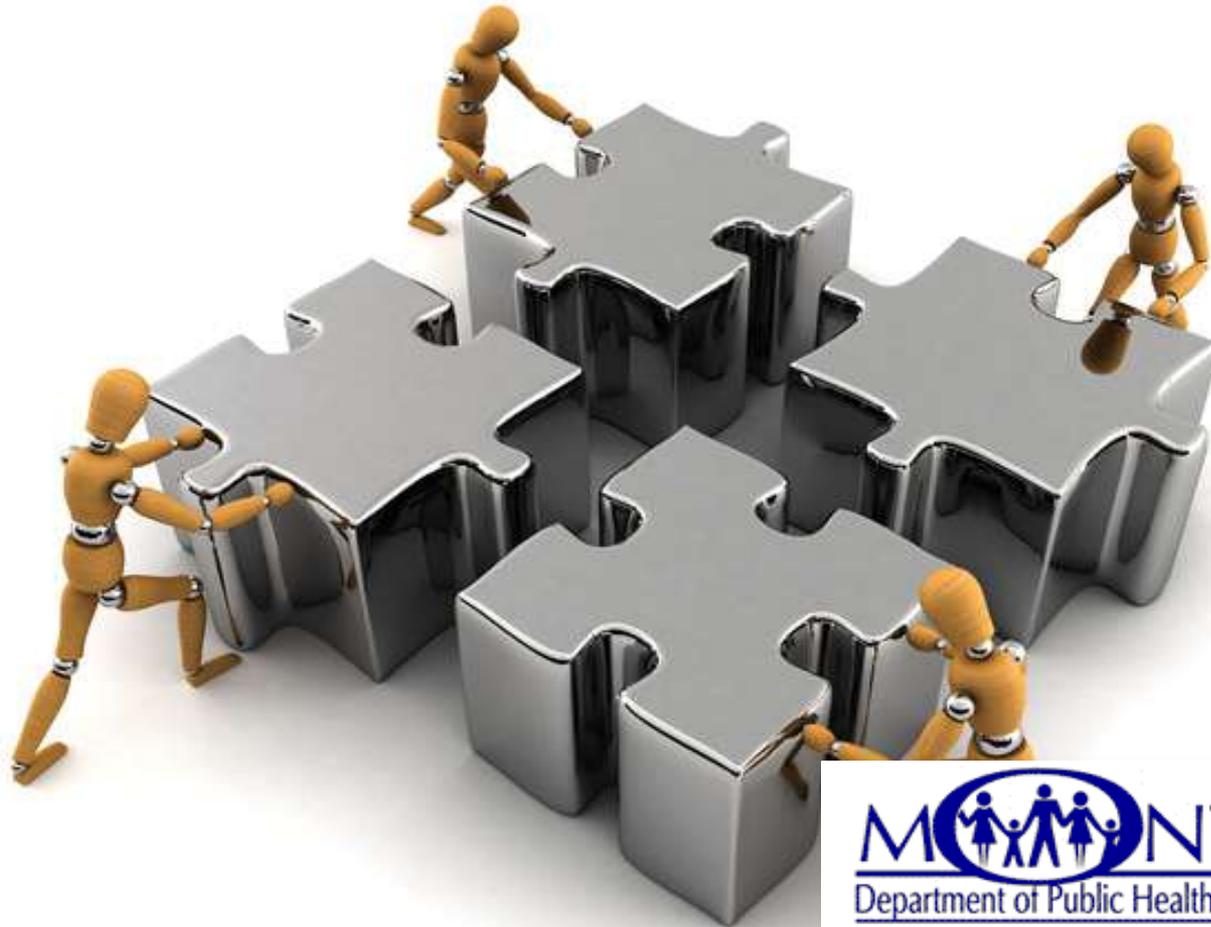


# The Power of Media Advocacy



- ▣ **Prevention Resource Center**
- ▣ **Natale R. Adorni**
- ▣ Montana CSAP Fellow
- ▣ PO BOX 4210 HELENA, MT 59604
- ▣ PHONE: 406-444-3925 FAX: 406-444-1970
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- ▣ Website: [www.prevention.mt.gov](http://www.prevention.mt.gov)

# What is Media Advocacy?

- The *strategic* use of news making through newspapers, television and radio.
- It engages the general public, who are ultimately the decision makers.
- Can change social norms, beliefs and practices in communities.
- Principal source of information that can ultimately change community standards.



# The Persuasion of Media

- The alcohol industry spends approximately \$4.8 billion every year on advertising.
- A recent study of children nine to eleven found that children were more familiar with Budweiser's television frogs than Kellogg's Tony the Tiger.
- A federally-funded study of 1,000 young people found that exposure to and liking of alcohol ads affects whether young people will drink alcohol.



# Media Advocacy Terms

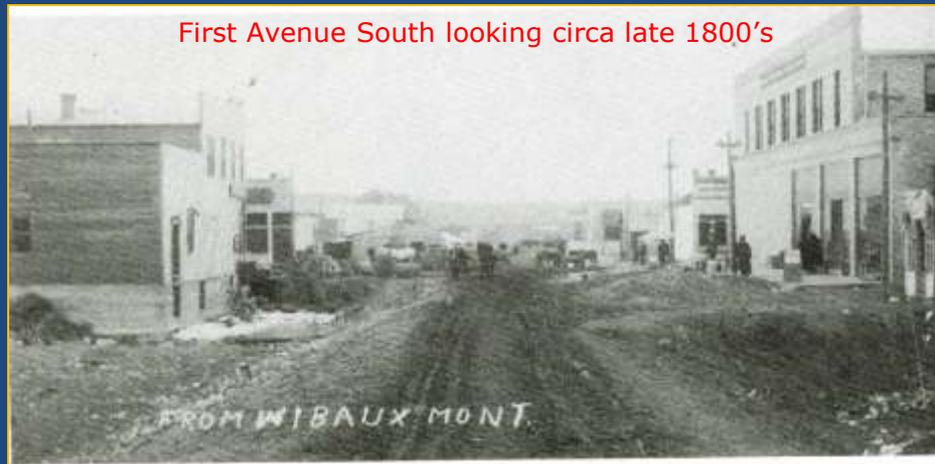
**News Events**  
**News Advisory**  
**Journalistic News Review**  
**Interviews**  
**(LTE) Letters to the Editor**  
**Op-Ed Pieces**  
**(PSA's) Public Service**  
**Announcements**



# Step 1: Foundation

“In order to know where you are going, you need to know where your community has been.”

## □ Explore Your Community's History



Early Wibaux Settlers circa 1850's



Looking north on Wibaux Street.

