

Media for local coalitions

Introduction

The media aspect of survey asked many questions about the groups' ability to obtain media coverage for their groups. Some groups, like Dover, are sophisticated with their public relations. Other groups, like NANA, have a smaller media presence. Thus, the Communications Director (CD) of the Smoke Free NH Alliance (SFNHA) will have varying tasks according to the desires of the local groups.

While an understanding of each groups' media capabilities are of primary importance to the CD, an understanding of each group's policy and financial parameters are also important. Dover is larger because it has the backing of its Police Department, while a group like Merrimack Valley Health Center in Concord has fewer resources – monetarily and in manpower. Again, understanding this will allow me to consult each group on an individual level.

Statewide and Southern New Hampshire media

There are four statewide media outlets in New Hampshire: WMUR-TV 9 (ABC), WENH-TV 11 (PBS), WEVO-FM 89.1 (NPR) and *The Union Leader*. Within that statement, Channel 9 has the biggest impact, because it is an unchallenged commercial television station. The Union Leader is next. While pretty much a Manchester-area paper, it is the only paper that has a statewide reach. One can get a copy of the paper in Coos County, the Seacoast, the Lakes Region and most other points in New Hampshire. Third is WEVO. They do not have the local presence that the other two sources have, mostly focusing on statewide and national issues as opposed to local ones. As for Channel 11, their coverage is limited to one-half hour per weeknight (10 p.m.), with "NH Outlook." Most other programming is PBS shows. That said, they did broadcast a five-part series on tobacco in New Hampshire the first week of October 2001.

In Southern New Hampshire, there are media outlets that cover vast parts of the region: WNDS-TV 50 (Derry), The Concord Monitor, The Nashua Telegraph, The Portsmouth Herald, Foster's Daily Democrat (Dover), Keene Sentinel, and WGIR-AM 610 (Manchester, Nashua and Seacoast). All of these focus on local and statewide issues. Statewide media is usually received from the Associated Press in Concord, but all cover local issues as well.

The Coalition

The groups listed below are those that submitted surveys. Some did not as of Sept. 27, 2001, and thus the information provided is incomplete. The Capital Area Tobacco Prevention Coalition (Director: Martha Bradley) did not submit a survey because Bradley is on maternity leave. I will work with the Dartmouth-Hitchcock Medical Center for Continuing Education (Dir. Kate Coburn) in October. I am also waiting for surveys from Lakes Region Youth Tobacco Task Force, NH Soccer Association, and the Henry Wilson Memorial School. I will talk with them individually and update this listing as I do.

Cheshire Coalition for Tobacco Free Youth (Keene, NH) Christine Dow

The Cheshire group comes into today having waged a successful campaign in getting a smoke free dining ordinance enacted in Keene. The ordinance, which bans smoking in

restaurants and requires a floor-to-ceiling barrier with a filtration system that sends smoke outside for cocktail lounges, is being challenged by some in the community. A media presence to counter that is still needed. However, the former director of the Cheshire group, Debbie Carluccio, is now Executive Director of SFNHA, thus her input is valuable on the subject.

There is one newspaper within the Cheshire region (Keene Sentinel), and three radio stations (WKBK, WKNE, and WXOD). Keene State College also presents media opportunities.

The group has sent letters to the editor, sent opinion/editorial (Op/Ed) pieces, met with the editor of a newspaper and appeared on radio talk show.

The group states that it has a solid relationship with the Keene Sentinel, especially with its editors. It also has a strong relationship with WKBK.

The group sees me as someone that can assist with coordinating a local media strategy for its initiatives and share his expertise and resources, along with linking local and statewide media strategies. This group wants someone that can provide resources, such as letter to the editor and Op/Ed templates. They also would like someone to assist with a newsletter and coordinate and appear on local media for the group.

As for means of communication between the state and local groups, they would like to see a newsletter, e-mail updates, the occasional conference call and personal follow-ups.

