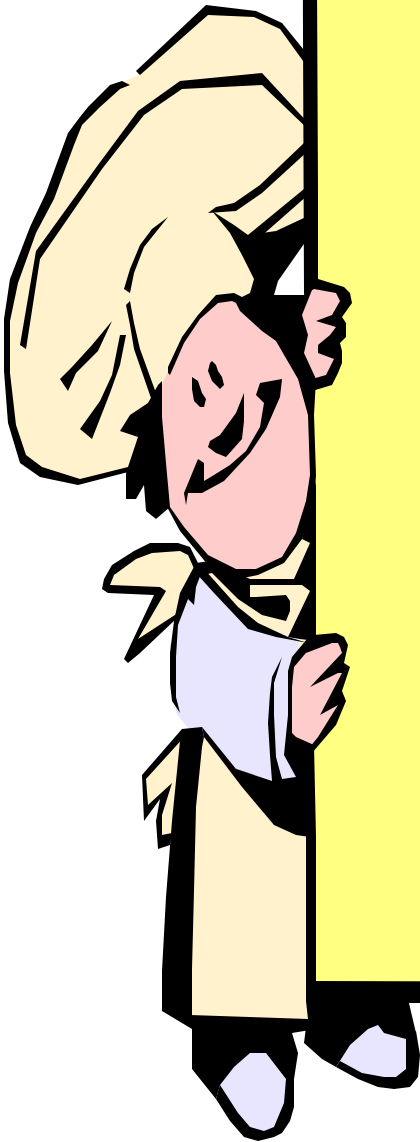


Cooking Up Media Relations

***Coalition for a
Tobacco Free
Arkansas***





Memo

Date: 6/17/02
To: Local Tobacco-Free Coalitions
From: Alissa Beach, Media Specialist
Coalition for a Tobacco Free Arkansas
RE: Coalition Media Training Manual & Presentation Slides

In order to assist local tobacco-free coalitions across the state, the Coalition for a Tobacco Free Arkansas has developed a media training manual to assist you in media advocacy in your community. The manual, "Cooking Up Media Relations," contains material to help your coalition learn the basics of building media relationships with local press. This manual contains:

1. Workbook
2. Presentation Slides
3. Presentation Note-pages (handout)
4. "The 6 Servings of Media Communications" (handout)
5. "Developing Your Message Exercise---Ex-Smoker Speaks Up" (handout)
6. "Developing Your Message Exercise---A Decision for Business" (handout)
7. Evaluation
8. Appendix A---Writing Media Material & Holding Press Meetings
9. Appendix B---Tobacco Facts & Speaking Points

As technical assistance from our state coalition, I am available to offer this or any other media training for your local coalition. If you have questions, need additional manuals or would like the PowerPoint presentation, you may email me at abeach@arfreshair.com or call 501-687-0345.

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Writing Media Material & Holding Press Meetings

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Tobacco Facts & Speaking Points

Introduction

The media is a powerful influence on the world around us. By succeeding in getting the media to cover issues and events you care about, you can change the way people think about an issue, what they do about it, and ultimately, how it affects you and your friends, parents and neighbors.

Why are certain styles of clothing in fashion? Why are people listening to certain bands? Why do packages carry recycling labels? All this, to one extent or another, can be traced back to the influence of the media. If you care about preventing tobacco use, you should care about ensuring the media covers the issue.

News doesn't just happen by accident. People make news. And people help get it covered every day by doing the things laid out in the next few pages. There's no mystery involved, just forethought and planning. And don't forget fun and creativity – creative writing, set and graphic design, drama, and debate all play a part in getting good media coverage. It's a pretty big rush to see yourself on camera, or splashed across the front page of the paper.

The following information will provide you with a “recipe” so you may begin to “cook” up media relations in your community. If, by the end of this manual, you haven't been shown how media relationships can be developed, you'll at least probably want to go home and cook. Read on and find out how it can happen.



What is Media Advocacy?

Media advocacy is a strategic use of mass media for advancing social or public policy issues. Proactive approaches and consistent coverage of your public health issue is the goal.

There are many facets to media advocacy:

- ✓ Establishing working relationships with reporters;
- ✓ Developing a media plan;
- ✓ Developing messages;
- ✓ Selecting and training spokespersons;
- ✓ Launching a media campaign;
- ✓ Planning/executing news conferences, special events, town hall meetings and other media events;
- ✓ Requesting/preparing for editorial board meetings.

However, probably the most important step is message development. You could have the most articulate and informed spokespersons, but unless they can present a consistent message delivered in clear and simple language that the audience understand and buys into, you will have missed an opportunity to advance your policy agenda.

What can **proactive** approaches do for you? In public health we have **limited resources** to reach a wide variety of people. Therefore, the less we have, the more **wisely** we must **deploy** it. Limited resources have more impact when they are **concentrated** than when they are widely dispersed. Careful selection of precise **targets** help to focus our efforts where they will be the most effective. We must maximize our impact, which means using a different strategy and message for different audiences. By being proactive, we can **select our message**, and determine who and how the message is received. See the diagram on the next page for an illustration of “**What is Media Advocacy.**”

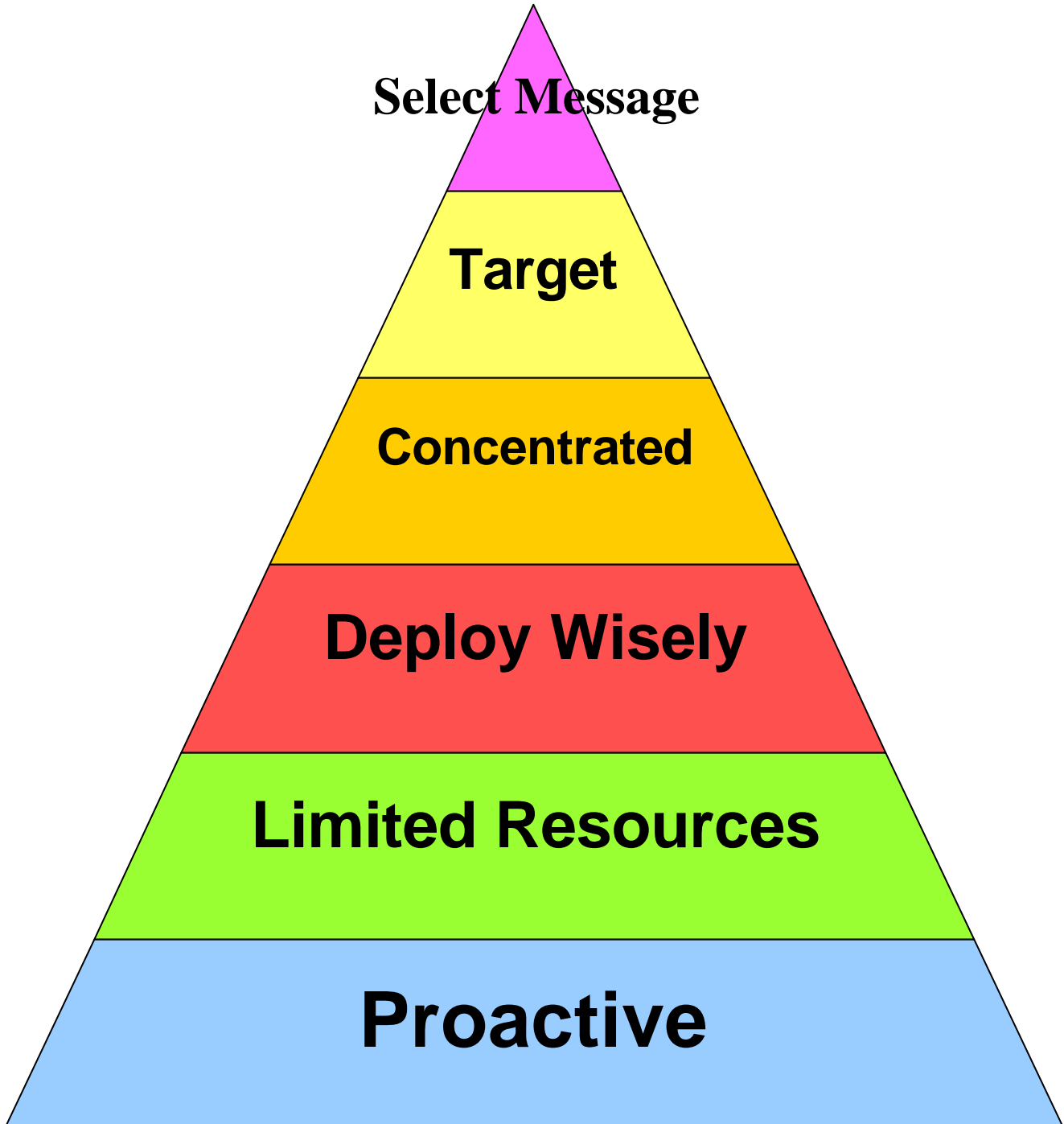
When we are passive and wait until the press comes to us, we severely limit the message we are able to convey. By being proactive you don't wait until the press comes to you, you seek out opportunities. They may not come when you want them to. Or when they come, it may put you in a position of reacting to what the media believe is important rather than what may really be the health message you want the public to receive.

Proactive press can educate the public on what public health does for them everyday. It can ensure a message is sent. Proactive press can ensure the message that gets out is the message we want and presented in the manner we want.

While there is a role for paid media (advertising) in media advocacy, unpaid or free media (news stories) is the primary focus. Therefore, media advocates should make it their business to know the media well, such as:

- ✓ Understanding what makes a good story and when;
- ✓ Understanding what the journalist needs from the advocate to do his/her job;
- ✓ Understanding what types of stories are most likely to be covered and by which medium.

What is Media Advocacy?



Developing A Media Plan...Meal Preparation

Effective media relations start with a plan, on paper, where you have considered every facet of the task before you. Writing a plan will help you work with the media in a strategic way whether you are just a beginner or an experienced tobacco prevention advocate. The key is to base the plan on your policy objective, even if the goal is a year or two away.

Even when you think your event or story is small, you still need a plan. To begin, ask yourself a series of questions:

- 1) **What is your story?** Do you have a good story? What is a good story? Don't be afraid to tell it.
- 2) **What are your goals?** Is your goal media attention, education or behavior change?
- 3) **Who is your audience?** Is your audience the public, parents, civic organizations, business, media, policy or key decision makers?
- 4) **Research: Have you done your homework?** By having completed your homework you will avoid surprises, anticipate questions, know both sides, know the history of the issue, and who is affected in the short and long term.
- 5) **What are your messages?** Everyone on the team should speak in one voice. The message should be simple, concise and repeated. You should have specific messages for specific audiences.
- 6) **What tactics should be used?** Some tactics may include press conferences, press releases, staged press events, guest opinion editorials and/or public service announcements.

The plan should be localized for the community. Plans will be most effective when they reflect the community's needs and concerns. To do this, the community must be the central planning figure.