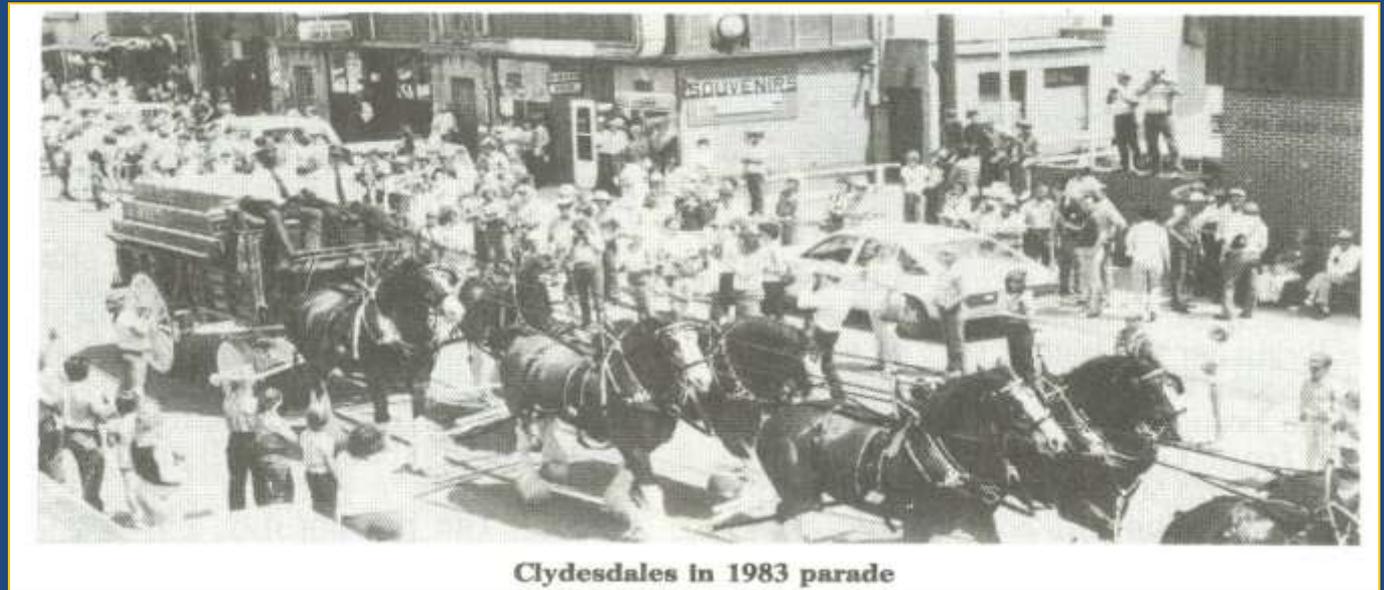
1929 Beaver Creek swelled into a wall of water and caused the flood on June 7, 1929. Three drowned including a minister and his wife. The damage was extensive.

# Community History continue...



Flood of 1929 - Looking south on Wibaux Street.

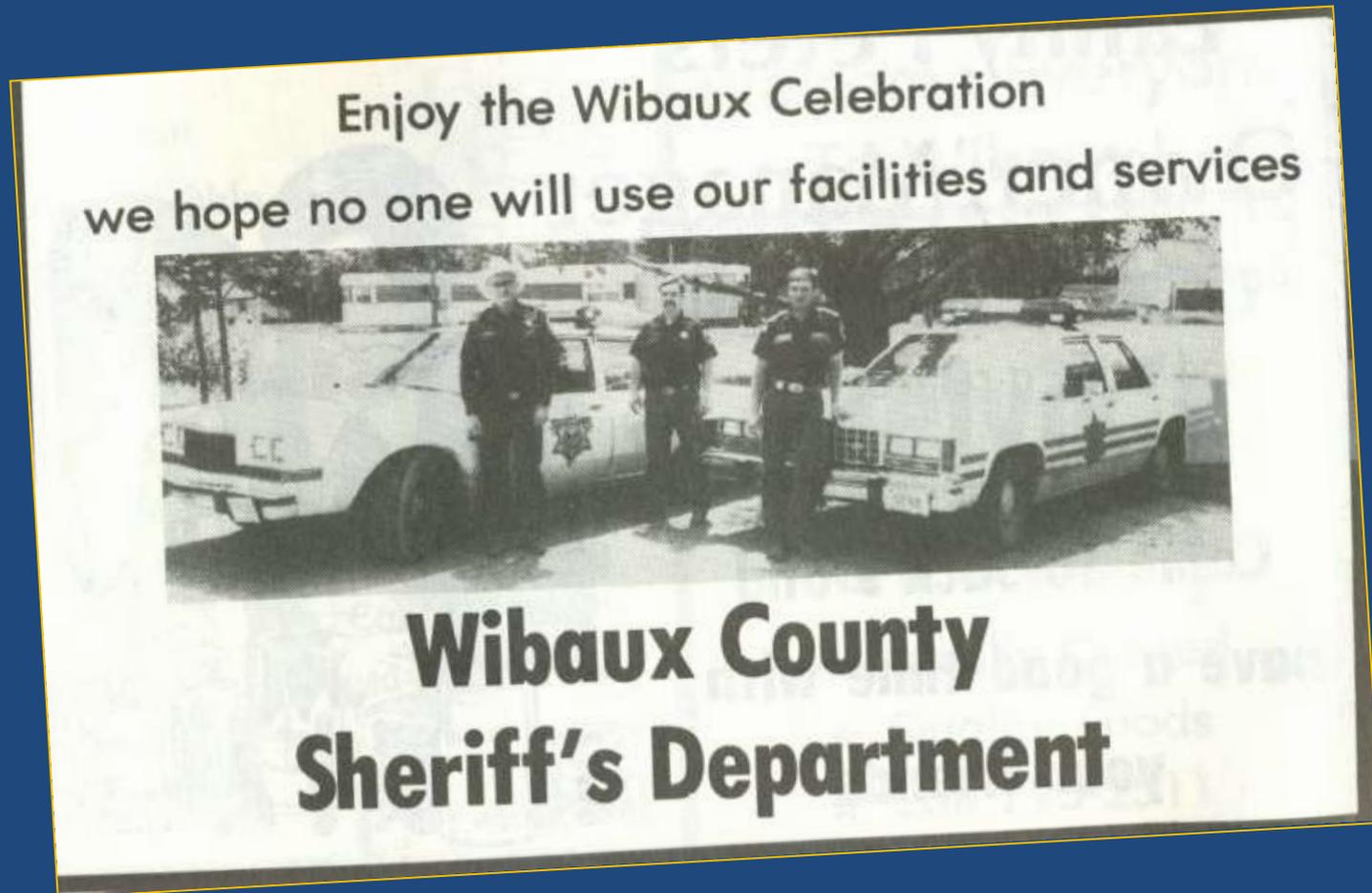
In the early days North Dakota was a dry state and the trains from the east brought many men from Wibaux looking for liquor, female companionship and other "entertainment."



Clydesdales in 1983 parade

# Community History continue...

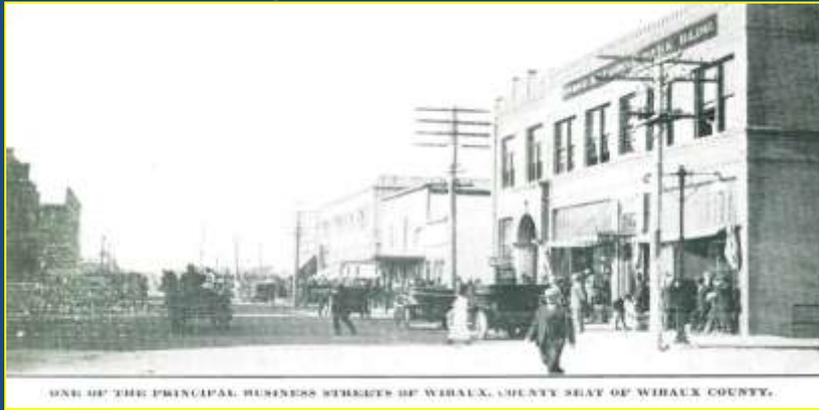
- 1989 Wibaux County celebrated the Centennial. The Wibaux Sheriff's Department ran this ad in response.



