

Media Blitz



Disseminate Choose Respect messages in your community by engaging the media to use Choose Respect TV and radio PSAs and other materials.

Why?

People view, hear, and read more media than ever before. You can reach a large percentage of your community by distributing widely and wisely media messages that promote healthy, respectful and safe relationships among youth.

Where and When?

TV, Internet, radio, and print are all popular forms of media. Use these, and newer formats favored by youth, to get Choose Respect messages out to the community. Messaging should be ongoing throughout the year.

How?

The *Media Access Guide* can be found in the Materials section on the USB Flash Drive that comes with this Playbook.

Use the Media Access Guide.

The *Media Access Guide*, found in the Materials section on the USB Flash Drive that comes with this Playbook, tells how to get media placements in the community. The guide explains how to place PSAs with local radio and TV stations, how to train a media spokesperson, how to write an effective letter to the editor, and other approaches to media coverage. TV and Radio PSAs can be accessed at www.chooserespect.org.

Saturate the community.

Placing a PSA on only one radio station reaches a small section of the community, but multiple placements are more effective. *Media Blitz* highlights the importance of saturating, or having multiple media placements, in your community.

Choose Respect aspires to a community attitude that does not tolerate unhealthy, disrespectful relationships and encourages healthy and respectful behavior. Promoting a consistent, sustained message about respect across several media outlets will help to cultivate this attitude.

Since every community is different, this play involves tailoring what you do with the media opportunities in your community. This will require some initial research on your part.

- Local radio stations are often listed in the newspaper, the phone book, or online. Determine the total number of stations, the type of programming they offer, and whether they have a website. Focus on the radio stations that your target audience favors or on DJs who are role models or stakeholders in the community.
- Find contact information for local TV stations in a similar way. It is important to identify if the station is a Public Broadcasting System station, independent, or affiliated with a network. Locate radio station websites for more information and contacts to send messages about Choose Respect.
- Contact information for local newspapers may be found in the phone book, on-line, or at local newspaper distribution points. Determine whether the newspaper comes out daily, weekly, monthly, or quarterly, and whether they have an online edition or website.
- Ask youth about their favorite Internet resources. Among the most popular are MySpace (www.myspace.com), YouTube (www.youtube.com), and Facebook (www.facebook.com).

Want to Do More?

Partner with other local organizations that are media savvy or have existing media connections to increase the number of media outlets you are able to contact.

Complete your research, then take action.

Create a goal for the number of media outlets you will target and how you would like them to convey the Choose Respect message. This will vary from community to community. One goal might be:

- Send a Choose Respect PSA to a radio station that plays popular music that attracts 11–14 year olds. Ask the station to play the PSA once a week during the time when this group listens to the radio most (before school or from 4–9 p.m.).
- Ask a local TV station to play a Choose Respect Adult PSA during a time slot when this group watches television most often. Speak with TV personnel to get the time slot donated.
- Ask the local community events newspaper reporter to cover events promoting the introduction of Choose Respect into the community. Identify key points to pitch the story. See the *Media Access Guide* for talking points.
- Set up an account on MySpace, YouTube, or Facebook and share the Choose Respect messages through the Internet.
- Collaborate with local media outlets by asking them to link their website to the Choose Respect website.
- Ask one media outlet to cover an upcoming Choose Respect event. See the *Media Access Guide* for talking points.

Make the connections.

Using the research you conducted, identify any media outlets where you or someone in your organization may have a connection. For example, find out if there is a reporter who often covers events sponsored by your organization,

Start with these connections and use the media pitching strategies outlined in the *Media Access Guide* to approach them about your goals for media coverage of Choose Respect. If your media connections are not fruitful, contact all of the stations and papers you identified in the research above. Try to connect with as many as possible.

Resources Needed:

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|--------------------------|--------------------------------|--------------------------|---------------------------|
| <input type="checkbox"/> | <i>Media Access Guide</i> | <input type="checkbox"/> | Phone book |
| <input type="checkbox"/> | Computer with Internet access | <input type="checkbox"/> | Choose Respect radio PSAs |
| <input type="checkbox"/> | Choose Respect television PSAs | | |

Evaluation:

Document what you accomplish using Choose Respect tracking tools:

- **Stand Up & Be Counted**

Keep track of play participants and audience members. The Zone 4 Evaluation Tools contain a sign-in sheet.

- **Cheers & Changes**

After the play is complete, note your successes, challenges, and opportunities for the future. The Zone 4 Evaluation Tools contain a worksheet to help you do this.

Choose Respect feedback tools are recommended if you implement multiple plays. Take time to reflect on how far you have come in implementing Choose Respect in your community after completing a series of Choose Respect activities using Choose Respect feedback tools:

- **Policy Education and Advocacy Impact Survey**

After completing a series of activities, collect information for your evaluation. The Zone 4 Evaluation Tools contain a feedback form to help you do this.