Remember, media plans are built on specific activities/actions all leading to a policy goal. Therefore, the content of each plan will depend on what specific actions/activities you plan to execute. Keep in mind when putting your plan together that for each line item you specify---such as holding a news conference, selecting and training spokespersons or writing a news release---you say who will do the work, the due date, target audience and any additional comments.

It takes constant, repetitive contact for your message to "sink" into the public's understanding. Media relations is a game of averages; you "win" through repeated contact with the press.



Media Homework

In all stages of building and maintaining media relations, you have to do your homework. Some of the basic questions you should have the answer to in the initial stages of planning are:

- 1) **How do each of the media outlets/organizations perceive your cause?** Who are the good cooks and the bad cooks. In other words, who is the champion for your cause and positively promotes it, who remains neutral, or who just outright does not like the message you are trying to promote?
- 2) **How do things get accomplished in your town, business or wherever you are trying to foster change?** This question concerns how things get changed procedurally. What are the administrative steps that must be followed?
- 3) **Which decision makers have supported your cause?** Who is the change agent? Many times someone in a community has the ear of a key decision maker. This decision maker is often swayed by the individual. Think not only of the people “out front” but also the people “behind the scenes.”
- 4) **Who/what are the barriers to your cause?** Who is your opposition. Why and what are their arguments?
- 5) **Do the policy and media plans mirror one another?** First, everyone should decide on what plan should be taken. It is vitally important the policy planning committee and the media committee work together and agree on the message that should be portrayed. Proactive press can educate the public on what you are trying to get accomplished. It can ensure that a message is sent. Proactive press can ensure the message that gets out is the message you want and presented in the manner you want. By having an educated public your policy plan has a better chance of succeeding.

Identify the Right Reporters

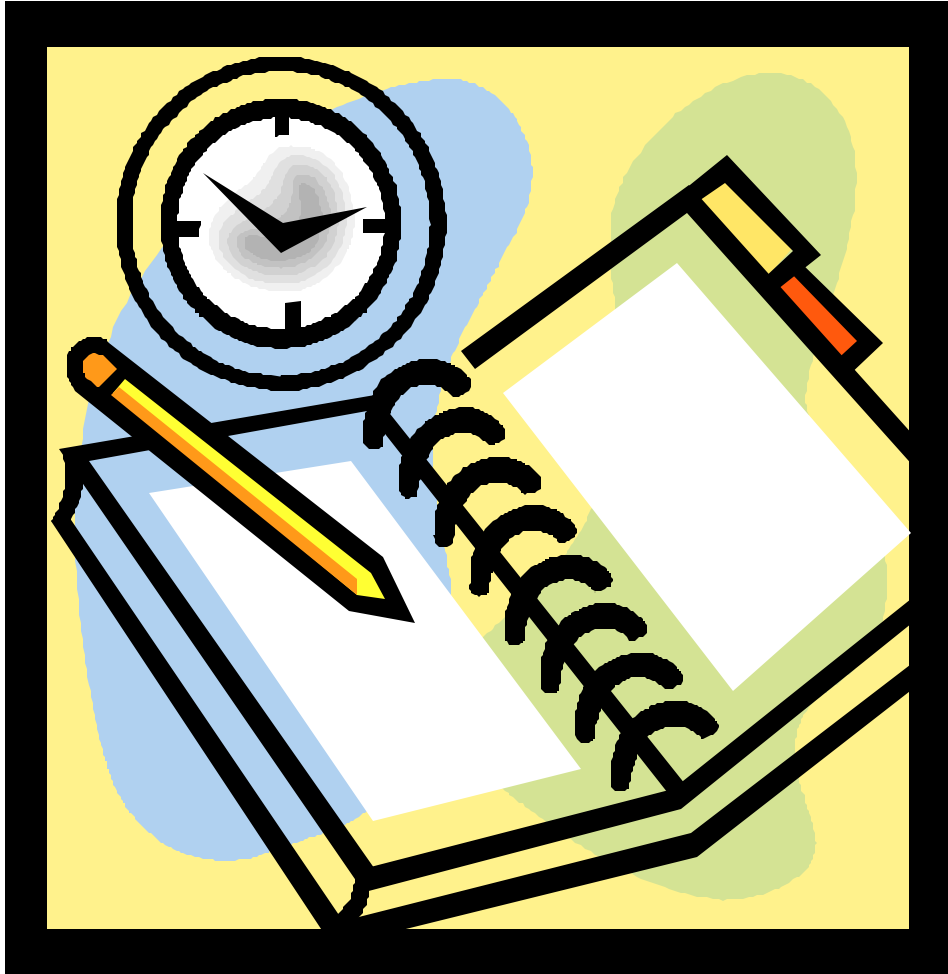
This is the easiest step towards getting media coverage. Start by just watching TV, reading newspapers and listening to the radio, which you hopefully already do. When you notice reporters who cover tobacco or youth topics, write down their names. Call the stations and papers to get the reporters’ names, addresses, phone numbers, fax numbers and email addresses. Once you have done this, you have created a “media list.”

Introduce Yourself to the Local Media

Once you have compiled your media list, it’s time to give your new reporter friends a buzz. Tell them about tobacco issues, and the kind of information you can provide. In the future, they will be less likely to blow you off if you contact them by a means they prefer, so now is a good time to ask which they like best: phone, fax or email?

We are talking about busy people, so it is good to keep your call short. Generally, between 10 a.m. and 2 p.m., Monday through Friday is the best time to call. If the person you are trying to reach is not there, do not bother to leave a message or ask a reporter to call you back unless your story is one that they are working on already. If you do get in touch with a reporter, keep in touch. A follow-up letter will remind the reporter you and your cause exist.

After you call them, write it in your media log. Take notes in the log on a reporter's particular interests. This way you can refer to your notes before calling a reporter and know his or her preferences.



Our Potluck Meal...Pot of Beans

We are now going to attend a potluck. Think about the last potluck you attended. There was probably a lot of food, some looked good to eat, other foods you avoided. There were a wide variety of foods at the potluck, just as there are a wide variety of ideas that the media is hit with daily. You have to make the food you bring stand out from all the other food or you will be taking home what you came with. In other words, the pitch you give the media has to stand out from the others they are bombarded with daily. One media outlet alone may receive hundreds of press releases and media alerts daily. Your idea has to be new, creative and appealing or you won't receive any "nibbles" from the media outlet you are pitching your idea to.

So how do we get the media to bite? Media outlets are always looking for information to publicize. Timing and the story being told is everything to media. As each community is different, our ideas have to be different for each outlet. Remember, the media is a competitive business and they are all trying to break the "big story." You would not want to sell a clever campaign to all the outlets in your community. Each would need to be tailored a little. By doing your homework, you will know what stories have already been covered, who reported it and the result.

Have you ever been in the kitchen at Christmas and everyone is trying to cook at the same time? Sometimes you can have too many cooks in the kitchen with different ideas on how to cook a pot of beans and what to put in them. It is important for your effort to have one message. Some people are better behind the scenes in the kitchen. They are wonderful at the technical side. They can develop a short, concise message and know the details of what goes into a successful effort. Others are better bringing the message to the audience or serving the meal. They may be personable, can deliver the message effectively, and promote the cause. As you would sort through the beans before you dump them into the pot, sort through your committees and determine those who have a story to tell and can tell it well.

You can be as ready as you will ever be, but if you do not have news, the media is not going to be anywhere near you. What's news? Here are some general things the media are always interested in:

- ✓ **What's happening NOW?** Make sure you call the media in time for them to get wherever you are. No sense wasting their time after the fact.
- ✓ **What's happening locally?** How does what you are doing affect other people in your community?
- ✓ **Personal angle.** Can other people relate to what you are talking about?
- ✓ **Visual aids.** Do you have cool props? Are you collecting ads, cigarette butts, cigarette signs or creating radio commercials? Are there a lot of you doing the same thing? Think about what YOU would like to see on TV.
- ✓ **Youth-led activities.** Everyone wants to know what youth are doing---teens lead trends and define generations.

Before the Fire...Or the Interview

The interview process usually begins with a phone call from a reporter. And that is often where we make our first mistake--we answer the reporter's questions. Instead of answering, ask questions. For example:

- 1) What is the story about and what type of story is it? Is the story hard news, a feature, or an investigative report?
- 2) Who has the reporter talked to and what documents have they seen?
- 3) How do I fit in the story?
- 4) What is the interview format?
- 5) When will the story run and what is the reporter's deadline?

Agree upon a time for the interview and hang up the phone. Don't even think about answering questions unless you feel you are fully prepared. Even if the reporter simply wants a couple of questions answered, offer to call back. Buy a few minutes to think about your answers. Then stop and think: are you the best person to respond, decide what you can say and how you can say it, how can you get your own message in, what questions are your responses likely to trigger and how can you answer them, is there conflict in the story and where do you fit?

You should never go into an interview just to answer a reporter's questions. Have your own agenda ---a point you want to make about some of the positive things your organization has done and initiatives the organization has taken. Rehearse before you go into the interview and repeat your point over and over again during the interview. Reporters are bound to ask the toughest questions, you are not bound to answer them. If you can't answer, you must explain why. "No comment" simply is not acceptable.

When you talk to a specific reporter, ask if they are on a deadline and make sure you ask them what works best for them. The best way to tick off a reporter is to call when he or she is on a deadline. Maybe they're different, and it's best to find out before you get your head ripped off by a stressed-out writer on a deadline. In general, deadlines are as follows:

- ✓ **Daily Newspapers:** before 2 or 3 p.m. the afternoon before the issue is printed.
- ✓ **Weekly newspapers:** at least 5-7 days before the issue date.
- ✓ **Monthly magazines:** at least 6-8 weeks before publication.
- ✓ **Radio:** depends on the story, but since radio news repeats frequently, "day of" is usually acceptable for breaking news. If you can, give them several days advance notice for events.
- ✓ **Television:** Usually by 10 a.m. to make the 6 p.m. news, but "day of" is okay if you have breaking news. Just like radio, if possible give them several days advance notice for press conferences or events.

Developing the Message

Imagine your message on a billboard along a freeway or try writing it on the back of your business card. If it won't fit, it is probably too long. Turn your objective into a sound-bite starting with the problem. A sound-bite or quote should not be any longer than 10-12 seconds. Objective messages should be simple, single and succinct.

One tool you may find helpful in developing your message is to use the message triangle. Whenever you are talking to the media, you want to hit three main points: the **problem**, the **evidence**, and the **commitment**. The sound-bite always begins with the problem. In the evidence, you should offer one or two brief points of explanation, elaboration or support. Finally, in the commitment, you should explain how it will affect the viewer/reader or what action you want them to take. Each leg of the triangle poses a question that helps determine your message. For example:

- ✓ One leg identifies a problem or issue;
- ✓ The second explains why the problem is important;
- ✓ The third leg asks for a desired policy outcome or specific commitment from the audience.