# Community History 101

- Looking at the *BIG* picture

Wibaux, Montana mid 1900's



Wibaux, Montana 1961



Wibaux, Montana Today



# Step 2:

## Knowledge is Power

- Local stats are BEST....*don't embellish!*
- State stats are GOOD
- State stats compared to national statistics lend perspective to the problem
- Statistics make stories come alive, evoking emotion

### *Successful Media Campaign Identifies Community Partners*

#### *Examples include:*

- Law enforcement (both local & state), Social Services, Education, Media, Medical/Mental Health, Faith Based, Retired and Youth Sectors
- Invite to the table established formal and informal leaders

□ *"It is not at all clear how much the media influences public opinion and how much public opinion influences the media." -Bruce Jackson*

# Step 3: “Deliver the needed messages to the key targets”

Remember when developing a media plan the term *STRATEGIC* is key.  
*Releases are not intended to merely gain exposure...focus on “newsworthy”  
articles to gain community support for your issue.*

Set realistic goals and timelines when calculating your news media activities.

Always choose your community media “messenger” with careful thought.

Monitor your results. Keep record of *ALL* newspaper articles, PSA’s, and television ads (positive & negative). This will help later on when advancing policy goals.

*BE PREPARED: Environmental change will create a certain level of discomfort.*

*Community dialogue will bring the issue to the forefront.*

**IF PEOPLE ARE TALKING...YOU’RE MAKING AN IMPACT!**

# Bringing Your Media Plan to Life

## □ Community Team Exercise

### #1 REMAIN CULTURALLY SENSITIVE TO YOUR COMMUNITY!

- 1) Coalition Team Members should identify what interventions or solutions will address the problem.
- 2) What is the most effective way to achieve a positive outcome?
- 3) Who will care about your message?
- 4) Which group(s) of people do you want to target?
- 5) Which media sources would best serve to promote your message? Are they interested in your story?
- 6) What “anticipated” obstacles do you believe may stand in your way of getting your message out and effecting change? **ALWAYS HAVE A BACK-UP PLAN!**
- 7) What is your desired outcome and moreover is it realistic and sustainable?

*REMEMBER... “The journey is the destination.”- Dan Eldon*

# Media's Role in Advancing Environmental Prevention



**Significantly impacts public health & safety issues facing our communities.**



# Media Tool Kit

- Essentials for your media tool kit:
  - Coalition Logo/Mission Statement
  - Fact Sheet (Containing Local/State Data)
  - Issue Briefing
  - Boiler Plate Letter to the Editor
  - Boiler Plate News Release

## CRITICAL:

- Identified Spokespersons/Formal and Informal Leaders that can articulate your message. These community members should be invested and well respected in your community.
- *Letters to the Editor are the most widely read sections of the newspaper. Allows readers to create a public forum.*



## The Gazette Mail Bag

Dear Frank,  
What concerns me is that we seem to ignore the fact that binge drinking is a dangerous behavior in itself. We focus on the dangers associated with drinking, such as driving drunk, but we seem to miss the point that consuming alcohol in excessive amounts is in itself very dangerous, whether you get behind the wheel of a vehicle or not. And of course, all the other dangers associated with overconsumption of alcohol (sexual assault, violence, unplanned pregnancy, STD's, etc.) are still present in any situation where binge drinking is taking place. So being "safe" is about more than just taking someone's keys away.

Lynn Scammon  
Wibaux, Montana  
\*\*\*\*\*

Hi Frank  
Merry Christmas and Happy New Year to all in Wibaux County and Golden Valley County. The years keep flying by. We have so many good memories of Wibaux.  
We are both in pretty good shape for the shape we are in. We still get the paper either Saturday or Monday. Renew our paper for 2009. Take care.

Ed and Gloria Wosepka  
Mesa, Arizona  
\*\*\*\*\*

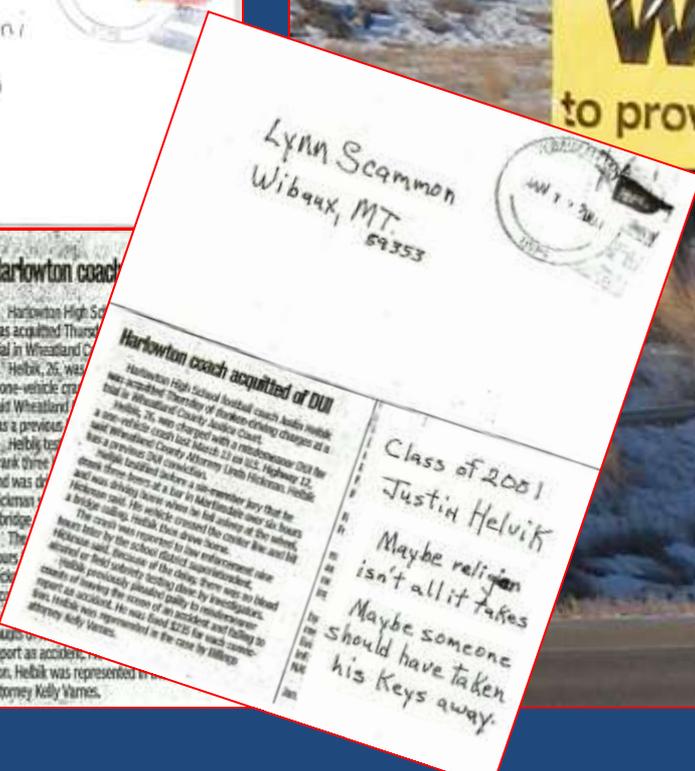
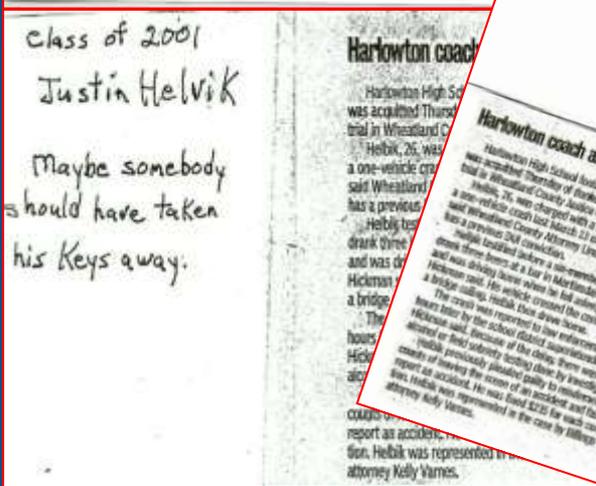
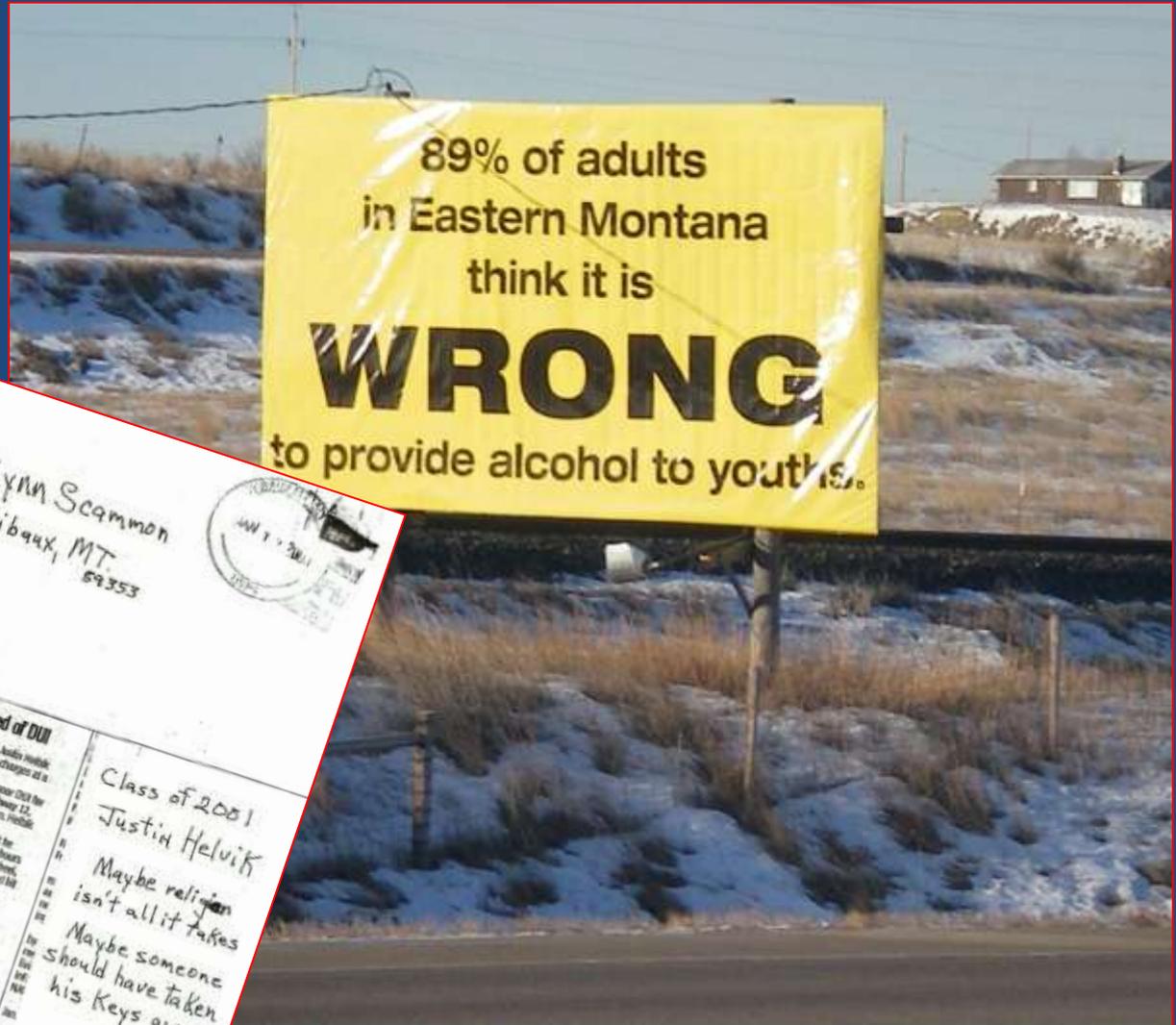
Dear Frank,  
I have mixed feelings in regard to the most recent article about underage drinking.

