Media Plan Guidance

How to create and implement an effective media plan

National Center for Chronic Disease Prevention and Health Promotion
Division of Cancer Prevention and Control (DCPC)
Comprehensive Cancer Control Branch
Centers for Disease Control and Prevention

Comprehensive Cancer Control
Collaborating to Conquer Cancer
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Preface

Media is increasingly recognized as a powerful tool in addressing this country’s most crucial health challenges, including easing the burden of cancer. The effective use of media in health campaigns and public education can inform, empower, or persuade individuals to adopt healthier lifestyles, as well as foster public debate and policy change.

Our goal is to speak with one voice about reducing cancer risk, detecting cancer earlier, improving access to quality cancer treatment, and improving quality of life for cancer survivors. It is important that media messages about cancer control reach and appeal to a broader audience to change public perceptions and have an increased influence on cancer prevention and detection.

The purpose of this guide is to:

- Explain the difference between a communication plan and a media plan
- Describe the recommended components of a media plan
- Explain why a media plan is important to your program
- Validate why social media is essential to your media plan
- Define common media terminology
- Feature media plan templates

CDC’s Division of Cancer Prevention and Control’s Comprehensive Cancer Control Branch developed this guide to help you determine and plan the best media approaches, messages, and vehicles for reaching your key audiences.

It’s not meant to be the definitive source on any one topic. Instead it’s intended to be an overview of what you need to know to support your program through traditional, as well as new and emerging media tools – from developing your plan to choosing the most appropriate media approaches and measuring your results.

To get your messages heard, understood and remembered, you need to use effective media channels, strategies, and tools.

This “Media Plan Guidance” provides templates and forms for your use and convenience.
Communication Plan vs Media Plan

Communication Plan
There is a distinction between a communication plan and a media plan. A communication plan generally contains a wide range of strategies that could include the following:

- **Public relations** — promote the inclusion of messages about a health issue or behavior in the mass media.
- **Advertising** — places paid or public service messages in the media or in public spaces to increase awareness of and support for a product, service, or behavior.
- **Education entertainment** — seeks to embed health-promoting messages and storylines into entertainment and news programs or to eliminate messages that counter health messages; can also include seeking entertainment industry support for a health issue.
- **Individual and group instruction** — influences, counsels, and provides skills to support desirable behaviors.
- **Paid, earned, and social media** — Earned media (or free media) refers to publicity through promotional other than advertising, as opposed to paid media, which refers to publicity gained through advertising. Earned media often refers specifically to publicity gained through editorial influence. Social media refers to publicity gained through grassroots action, particularly on the Internet.

The media may include any mass media outlets, such as newspaper, television, radio, and the Internet, and may include a variety of formats, such as news articles or shows, letters to the editor, editorials, and polls on television and the Internet. Critically, earned media cannot be bought or owned, it can only be gained organically, thus the term 'earned'.

- **Owned media** — Owned media is a channel you control. There is fully-owned media (like your Web site) and partially-owned media (like a Facebook fan page or Twitter account). Owned media creates brand portability.

Media Plan
When referring to public health programs, a communication plan should have many elements and strategies, like those previously outlined, aligning with and supporting the objectives and activities outlined in a program’s annual plan.

Media Plan – is a subset of a communication plan
- Focuses on and describes strategies using media to:
  - Reach, engage, inform, and create awareness
- Includes:
  - Print (newspapers, magazines)
  - Broadcast (TV, radio)
  - Social media

A media plan also identifies goals, target audiences, objectives, strategies, tactics, activities, and outcome measures for evaluation purposes.
Developing a Media Plan

Media Plan Components

Working effectively with the media does not come from a “one size fits all” solution or from vague concepts or assumptions. Outreach to media is not hard, but to get the best results – a story that carries your key messages – you must be able to provide the media with the right information at the right time and know how the information advances your mission.