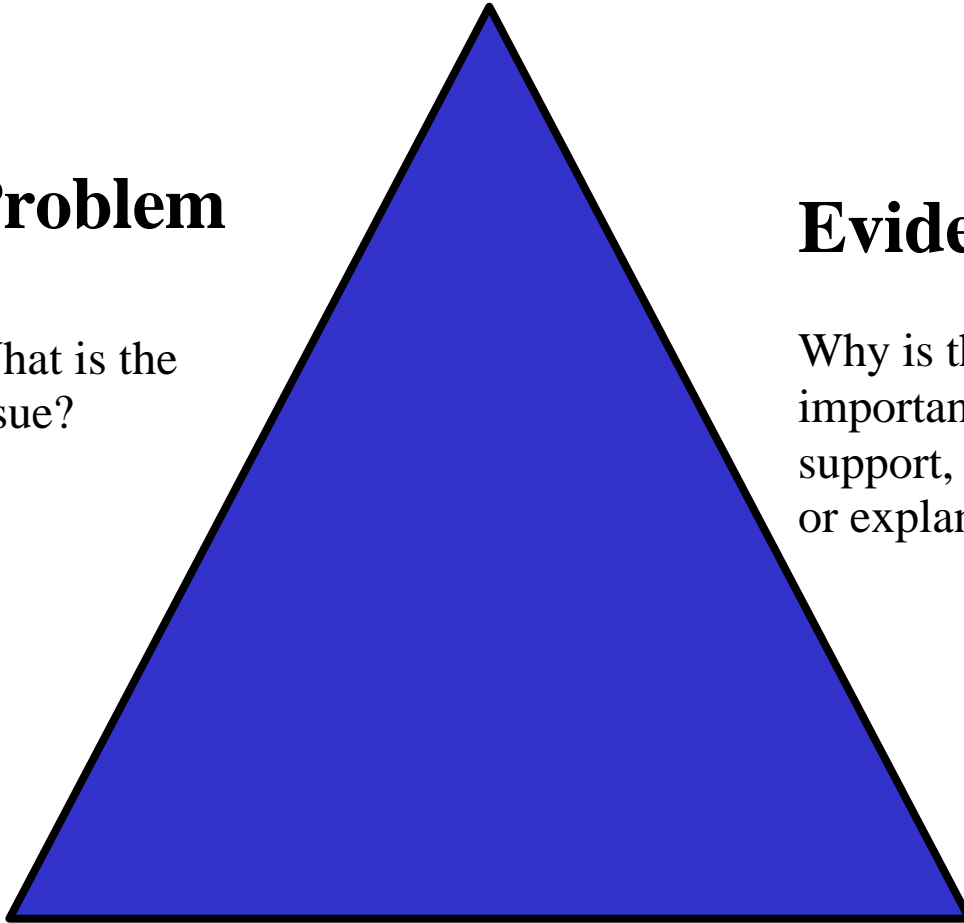
Message Triangle

Problem

What is the issue?

Evidence

Why is the issue important? Offer support, elaboration or explanation.



Commitment

What should be the outcome?
What change do you want to occur?

Message Triangle Exercise

For purposes of this example, assume the objective is to educate the public on the dangers of secondhand smoke and the health benefits of a restaurant smoking ban for workers. Your message might be:

Problem

“Secondhand smoke is deadly.”

Evidence

“Secondhand smoke causes at least 35,000 deaths a year in nonsmokers.”

Commitment

“A restaurant smoking ban will ensure waiters, cooks, busboys and dishwashers the right to breathe cleaner air, be healthier and have fewer sick days.”

Below are some basic interview questions you can be sure to be asked.

- ✓ What is the XYZ organization?
- ✓ When did it start?
- ✓ How long will it last?
- ✓ Where will this campaign be running?
- ✓ Who runs this campaign?
- ✓ Why tobacco and smoking?

But how do you get to your objective when the reporter is asking an unrelated question? It's inevitable, you are going to run into a reporter who will bring up uncomfortable issues or topics that you are not knowledgeable to speak of. But do not look at these situations as a bad thing---in fact, it's a great way to reinforce your message. To do this, use the "bridging" or "touch and go" technique. Touch on the answer to the reporter's question and go on, bridge, to your own objective.

Through this technique, you can acknowledge the interviewer's question while reinforcing a separate, and often more important message. Once you have learned "bridging," you will stay in control of the interview AND reinforce your message at the same time.

Bridging Example #1:

Interviewer: Since your program focuses on youth prevention, how many lives does your organization expect to save through its efforts this year?

You: *While it is too early to tell, what I can tell you is research shows peer to peer education is most effective when targeting youth with tobacco-free messages.*

Bridging Example #2:

Interviewer: Is the XYZ organization trying to tell kids not to smoke?

You: *What's important to remember is the most effective campaigns tell youth the facts—and let them make their own decisions. We are not anti-smokers, we're pro-truth.*

Bridging Example #3:

Interviewer: So what do you think about the advertisements from tobacco companies encouraging youth to not smoke?

You: *While I'm not an expert on tobacco advertising, I can say telling youth to "not smoke" does not work. Real change begins in communities, and the XYZ organization is working in communities to give youth the facts about tobacco and empower them to make their own decisions about tobacco use.*

Following are some other mock interview questions where you might have an opportunity to bridge. How would you respond? What would be your message?

- ✓ What lies are the tobacco companies saying?
- ✓ How is the XYZ organization different than the other anti-smoking campaigns?
- ✓ Who is this campaign targeting?
- ✓ Why is the XYZ organization so aggressive?
- ✓ Don't you think the tobacco companies have reformed and are no longer targeting youth?
- ✓ Is XYZ organization only a media campaign?
- ✓ What will happen to XYZ organization if the tobacco companies go bankrupt due to lawsuits?
- ✓ There are studies that say these campaigns don't work. What do you think?
- ✓ Don't you think the "just say no" ads are a better approach to getting kids to stop smoking?
- ✓ Is your goal to see smoking outlawed?

The following phrases might be useful in deflecting direct questioning about sensitive topics.

- ✓ That's an interesting question, let me remind you, though...
- ✓ Before I forget, I think the audience would want to know...
- ✓ Let me put that in perspective...
- ✓ What's important to remember, however...
- ✓ What I really want to talk about is...
- ✓ What's most important is...
- ✓ Before we get off the subject/topic, let me add...
- ✓ That's not my area of expertise, but what I can tell you is...
- ✓ That's a good point, but I think your audience/readers would be interested in knowing...
- ✓ Let me just add...
- ✓ And that reminds me...
- ✓ Let me answer you by saying...
- ✓ Let me give you some background information...
- ✓ Let's take a closer look at...
- ✓ That's an important point because...
- ✓ What that means is...
- ✓ Another thing to remember is...
- ✓ Now that you've covered _____, let's move on to _____.
- ✓ You may be asking why _____ is true...
- ✓ While _____ is certainly important, don't forget...

Developing Your Message Exercise

The following is an actual letter to the editor that appeared in the Arkansas Democrat-Gazette. Develop a message for the following editorial. How would you respond?

Arkansas Democrat Gazette
December 10, 2001

Ex-Smoker Speaks Up

I am very tired of hearing and reading all the trash against smoking. Here are a few facts.

I smoked for about 58 years. I started smoking when I was 12 or 13. I quit three years ago. I smoked three packs or more a day form many, many years. I have probably breathed enough second-hand smoke to raise a small, sunken ship.

When I quit smoking three years ago, my lungs were clear. They were still clear as of last June. If tobacco is as deadly as it is portrayed to be, how come I am still alive? Why don't they do a study to determine why I am still alive? There are surely thousands like me who could be studied. Maybe whoever does these studies could find why we are still alive and it might benefit others who are supposedly dying from tobacco use.

When I quit smoking, I quit cold turkey, so I have not been able to reconcile the addiction claim either. It is impossible that any reasonable person did not or does not know of the dangers of tobacco. Individuals should be responsible for their own actions under these circumstances. But tobacco has taken a heavy hit by prejudiced judges and juries. I have always paid my medical bills and my natural gas heating bills (for 50 years).

I loved a good smoke. After all this, I wish I had a cigarette. It is legal.

John Reed
Little Rock

Developing Your Message Exercise

The following is an actual letter to the editor that appeared in the Arkansas Democrat-Gazette. Develop a message for the following editorial. How would you respond?

Arkansas Democrat Gazette
December 4, 2001

A Decision for Business

Re Thomas Chipman's recent article: Gov. Mike Huckabee is against smoking in public places, and for this I applaud him. Huckabee seems to me to be trying to prevent children from having to breathe secondhand smoke. He is doing this through education and raising public awareness, however, instead of bucking the Constitution that he has sworn to uphold.

Employees are not "forced to breathe the carcinogenic fumes for hours." I work in a non-smoking environment, and this is a choice anyone can make. The vast majority of food service jobs are not in smoking environments.

Parents have the right to decide if they are going to subject their children to an unhealthy environment. When I used to smoke, there was nothing I loved better than a cigarette after a nice meal. I would check, however, and if there were children at a nearby table, I would refrain. Smokers have a responsibility to be considerate of others, but there is always a choice for everyone.

There are fewer non-smoking restaurants to choose from, and that will continue to be the case until people who do not smoke make a stand and choose not to patronize establishments that allow smoking. Businesses cater to the law of demand, and they are not going to modify business practices for people who will not place their money (and business) where their mouths are.

Whether to allow smoking is a decision the owner of the business needs to make, not the government.

Josh Kemp
North Little Rock

Media Recipe...Step 1, Add Ingredients

There are several ingredients you can add to build good media relationships. You can conduct newspaper, radio and television interviews or use alternate ingredients such as:

Informational mailings: Whenever you see an appropriate article, clip it and send copies to reporters with whom you have established relationships. Attach a note saying something like “thought you might be interested in this” and include your business card.

Newsletters: Reporters may be included on your newsletter mailing list. Don’t put anything on paper you would regret seeing in the news. Many things may be received through the Freedom of Information (FOI) Act.

A. Express Yourself

How often do you fantasize about telling millions of people just how you feel about something? It’s easier than you think. Welcome to the wonderful world of editorial pages. The editorial page exists solely to let average citizens voice their opinion. While news stories generally provide a balanced perspective, on the editorial page you can “slam” big tobacco all you want and nobody will force you to get a quote from a tobacco company. Before you begin writing, call newspaper editorial departments and ask about the format in which they prefer guest submissions. If you want to tell everyone in town the truth about tobacco in Arkansas, try one of these approaches:

1. **Guest Columns and Opinion Pieces (Op-Eds):**

Though hardly a passive activity, writing and submitting your side of the story to newspapers can be a successful means of conveying your messages. Smaller papers particularly, will often print your submission because they need “hard news” that affect local citizens.

