



**Tobacco Control Training Project**

*Building capacity to change policies & social norms.*



**Cicatelli Associates**  
A non-profit educational organization



## Media 201 – Written Comm Tools

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## Training Overall Goal

To give partners the skills and tools to reach out successfully to the media to promote tobacco control and de-normalize tobacco use.




## Objectives

After the training, participants will be able to:

- ◆ Define public relations;
- ◆ Describe what is news and how the news industry works;
- ◆ Name the elements of a press release;




## Objectives Continued

- ◆ Describe when to use a press release, media advisory and pitch letter;
- ◆ Write effective press releases, alerts and “pitch” letters; and
- ◆ Act as a liaison between the world of news and the world of tobacco control.




## Expectations

- ◆ Develop skills to help write effective press releases.
- ◆ Learn ways to capture the medias’ interest.
- ◆ Develop stronger writing skills.
  - Learn to write articles that will get into print and that people will read.
  - Learn to write ads that will motivate people to action





## Feedback Guidelines

- ◆ Not negative
- ◆ What do you like about this?
- ◆ How could we make it punchier
- ◆ Catchier?
- ◆ More compelling?




## What Makes News? Criteria:

- ◆ **Timely:** does it relate to current events or breaking news?
- ◆ **Offers new insight or data.** The media loves **numbers**. Use statistics, polling data, and other objective information.
- ◆ **Unusual, unexpected or shocking**
- ◆ **Celebrity or prominent figure.**




## Public Relations

- ◆ Edward Bernays quotes:
- ◆ "A public relations person...is an applied social scientist who advises a client or employer on the social attitudes and actions to take to win the support of the publics upon whom his, or her, or its viability depends."




## Public Relations

- ◆ "A good public relations man advises his client to carry out an overt act, interrupting the continuity of life in some way to bring about a response."




## What Makes News? Criteria:

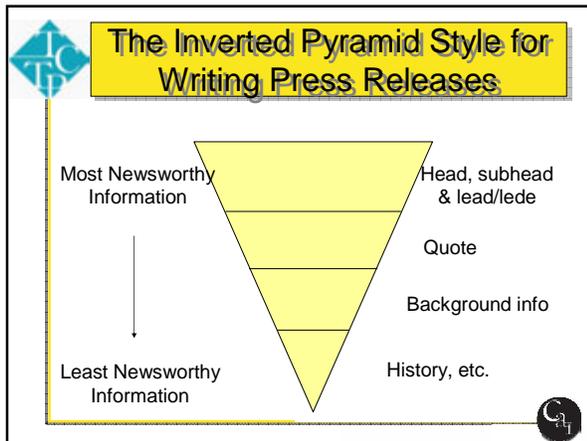
- ◆ **Local impact:** Is it localizing a national or regional story?
- ◆ **Dollar amounts:** impact of smoking translates into X million dollars a year to society/lost worker productivity.
- ◆ **Contains action**
- ◆ **Defines a trend**




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- ## Pitch Letters
- A process and a product – boil down message
  - Never go to the media unprepared
  - Generally softer news – but still needs a **news hook**
  - Think about **what will distinguish your story** from the other story ideas on reporter's desk.

- ## Press Kit Elements
- ◆ A two-pocket folder, to physically contain the contents of the press kit.
    - Right pocket: the press release, bio and Q & As.
    - Left pocket should contain the backgrounder and fact sheet.
  - ◆ A one-page pitch letter offering your client for interview – paper clipped to front of folder.



## Press Kit Elements

- ◆ Event press release.
- ◆ All press releases - past six months.
- ◆ Past media coverage, clippings and placements.
- ◆ A one-page backgrounder about your organization.



## Press Kit Elements

- ◆ One-page bio on your spokesperson.
- ◆ A one-page fact sheet describing your services, etc.
- ◆ A set of 10 Q & As for the media.
- ◆ All press kit contents must be formatted properly, e.g., Arial 12-point font, one-inch margins, etc.

