**Earned Media Event Checklist**

An earned media event is an important way to raise awareness about the Tobacco Prevention and Education Program in your community, share recent reports or successes with the general public and advance ongoing communications efforts.

**What is an earned media event?****[[1]](#footnote-1)**

An earned media event is an event that you create to generate interest in your work. The goal of the event is to “earn media”—or to get stories about your work published in news outlets.

Earned media help reach new community members and increase the credibility of your findings. Earned media are not paid advertisements. Earned media offer reporters what they need: compelling, important information to share with their audiences.

Even though you are not paying for media coverage, earned media expen­ses include staff time and event costs.

**What are the essential elements of an earned media event?**

Before committing to an earned media event, please consider the elements outlined below:

 Develop an event concept summary.

Please identify the following event elements: theme or headline, setting or location and intended core message of the earned media event.

|  |  |  |
| --- | --- | --- |
| Theme/Headline | Setting/Location | Core Message |
|  |  |  |

 Receive approval from your Public Information Officer, County Health Administrator or Tribal Health Administrator.

Earned media will bring attention to your work. Please ensure your leadership team is prepared for this attention. Establish an approval process for the event—and discuss the event budget, including items such as staff time or equipment costs.

Please indicate the approval of your leadership team by completing the signature box at the end of this document.

 Develop a list of appropriate reporters and outlets in your community.

Don’t include sales reps or ad directors. Do include TV news producers, radio reporters or news directors, print health reporters or city editors. There may also be community health or civic activism social media or webpages in your area.

And, don’t forget to coordinate your list with public health colleagues from cities, counties or tribes in your area.

Please indicate your initial list of reporters or outlets:

|  |  |  |  |
| --- | --- | --- | --- |
| Outlet Type | Outlet Name | Contact Name | Notes or Considerations |
| *TV Station* | *KVOM* | *Mary Gomez Health Reporter* | *Mary publishes health news twice a month.* |
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 Identify your spokesperson or champion.

Your spokesperson doesn’t need to be from the health department. Consider a local leader or passionate advocate that will effectively convey your message. If you choose a youth advocate, make sure you also have an adult spokesperson.

Remember that you will need time to prepare the spokesperson and to share your talking points.

Please identify your spokesperson below:

|  |  |
| --- | --- |
| Name |  |
| Affiliation/Title |  |
| Expertise |  |
| Additional Considerations |  |

 Develop an earned media event planning timeline and event program.

You and your team will need to spend time reaching out to reporters, coordinating schedules, and hosting the event. Following up with media representatives who do not attend will increase coverage of the topic as well.

Conducting a well-organized media event involves:

* Preparing the speakers and the location,
* Considering the logistics both for the media attendees as well as the spokespeople,
* Managing the event program, including the amount of time for speaker remarks and answering follow-up questions and
* Following-up with media that did not attend.

The event is also an opportunity to leverage the media channels you control—your web pages, Facebook page or Twitter account—before, during, and after the media activities. And, of course, the event is a chance to engage partners.

**Earned Media Event Commitment**

By signing below, I agree to support an earned media event to advance the communications goals of the Tobacco Education and Prevention Program.

|  |  |  |
| --- | --- | --- |
|  |  |  |
| *Printed Name and Title* | *Signature* | *Date* |

By signing below, I agree to be the project lead for an earned media event to advance the communications goals of the Tobacco Education and Prevention Program.

|  |  |  |
| --- | --- | --- |
|  |  |  |
| *Printed Name and Title* | *Signature* | *Date* |

1. For more details, check out the [Tobacco Industry Denormalization (TID) Cookbook](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPConnection/Tobacco/Pages/TobaccoMedia.aspx) or the [CDC Best Practices User Guide for Health Communications in Tobacco Prevention and Control](https://www.oregon.gov/oha/PH/DISEASESCONDITIONS/CHRONICDISEASE/HPCDPConnection/Tobacco/Pages/TobaccoMedia.aspx). [↑](#footnote-ref-1)