

Marketing in the Media

Media Sources

Newspapers – Daily, Weekly, Periodical, Internet

Radio – Commercial, Community Access

Television – Commercial, Community Access

Social – Facebook, Twitter, Instagram, Snapchat, etc.



Capitalizing on all of your local media opportunities can be a great way to promote your program or issue. Think about the media sources that your target audiences interact with most and concentrate your efforts on those. Develop a list of key media outlets in your area – TV, radio, and newspapers – particularly those that have a significant readership/viewership that matches your target audience.

Promoting a Program or Issue

Paid Advertising

If you have the resources, purchasing ad space can both help you promote an upcoming workshop and build general awareness of your program. Contact the paper’s display advertising department for rates and see WIHA’s Posters/Ads section of your **Program Provider Tools & Resources – Promoting Your Program** for design and messaging samples that can be customized and used or adapted to your needs.

Community Calendar

Calendar listings in local media outlets may be helpful for promoting a workshop.

Each media outlet has its own process for submitting calendar information. Scan the website first to see if it lists “Events”. Next, click on “Contact Us”. Often, the email address for submissions will be listed here. If not, you can send an email to the general email address with “Calendar/Event Listing” in the subject line. Most outlets have guidelines for submitting calendar listings.

Common information includes:

- Engaging headline
- Brief description of the workshop
- Date, day of week, and time of event – include location but be prepared for drop-ins
- Website for more information
- Registration information and cost

Press Release

The following steps are an overview of how to “pitch” a story to your local news media – newspaper, radio, and television. You can find a sample press release on the WIHA website.

- **Customize the release.** Use a compelling headline and keep pertinent information in the first paragraph. Add information that is specific to your county. Gather quotes from participants.

- Make a list of possible people to send your release to, including key contacts from local newspapers, magazines, television stations, radio stations, and trade and newsletter publications. Identify editors and reporters who would be most interested in what you have to say. Find specific names and departments; call ahead if necessary to find this information. Sending it to a specific journalist or editor will ensure a better chance of receiving prompt attention.
- Research media outlets to find out whether your specific contacts prefer to receive news releases by fax, mail, or e-mail. Prepare your press release submission in the necessary hard-copy or electronic format.
- Send electronic releases with interesting and to-the-point subject lines. Send to one person at a time or blind carbon copy (BCC) recipients to make the news release submission more personal. Type or paste the wording directly into the body of the e-mail; many journalists delete e-mails with attachments as they take too much time and often carry viruses.
- Follow up with a phone call. Ask if the recipient has received the release and let him or her know you are available for interviews or to provide more information. Emphasize the importance of this story to the media's audience and offer some good stories to tell. For example:
 - Personality Profile: Identify a local leader who is passionate about the workshop and has experienced benefits firsthand.
 - Health Information: Keep an eye on the media and watch for articles that are relevant to the program. Use these as a hook for sharing your information. For example, if a national study is published about the benefits exercise has on a chronic condition, use this to show the national, big-picture trend and provide information about how the Living Well workshop can help participants learn more about and develop plans to increase exercise.

Media Appearances

Many local radio and television stations have interview segments that allow you to talk about your program or intervention. To secure a spot on one of these programs, check the website and contact the program's producer or on-air host or reporter and ask to be a guest on the show. You can use your press release as support materials to give the producer more information about the program and you can offer to send a set of questions that the interviewer can ask to simplify the process for them.

Public Service Announcements

Contact your local radio station and ask to speak to the PSA or community affairs director. Give that person your "elevator speech," stressing the prevalence of chronic disease in your community. Explain the positive benefits of the workshop or intervention and ask him or her to read your PSA on the air regularly.

Social Media

Promoting your workshop or issue on your social media channels can raise awareness, interest and registrations, and other action. Using Facebook, you can create an EVENT and spread the word more widely by BOOSTING your event with paid promotion (see your Facebook page for boost and payment options).

Here are some resources to help:

Facebook Events: https://www.facebook.com/help/210413455658361?helpref=about_content

Promoting Events via Social Media:

<https://www.eventbrite.com/blog/how-to-promote-event-social-media-ds00/>

Building Awareness of Your Program or Issue

Program or Issue Profile:

Identify a local workshop participant or someone impacted by an issue whose well-being has dramatically improved as a result of the program or intervention. Ask if you can share his or her story with the media. In addition to individuals, look for couples, siblings, groups of friends and others who might make a good story.

- Once the story runs, share it through your community channels and with your community partners.
- Send the reporters thank-you emails. This will give you an opportunity to include additional information that may be helpful for them and remind them that you are a resource.

Online Advertising

You may also opt to pay for online advertising. There are a multitude of options including Google AdWords or paying for Facebook post promotion (boosting).

Here are some resources:

Google AdWords: <https://ads.google.com/home/>

Facebook Post Boosts: <https://www.facebook.com/business/help/240208966080581>