

Berkeley Media Studies Group

Curriculum Overview

Making the Case for Health with Media Advocacy

Introduces how to use media advocacy strategically to advance policy. Participants will learn to recognize the news media's role in shaping debates on community health. They will clarify their overall strategy and learn how it relates to a media strategy, a message strategy, and a media access strategy. This will be the basis for subsequent trainings.

Planning Ahead for Strategic Media Advocacy

Takes participants through each step of developing a media advocacy plan: setting goals and objectives, identifying strategies and tactics, assessing resources, determining timelines and specifying who will do what. Participants will learn to integrate communications planning organizationally and plan for timely, proactive news coverage.

Shaping Public Debate with Framing and Messages

Explains framing — what it is and why it matters — and helps participants apply that knowledge to developing messages in advocacy campaigns. Participants will practice framing a range of community health issues to support policy change.

Creating News that Reaches Decision Makers

Explores different news story elements so participants can get access to journalists by emphasizing what is newsworthy about their issue. Participants will explore how to create news, piggyback on breaking news, meet with editorial boards, submit op-eds and letters to the editor, and develop advocacy ads.

Engaging Reporters to Advance Health Policy

Gives participants intensive practice being spokespeople for their issue, including on-camera training. Participants will learn to anticipate and practice answering the tough questions reporters ask.

Targeting Audiences with New Communication Tools (E-advocacy)

Gives participants a tour of new communications tools, including blogs, e-flicks, and viral marketing so they can tailor their advocacy communications to specific goals and audiences.

Training Allies in Strategic Media Advocacy

Those who want to train others in their organizations learn interactive techniques for teaching media advocacy.



Make every Who holler! Make every Who shout!

> Dr. Seuss

Layers of Strategy

Overall Strategy Define the problems you want to address.
Clarify the policy solution for which you will advocate.
Identify the target with the power to make the change.
Name the allies who can help make your case.
List the advocacy actions you will take to influence the target.

Media Strategy Identify the best methods to communicate with your target.
Decide whether or not engaging the media will advance your overall strategy.
Find the media outlets that will best reach your target audiences.
Compile the media tactics you will employ.

Message Strategy Frame the issue to reflect your values and support the policy goal.
Create a message that describes the problem, the solution, and why it matters.
Develop a plan to assess and improve the effectiveness of your message.
Decide who will convey your message.
Identify the materials you will need to make your case.

Access Strategy Determine when media attention could affect the policy process.
Figure out how you will gain access to the media.
Prepare newsworthy story elements to offer reporters.
Establish a plan for capturing and reusing coverage.

Berkeley Media Studies Group Handout:
Layers of Strategy