier this year through the Affordable Care

- Is there anything touching?
- Discusses a person in an emotional way
- Engages reader emotionally

Woman encourages everyone to get health insurance



Kim Jones went 10 years without health insurance before she was able to get coverage earlier this year through the Affordable Care Act. Now, she says, she has peace of mind knowing she can get the medical treatment she needs whenever something happens.

<http://www.wral.com/lifestyles/healthteam/video/14275173/>

NEWSWORTHY ELEMENTS

Timeliness

Impact

Proximity

Prominence

Currency

Conflict

Novelty

Human
Interest



Event will Provide Migrant Farmworkers with Free In-person Assistance to Sign up for Health Insurance through a Special Enrollment Period.



FOR IMMEDIATE RELEASE

DATE: Thursday, July 9, 2015

CONTACT: Lovemore Masakadza

press@enrollamerica.org | 704-952-1253

*******MEDIA ADVISORY FOR SUNDAY, JULY 12 AT 9 A.M.*******

Local Organizations Connect North Carolina Farmworkers with Affordable Health Coverage

Event will Provide Migrant Farmworkers with Free in-person Assistance to Sign up for Health Insurance through a Special Enrollment Period

DUNN, NC- In an effort to help migrant farmworkers sign up for health insurance through the Affordable Care Act during their stay in North Carolina, local groups are teaming up with Get Covered America and the NC Farmworkers Project to host an enrollment event at Episcopal Farmworkers Ministry in Dunn, on Sunday.

Even though the open enrollment period for the Health Insurance Marketplace ended earlier this year, consumers who experience certain life events — like getting married, moving, or experiencing a change in immigration status, among other circumstances — might be eligible for a special enrollment period to enroll in health coverage throughout the year. Because entering the country on an H-2A work visa is considered a qualifying life event, many of the farmworkers that relocate to North Carolina to work during the year are eligible for a special enrollment period.



Clip:
[ACA event helps migrant workers sign up for health insurance](#)

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TOOLS TO ENGAGE THE MEDIA

- ❑ Build a press list
- ❑ Send press releases & advisories
- ❑ Submit letters to the editor & op-eds
- ❑ Consistent communication with reporters
 - “In case you missed it”
 - Story ideas
- ❑ Offer interviews
- ❑ Host press conferences/press calls
- ❑ Invite media to “pressworthy” events
 - Interesting hooks
 - Noteworthy attendees

Tampa Bay Times

Column: Building stronger cities through better health coverage

By Bob Buckhorn and Annise Parker, special to the Times

When people think about what makes where they live great, the community's overall health and economy tend to rank high on the list. As mayors, we are proud of our cities' track records at promoting healthy and financially secure places to live. But in at least one important area — access to quality health insurance — we know more work remains. And that work must be tackled at the local level. ...

PRESS ADVISORIES VS. PRESS RELEASES

***** MEDIA ADVISORY FOR OCTOBER 1 AT 11:00 A.M. *****

**Pennsylvania Consumer Health Coalition Joins
Health Care Organizations to Host Press Conference on
Opening of New Health Insurance Marketplace**

New Marketplace Gives 1.3 Million Pennsylvanians Unprecedented Access to Health Coverage

PITTSBURGH, PA – On opening day of the new Health Insurance Marketplace, the Pennsylvania Consumer Health Coalition will join the Pennsylvania Health Access Network and other health care organizations at the Hill House’s Kauffman Auditorium to discuss the new opportunities provided by the Marketplace. With the opening of the Marketplace, 1.3 million uninsured Pennsylvanians will have access to affordable health insurance – many for the first time. Media is encouraged to attend. After the event, the speakers will be available for interviews.

What: Press conference discussing new coverage opportunities for uninsured Pennsylvanians

Where: Kauffman Auditorium, Hill House
[ADDRESS]

When: Tuesday, October 1, 2013 at 11:00 AM

Who: Names of speakers using the following convention:
Bolded Name, Name of organization unbolded

Local contact: Name, (###) ###-####

How: To RSVP or for more details, please [call/e-mail] **CONTACT INFO**

Largest Grassroots Outreach Effort Yet by Get Covered America Campaign Blankets Communities Across U.S.

*More Than a Thousand Volunteers Participate in More than 200 Events
Over Weekend to Raise Awareness About New Health Insurance Marketplaces;
Partnership with CVS/pharmacy Launched with 30 In-Store Events*

Washington, DC – This past weekend, staff and more than a thousand volunteers from the Get Covered America campaign reached out to Americans in communities across the country with word about the new health insurance options that will be available beginning October 1. As part of the “Get the Word Out Weekend” push, volunteers had just-the-facts conversations about the new Health Insurance Marketplaces on porches, at barbershops and farmer’s markets, over the phone, and at community events across the country. Working in partnership with CVS, Get Covered America representatives were also on hand to answer questions about the new health care options at free health screening events at 30 CVS/pharmacy locations across the country.

“Excitement is building for the new, affordable health insurance plans that will be available to Americans across the country in less than three weeks,” said Anne Filipic, President of Enroll America. “More than a thousand volunteers joined us this weekend to help spread the word, and in conversation after conversation, they found that people in their communities are eager to look at their options side by side on the new Health Insurance Marketplaces coming October 1. That’s why we’re making sure uninsured Americans have the facts they need to make the best decision for them and their families.”

HOW TO HELP A REPORTER OUT

Example: Press Worthy Event

Before the Event

- Send media advisory
- Daybook/community calendar listings
- Pitch event to reporters (be brief)
- Prepare spokespeople
- Prepare press logistics



At the Event

- Greet the media
- Get contact info
- Provide event info
- Offer interviews
- Take pictures
- Tweet/post



After the Event

- Follow up w/ reporters
- Offer photos
- Letters/op-eds



TV

Need unique visuals – B-roll is important to the reporters

Newspapers

Provide them with a lot of (on message) info so they can explore different angles.

Radio

Offer expert interviews– Audio is key!

CREATING A MESSAGING PLAN

Make a plan to engage the media in your area:

Who are you pitching?



What are you pitching?



What are your news hooks?

- **Newsworthiness elements**
- **New O/E tactics**
- **Create a list of media outlets in your area**
- **Create a list of media/reporter contacts for your organization**
- **Develop a 30 second “elevator pitch”**





Let's Practice our Pitch

- **Your organization has an enrollment event coming up on Saturday November 5th.**
- **This is your big kickoff event for OE4.**
- **Current enrollees will be attending to Re-Enroll, there will also be new enrollments happening on-site along with informational sessions happening throughout the day.**
- **There will be activities for the children, and light refreshments and snacks available.**



- **What resources will you and your staff need to better engage the media?**
- **What questions should you ask yourself when designing a communications plan?**
- **What are the core messages you want your audience to learn?**



THANK YOU! QUESTIONS?

Thank you!

Ezra Watland

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Enroll America

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