Newspapers run opinion pieces opposite their editorial page. While the editorial page tells you what the paper thinks about something, op-eds give you that same opportunity. And you don’t even have to wait for the paper to run a story on a tobacco-related topic to send one in. But, if your timing is good, you’re more likely to get published, so it does make sense to tie your op-ed to a recent tobacco-related story.

Op-eds are longer than letters to the editor (about 800 words). Check your paper for information on where it should be sent and what format the paper prefers (fax, mail, email, etc.). And only send it in to one paper at a time---sending the same piece to more than one media outlet is a definite “no-no!”

2. **Letters to the Editor:**

Do you know what the most frequently read part of the paper is? You might guess sports, comics, and horoscopes, but you’d be wrong. The letters to the editor are the most read part of the newspaper. So, if you see a story you don’t like, or even one you do like, and you want to say why, just write your thoughts down and send them in to the paper. Lots of people will get your message. Letters to the editor are generally shorter than 250 words.

In writing guest columns, opinion pieces or letters to the editor, don't forget:

- ✓ Who the letter is from. Are you writing on behalf of your local organization or is it from you personally?
- ✓ Why you enjoyed a story, or why you hated it.
- ✓ Why you are writing – what are you telling people? Keep the focus on your organization and how it is helping to solve the tobacco problem in Arkansas.
- ✓ Keep it short. Each outlet will have different editorial policies, so be sure to check length limits first.
- ✓ Don't forget your first and last name and your hometown. Many papers will not run your letter unless you give them some information about yourself.

B. Press/Media Kit

Reporters like their information packages nice and neat. They're busy people, and the easier you make it for them, the more likely they are to cover your story. Here are the basics of what they like to see. If you take everything below and place it into a folder, you have a press or media kit.

1. Press Release:

The news release or "press release" is the core piece for the media. You are basically writing a sample news story for them. A news release should answer the 5 "W's" of journalism: *Who* is involved, *What* happened, *When* did it happen, *Where* did it happen, *Why* or *how* did it happen? These questions should be answered in the first (or "Lead") paragraph. Make it good, because that's all most reporters will read. If you grab them with your lead, they're much more likely to cover your event. Sometimes it is easier to think of a news release in the format of an inverted pyramid, the more important information should be at the top, the least important information at the bottom.

2. Media Alert (Media Advisory):

A media alert is basically a very short press release. It only contains the basics of the 5 W's. Only use this when you don't have a press release and you send out materials in advance.

3. Fact Sheet(s):

These documents give additional background information about the issue and/or your organization. Fact sheet examples may include youth and tobacco use, tobacco marketing or the toll of tobacco in Arkansas.

3. Spokesperson Bios:

The press kit should include a one-page biographical sketch of any expert or spokesperson scheduled to speak at an event or to be interviewed.

4. Photos:

When working with print media, you may want to include a photograph in your press kit. A visual element often improves your chances of getting a story placed. However, if you do:

- ✓ Make sure the photos are professional quality prints (no sticky film or Polaroid).
- ✓ Send black & white photos, if possible. Most newspapers can't use color photos.
- ✓ Provide action shots instead of staged ones (avoid bad yearbook pictures)

- ✓ Attach a “cutline” to the back of the photo with scotch tape or a label to identify people in the photograph (from left to right).

C. Media Materials Checklist

Before you send anything out, review this list.

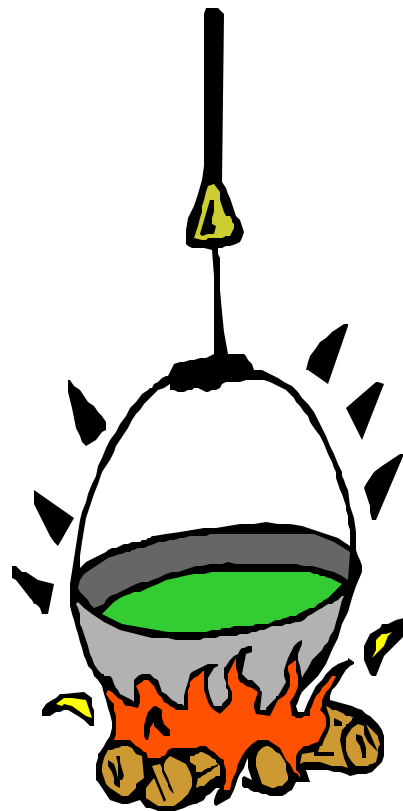
1. Do you get to the point right away? Are the best parts of the story in the first paragraph of your news release?
2. Did you tell them who, what, when, where and why? Did you put it in the first paragraph of your news release?
3. Is it easy to read?
4. Do quotes sound like someone really said them?
5. Are the event dates, times and phone numbers correct? Did you check? Check again.
6. Does it have a date on it? Dates let the media know when they need to pay attention to something.
7. Did you provide contact information for follow-up questions or interviews?

**“Science is a long movie
and news media generally
take mere snapshots.”---
John Schwartz- Washington Post**

Media Recipe...Step 2, Simmer & Stir

The essence of effective media relations is the relationship you make over time with an individual reporter. That's how you get press coverage, and that's how you improve your chances of favorable coverage. As it takes a while to cook the beans, it takes time to foster good relationships. Reporters do not always bite when you want them to. Sometimes it takes a while for them to catch on. You can quietly troll for press coverage with minimal effort, by just including the media in all of your public outreach.

If you leave the beans alone on the stove and ignore them they will be scorched. The first time a reporter has a reason to question your integrity, you will be stigmatized forever. Reporters are paid to have long memories and generalize about individuals and issues. Further, they talk to one another and trade stories. By providing wrong, incorrect, misleading or unsubstantiated information to your media contact, you are making yourself not credible.



Media Recipe...Step 3, Serve & Clean Up

Reporters, while objective, have personal interests and ideas like anyone else. And like members of any other profession, some reporters will be easier to relate to than others. Always keep in mind however, that as important as the media are, you do not want community leaders and officials to hear new developments first from the media. Media relations should work hand in hand with personal communications to key community players.

A. Choosing a Tactic

How do you choose the right tactic for communicating your message? Here's the scoop on two specific things most people do to make news: hold a news conference or a special event.

1. News Conferences

News conferences are for when you have really big news to release. If there is too much information to include in a press release, you may consider holding a press conference. First, decide what needs to be announced and who will announce it. Second, plan ahead as much as possible for the event. Here are some tips:

- ✓ **It's all in the timing.** Hold the press conference in mid-morning (between 10 a.m. and noon). Choose Tuesday through Thursday if possible and avoid the weekend. Your spokesperson needs to be available throughout the day of the press conference to answer follow-up questions.
- ✓ **Keep it short and sweet.** Keep the press conference under 15 minutes. Allow plenty of time for reporter questions.
- ✓ **Choose your location wisely.** Make it somewhere convenient for the media and relevant to the news you have to announce. Be sure you can obtain the audio-visual equipment you'll need (podium, microphone, slide projector and screens or VCR.) Allow enough room for the expected number of reporters and for camera crews if you expect television media coverage.
- ✓ **Tell them where to go.** Place directional signs inside the entrance and at every turn that show media, participants and observers how to find the press conference quickly (media often are running late from another story.)
- ✓ **Track attendance.** Have a media sign-up sheet at the door to track attendance as well as provide follow-up correspondence
- ✓ **Assign a door monitor.** Have an experienced news media contact at the entrance to the room throughout the news conference to show reporters arriving late where to set up, distribute press kits, provide a quick run-down of who's available for interviews following the conference, and determine who the reporters want to interview.

- ✓ **Assign a contact person.** Give the news media a telephone number and a contact person to answer follow-up questions, verify titles, help with identifying people for photograph cut lines, etc.
- ✓ **Send out a media alert 3-4 days before the news conference.** Call wire services to have the event put on the daybook. In urgent situations, all notification can be done by phone.
- ✓ **Call reporters.** Call the media the day before and remind them of the event. The caller should emphasize the importance of the event.
- ✓ **Follow-up...with a vengeance.** If some media can't attend the news conference, personally hand-carry the press kit and news release to the assignment editor immediately following the event.

2. Special Events

Special events such as rallies and demonstrations require a lot of time to plan. Pick a time and day of the week when the people you want to reach will be available. Also, check to make sure your date does not conflict with other events. Local chambers of commerce, departments of tourism and newspapers may keep a centralized calendar of community events.

Even if you've planned an event you're sure will go down in history, keep this important detail in mind: it can't be a front-page story if the media never show up. So develop a timeline to organize yourself and get your event on the media's calendar.

B. Event Timeline

1. Before your event:

As far in advance as possible, send information to the media. Then call reporters who cover health, politics and community news and sell them on your event to ensure media coverage.

Two to three days before the event, call each editor and reporter and ask if they plan to attend. If they're interested, fax a copy of your media advisory. Explain special photo opportunities.

The day before the event, call your reporter friends and remind them to be there tomorrow. Though you might feel like they're getting sick of you, it's important to do this now because most television stations and daily newspapers don't decide what they'll cover until the day before or the day of an event.

2. During the event:

When the reporter(s) and photographer(s) arrive, spend time with them talking about your key messages. Set up interviews with some of your advocates who have received media training. Have someone who works with you take black & white photos to accompany articles in newsletters and other publications and for your own files.

a.) Giving An Interview

When Dan, Peter or Tom (as in Rather, Jennings or Brokaw) are on the line, what do you do? Here's one of the great things about being trained in media—you're now a resource for reporters. You probably know more about youth tobacco prevention than anyone else in the community. And other people are going to find out about it. Maybe you'll organize an event. Maybe you'll record your own anti-tobacco radio commercial. Anyway, all this means that you may be in touch with the media. Fortunately, there's nothing magical about it—just some simple stuff to do to make sure you and the campaign both come off looking good.

- ✓ **Be responsive.** Call a reporter back as soon as you can.
- ✓ **Know the objective of the interview.** Is it TV, radio or print? Is it all about you or is your interview part of a bigger piece? It's OK to ask.
- ✓ **Be prepared.** Think about questions reporters might ask and how you want to answer them. Decide on a couple of points you really want to get across during the interview and make sure you say them early and often. Assume everything you say will appear in the media somewhere, someday. In other words, don't say anything you don't want your mom, best friend, boyfriend or girlfriend to find out about. Just like the SATs, there are no penalties for not answering. If you don't know how to answer a question, admit it. You don't have to be an expert on everything.
- ✓ **Keep it short.** TV and radio need sound-bites lasting only 10-12 seconds. The better your sound-bite, the more likely you are to get on the air!
- ✓ **And FINALLY, Relax!** They came and found you, right? You know more about the story than the one asking the questions. That's why you are being interviewed. Be yourself, be funny, be confident and you'll be great.

b.) What to wear on camera

Keep these things in mind if you want to make sure you look your best during the interview.

- ✓ Colors that are too dark or too light tend to bleed on camera. Medium shades (light blue, grays and browns) are best.
- ✓ Patterns, plaids, florals, checks, stripes or polka dots will give viewers a migraine. These can "dance" on camera.
- ✓ Big jewelry of any kind is too distracting.

