

# Tools to Track Earned Media



# Building it into the Work

- ▶ Monthly earned media outreach required
- ▶ Monthly templates provided
  - LTEs
  - Press Releases
  - Photo and Captions
  - Feature Story Pitches

## HUD tenants deserve smoke-free housing

The U.S. Department of Housing and Urban Development is exploring the idea of implementing smoke-free policies in HUD housing units as soon as 2016.

The policy would be monumental in protecting children and adults from second-hand smoke exposure as approximately 65 percent of the air in a multi-unit residence is shared air. Therefore, if a non-smoking tenant shares a wall with a smoking tenant, that non-smoking tenant will be exposed to his neighbor's second-hand smoke.

HUD housing is designated for those with limited financial resources. HUD residents who are subjected to someone else's toxic second-hand smoke is unfair and wrong. Tenants with heart disease, asthma, chronic obstructive pulmonary disease, allergies and other medical conditions are at increased health risk with exposure to second-hand smoke. Children and pregnant women are particularly at risk.

The Wisconsin Association of Housing Authorities is part of the Clear Gains Network. The Clear Gains Network is a collection of statewide organizations that provides support and guidance to Wisconsin's smoke-free housing initiative. A recent survey of Wisconsin housing authorities by WAHA found that 81% of respondents had smoke-free policies that covered either all or parts of their buildings. While this is good news, there are housing authorities that have not yet adopted any smoke-free policies.

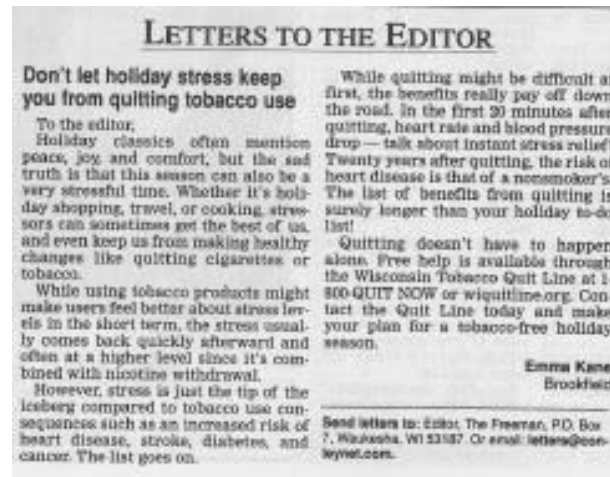
# Monitoring Media Coverage

- ▶ Online Activity Tracker
  - Coalitions report media progress in online activity tracker
    - Includes details on the attempt, media outlet targeted, and copy of coverage if applicable

## 1. Engage coalition members to conduct monthly media outreach and generate earned media

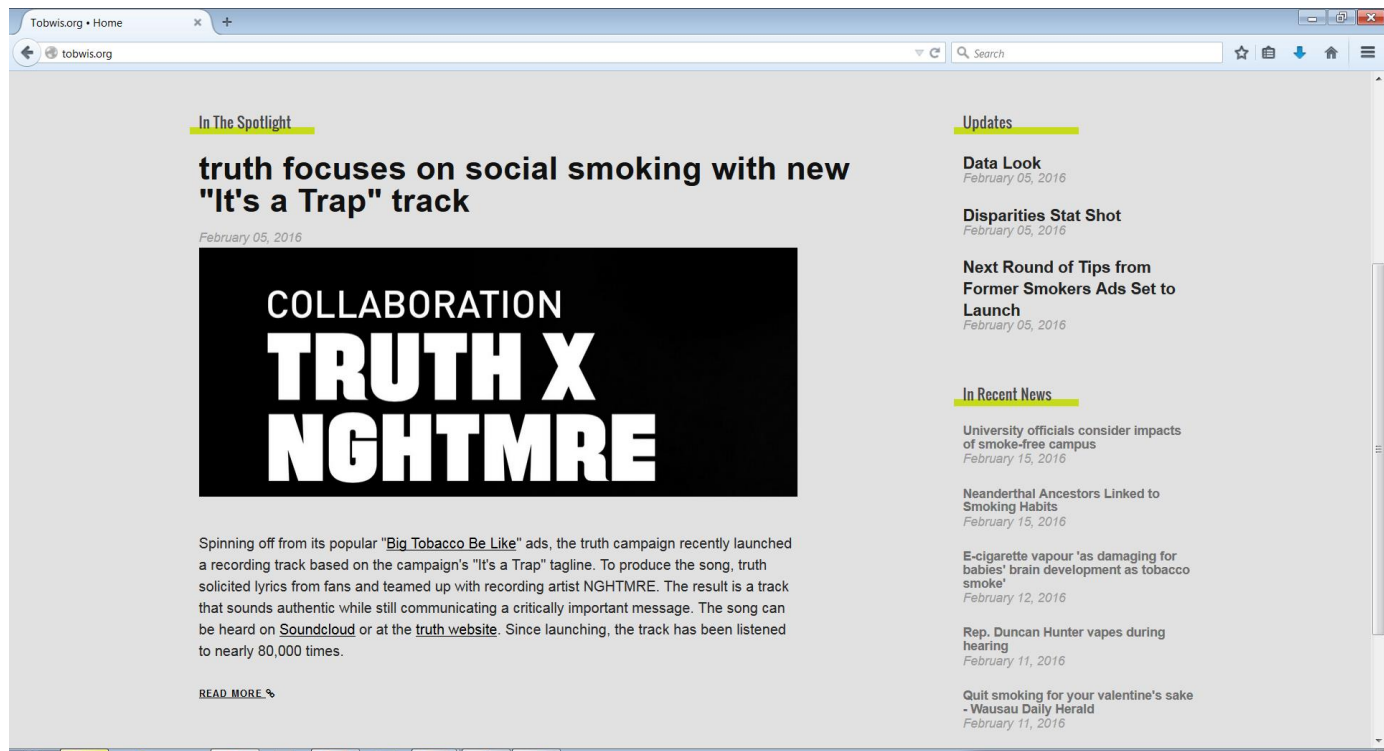
- Best practice dictates personalizing template media communications
- Duplicate this activity for each outreach