A media plan provides a strategic roadmap for media activities, along with increased chances of programmatic success. It also will help uncover to deepen existing partnerships and develop new ones. In addition, the plan will make the most of your team’s limited time and resources.

Below is an outline with the components of a good media plan. There is a brief description for each section, as well as some examples. In this way, the plan comes to life and becomes more applicable to our program and needs.

- Background and justification (Environmental Scan)
- Communication objectives
- Audiences
- Messages
- Settings and channels
- Activities
- Partners and resources
- Tasks and timeline
- Budget
- Tracking and evaluation plans
- Appendix

More on Media Plan Components

Background and justification, including SWOT, environmental scan, and literature reviews, as needed.

The more you understand about an issue or health problem, the better you can develop a media plan that will address it successfully. The purpose of an initial data collection is to describe the health problem or issue, who is affected, and what is occurring versus what should be occurring. Doing this will allow you to consider how the media might help address the issue.
or problem. In this step, review and gather data both on the problem and on what is being done about it.

**Communication objectives** related to overall goals and program objectives (such as the annual plan for program and its objectives).

By conducting outreach with the media, what are you trying to accomplish? Who do you want to do what, why, and how? Are your objectives long-term (over a few years) or short-term (next month)? Are the SMART (specific, measurable, attainable, relevant, and time-bound)?

Ideally, your media plan should support communication objectives that are results-oriented and concrete so you can assess whether you achieve them and to measure your success. Are the objectives prioritized to direct the allocation of resources?

**Examples:**

By [INSERT date], increase the percent of [INSERT audience] in [INSERT location] that have been exposed to messages pertaining to [INSERT topic, such having a colonoscopy at the age of 50] from [INSERT baseline] to [INSERT target].

By 2015, the number of women (over age 50; Washington, DC, residents; income under $45,000) who say they get annual screening mammograms will have increased by 25 percent.

By the end of our campaign, more than 50 percent of students at South Salem High School will report having increased the number of servings of fruits and vegetables they eat (on most days) by one.

**Audiences**, including key findings from audience research (primary and secondary). Understanding your audience is a key to effective communication. By learning more about them, you can better craft your message and reach a greater number of people more efficiently and effectively. Ask who they are, what’s important to them, and what will motivate them to take action. Establish a baseline by determining:

- What do they know, understand, believe, and do now?
- Will media activities change awareness, beliefs, attitudes, behavioral intentions, and behaviors?
- It’s important to measure awareness **before** implementing media activities.

Audience research does not need to be elaborate or expensive. It can be done by public intercepts, focus groups, or questions as part of a local poll or omnibus survey.
To learn about an intended audience, find answers to the following questions:

- What does the intended audience already know about the topic? Do intended audience members have any misconceptions?
- What are the intended audience members' relevant attitudes, beliefs, and perceptions of barriers to change?
- How "ready" is the intended audience to change? What benefit do intended audience members already associate with making the behavior change?
- What social, cultural, and economic factors will affect program development and delivery?
- When and where (times, places, states of mind) can you reach the intended audience?
- What communication channels (e.g., mass media, organization meetings, and Internet sites) reach this intended audience? Which do its members prefer? Find credible? (Look to the census for this information.)
- Do certain individuals (or gatekeepers) either have particular influence with this intended audience or control access to it? What is their degree of influence?
- What are the intended audience's preferences in terms of learning styles, appeals, language, and tone? (Source: Making Health Communication Programs Work)

Examples of audiences: Cancer survivors, cancer coalition members, program partners, decision makers, policy makers, elected officials, senior citizens, neighborhoods/community, Hispanic-Latinos, etc.

Messages

Your key messages should communicate what you’re doing and why you’re doing it, communicate what will be different, fit with our objectives, and speak to your audiences.

- Based on your goals, determine what key points you want to communicate to the media. Ask: What makes your program unique or different? What does your audience need to know? So what? Why now? Why here?
- Choose only three to four key messages to answer these questions in a concise yet personal and compelling way. Design your messages to be consistent with your program goals, and make them easy to remember.
- Make sure your messages effectively speak to your audience. While your messages should remain consistent, they can be tailored or customized to speak directly to different audiences, journalists, and media outlets.