3. After the event:

Send a news release immediately afterward to any reporters who were unable to attend your event.

Send follow-up letters to the editors of local newspapers, informing them of your success.

Write a follow-up article for appropriate community publications, like your school newspaper. Use the photos you took at the event.

HANDOUTS

The 6 Servings of Media Communications

Before your first contact with the press, you should assemble a few basic tools that will enable you to easily reach out to the press, and respond quickly when they call. It takes time to develop some of these documents, but they are worth the effort.

CREATE A FACT SHEET

If a reporter said “sounds good, fax me some information” what would you send? Develop a 1 or 2 page fact sheet which succinctly and visually conveys your main messages. Fact sheets are useful for the press and they may also be distributed to interested members of the public.

CREATE A SOURCE LIST

Suppose a reporter said “do you have any other good contacts I could talk with about this issue” who would you suggest? If you have a few good people you can trust to stay “on message” for quotes or background, list them on a Source List that can be sent to inquiring reporters. Of course, make sure it is okay with the source.

WRITE TALKING POINTS

Talking points are your main messages fleshed out on paper. They should be near you, physically or in memory, every time you talk to the press. And they should be used by all your staff and supporters. Talking points are most effective when they address no more than 3 main messages and total only 1 or 2 pages of large, 12 point or larger type.

DEVELOP A QUESTION AND ANSWER SHEET

The question and answer sheet, or “Q & A” is your chance to field the most often asked questions about your issue with “home run” answers. The Q & A can be distributed to the public as well as the press. You may consider developing an internal Q & A where you create answers to the most difficult and controversial questions of which you can think.

MAKE A PRESS LIST

Pull together a database of every media outlet in your region, including newspapers, radio and television stations. Use any format that works for you, but consider everything you may need to quickly retrieve information about an individual outlet, including the media market, address, reporter’s name, reporter’s “beat,” phone and fax numbers.

PUT TOGETHER A PRESS BRIEFING PACKET

A press briefing packet is a folder full of the documents you want a reporter to have within reach when they cover your issue. Starting with a simple, pocketed folder with your logo affixed to the front, the contents of your press packet could include:

- | | |
|---|---------------------------|
| Letter of Introduction | Charts or Graphics |
| Fact Sheet | Speaker Biographies |
| Source List | Question and Answer Sheet |
| Calendar of Upcoming Events | Your Business Card |
| Positive and Informative Articles or Editorials | Brochures & Flyers |

Developing Your Message Exercise

The following is an actual letter to the editor that appeared in the Arkansas Democrat-Gazette. Develop a message for the following editorial. How would you respond?

Arkansas Democrat Gazette
December 10, 2001

Ex-Smoker Speaks Up

I am very tired of hearing and reading all the trash against smoking. Here are a few facts.

I smoked for about 58 years. I started smoking when I was 12 or 13. I quit three years ago. I smoked three packs or more a day for many, many years. I have probably breathed enough second-hand smoke to raise a small, sunken ship.

When I quit smoking three years ago, my lungs were clear. They were still clear as of last June. If tobacco is as deadly as it is portrayed to be, how come I am still alive? Why don't they do a study to determine why I am still alive? There are surely thousands like me who could be studied. Maybe whoever does these studies could find why we are still alive and it might benefit others who are supposedly dying from tobacco use.

When I quit smoking, I quit cold turkey, so I have not been able to reconcile the addiction claim either. It is impossible that any reasonable person did not or does not know of the dangers of tobacco. Individuals should be responsible for their own actions under these circumstances. But tobacco has taken a heavy hit by prejudiced judges and juries. I have always paid my medical bills and my natural gas heating bills (for 50 years).

I loved a good smoke. After all this, I wish I had a cigarette. It is legal.

John Reed
Little Rock

Developing Your Message Exercise

The following is an actual letter to the editor that appeared in the Arkansas Democrat-Gazette. Develop a message for the following editorial. How would you respond?

**Arkansas Democrat Gazette
December 4, 2001**

A Decision for Business

Re Thomas Chipman's recent article: Gov. Mike Huckabee is against smoking in public places, and for this I applaud him. Huckabee seems to me to be trying to prevent children from having to breathe secondhand smoke. He is doing this through education and raising public awareness, however, instead of bucking the Constitution that he has sworn to uphold.

Employees are not "forced to breathe the carcinogenic fumes for hours." I work in a non-smoking environment, and this is a choice anyone can make. The vast majority of food service jobs are not in smoking environments.

Parents have the right to decide if they are going to subject their children to an unhealthy environment. When I used to smoke, there was nothing I loved better than a cigarette after a nice meal. I would check, however, and if there were children at a nearby table, I would refrain. Smokers have a responsibility to be considerate of others, but there is always a choice for everyone.

There are fewer non-smoking restaurants to choose from, and that will continue to be the case until people who do not smoke make a stand and choose not to patronize establishments that allow smoking. Businesses cater to the law of demand, and they are not going to modify business practices for people who will not place their money (and business) where their mouths are.

Whether to allow smoking is a decision the owner of the business needs to make, not the government.

Josh Kemp
North Little Rock

EVALUATION

**“COOKING UP MEDIA RELATIONS”
MEDIA TRAINING MANUAL**

EVALUATION FORM

- **What was your overall rating of the “Cooking Up Media Relations” Media Training Manual?**

Poor	Average	Excellent	
1	2	3	4

- What were the three greatest strengths of the “Cooking Up Media Relations” Media Training Manual?

- 1.
- 2.
- 3.

- **What steps would you suggest to improve this manual in the future?**

- 1.
- 2.
- 3.

- After studying this manual, I can explain how to build media relationships to someone who has never had any media training.

Not Comfortable				Very Comfortable
1	2	3	4	

- After studying this manual, I feel comfortable in offering technical assistance to my coalition.

Not Comfortable				Very Comfortable
1	2	3	4	

**Please return to Coalition for a Tobacco Free Arkansas
Alissa Beach, Media Specialist
200 S. University, Suite 302
Little Rock, AR 72205
Fax (501) 687-0347**

APPENDIX A



**Writing Media
Material &
Holding Press
Meetings**

Contents

(Revised 3/15/02)

Writing a Letter to the Editor
Writing a Media Alert
Writing a Press Release
Writing a Public Service Announcement
Writing a Press Conference Script
Developing a Speaker (Source) List
Holding an Editorial Board Meeting

Writing a Letter to the Editor

Send your letter on letterhead.



Date

Name of Person You Are Writing to
Name of Newspaper
Street Address
City, State Zip

To the Editor:

The Coalition for a Tobacco-Free Arkansas would like to educate the public on the dangers of tobacco use and expose big tobacco in our town. The information recently provided to the City Council by the Smoke-Stack Corporation is blatantly false.

Tobacco use in Arkansas kills more people than the other top five killers combined and secondhand smoke is number three. In Arkansas, 5,200 people die each year from tobacco use and approximately 575 more die from someone else's smoke. Our economy suffers from the \$413 million in extra health care costs each year that result from tobacco use in the state. Tobacco companies currently spend about \$78 million each year on advertising and marketing in Arkansas.

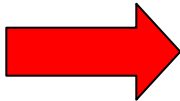
Tobacco manufacturers are spending millions of dollars to convince Arkansans that they have transformed into a kinder, more responsible corporation. However, they have resorted to using front groups and individual operatives in our community. Smoke-Stack Corporation stated secondhand smoke as a cause of cancer is flawed science. Years of scientific research has confirmed breathing in someone else's smoke contributes to cancer and heart disease. Furthermore, this group which claims to be a local company, is funded by Philip Morris, Inc., the maker of Marlboro cigarettes.

This will not be the first or last time big tobacco manipulates the truth. I urge you and your readers to take a stand against big tobacco in our town and learn the whole truth.

Sincerely,

Your Name
Address
City, State Zip

Explain why you are writing.



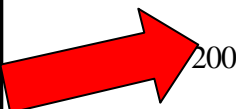
Refute wrong information & expose the truth.



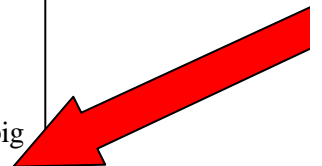
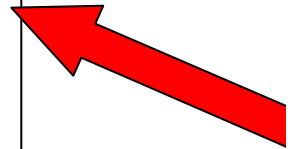
What are you asking the reader to do?



Always provide your name & contact information.



Keep it short, usually less than 250 words, anything longer should be submitted as an opinion editorial piece.



Writing a Media Alert

Timing: Send 1-2 weeks in advance of event.
Components: Who, What, When, Where and Why.



MEDIA ALERT & PHOTO OP.

Date: January 23, 2002
Embargoed until February 2nd at 11:00 a.m.
Contact: Alissa Beach at
501-687-0345 or Cell Ph. 501-551-5438

Nosmokesville Youth Protest Smoking on Playgrounds

- ✓ **WHAT**
Youth Rally for Nosmokesville
- ✓ **WHEN**
Wednesday, February 6, 2002
11:00 a.m.-11:25 a.m.
- ✓ **WHERE**
Nosmokesville Elementary School Playground
- ✓ **WHY**
Over 200 students from Nosmokesville Elementary School will protest smoking on their playground. Students are tired of seeing cigarette butts littering their playground and are asking for smokers to follow their school's no smoking campus policy. Students are requesting smokers who visit their campus during after school hours to put their butts out elsewhere.
- ✓ **WHO**
Nosmokesville School District
Coalition for a Tobacco-Free Arkansas

###

Is the information available for the media to release immediately, or is it to be held, "embargoed," until a certain day and time?

List a contact person & phone number. This contact must be reachable at all times.

Create a headline.

Best times are midweek (Tues.-Thurs.) and midday (10 am-2pm).

An event with children and a visual backdrop will be an attention getter.

The end of an article is symbolized by 3 #'s (###) or -30-

Writing a Press Release

Timing: Send 1-2 days prior to event. Revise and pass out at event to attending media. Fax after event to media not in attendance.

Components: A one page story or "pitch." The most important information appears at the beginning of the release. Remember to always provide contact information & a phone number.

Is the information available for the media to release immediately, or is it to be held, "embargoed," until a certain day and time?

List a contact person & phone number. This contact must be reachable at all times.

Is the information available for the media to release immediately, or is it to be held, "embargoed," until a certain day and time?

**Date: January 23, 2002
For Immediate Release
Contact: Alissa Beach at
501-687-0345 or Cell Ph. 501-551-5438**

Coalition for a tobacco free arkansas

PRESS RELEASE

Tobacco Prevention Efforts Force Smock-Stack Corporation to Put Out the Light.

Tell the story up front answering who, what, when, where & why.

Create a headline.

(Nosmokesville, AR)---At a morning press conference today, the Coalition for a Tobacco-Free Arkansas announced Smock-Stack Corporation, the state's largest tobacco manufacturer, has been forced to declare bankruptcy. The Coalition credits successful efforts in tobacco prevention and cessation as the reason the tobacco company will officially close its doors on February 1, 2002.