Date	Description of Media (to include who submitted it, topic, if published and where, etc.)
12-16-2015	"Don't Let Holiday Stress Keep You From Quitting Tobacco Use" LTE was submitted to the Waukesha Freeman and published on Dec. 16.
Media Outreach Type	
Letter to the Editor	
Published	Attachments
Yes	<ul style="list-style-type: none"><li>• <a href="#">Freeman_Holiday_LTE_published_12-16.pdf</a></li></ul>
Name of Newspaper, TV or Radio Station	Additional Activity Fulfilled
Waukesha Freeman	



# Monitoring Media Coverage

- ▶ News feed on tobwis.org



# Monitoring Media Coverage

- ▶ Google Alerts
  - Wisconsin specific terms
  - Tobacco industry searches
  - Hot topics
- ▶ Drawbacks
  - Search results aren't always accurate
    - Filter through to get the results you really want
    - Supplement with your own Internet, Twitter searches

wisconsin smoke free

Daily update · February 15, 2016

NEWS

University officials consider impacts of smoke-free campus

UW Badger Herald

After meeting with student government leaders to discuss changes to University of Wisconsin's current **smoking** policy, UW officials look toward the ...

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# Digging Deeper

- ▶ Campaign Media Reports
  - Work with outside contractor
  - Measure media coverage
  - Calculate paid media equivalency
  - Provides historical documentation, useful tool in describing efforts to partners, participants



## Analysis: Amanda's Story

*A media strategy to build awareness of an important health message*

The earned media strategy to promote Amanda's ad was implemented as a "rolling press conference" in mid-July in all six of Wisconsin's major media markets. It generated deep and wide media interest with the six news conferences drawing coverage from 27 news organizations representing 60 media outlets.

While the true value of this coverage is difficult to quantify, we measured the media coverage with commonly accepted media tracking tools. The advertising value of the "earned media" was at least \$211,700. However, using different assumptions of exposure that were reasonable but not easily measurable, we judge the value between \$500,000 and \$1 million.

More importantly, the First Breath program generated expanded goodwill. The partners saw increased interest by health providers, county health programs, and individuals seeking help in quitting tobacco.

### Goal/Objective

The goal of the campaign was to attract additional media coverage – and build community conversation – about the dangers of smoking (particularly for young, expecting mothers). This was done by leveraging Amanda's participation in the CDC's recent national "Tips from Former Smokers" advertising campaign.

### Strategy

The strategy was to allow Amanda to re-tell her heart-wrenching story to as many major Wisconsin media outlets as possible – and as

efficiently as possible – to build further awareness and community conversations about tobacco addiction and its effects. By targeting major media, the story was also re-broadcast and retold through each news outlet's social media.

### Tactics

The outreach effort consisted of six press conferences over three days in each of Wisconsin's six major media markets: Milwaukee, Madison, Green Bay, Wausau/Rhineland, Eau Claire, and La Crosse. Each featured an introduction from Tommi Thompson, executive director of WWHF. She was followed by Amanda Brenden, the young Eau Claire woman who told her personal story in the CDC's campaign. A local health expert, such as a county health officer, spoke at the close of each event, reinforcing the message that tobacco addiction is deadly, and that resources are available to help tobacco users quit.

### Results:

- Television. The "rolling press conference" drew 14 television stations that broadcast Amanda's story at least 28 times. Fox partners with local network affiliates, so in Madison for example, ABC coverage doubles as Fox coverage. WTMJ TV in Milwaukee did not cover the event, but followed up with a talk-show interview with a local tobacco prevention expert who discussed Amanda's story. In most cases, the stories ran more than once. In every case, the stories were also carried on each network station's website, including links to the TV spot on CDC's website.
- Newspapers. Eleven daily and four regional weekly newspapers carried the story, including large features in the Milwaukee Journal Sentinel, Green Bay Press Gazette, Wausau Daily Herald and Eau Claire Leader-Telegram. In most cases, the news-