First, I am saddened that our county ranks number one in underage drinking, and that it seems so common place in our youth and community. Our youth truly are our greatest asset, but until they truly comprehend that, we have an uphill battle.

Now, on the positive side, the first step to solving any problem is you must first identify it. I am excited by the recent dialogue regarding this issue, and I am happy to be a

# Media's Impact on Creating Healthy Community Dialogue

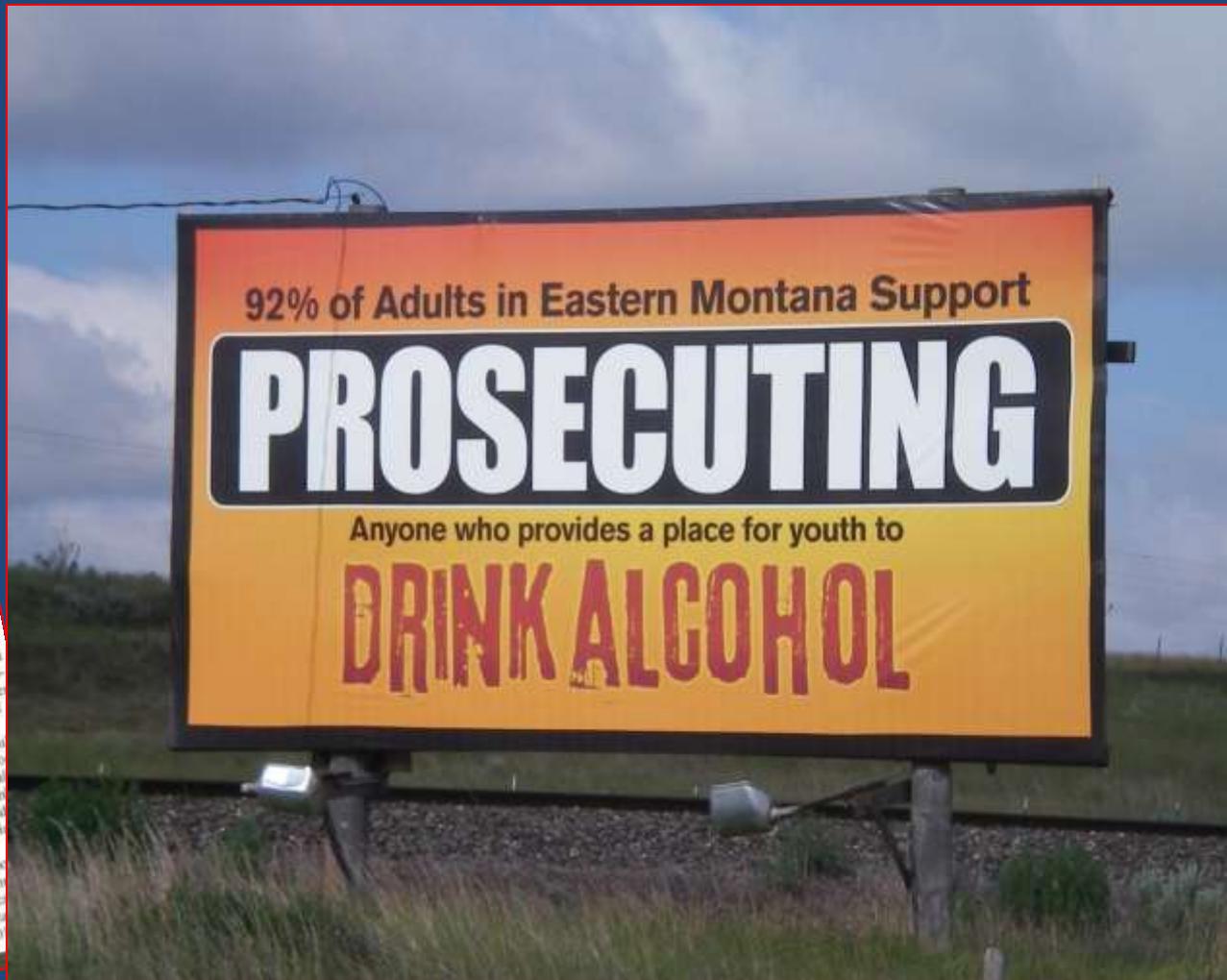
- 1<sup>st</sup> Billboard Message
- Letters to Coalition Team Members



# Cont. Media's Impact on Creating Healthy Community Dialogue

## Raising increased community support/accountability for social hosting

### □ 2<sup>nd</sup> Billboard Message







# Focus on the FACTS

## Fact Sheet, Issue Briefing:

### Underage Drinking in Montana The Facts

Tragic health, social, and economic problems result from the use of alcohol by youth. Underage drinking is a causal factor in a host of serious problems, including homicide, suicide, traumatic injury, drowning, burns, violent and property crime, high risk sex, fetal alcohol syndrome, alcohol poisoning, and need for treatment for alcohol abuse and dependence.