Provide a quote from a creditable source in the form of a soundbite.

Provide background information that helps write the story, include history and what's next.

"The citizens of Nosmokesville and health professionals across the state prove they are a force to be reckoned with when it comes to protecting the public's health," stated Marshall Dickens, Nosmokesville Director of Health. "This is today's story of David versus Goliath, and again the little guy defeated the giant. Smoke-Stack Corporation will no longer cause illness, death and disease in Nosmokesville."

The end of an article is symbolized by 3 #'s (###) or -30-

In 1994 Arkansas was awarded \$18 million for tobacco prevention & cessation programs as a result of the Master Settlement Agreement between the tobacco industry and states. According to the Arkansas Department of Health, adult smoking rates have dramatically declined from 25 percent in 1994 to 2 percent in 2001.

For more information on tobacco use, call the Coalition for a Tobacco-Free Arkansas at 501-687-0345. -30-

Writing a Public Service Announcement

A public service announcement, or PSA, is free press coverage that plays on the radio or television. Most stations prefer pre-produced PSA's or written text that can be read in 20 to 30 seconds. Remember to provide contact information and a phone number in your message.



PUBLIC SERVICE ANNOUNCEMENT

Date: January 23, 2002

Run Dates: Thursday, February 21-Saturday, March 2, 2002
Contact: Alissa Beach at 501-687-0345 or Cell Ph. 501-551-5438

30 Seconds

“Everyone is concerned about their family’s health. Isn’t it nice to know we no longer have to breathe someone else’s cigarette smoke in Nosmokesville restaurants. The Nosmokesville city council recently passed a restaurant smoking ban ordinance. This ordinance will be a win-win situation for our city. Everyone will now breathe a breath of fresh air. Because restaurants will have more diners, their revenues will increase. The health and economic benefits for Nosmokesville will be felt for years. Call 1-800-NO SMOKE for more information.

This message brought to you by the Coalition for a Tobacco-Free Arkansas.”

###

Writing a Press Conference Script



Press Conference Script Nosmokesville Youth Protest Smoking on Playgrounds

Questions, Concerns: Call Alissa Beach, 501-687-0345

When: Wednesday, February 6, 2002
11:00 a.m.-11:25 a.m.

Where: Nosmokesville Elementary School Playground

Speakers: Morgan Smith (Principal), Billy Thorpe (fifth grader), Michelle Johanson (second grader), Willie Sanchez (fourth grader)

Scene: Swings on the Nosmokesville Elementary School playground. Podium in front-center of swings. Children gathered around swings holding signs they have made. Garbage sacks full of cigarette butts collected last semester from playground stage left. Speakers stand stage right in order of presentation.

Please keep your remarks to no longer than three minutes. Reporters will be encouraged to speak one on one with participants afterwards. Alissa Beach and Phil Samuels will be on hand to field questions from the press.

11:00 Principal Morgan Smith steps to the podium and welcomes attendees. She introduces herself and other participants. Ms. Smith provides overview of the press conference. She then introduces Billy Thorpe and joins other speakers.

11:05 Billy Thorpe (fifth grader) steps to the podium and greets the audience. Billy describes why tobacco use is harmful to youth and quotes some statistics about tobacco use in Nosmokesville. He introduces Michelle Johanson and joins other speakers.

11:10 Michelle Johanson (second grader) steps to the podium and greets the audience. Michelle describes how her idea to count the number of cigarette butts under the picnic tables during recess led to the school-wide science and health project. Michelle introduces Willie Sanchez and joins other speakers.

11:15 Willie Sanchez (fourth grader) steps to the podium and greets the audience. Willie provides a personal story of how cigarette smoke contributes to his asthma attacks. Willie then provides the results of the cigarette butt collections by asking a classmate (LaToya Harrison) to count out loud the number of garbage sacks collected last semester. LoToya rejoins her classmates and Willie joins other speakers.

11:20 Michelle returns to the podium and provides a call to action for the citizens of Nosmokesville. She asks if there are any questions for any of the speakers. She invites the attending adults to play with students on their new cigarette butt-free playground until the bell rings.

11:23 Event ends.

Developing a Speaker (Source) List

A speaker list is an opportunity to “spin” a story by providing reporters with other sources who support your issue. Include individuals who can provide data, visual aids and personal stories.



Speaker (Source) List

For viewpoints on tobacco’s toll in Arkansas, the following individuals are available for background or comment.

Dr. Nick Travis, M.D. (501) 987-1234

Dr. Travis is available by appointment for in-person or phone interviews to discuss the health effects of tobacco use. Dr. Travis is a pediatrician at the Nosmokesville Medical Clinic.

Sharon Lewis (870) 234-5678

An epidemiologist with the state health department, Ms. Lewis is available to discuss Arkansas statistics for tobacco use among youth and adults. Ms. Lewis has been compiling public health statistics since 1960. If time is allowed, she can create easy-to-read charts and graphs reflecting statistical data.

Megan Trammel (501) 567-0987

Megan is available after 3:00 p.m. (during the school year) to provide a youth viewpoint and personal stories of how her grandparent’s cigarette smoking caused illness, disease and death in her family. Megan is a fourth grader at Nosmokesville Elementary School.

David Bailey (870) 345-9234

As chair of the Nosmokesville Tobacco-Free Coalition, Mr. Bailey is available to discuss tobacco prevention and cessation programs in Nosmokesville.

Holding an Editorial Board Meeting

One way to add to the credibility of your campaign is to get a newspaper to publicly support your efforts on their editorial page. The best way to achieve this is through a meeting with the editorial board of the paper. The editorial board sets the paper's general editorial policy and determines which editorials appear in the paper. The editorial board is usually composed of the editor, publisher, and the editorial page editor.

Meeting Preparation

1. Become acquainted with the paper and their stance on your issue by clipping articles and determine if the paper has printed previous editorials on your issue.
2. Schedule an appointment to meet with the board by calling the editor. If it's a morning newspaper, the best time to call for an appointment is between 10:00 a.m. and 2:00 p.m. If it's an evening newspaper, the best time to call for an appointment is after 11:00 a.m.
3. Ask if the paper's health and business reporters could also attend the meeting. Including them will improve their understanding of your issue and will likely result in more accurate and extensive coverage.
4. Be prepared to submit written material to the editorial board prior to the meeting.
5. Inform the editor how many will be attending the meeting to present your issue, keeping the number to no more than three. A good team may include a health spokesperson, coalition member and a "human interest" person, such as an asthmatic.
6. Determine what each team member will discuss.

During the Meeting

1. Prepare a 5-10 minute presentation that states your main message and the importance of your issue to the community. Your lead spokesperson should relay your point of view and use whatever printed material you have to reinforce your ideas.
2. Provide the editorial board with printed material such as an explanation of the issue, fact sheet (with references) and names and numbers of others who can be contacted for more information.
3. Localize your information.
4. If board members ask questions that seem "hostile," do not take this as a sign the paper is opposed to your idea. They may just be testing you or their potential defense of a supportive editorial position.
5. Thank the board for taking the time to meet with you and leave a business card in the event they have further questions.

After the Meeting

1. Send a thank you note to the board for taking the time to meet with you and urge a favorable editorial. A few days later, call the editor and ask if a decision has been made about the editorial. It is important that you stay in contact with the newspaper in the event a decision is made to publish an editorial in opposition to your position.
2. If the paper published a supportive editorial, send a thank you note congratulating them on the quality of the work they produced.
3. If you are informed the newspaper will not be publishing an editorial on your issue, or if they come out in opposition to your position, ask if they will publish an opposing editorial or letter to the editor from your group. Avoid offering this alternative until you are sure the direction the editorial will take.
4. Be prepared to expand the news attention to a breaking story by writing a letter to the editor that links your issue to the story.
5. To have greater impact, arrange for your supporters to follow-up with letters to the editor of their own.
6. Send a copy of the editorial to elected officials in your area, along with any letters to the editor that have appeared. This will demonstrate community members are in support of your issue.

APPENDIX B



Tobacco Facts & Speaking Points

Contents

(Revised 4/16/02)

Health Effects / Benefits

Legal Issues

Economic Costs

Policy

Quit Smoking

Responses to Tobacco Industry Arguments

Secondhand Smoke

Spit Tobacco

Spotlighting the Tobacco Industry

Tobacco Tax

Ventilation

Youth



Health Effects / Benefits

1. If the reasons on the side of the pack won't get you, the reasons on the front will (*this visual could be a picture of a child on the front of a pack of cigarettes*)
2. A California Environmental Protection Agency's review in 1997 reports the chemicals found in secondhand smoke exposure is causally linked to lung and nasal sinus cancer, heart disease and Sudden Infant Death Syndrome (SIDS.) Serious impacts on children include asthma, bronchitis, pneumonia, middle ear infections, chronic respiratory symptoms, and low birth weight. (*Health Effects of Exposure to Environmental Tobacco Smoke: Final Report, Sacramento: California Environmental Protection Agency, Office of Environmental Health Hazard Assessment, September 1997*)
3. The chemicals found in secondhand smoke include irritants and systemic toxicants, mutagens and carcinogens, and reproductive and developmental toxicants. To date, over 50 compounds in tobacco smoke have been identified as cancer causing agents. (*Health Effects of Exposure to Environmental Tobacco Smoke: Final Report, Sacramento: California Environmental Protection Agency, Office of Environmental Health Hazard Assessment, September 1997*)
4. Workers exposed to secondhand smoke on the job are 34% more likely to get lung cancer. (*Fontham, et al. Cancer Epidemiology, Biomarkers and Prevention, 1991; 135:35-43*)
5. The scientific evidence regarding the health effects of secondhand smoke did not begin with the release of the Environmental Protection Agency (EPA) report in 1992. As early as 1975, there was evidence in the scientific literature that secondhand smoke was a cause of cardiac and respiratory disease.
6. The health risks associated with smoking for both men and women are well known, and include a two-fold increase in risks of heart disease and of cancers of the bladder, stomach and pancreas and a ten-fold increase in chronic obstructive pulmonary disease. Smoking also significantly increases risks of stroke and pneumonia. (*InteliHealth, www.intelihealth.com, May 1, 2001*)
7. Most health risks associated with smoking are reduced or eventually eliminated when smoking abstinence is maintained.
8. Every time a smoker lights up around a nonsmoker, it negatively effects the health of those who chose not to smoke.
9. Secondhand smoke causes lung cancer and heart disease in lifetime nonsmokers.

