

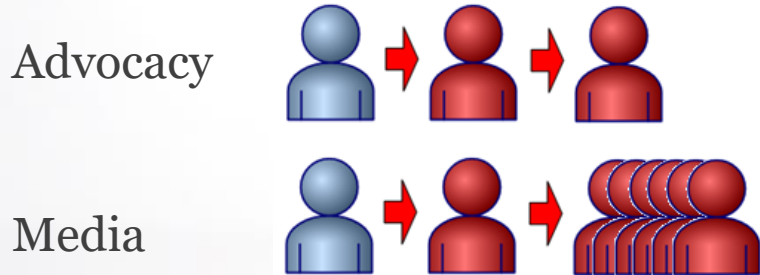
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**Advocating Through the Media:  
An Introduction**

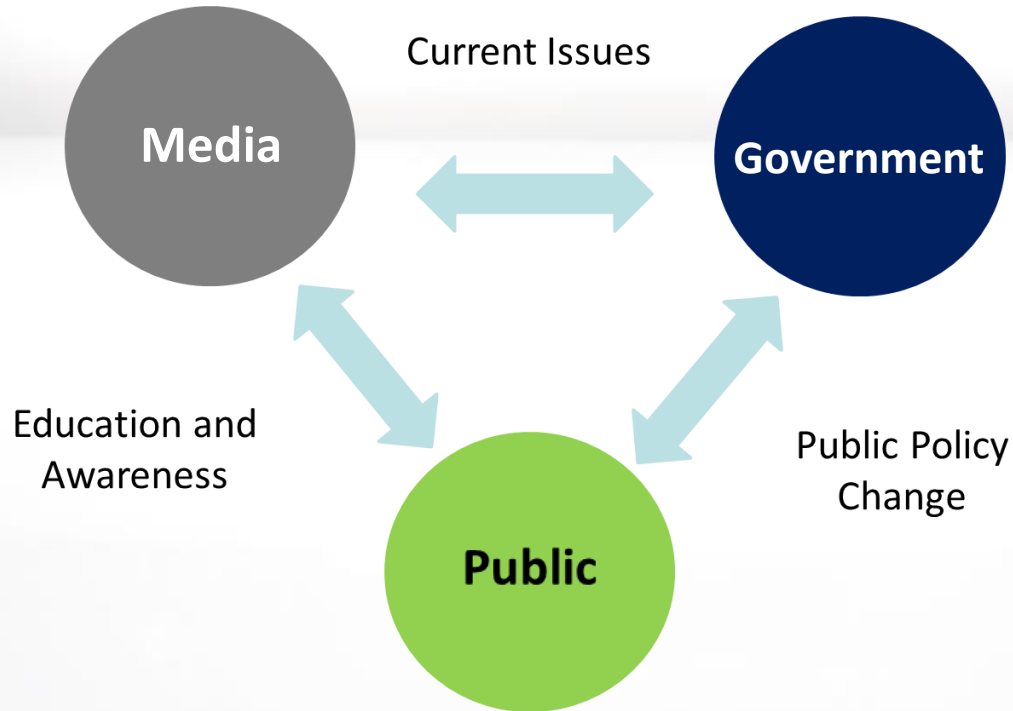
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# How media influences change

- Media can be used as a conduit to share messages with a broader audience to:
  - Educate and raise awareness
  - Influence or change public opinion
  - Make a private issue public, and put pressure on the government to bring about change



# How media influences government



## Getting government's attention

- Telling your story through media gets your issue noticed by government!
  - Press “clippings” of current health events/issues shared with Health Minister each morning
- Once we get government's attention, they will often react or respond through media
- We need to be prepared to respond in kind to refute false claims or errors
  - Adjust key messages
  - Reconnect with reporter
  - Letter to the editor

# When do we go to the media?

- In advocacy campaigns, going to the media is not usually the first step, unless:
  1. The goal is to provide background on a little known issue
    - **No action needed**
  2. Elevate an issue to the public domain when time is of the essence
    - **Action needed**
- Take your story to the media only after you have gone directly to government
  - The media will ask if you've done this, or why you haven't

## Social media and advocacy

- Social media can be an effective medium to amplify your voice and grow your base of support
- Following and engaging with reporters and news outlets on social media keeps them informed and extends/targets your message:
  1. Engage with and thank reporters who covered your story
  2. Retweet and share reporters' posts about your story
- Engaging with elected officials via social media allows you continue to build a strong rapport and keep your issue top-of-mind:
  1. Use a province-specific hashtag like #onpoli to get legislative media's attention
  2. Share media tweets with government officials



# Key messages for effective advocacy

- Designed to frame your story and explain your issue simply and concisely
- Provide a focus on the story YOU want to tell and the action YOU want to see
- Ensure consistency of messaging which is important regardless of the audience
- Supported by evidence, statistics, facts and real-life examples
- Help you deliver your “ask”
- Include elements of your personal story or experience to motivate others to connect with you / your issue

# Key messages: the foundation for effective advocacy

## KM#1 Problem

- context or background of the story/issue to be addressed
- what's wrong or needs to change, and why
- the **news “hook”** that draws a reporter into the story

## KM#2 Solution

- how can the problem be solved
- what change will make things better/different and how
- what makes the story **newsworthy**

## KM#3 Call to Action

- behaviour needed to solve the problem
- what action you want people to take
- your “ask” of government



# What are you advocating for and why?

Who are you advocating to?

What are your key messages?

PROBLEM

SOLUTION

CALL TO ACTION / “ASK”

Which media outlets will be interested?

RADIO

TV

PRINT

ONLINE

thank you

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