Dover Coalition for Smoke Free Youth

Mary Cook

Becky Ireland

Dover Middle School

Murray Ingraham

Dover is unique in that they have two groups; one run by the police station and one run by the middle school. Therefore, the middle school said that the information provided by Dover Police will also hold with them.

Dover has a sophisticated public relations system, which is handled by Dana Mitchell of Dover Police. They stated that they see me as more of an advisor to be available as needed.

There are two newspapers within Dover (A daily – Foster’s Daily Democrat and a weekly – Dover Community News), and three radio stations (WOKQ, WERZ, and WTSN). There are possible media opportunities at the University of New Hampshire, which is in the town next to Dover (Durham). Many UNH students live in Dover and many Dover residents utilize UNH facilities.

The group has sent letters to the editor, sent opinion/editorial (Op/Ed) pieces, met with the editor of a newspaper and appeared on radio talk show. They have also created public service announcements and write a newsletter.

The group sees me as someone that can be a “sounding board” for ideas and to input ideas as necessary. They will look to me as someone who will keep the group aware of media opportunities when they come available.

As for means of communication between the state and local groups, they would like to see a newsletter and e-mail updates.

F.A.S.S.T. (Fighting Against Smoking and Smokeless Tobacco)

Diane Clough

Franklin is in the smallest city in the state, with a population of about 8,500. This leads to a media situation that makes it bigger than most towns with its population. They have a public relations person that deals with letters to the editor, Op/Ed pieces, and the coordination of public access television for which they have done.

The town has a daily newspaper – Laconia Citizen and a weekly – Franklin Telegram. There is also a public access channel, which is based in Laconia.

Along with the above media activities listed, the group would also like to do some PSAs.

The group sees me helping with initiatives and getting out their name in the media. They want people aware of FFAST and to utilize their services. They have expressed an interest in the past to get a smoke free dining ordinance in its city, and they may want exposure on that end. They also want assistance in all forms of messaging, including newsletters and radio appearances, which would be in Laconia.

As for means of communication between the state and local groups, they prefer monthly meetings along with a newsletter and e-mail updates.

Kearsarge Lake Sunapee Area Smokefree Coalition Lynn Solomon

The CD was scheduled to meet with Lori Smerald on Sept. 16, 2001, to discuss media, but because of some changes at the New London facility, including the introduction of Lynn Solomon as the new program director as of November 1, we will wait until late-October to meet. She indicated a desire for a great amount of help.

The town has two weekly newspapers – The Argus Champion and the Inter-town Record. The former is in New London, while the latter is in Newport, the town to the west. There is a radio station which broadcasts news, WNTK, and a public access channel, Channel 10. Colby-Sawyer College also presents media opportunities.

The group coordinated a media strategy in the mid-1990s, but would like to update it. They write a newsletter and have appeared on radio and public access, but have not sent letters and Op/Ed pieces.

The group sees me as basically building their media from scratch. They want to find out what opportunities are available to them and how to get their message across. They want “guidance and focus,” but want to get into the details of this when we meet.

As for means of communication between the state and local groups, they would like to see conference calls, a newsletter and e-mail updates.

Kickin’ Butts in Manchester Tobacco Prevention Coalition Karen Singer

Following up on the efforts of Alison Falcone, who is now the Policy Manager of SFNHA, Karen Singer started up on Monday, Sept. 24, 2001. The information is from Falcone and gives a good summary of what Singer will work with.

There is more media in the Manchester area than anywhere else in the state, which leads to a great opportunity to raise awareness within the area. There is a daily newspaper – *The Union Leader*, a weekly newspaper – *HippoPress Manchester*, Channel 9, Channel 50 (in Derry)

various radio stations including WGIR-FM 610, and MCTV, which is a public access channel. There are also various opportunities in nearby towns if the group wants to spread out.

The group has done letters to the editor and appeared on public access. The American Lung Association of New Hampshire has a show on regularly and presents tobacco-related issues on occasion. They have also been on the radio, but not recently.