10. Research indicates: (*CNS Drugs, May 2001*)

- ✓ Nicotine replacement therapy may not be as effective for women.
- ✓ Women smokers are more fearful than men of gaining a lot of weight if they quit.
- ✓ Medications to aid smoking cessation are not currently recommended for pregnant women.
- ✓ A woman's menstrual cycle affects tobacco withdrawal symptoms and responses to anti-smoking drugs may vary by cycle phase.
- ✓ Husbands may provide less effective support to women who are trying to quit smoking than wives give to husbands.
- ✓ Women may be more susceptible than men to environmental cues to smoking, such as smoking with specific friends or smoking associated with specific moods.
- ✓ Many women may enjoy the feeling of control associated with smoking a cigarette.

11. Women account for 39% of all smoking-related deaths each year in the United States. The report concludes that the increased likelihood of lung cancer, cardiovascular disease and reproductive health problems among female smokers makes tobacco use a serious women's health issue. (*Women and Smoking: A Report of the Surgeon General.*" CDC Office of Smoking and Health, March 27, 2001)

12. Tobacco use is responsible for more deaths than alcohol, auto accidents, AIDS, suicides, murders, and illegal drugs combined.

13. On average, adult men and women smokers lose 13.2 and 14.5 years of life, respectively, because they smoke [they lose approximately 14 years of life, not to mention years of pain before death.] (*Centers for Disease Control & Prevention, Morbidity and Mortality Weekly Report, "Annual Smoking Attributable Mortality, Years of Potential Life Lost and Economic Costs-United States 1995-1999" April 12, 2002 51:14*)



Legal Issues

1. Workplace smoking increases an employer's potential legal liability. Nonsmoking employees have received settlements in cases based on their exposure to secondhand smoke. For example, a waiter in Sausalito received an \$85,000 settlement in a workers' compensation case. Other nonsmokers have won unemployment compensation and disability benefits. (*Sweda, E.L. Summary of Legal Cases Regarding Smoking in the Workplace and Other Places. Boston: Tobacco Control Resource Center, December 1997*)
2. There is a growing body of law indicating that employers may be liable under state and federal discrimination laws for permitting smoking in the workplace. In many states, nonsmokers sensitive to tobacco smoke are considered "handicapped" and entitled to effective or reasonable accommodation.
3. Workers' compensation laws vary somewhat from state to state. However, it is well established in most states that workers may receive benefits from injuries caused by workplace smoking exposure. (*Schober v. Mountain Bell, 1980; Thorensen v. US Air, 1989; Kufahl v. Wisconsin Bell, 1990*)
4. An example of a worker's compensation award is the case of Avatar Uhbi. Uhbi, an otherwise healthy, vegetarian nonsmoker, suffered a heart attack. It was determined his heart attack was caused by passive smoking exposure while working as a waiter in a restaurant that permitted smoking. Uhbi was awarded \$85,000 in medical expenses associated with his secondhand smoke induced illness (*Uhbi v. State Compensation Insurance Fund, 1990*)
5. To sensitive nonsmokers, a cloud of smoke may pose as great a barrier to use of a facility as a physical barrier.
6. As the issue of health protection has risen, the claims of "smokers rights" have been challenged. It has been determined in US courts that the right to smoke does not fall under any constitutionally protected activities. Indeed, the use of a substance that produces a health hazard is not a rights issue; it is a health issue. As of yet, no court actions have supported "smokers rights;" however, many suits filed by nonsmokers have been successful, while other suits are currently making their way through the legal system.



Economic Costs

1. There is a shared economic impact of secondhand smoke. We all get to help pay the cost of tobacco use.
2. Smoking causes a great deal of discomfort in the workplace. Of nonsmoking employees, 59.2% report suffering discomfort and even 15% of smoking employees report some degree of discomfort from secondhand smoke. (*CDC, Morbidity & Mortality Weekly Report, May 22, 1992*)
3. Secondhand smoke harms the health and reduces the productivity of nonsmokers, costing employers money. Estimated costs associated with secondhand smoke's effects on nonsmokers range from \$56 to \$490 per smoker per year. (*Kristein, "How Much Can Business Expect to Profit From Smoking Cessation?" Preventive Medicine, 1983; 12:358-381; Jackson & Holle, "Smoking: Perspectives 1985" Primary Care, 1985; 12:197-216*)
4. Smoking in the workplace damages property and increases cleaning costs. A survey of 2,000 smoke-free workplaces found that 60% reported a reduction in maintenance and cleaning costs. (*Swart, "An Overlooked Cost of Employee Smoking" Personnel, August 1990*)
5. "Financial impact of smoking bans will be tremendous---three to five fewer cigarettes per day per smoker will reduce annual manufacturer profits a billion dollars plus per year." (*Quoted in: "A Smokers' Alliance: draft," Philip Morris internal document. Bates Nos. 2025771934-2025771937.*)
6. "Total prohibition of smoking in the workplace strongly affects industry volume. Smokers facing these restrictions consume 11-15% less than average and quit at a rate that is 84% higher than average. Only 6.4-10.3% of smokers face total workplace prohibition, but these restrictions are rapidly becoming more common." (*Quoted in Heironimus, J., "Impact of workplace restrictions on consumption and incidence," Philip Morris internal memo. Bates No. 2045447770-2045447806, January 21, 1992*)
7. A smoking employee costs the employer at least \$1,000 per year in total excess direct and indirect health care costs, compared with a similar nonsmoking employee. (*American Lung Association, Smoking Policies in the Workplace, September 1998*)
8. For each of the 22 billion packs of cigarettes sold in the United States in 1999, \$3.45 was spent on medical care related to smoking. Another \$3.73 per pack was spent on productivity losses from smoking. [Smoking cost society \$7.18 per pack in health care and lost productivity. The average cost of a pack of cigarettes in 1999 was \$2.92.] (*Centers for Disease Control & Prevention, Morbidity and Mortality Weekly Report, "Annual Smoking Attributable Mortality, Years of Potential Life Lost and Economic Costs-United States 1995-1999" April 12, 2002 51:14*)
9. There is a big difference in the cost to society and what society is getting back in tax. Society is bearing a burden for the individual behavioral choices of the smokers.
10. The economic cost of smoking equals about \$3,391 a year for every smoker [or \$157.7 billion total.] (*Centers for Disease Control & Prevention, Morbidity and Mortality Weekly Report, "Annual Smoking Attributable Mortality, Years of Potential Life Lost and Economic Costs-United States 1995-1999" April 12, 2002 51:14*)
11. On average, smokers are absent from work 50 percent more often than nonsmokers. As long ago as 1974, Dow Chemical Company found that cigarette smoking employees were absent from work five and half (5.5) more days per year than their nonsmoking peers. Costs for these

absences include temporary replacements and lowered productivity and morale among employees who were on the job and had to cope with the absences. (*ASH, Smoking in the Workplace Costs Employers Money, 1997*)

12. Each pack of cigarettes sold in the United States costs the nation an estimated \$7.18 in medical care costs and lost productivity. (*Centers for Disease Control & Prevention, Morbidity and Mortality Weekly Report, "Annual Smoking Attributable Mortality, Years of Potential Life Lost and Economic Costs-United States 1995-1999" April 12, 2002 51:14*)



Policy

1. Without a smoke-free restaurant, waitresses, waiters, cooks and busboys inhale a deadly amount of secondhand tobacco smoke. Every worker deserves the right to a safe and healthy environment in which to work.
2. According to an Arkansas Opinion Poll conducted in 2001, 77% of Arkansans (including many smokers) prefer smoke-free restaurants.
3. Our primary goal is to change the culture, making smoking socially unacceptable. Legislation is only a tool. Our goal is not to necessarily pass a law but to change attitudes, behaviors and beliefs. The law isn't the most important part, it's the icing on the cake. Our goal is to influence health.



Quit Smoking

1. Pregnant? That's two good reasons to quit smoking.
2. Nicotine is as tough to quit as heroine.
3. Three out of four Arkansans don't smoke, care to make it four out of four?
4. Women may suffer greater relative risks of smoking-related diseases than men, but tend to have less success than men in quitting. (*CNS Drugs, May 2001*)



Responses to Tobacco Industry Arguments

1. **Argument:** Secondhand smoke is not a serious health hazard---there is still scientific controversy over the health effects of secondhand smoke.

Response: There is no longer any genuine scientific debate about the harmful effects of secondhand smoke. Only the tobacco industry, which still hasn't admitted that smoking causes cancer in smokers, disputes the findings of the Environmental Protection Agency, the Surgeon General of the United States, the National Institute for Occupational Safety & Health, and every leading health organization that secondhand smoke caused disease in healthy nonsmokers. Tobacco smoke contains more than 4,000 chemical, at least 50 of which are known carcinogens. Only the tobacco industry would argue that being exposed to substances such as arsenic, carbon monoxide, cyanide, formaldehyde and tar (all contained in secondhand smoke) isn't harmful. In almost every single case, scientists who have challenged the finding that secondhand smoke is a significant health hazard have turned out to be allied with the tobacco industry and most receive direct funding from the industry. This is really about "corrupt science" by persons who have been paid to write articles attacking the EPA by an industry trying desperately to protect its deadly profits.
2. **Argument:** We don't need government interference---accommodation and simple common courtesy will solve the problem.

Response: Is it government interference when the health department requires restaurant employees to wash their hands and wear hair nets before preparing food? Small businesses are regulated by many other types of local laws that protect the health and safety of the public. Clean indoor air ordinances are public health ordinances, and local governments not only have the right, they have the responsibility to pass them. Common courtesy and accommodation are fine notions, but we need laws in addition to that. We can all try to drive as courteously as possible, but we'd still have many more accidents if we didn't have traffic laws.
3. **Argument:** Ordinances discriminate against smokers and violate civil rights.

Response: Clean indoor air ordinances don't regulate people, they regulate behavior, therefore are not discriminatory. Smokers can eat in smoke-free restaurants, they just can't light up. We are not telling people they can't smoke, we're asking them not to smoke in a way that harms others. Our democratic society has always condoned the creation of laws to prohibit or restrict public acts that are injurious to others.

4. **Argument:** Clean indoor air ordinances are expensive and difficult to enforce.
Response: Studies have found high levels of compliance with local clean indoor air ordinances. Most ordinances are enforced on a complaint only basis, and citations rarely need to be issued. Most businesses and smokers are law-abiding and will follow the ordinance's requirements as long as they are aware of them. Communities that have passed clean indoor air ordinances have found that posting "no-smoking" signs and removing ashtrays is the majority of their enforcement activities.
5. **Argument:** Businesses will suffer economically if required to go smoke-free.
Response: The only unbiased, accurate means to measure economic impact is to compare sales tax receipts, provided by a state board of equalization, for several years before an ordinance as well as all quarters after an ordinance is enacted. Study after study conducted in this fashion finds that smoke-free ordinances have no negative impact on local businesses. The tobacco industry funds and promotes flawed studies that are based upon anecdotal information and perceptions, and ask leading questions.