Four steps to a strong message:
1. Specify the situation in your community. Get attention with a compelling fact or real-life example.
2. Illustrate the current landscape. Describe why it matters to your audience. Personalize, localize, humanize.
3. Propose a solution. Give examples of success, provide a sense of hope, and make change achievable.
4. What should the individual or group do?
Develop and pretest messages to determine if they:
- Make your issue appear urgent and relevant (use a startling or surprising fact)
- Connect with your audience’s knowledge, attitude, and relevance (relevance to them, not you)
- Help you improve your message before it reaches a wider audience
- Solve a problem for them (focus on outcomes, not process)
- Motivate them to think, feel, and act (includes a call to action)
- Pretesting methods; focus groups, key informant interviews, and surveys

Understanding your audience is a key to effective communication. By learning more about them, you can better craft your message and reach a greater number of people more efficiently and effectively.

Who are the best messengers for your messages?

They should be credible and trustworthy to your audience and might include:
- Program leadership
- Partners
  - Within health sector (healthcare provider)
  - Multi-sector
- Business
- Community member

**Settings and channels**

To be effective in your media outreach, you must be able to identify all of the media outlets in your area, and also know which reporters or departments cover the topics relevant to your story.

- Identify audience-specific media outlets, in some cases, in language outlets.
- Use the media outlet that best suits the message and the audience, including social media like *Facebook* and *Twitter*. Social media will allow your message to go viral or be shared online.
- Disseminate stories with frequency through appropriate channels to reach targeted audience(s).
- Establish a communication network across partner groups.
- Identify roles and ambassadors for a health public education initiative in the target area(s).
- Provide media-trained spokespersons.
- Disseminate audience-specific message that have a specified frequency, i.e., quarterly, monthly, weekly. Consider building a media calendar based on cancer-related health observances throughout the year.
- Develop a plan to share stories about local cancer control needs and efforts and achievements to meet those needs.
- Communicate monthly with partners and coalition members through a medium that is easily adapted and/or shared.
Channels - Media, Web sites, social media (Facebook, Twitter, YouTube, blogs, etc.), champions, peers, community centers
Materials - Factsheets, PowerPoint presentations, newsletters, infographics, posters, media materials (digital media kit), Web site
Activities - Community events, press conferences, presentations, benefit events
Partnerships

<table>
<thead>
<tr>
<th>Social Media Types</th>
<th>What is it?</th>
<th>Examples</th>
</tr>
</thead>
</table>
| Blogs                       | Allows for sharing similar to a personal diary                           | Free blogging platforms – Blogger ([www.blogger.com](http://www.blogger.com)) or WordPress ([www.wordpress.com](http://www.wordpress.com)).
|                             |                                                                           | Current Web site – Users may be able to post blog posts on their existing
|                             |                                                                           | web site.                                                                |
| Content Communities         | Allows for sharing media content between users                            | Flickr – photo sharing ([www.flickr.com](http://www.flickr.com))          |
|                             |                                                                           | YouTube – video sharing ([www.youtube.com](http://www.youtube.com))       |
| Social Networking Sites     | Allows users to create a personal profile, connect with other users, and share
|                             | information or content with others in their network.                     | Facebook – allows users to create a profile to share information, updates,
|                             |                                                                           | photos, etc. with friends ([www.facebook.com](http://www.facebook.com))   |
|                             |                                                                           | Twitter – allows users to post short messages of 140 characters or less
|                             |                                                                           | ([www.twitter.com/about](http://www.twitter.com/about))                   |

**Activities**

Activities should include a mix of media strategies and tactics, from making presentations and tweeting compelling information to followers to putting up billboards and pitching stories to the local media.