#### Problems and Costs Associated with Underage Drinking in Montana

Underage drinking cost the citizens of Montana \$251 million in 2007. These costs include medical care, work loss, and pain and suffering associated with the multiple problems resulting from the use of alcohol by youth.<sup>1</sup> This translates to a cost of \$2,694 per year for each youth in the State. Montana ranks 12<sup>th</sup> highest among the 50 states for the cost per youth of underage drinking. Excluding pain and suffering from these costs, the direct costs of underage drinking incurred through medical care and loss of work cost Montana \$99 million each year.

Costs of Underage Drinking by Problem, Montana 2007

Problem	Total Costs (in millions)
Youth Violence	\$106.8
Youth Traffic Crashes	\$69.5
High-Risk Sex, Ages 14-20	\$20.3
Youth Property Crime	\$8.2
Youth Injury	\$12.6
Poisonings and Psychoses	\$1.8
FAS Among Mothers Age 15-20	\$4.7
Youth Alcohol Treatment	\$25.0
<b>Total</b>	<b>\$250.9</b>

likely to become abusers of alcohol than those who begin drinking at age 21.<sup>2</sup> In 2007, 701 youth 12- 20 years old were admitted for alcohol treatment in Montana, accounting for 13% of all treatment admissions for alcohol abuse in the State.<sup>3</sup>

Costs of Underage Drinking Montana 2007



Youth violence and traffic crashes attributable to alcohol use by underage youth in Montana represent the largest costs for the State. However, a host of other problems contribute substantially to the overall cost. Among teen mothers, fetal alcohol syndrome (FAS) alone costs Montana \$4.7 million.

Young people who begin drinking before age 15 are four times more likely to develop alcohol dependence and are two and a half times more



County Alliance Regarding Excessive Drinking

#### Mission Statement:

To provide an engaging, healthy and supportive environment for the citizens of Wibaux County and to effect cultural changes as they pertain to issues surrounding substance abuse prevention.

May, 2010

## NO SAFE PLACE TO DRINK

How social host ordinances prevent underage drinking

### Where It Starts

social host: a person of any age who knowingly provides a place for underage drinking.



Montana's youth learn to drink in private homes and on private property. Maybe it's a graduation bash in a parent's basement, or a cattle branding where youth are allowed to drink, or just another Friday night at the lake house. These are the places where Montana's kids begin the transition from curious experimentation to full-bore binge drinking (defined as consuming five or more drinks in less than two hours). And in most places in Montana, it is legal for adults to act as "social hosts" by providing a place for kids to drink.

It's illegal to supply intoxicating amounts of alcohol to anyone under 21, and it's illegal for those under 21 to possess alcohol. But if adults choose to turn a blind eye and allow drinking to happen in their home or on their property, there's nothing law enforcement can do.<sup>1</sup>

Except in Helena, Billings and Great Falls, where city commissioners approved social host ordinances in order to close what these communities found to be a glaring gap in the state's alcohol laws.

### Montana: A haven for underage drinking

In Montana, alcohol tax rates are 10 percent higher for eighth graders, 9.4 percent higher for 10th graders, and 8.1 percent higher for 11th graders in comparison to students in the same grades nationwide.<sup>1</sup> Early drinking habits fueled largely by easy access to alcohol at private residences and other social

host parties carry on into young adulthood. The result: 10 percent of Montanans ages 18 to 25 are alcohol dependent.<sup>2</sup> That's the highest rate for this age group in the country, and nearly twice the rate as some other states.<sup>3</sup>

To contact CARE  
Or for more  
information, email:  
care@wibauxalcohol.com

# State Efforts Supported at Grassroots Level

## ■ Fighting the Good Fight

### Bullock's work on DUI honored by national group

Montana Attorney General Steve Bullock was honored this week by a national non-profit for his "outstanding commitment" and "ongoing dedication" to fighting drunk-driving.

Bullock was one of nine attorneys general recognized by the Century Council, a Washington, D.C. based non-

profit.

Earlier this year, Bullock introduced a low-cost pilot program in Lewis and Clark County to crack down on repeat-DUI offenders.

Under the 24/7 Sobriety Program, anyone who is arrested for a second or subsequent DUI is required to submit to a breath test twice a

day, every day. If an offender fails a breath test or does not show up for a test, the offender's bond is immediately revoked and he or she is taken directly to jail and waits to see a judge. More about the 24/7 program, including a fact sheet, is online: <http://bit.ly/cFSnbF>

### DUI drivers a real problem in Montana

Missoula sheriff's deputies arrested a 38-year-old Public State Bar eighth grade student for driving while intoxicated, driving offense.

According to police records, Steve Lee Rodriguez has been driving drunk since 1988, nearly 28 years of driving drunk on public roads.

"It seems pretty clear to me that he is unable or unwilling to comply with the basic DUI laws," Deputy Missoula County Attorney Sozy Boylan was quoted as saying of Rodriguez. "I think that represents a significant community risk."

Unfortunately, Rodriguez is far from alone in Montana. According to Montana Board of Crime Control, almost 1,600 drivers in the state were arrested for driving while under the influence on the state's roads in 2007. And, a 2008 Hazardous Materials and Safety Research and Statistics report said that 52 percent of those pulled over that driving under the influence is either a "bugey" or "big" problem in Montana.

Nichol Scribner, a project coordinator with the Montana Community Change Project, a federally funded 20-year environmental prevention initiative charged with reducing drinking and driving and binge drinking in the state, agrees with those pulled-DUI drivers—especially repeat DUI drivers—as a significant problem in Montana.

"DUI drivers are a threat to the safety and health of all Montana communities, large and small, on every interstate, two-lane and dirt road."

Wibaux County ranks #2 in the state for alcohol-related traffic fatalities. This is according to the Montana Crime Research and Alcoholic Crash Facilities. Additionally, according to a recent survey conducted in spring of 2008, 81 percent of the respondents believed drinking and driving is a serious problem.

Montana Department of Corrections

State heads in right direction to decrease drunk driving



Day set for Saturday, May 2 All residents encouraged to take part



Special test car makes stop, demo, in Wibaux

Wibaux County Sheriff's Office is pleased to announce that a special test car will be making a stop in Wibaux on Saturday, May 2. The car is a 2008 Ford Focus with a breathalyzer installed in the back seat. The car will be used to demonstrate the Sobriety Program to Wibaux residents. The car will be available for a limited time, so interested residents should call the Sheriff's Office at 938-2300 for more information.

### The Hodges Connection

By A.L. Anderson

Last Sunday, many people attended the wonderful buffet breakfast for the Eastern Montana Chapter of the Good Friends Women's Society. They plan to serve a breakfast each month to raise money for the many homeless animals.

The buffet group met last Sunday at the Gallery for coffee and cookies.

We enjoyed looking at Anna's beautiful artwork and viewing.

Charles Laird traveled to Miles City Sunday and visited with Jim Shaw. Jim used to live on a ranch in the Hodges area.

Anthony Mierman, my grandson, is part of the Army military police in Baghdad. A box of goodies and a letter is being held to help from the WMA employees.

Scott Burman, Shawn Macintosh and Dave Schenck. A beloved Dairy Birthday goes to Marvin Hultman.

The Good Friends Women's group will meet February 13 at the Chinese Restaurant. If you plan to attend, call Donna Neuberger by February 3.

Cody and Rachel Anderson and children from Billings stayed at the home of Bob and Bonnie Anderson over the weekend. They were here to help with some remodeling work.

Enoyah Odendaal and I had lunch with Charles Laird. They were visited with Neide Stutz. We enjoyed looking at old pictures and talking about the Golden Rule Club of Kildaga.

Neide's members' "Always-Being several women to the Golden Rule meeting regularly—this was over 60 years ago.