Secondhand Smoke

1. Warning: When you smoke, your family smokes.
2. Smokers aren't the only one's who smoke.
3. Give us a little breathing room, if you smoke take it outside.
4. Living with a smoker is like inhaling 50 packs of cigarettes a year.
5. Secondhand smoke is a 1st rate killer.
6. Where should the tobacco industry put the label for people who breathe?
7. What the smoker does to himself may be his business, but what the smoker does to the nonsmoker is quite a different matter.
8. We are not telling people they can't smoke, we're telling them they can't smoke in a way that harms others.
9. Tobacco use affects everyone. Secondhand smoke is the third leading cause of preventable death. Every time someone lights a cigarette near you they are potentially harming your health. Secondhand smoke causes lung cancer, other cancer, heart disease and both major and minor illnesses in children.
10. Secondhand smoke is the third leading cause of preventable death in this country killing, 53,000 nonsmokers in the U.S. each year. For every eight smokers the tobacco industry kills, it takes one nonsmoker with them. (*Glantz, S.A. & Parmley, W., "Passive Smoking and Heart Disease: Epidemiology, Physiology and Biochemistry," Circulation, 1991; 83(1):1-12; and Taylor, A. Johnson, D. & Kazemi, H., "Environmental Tobacco Smoke and Cardiovascular Disease," Circulation, 1992; (86): 699-702.*)
11. Following the basic laws of physics, secondhand smoke rapidly diffuses throughout a room. It takes more than three hours for 95% of the smoke in a room to dissipate once smoking has ended. (*Repace, J. "Risk Management and Passive Smoking at Work and at Home," St. Louis University Public Law Review, 12(2): 763-785, 1994*)
12. Many people have higher levels of exposure to secondhand smoke than they believe, much of it stemming from the workplace. 88% of nonsmokers have significant levels of nicotine residue in their blood. (*Pirkle, et al., "Exposure of the US Population to Environmental Tobacco Smoke: The Third National Health & Nutrition Examination Survey, 1988-1991," JAMA 275:1233-1240, 1996*)
13. Given that tobacco use is the largest preventable cause of premature death in the U.S., reducing tobacco use and secondhand smoke exposure should be important goals to most communities.
14. Many employers and employees understand the health hazards of secondhand smoke and support clean indoor air policies. All workers in the city of ___ deserve the right to breathe clean indoor air and should not have to be exposed to health risks from tobacco smoke in the workplace. (*Shopland, Gerlach, Burns et. al., "State Specific Trends in Smoke-Free Workplace Policy Coverage: The Current Population Survey Tobacco Use Supplement," Journal of Occupational & Environmental Medicine, 1993-1999*)



Spit Tobacco

1. The exposure to nicotine from smokeless tobacco is similar in magnitude to nicotine exposure from cigarette smoking.
2. The risk of mouth cancer is four times greater for a spit tobacco user. The chances of developing cancer are particularly high in areas of the mouth, where the tobacco is placed and held by the user. Cancer of the mouth can affect the lip, tongue, gums and cheek. (*American Academy of Otolaryngology---Head and Neck Surgery, Inc., December, 199.*)
3. The risk of developing oral cancer for spit tobacco users ranges from 2-11 times that of nonusers. Only half of all oral cancer patients are alive five years after diagnosis. (*Dental Oncology Education Program, Spit Tobacco Prevention Network Web Site Fact Page, 1999*)
4. Smokeless tobacco caused increased heart rate due to nicotine in the blood stream releasing hormones, such as adrenaline. (*American Academy of Otolaryngology, Head and Neck Surgery, Inc., December 1991*)



Spotlighting the Tobacco Industry

1. Warning: Cigarette companies aren't in business for your health.
2. Warning: The tobacco industry isn't your friend.
3. Warning: When used as directed, cigarettes kill.
4. The tobacco industry needs 3,000 new smokers every day to replace the 2000 who quit and the 1100 who die. The tobacco industry isn't in business for your health, don't be a recruit.
5. The tobacco industry wants to maintain social acceptability of smoking so they can maintain profit.
6. We don't want our democratic process here in _____ to be decided from Virginia.
7. How can the tobacco industry market "cool" if people have to stand outside by the dumpsters to smoke. The industry wants smoking to be seen as socially acceptable.
8. Like a criminal on the run, the tobacco industry is resorting to ever more desperate measures to stop local communities from passing smokefree ordinances.



Tobacco Tax

1. The fact that smoking rates are highest among lower-income groups means that lower-income families and communities currently suffer the most from smoking and will benefit disproportionately from any effective new measures to reduce smoking, including increased state cigarette tax rates. While tobacco tax increases that raise cigarette prices prevent and reduce smoking among all income groups, they work most powerfully to prompt lower-income smokers to quit or cutback and to stop lower-income kids from ever starting. As a result, low-income families and communities will not be the victims of any cigarette tax increase but its **biggest beneficiaries.** (*Centers for Disease Control & Prevention (CDC), "Responses to Cigarette Prices By Race/Ethnicity, Income and Age Groups---United States 1976-1993, "Morbidity and Mortality Weekly Report (MMWR) 47(29):605-609 (July 31, 1998); Chaloupka, F.J. & R. Pacula, An Examination of Gender and Race Differences in Youth Smoking Responsiveness to Price and Tobacco Control Policies, National Bureau of Economic Research, Working Paper 6541 (April 1998).*
2. Increases to state cigarette tax rates will not place any new financial burdens of any kind on the more than 75 percent of Arkansas adults who neither smoke cigarettes nor buy them.
3. Any significant state cigarette tax increase would bring in millions of dollars per year in new government revenues, thereby reducing pressures for other, broader-based tax increases or even make broad bases tax cuts more likely.
4. The smoking declines caused by cigarette tax increases saves lives, reduce human suffering, promote the public health and prevents more kids from becoming addicted to smoking or ultimately dying from it.
5. In poll after poll, Americans strongly support higher cigarette taxes in order to prevent and reduce youth smoking. (*Market Strategies poll of registered voters (February 24-March 5, 1998) & Market Facts poll of the general public (September 19, 1997) both commissioned by the Campaign for Tobacco-Free Kids*)
6. With an excise cigarette tax rate of 34 cents per pack, Arkansas ranks 26th (1=highest). A 2.5 cent per pack tax increase went into effect on 7/1/01 and goes toward the Arkansas Breastcare Program.

7. According to the Campaign for Tobacco-Free Kids, a proposed 50 cent per pack excise tax increase would:
 - ✓ generate \$117.4 million in additional cigarette tax revenue;
 - ✓ mean 16,300 fewer Arkansas kids and 14,300 fewer adults in Arkansas would become smokers;
 - ✓ mean 5,200 Arkansas kids would be saved from early smoking deaths;
 - ✓ would save Arkansas \$4.8 million in smoking-affected heart attacks and strokes, and \$4.2 million in fewer smoking-affected pregnancies and births in a 5-year period;
 - ✓ The long-term savings that would accrue over the lifetimes of persons alive today who quit or do not start smoking because of the cigarette tax increase would be \$393.8 million.

(Campaign for Tobacco-Free Kids, "State Cigarette Taxes & Projected Benefits From Increasing Them," www.tobaccofreekids.org, December 21, 2001)
8. During 2000, Arkansas sold 261.6 million cigarette packs for a revenue of \$79.3 million.

(Campaign for Tobacco-Free Kids, "State Cigarette Tax Rates: Date of Last Increase and Related Data" www.tobaccofreekids.org, December 21, 2001)
9. Arkansas ranks 43rd (1=highest) in pregnant smoking rank with a rate of 18.7%. This is the equivalent of 6,860 smoking-affected births each year. Smoking-affected pregnancy births cost Arkansas \$7.8 million each year. With a 50 cent per pack tax increase the pregnant smoking rate in Arkansas would decline 10.6%. Over a 5-year period, 3,650 fewer smoking-affected births would occur and save the state \$4.2 million during this 5-year period.

(Campaign for Tobacco-Free Kids, "Pregnancy Related Benefits and Cost Savings From Raising Cigarette Taxes" www.tobaccofreekids.org, December 21, 2001)
10. The cigarette companies oppose tobacco tax increases by arguing that raising cigarette prices would not reduce adult or youth smoking. But the companies' internal documents, disclosed in the tobacco lawsuits, show that they know very well that raising cigarette prices is one of the most effective ways to prevent and reduce smoking, especially among kids.
 - ✓ Philip Morris: "A high cigarette price, more than any other cigarette attribute, has the most dramatic impact on the share of the quitting population...price, not tar level, is the main driving force for quitting. *(Philip Morris Executive Claude Schwab, "Cigarette Attributes and Quitting," PM Document No. 2045447810, March 4, 1993, www.pmdocs.com)*
 - ✓ Loews/Lorillard Tobacco: Significant increases in federal and state excise taxes on cigarettes...have, and are likely to continue to have, an adverse effect on cigarette sales. *(Loews-parent corporation of the Lorillard cigarette company-10-K Report, March 31, 1999.)*



Ventilation

1. A 1986 report by the U.S. Surgeon General concluded that “the simple separation of smokers and nonsmokers within the same airspace may reduce, but does not eliminate, the exposure of nonsmokers to ETS.” (*U.S. Surgeon General. The Health Consequences of Involuntary Smoking. Washington, D.C.: U.S. Department of Health and Human Services, 1986*)
2. The tobacco industry continues to promote ventilation standards developed by the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) as an adequate method for controlling exposure to secondhand smoke. However, ASHRAE acknowledges that “with respect to tobacco smoke and other contaminants, this standard does not, and cannot, ensure the avoidance of all possible adverse health effects.” Furthermore, workers (including waiters and waitresses) should not be required to enter the separately ventilated smoking area to perform work duties. (*American Society of Heating, Refrigerating and Air-Conditioning Engineers. ASHRAE Standard 62-1989: Ventilation of Acceptable Indoor Air Quality, revised. Atlanta, GA: ASHRAE 1990*)
3. Don’t be fooled by phrases like “reduces irritants” or “receives high ratings of personnel satisfaction.” Ventilation systems can remove the odor and smell of tobacco smoke and yet not adequately eliminate the actual toxins contained in tobacco smoke.
4. Although minimum standards have been set for ventilation systems, this standard is based on tobacco smoke odor and not health standard limitations. Basically, a ventilation system can reduce, but not eliminate exposure to tobacco smoke. Businesses will still face liability and health issues under such a policy option.



Youth

1. Adults don't make the decision to start smoking. Children do. The younger a person starts to smoke, the more highly addicted that individual will become, the longer the person will smoke and the more likely it is that the person will die of a tobacco related disease.
2. Despite recent declines, young people in the United States are still using tobacco at a high rate: 34.5 percent of high school students and 15.1 percent of middle school students currently use some form of tobacco (cigarettes, smokeless, cigars, pipes, bidis, or kreteks). Every day, more than 2,200 young people under the age of 18 become daily smokers. (*Centers for Disease Control & Prevention, Morbidity and Mortality Weekly Report, "Annual Smoking Attributable Mortality, Years of Potential Life Lost and Economic Costs-United States 1995-1999" April 12, 2002 51:14*)