Here’s a particularly useful tip: Create a table with your audiences down the left side and your proposed activities/tactics along the top. Check which activity/tactic hit which audience. Make sure you address each audience with two or three tactics.

<table>
<thead>
<tr>
<th>Audience #1</th>
<th>Media Activity #1</th>
<th>Media Activity #2</th>
<th>Media Activity #3</th>
<th>Media Activity #3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audience #2</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Audience #3</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Audience #4</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

Media activities may include:
- Web site
- Online postings using Facebook, Twitter, You Tube, Flickr, etc.
• Blogger relations
• Email newsletters
• Story placements – proactive pitching
• Media events
• Letters to stakeholders
• Follow-up announcements – milestones, reports, results, etc.
• Media release and/or social media news release, fact sheet
• Success stories
• Paid advertising – TV/radio/print/outdoor billboards/out-of-home/online
• Metro transit ads

(Source: Strategic Communication Planning; Dave Fleet)

Also consider developing “evergreen” materials (can be used season to season and/or year to year, have a long shelf life). These can be:
• Live read radio scripts
• Produced TV and radio ads and PSAs
• Print ads to be run in partner format
• Fact sheets, success stories
• Posters
• Web site banner ads
• Digital billboards

Partners and resources
Consider what partners share your program goals and activities and determine if they can have a significant impact on your media plan. Determine how to involve them in appropriate activities and tactics. Also consider your partners when producing products that support media activities, such:
Partner-ready materials
- Swiss cheese articles – long and short form that partners can customize by inserting their own information
- Partner listserv
- Content syndication
- Cross linking with ads, logos, etc.
- Disperse the work among partners (PIOs, media, hospital PR department, etc.)
• Media partnerships for production and/or promotion across mediums
• Media freebies or discounts (buy 1 get 2 free)
• Local minor league sports and surrounding events
• Corporate partnerships (with some caution)
• Partners, including faith-based, disseminate messages to circles of influence
• Other government agencies carry message (driver's license bureau)
• Community newspapers (weeklies)– 1/4 page ad ready to go
• Companies reaching audience (messages printed in company newsletters or on Web sites, church bulletins, on menus, tickets, receipts, etc.)
Media production resources
- News and story bank -- create news and stories for later use
- Generic, adaptable, “evergreen” ads
- Loaded flash drives that can be given to media outlets
- Radio PSAs using local talent (can be in languages other than English)
- Radio live-read scripts for station reading
- Radio and TV shows, particularly those with a community focus
- On-location radio program
- Transportation and bus advertising

Social Media-outreach (Facebook, Twitter, YouTube, etc.) to generate interest with public, partners, and press
- "Follow" media so they follow you
  - Facebook and Google advertising-- pay for views only, targeted
  - Repost and recycle content and older videos for an added shelf life to revitalize interest
- College intern Facebook administrator
- Video to post Web site, YouTube or Facebook page

Staffing
- Web site design, posting, routine maintenance
- Communication staff (news media, production, audience research, evaluation, etc.)

Tasks and timeline
A timeline should include the names of people responsible for each task, date for completion, resources required to deliver each task, and points at which progress will be checked. By topic, detail your activities by medium (paid, earned, Web, social media) in a timeline. Compare timelines across groups to identify conflicts and complementary activities.

Consider using the calendar of cancer-related health observations (see page 26) as a possible timeline for media activities that tie in with national media attention. Once objectives, goals, audiences, and tools have been identified, quantify the results into a calendar grid that outlines roughly what projects will be accomplished and when. Segment your media plan objectives into logical time periods (monthly, weekly, etc.). (See templates on pages 19-21.)