Monday afternoon, many golfers were at the Golf Creek Golf Course. The "Money Hawk" winners

# WIBAUX PIONEER-GAZETTE

SERVING WIBAUX COUNTY AND THE TOWN OF WIBAUX, MONTANA SINCE JANUARY, 1907  
THURSDAY, OCTOBER 22, 2009 VOLUME NO. 100 NUMBER 36 SEVENTY-EIGHT



Some of the group at the Social Networking class (Inside Adorni photo)

### Area officials participate in Social Networking training in Wibaux

By Gloria Nishan

Montana's first Traffic Safety Forum was held in Wibaux on October 22.

Wibaux area officials and community members participated in a social networking training session.

The training was led by Sheriff's Office and community members.

The training was a success and will help improve communication between officials and the community.

### Montana traffic fatalities show decrease during 2009

By A.L. Anderson

Montana traffic fatalities decreased during 2009, according to a report from the Montana Department of Transportation.

The report shows a decrease in both alcohol-related and non-alcohol-related fatalities.

The decrease is attributed to improved enforcement and public awareness campaigns.

Despite the decrease, Montana remains one of the states with the highest number of traffic fatalities.

Efforts to reduce fatalities continue through education and stricter enforcement.

### School pictures, energy among items on School agenda at October meet

School pictures, energy issues, and athletic seasons were some agenda items at the Wibaux School Board of Trustees regular October 13 meeting.

According to Unofficial Clerk's Minutes, the meeting was called to order at 7:01 p.m. by Trustee Kory Scammon. Pledge of Allegiance was recited. Trustee attending were: Caroline Schneider, Chad Popinski, Paul Bigger, Kory Scammon, Rick Miska. Administration present: Ian Halman, Elementary Principal, Julie Anshy, District Clerk.

Trustee Bigger moved to approve the agenda. Trustee Miska seconded the motion, and all trustees voted in favor.

The written consent was reviewed and approved by the Board. The meeting adjourned at 8:00 p.m.

### Fresh Camellians For Sale! \$2.50 each

Contact any 4-H Junior Leader (Courtney Adorni, Abigail Miske, Dalton Miske, Olivia Miske, Jaycee Peltzer, Teri Rogers) or the Wibaux County Extension Office

# WIBAUX PIONEER-GAZETTE

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# Media's Impact on Creating Community Buy-In

## Eight locals attend special training session dealing with responsible alcohol sales

The Wibaux Pioneer-Gazette, November 19, 2009

By Charlie DeWine  
Ranger-Review Staff Writer

At server trainings on October 29 and November 4, educating bartenders, servers and cashiers on responsible alcohol sales was the focus.

"Let's Control It" was the theme of the Responsible Alcohol Sales and Service trainings in Wibaux and Glendive. District II Alcohol and Drug Program Prevention Director Roy-De Weibel said "Let's Control It" is not just a slogan, it's the slogan for Merchant Educational Training, which informs

servers, bartenders, cashiers and law enforcement how to reduce youth access to alcohol, prevent over-service, prevent sales to minors and understand the law.

Both events were well-attended. In Glendive, 16 people took the training course. In Wibaux, which had its first training in history, there were eight, including representatives from the Rainbow, Corner Market and the Beaver Creek Brewery.

"This is a huge milestone for Wibaux," Weibel said. Weibel operates

out of Sidney and has tried to get several establishments represented, but training in the past to no avail. But thanks to the hard work and dedication of the Montana Community Change Project, the training was a success, Weibel said.

The training, put together by the Montana Department of Revenue, involves on a variety of subjects including signs of intoxication, behavioral cues, energy drinks with alcohol, ID's, liability issues, ways to identify minors, drink equities and alcohol level charts.

"The training was a success, Weibel said. Weibel operates



Some of the group checking out what to look for on false identification (Natalie Adorni photo)

that happen every 10 minutes. The loss of lives and the suffering of the public, must be prevented on a national level. The loss of lives and the suffering of the public, must be prevented on a national level. The loss of lives and the suffering of the public, must be prevented on a national level.

Adorni said that the training is already a success, she said. "This motivates the project," Adorni said. "It really speaks volumes about the importance of this training."

Beaver Creek Brewery's DeWine spoke at the training, emphasizing the importance of responsible alcohol sales.

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## RANGER REVIEW

### Memories Last A Lifetime..... GRADUATION 2009 - Saturday, May 23

W.C.H.S. Gymnasium

Every year, parents struggle with the idea of their teens attending prom and graduation. Most parents want their teens to have the best experience of their child's life - and there are many things you can do to make sure that happens. Start with graduation. It's a day that will be remembered for the rest of their lives.

**Not a minor problem**

**Underage drinking**

**Wibaux County Parents: Help keep our kids have a safe and alcohol free graduation**

**Underage drinking can destroy those dreams..... Your teen needs your support and guidance. Please don't encourage underage drinking.**

**LOCK UP YOUR KID!**

Every year, parents struggle with the idea of their teens attending prom and graduation. Most parents want their teens to have the best experience of their child's life - and there are many things you can do to make sure that happens. Start with graduation. It's a day that will be remembered for the rest of their lives.

**2009 Class Motto:**  
"Be true, be kind, be smart, be a warrior for justice!"

**2009 Class Motto:**  
"Be true, be kind, be smart, be a warrior for justice!"

### bartenders, cashiers learn about safer serving

By Charlie DeWine  
Ranger-Review Staff Writer

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# Media Eventually Shapes Community Rules & Standards

## Call To Action

### So you want to be part of the solution?

*Submitted By Creating Awareness Regarding Excesses Strategic Wibaux County*

Underage drinking cost Montana citizens \$251 million in 2007.

These costs include medical care, work loss, and pain and suffering associated with the multiple problems resulting from alcohol use by youth. This translates to a cost of \$2,694.00 per year for each youth in the state. Montana ranks twelfth highest among the 50 states for cost per youth of underage drinking.

In 2007, costs of underage drinking by problem in Montana were:

\*Youth violence, \$108.8 million

\*Youth traffic crashes, \$69.5 million

\*Youth alcohol treatment, \$25 million

\*Ages 14-20 high risk sex, \$20.3 million

\*Youth injury, \$12.6 million

\*Youth property crime, \$8.2 million

\*Fetal Alcohol Syndrome among mothers ages 15-20, \$4.7 million

\*Poisonings and psychoses, \$1.8 million

Underage drinking is widespread in Montana. Approximately 47,000 underage youth in Montana drink each year. In 2007, according to self-reports by Montana students in grades 9-12:

\*78 percent had at least one drink of alcohol on one or more days during their life.

\*26 percent had their first drink of alcohol, other than a few sips, before age 13.

\*47 percent had at least one drink of alcohol on one or more occasions in the past 30 days.

\*33 percent had five or more drinks of alcohol in a row, i.e., binge drinking in the past 30 days.

\*6 percent had at least one drink of alcohol on school property on one or more of the past 30 days.

In 2007, underage drinkers consumed 18.3 percent of all alcohol sold in Montana, totaling \$110 million in sales. These sales provided profits of \$54 million to the alcohol industry.

Instead of the mindset that underage drinking will always be a rite of passage and part of Montana's culture, Wibaux County citizens can "Be a Part of the Solution" on Friday, May 28, at the Wibaux Community Center located at the Wibaux County Fairgrounds.

The 5:30 p.m.-7:30 p.m. event will feature guest speaker Tawny Haynes, whose husband, Mon-

tana Highway Patrolman Michael Haynes, died four days after being hit head-on by a drunk driver March 23 on US Highway 93 near Kalispell. The 28-year-old trooper had been stationed at Baker.