The group would like me to coordinate a media strategy along with work with members to help them with media. They would like to see templates of letters and Op/Ed pieces, and would like to know who the contacts are at various media outlets. With Singer working at the same facility as the CD, it will make for easy communication. They would like to see the CD guide a plan and make the link between local and state issues.

As for means of communication between the state and local groups, they would like to see e-mail updates and monthly meetings.

Merrimack Valley Wellness Center **Pamela DiNapoli**

Pamela works all around the state; she works at the University of New Hampshire, at Merrimack Valley Wellness Center in Concord, and lives in Manchester. Getting a hold of her will be a challenge, but she has conveyed a strong willingness to get together work on a plan.

The major newspaper in the area is the *Concord Monitor*. The major radio stations are WKXL and WEVO. There is also public access television in Concord.

The group has done much media, including write letters and Op/Ed pieces, coordinated radio and television, and write a newsletter.

What the group wants is to advertise initiatives and she see me as someone that will attend meetings. When we get together, then we will go into more detail

The group would like to see a newsletter and e-mail updates as a means of communication between state and local groups.

NANA (Newfound Area Nursing Assoc) **Barbara Morgan**

The group has done letters to the editor and met with the editor of the *Bristol Enterprise*, a weekly paper. They also write a newsletter and have done letters to the editor.

The group also sees me helping with initiatives and getting out their name in the media. They would like to have me put a media plan together and help train members with writing letters and educating the public more on the dangers of smoking. They are also interested in smoke free dining and having American Cancer Society partner in the schools. In meeting with the group, I will put together a defined plan to help them achieve these goals.

As for means of communication between the state and local groups, they prefer monthly meetings along with a newsletter and e-mail updates.

North Country Health Consortium **Valerie Herres**

The group has done a lot of media in there, which is impressive considering there is not a lot of media considering the distance that the group covers. From the survey information, media is the area of greatest need, despite early successes. Coos County has a population of only around

30,000, less than the population of Derry. Of that, one-third live in Berlin (population 10,371) and 10 percent live in Lancaster (population 3,280). Successes in these areas involve a “retail politics” type of approach, with a lot of face-to-face contact and utilization of what little media is available. In addition, the group works in Littleton, which is in Grafton County (population 5,845).

Throughout the county, there are four weekly papers and two dailies, the *Berlin Sun* and the *Caledonian Record*, which is in St. Johnsbury, Vt. There is a radio station in Berlin (WMOU-AM 930) and Littleton (WLTN-AM 1400). Though small, these outlets are a great opportunity to get letters and Op/Ed published, which this group has done.

They say that training of the group is the primary goal of the CD. They would also like to do print advertising and have a media campaign in place.

As for means of communication between the state and local groups, they prefer a newsletter, conference calls and e-mail updates.

Community Diversion Program (Greenland/Portsmouth)

Abigail Call

The Community Diversion Program is a new coalition member, joining in 2001. They are led by a new program director, whom is getting up to speed on the tobacco control needs of the Seacoast. They are determining their role as an organization and stated that coalition building is of primary concern. They are located in a major population area, as Greenland is close to Portsmouth (20,700), Hampton (15,000) and Exeter (14,100). As for media, newspapers are the key.

There are two daily newspapers in the area (*Portsmouth Herald* and *Foster's Daily Democrat*) along with two weeklies nearby (*Hampton Union* and *Exeter News-Letter*, both part of the *Herald*). There is one major news radio station in the area and that is the Action News Network (AM 930/ in Exeter). It is part of a major radio conglomerate in Portsmouth. Public access is reserved for government in Portsmouth and Hampton.

The group has sent letters to the editor, met with an editor of a newspaper (Kathy Bailey from the *Herald* and appeared on a public access show. They also do a newsletter.

They see me helping them connect with individuals and various media outlets, along with appearing on and coordinate media appearances. I will also plan out a media strategy.

They believe that e-mail updates are the most effective way to communicate between the state and local coalitions.