An Impact Panel of Professionals will address underage drinking in our community.

A Social Host documentary, "Underage Drinking in Montana," will be shown. Wibaux was chosen as the centerpiece for the documentary.

In addition there will be food, refreshments and door prizes.

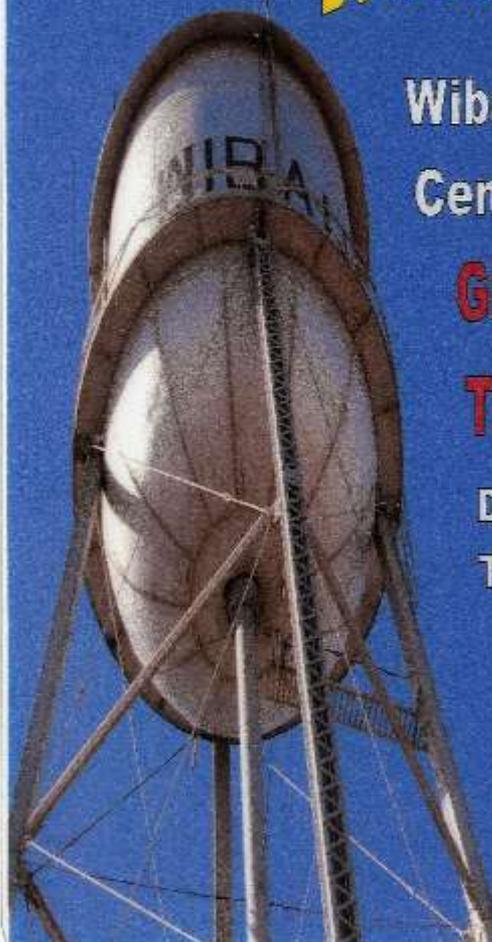
For more information or any questions, call Montana Community Change Project Program Officer Natale' Adorni at 796-3011. Or, stop by her office located at 104 First Avenue SE, next door to The Wibaux Pioneer-Gazette.

### Young athletes start baseball season

Three leagues will play baseball in Wibaux this summer.

Playing home games Thursday evenings, A League is for 11-12 year-old boys. Home games scheduled at 6:00 p.m. are on May 13 and 20.

B League is set up for 9-10 year-



**Be a Part of the Solution!**

**Wibaux Community Center/Fairgrounds**

**Guest Speaker:**  
**Tawny Haynes**

**Date: May 28, 2010**  
**Time: 5:30-7:30 PM**

**Impact Panel of Professionals:**  
Addressing Underage Drinking in our Community

**Social Host Documentary:**  
*Underage Drinking in Montana*  
**Wibaux is the Centerpiece!**  
Food, Refreshments, & Door Prizes

# ✓ Social vs. Earned Media

**Social Media:** refers to publicity gained through grassroots action, particularly on the [Internet](#). The media may include any [mass media](#) outlets, such as [newspaper](#), [television](#), [radio](#), and the Internet, and may include a variety of formats, such as news articles or shows, [letters to the editor](#), [editorials](#), and [polls](#) on television and the Internet.

○ **EARNED MEDIA:** (or free media) refers to favorable [publicity](#) gained through [promotional](#) efforts other than advertising, as opposed to [paid media](#), which refers to publicity gained through advertising....

✓ Earned media often refers specifically to publicity gained through editorial influence.

✓ This includes “word of mouth” and many public relations efforts. Examples of earned media can be seen with noteworthy actions, causing unforeseen shifts in a community.

# ✓ Social vs. Earned Media continued

## **WHY IS IT IMPORTANT**

**As earned media is almost always from a third party, it has the side-effect of producing an authentic and transparent message (examples include testimonials and public reviews.)**

## **POTENTIAL OPPORTUNITY**

**Because of its third party origin, earned media is often distributed with little or no payment through existing communication channels (personal networks, social niches, associations, etc.) and provides collateral benefits in the form of individual and community outreach.**

## **POTENTIAL RISK**

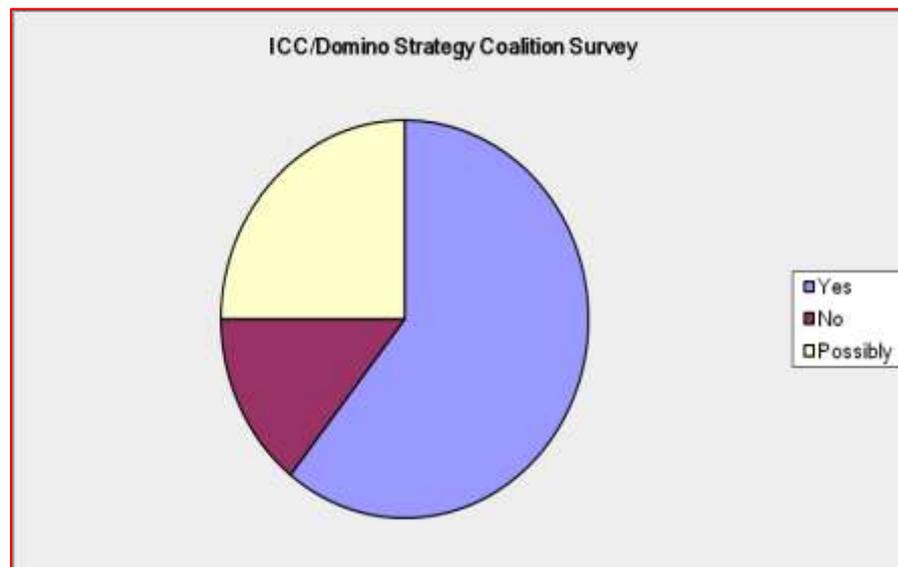
**Many coalitions make the mistake that earned media is free, but in reality it can be the most costly form of communication when strategy, support, and timing is taken into consideration.**

**As earned media is fundamentally built around third party endorsement, the possibility to lose control of your message or have it unexpectedly change direction is a substantial issue.**

# Domino Strategy

- By definition: “The Domino Strategy on How to Drink Responsibly is a social marketing campaign that encourages the public to pay attention to the size, content and amount they consume each time they drink.” <http://dominostrategy.org/>

Do you feel your community would benefit from the use of this tool?		
Answer Options	Response Percent	Response Count
Yes	60.7%	17
No	14.3%	4
Possibly	25.0%	7
Other (please specify)		2
<i>answered question</i>		28
<i>skipped question</i>		0



# Domino Strategy Coalition Survey Results

□ Is this a tool for your community?



ICC/Domino Strategy Coalition Survey

SurveyMonkey

1. Do you feel your community would benefit from the use of this tool?

	Response Percent	Response Count
Yes	60.7%	17
No	14.3%	4
Possibly	25.0%	7
Other (please specify)		2
answered question		28
skipped question		0

2. Is this a tool your community would use regularly?

	Response Percent	Response Count
Yes	25.0%	7
No	21.4%	6
Possibly	53.6%	15
Other (please specify)		0
answered question		28
skipped question		0

# Domino Strategy & Additional Resources

<http://dominostrategy.org/>

<http://camy.org/>

<http://alcoholjustice.org/>

<http://www.parentpower.mt.gov/>

<http://prevention.mt.gov/>

<http://www.pire.org/>

Underage Drinking Video entitled: Keep Talking Montana: You Can Prevent Underage Drinking

<http://www.stopalcoholabuse.gov/statevideos.aspx>

This PowerPoint presentation is downloaded as a PDF to the following webpage:

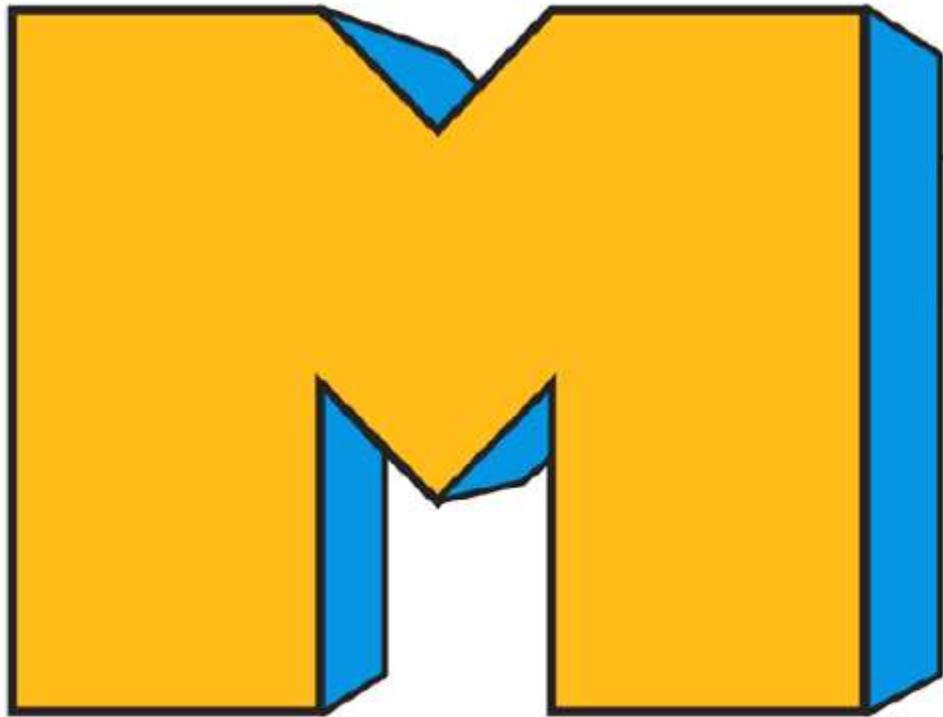
<http://prevention.mt.gov/specialist/index.php>

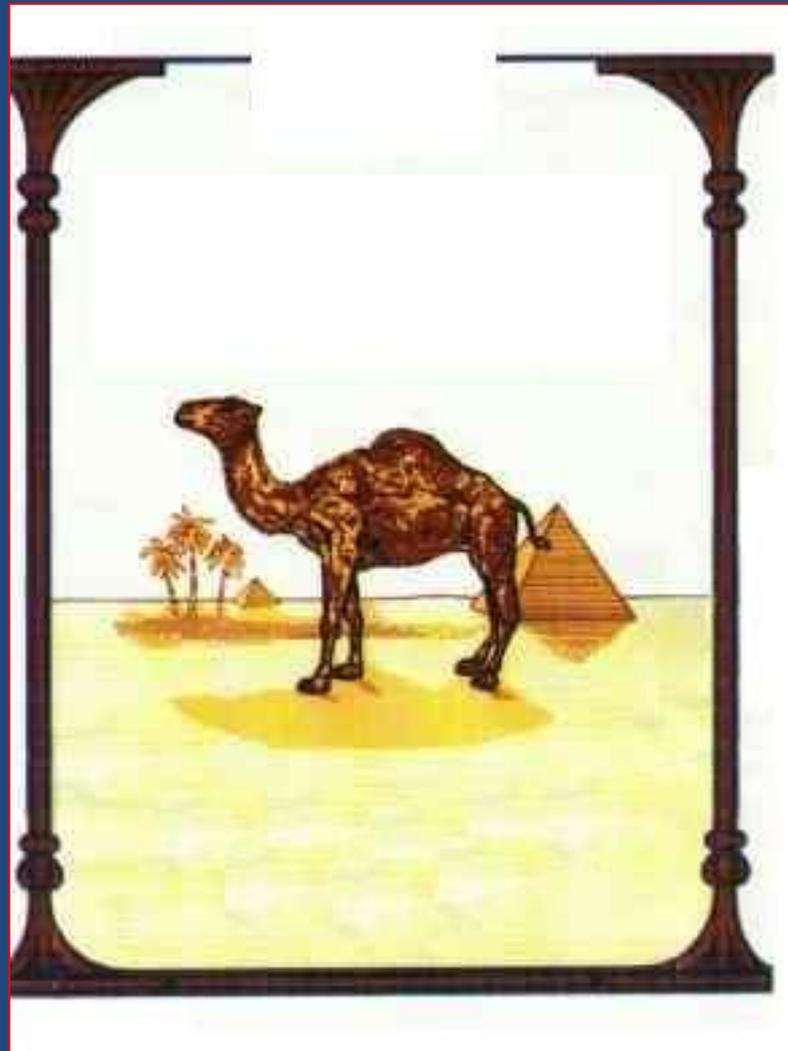
<http://prevention.mt.gov/specialist/RegionalDUItaskForcePPPTeam.pdf>

# The Power of Media in Shaping Our Cultural Norms



IMAGE COURTESY BRANDSOFTHEWORLD.COM







**JUST DO IT.**







**melts in your mouth,  
not in your hands**

#





SM









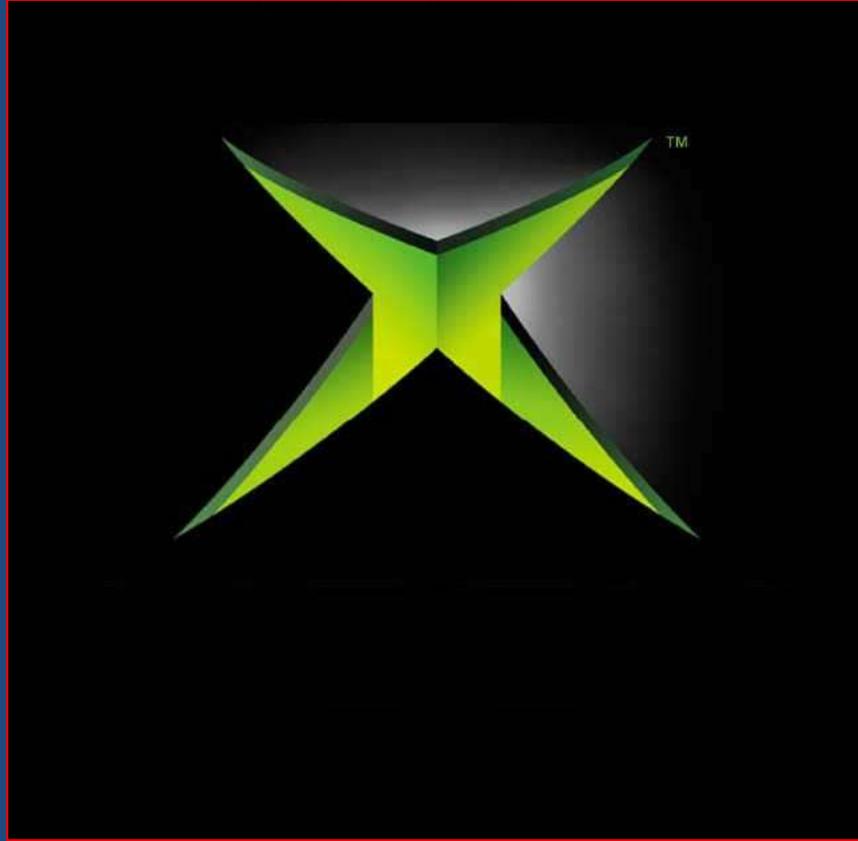






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“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”  
-Winston Churchill