Budget
Overlay the timeline with communication budget ($ and %) by month or quarter to help assess match between strategies and amount budgeted to support the activity. In order to select among the options available, develop cost estimates for each approach. At this point, estimates are close enough to land you within established budget parameters so that you can make choices. Later, more precise costs can be pinpointed and added to the timeline.
Tracking and evaluation plans

Measuring Impressions (Reach)

- Helpful to collect data from outset; does not have to be a difficult, time-consuming, or costly endeavor
- For example
  - Number of people on a listserv; circulation numbers from the newspaper where a story ran; reported reach from rate cards for TV or radio stations where a story aired; number of followers on social media page (Facebook, Twitter, YouTube, etc.), or unique visitors to a Web page

Process Media Evaluation: Paid Media

- Includes TV, radio, print, online, out-of-home ads
  - Measures of audience or exposure – Gross or Target Rating Points (GRPs or TRPs)
  - Impressions (reach x frequency); added value rate (2 for 1)

<table>
<thead>
<tr>
<th>Placement Date</th>
<th>Media Type</th>
<th># of Spots/ Locations</th>
<th>Viewers/Listeners/Audience Impressions</th>
<th>Cost</th>
<th>Added Value Rate</th>
<th>Added Value</th>
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</thead>
<tbody>
<tr>
<td>July Oct 2011</td>
<td>Television (Adults 18+)</td>
<td>280</td>
<td>6,379,000</td>
<td>$60,000</td>
<td>2 for 1</td>
<td>$60,000</td>
</tr>
<tr>
<td>July Oct 2011</td>
<td>Radio (Adults 18+)</td>
<td>120</td>
<td>46,938,000</td>
<td>$20,000</td>
<td>3 for 1</td>
<td>$60,000</td>
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<tr>
<td>July Oct 2011</td>
<td>Outdoor Bus Shelters</td>
<td>20</td>
<td>2,346,120</td>
<td>$8,000</td>
<td>N/A</td>
<td>$0</td>
</tr>
<tr>
<td>July Oct 2011</td>
<td>Billboards</td>
<td>10</td>
<td>1,900,000</td>
<td>$10,000</td>
<td>N/A</td>
<td>$0</td>
</tr>
<tr>
<td>July Oct 2011</td>
<td>Print-Newspaper</td>
<td>20</td>
<td>1,950,000</td>
<td>$5,000</td>
<td>2 for 1</td>
<td>$5,000</td>
</tr>
<tr>
<td>July Oct 2011</td>
<td>Google Ads</td>
<td>5</td>
<td>5,000,000</td>
<td>$6,000</td>
<td>N/A</td>
<td>$0</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>118,119,120</td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$91,000</td>
</tr>
</tbody>
</table>

Process Media Evaluation: Earned Media

- Circulation numbers, number of newspaper articles, blog entries, radio and TV interviews, publicity value (based on advertising rate), content analysis of media coverage

<table>
<thead>
<tr>
<th>Air/Run Date</th>
<th>Media Type</th>
<th>Outlet</th>
<th>Circulation/Viewership/Listeners</th>
<th>Size/Length</th>
<th>Publicity Value based on advertising rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/24/11</td>
<td>Newspaper weekly</td>
<td>Troy Star</td>
<td>7,484</td>
<td>3-column</td>
<td>$100.00</td>
</tr>
<tr>
<td>10/24/11</td>
<td>Newspaper daily</td>
<td>Mayville Courier</td>
<td>265,844</td>
<td>3-column</td>
<td>$1,000.00</td>
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<td>10/20/11</td>
<td>Television news</td>
<td>KVUE</td>
<td>206,094</td>
<td>60 second/2 newscast</td>
<td>$2,000.00</td>
</tr>
<tr>
<td>10/14/11</td>
<td>Radio news</td>
<td>109.5 PM</td>
<td>158,897</td>
<td>60 second/5 newscast</td>
<td>$2,000.00</td>
</tr>
</tbody>
</table>

Total Circulation/Viewership/Unique Page Visitors: 276,425
Total Publicity Value: $6,388.00
Media Plan Checklist

Planning and Strategy Selection
- Think in terms of end results, rather than process alone
  - Each strategy should have:
    - an audience/s,
    - a desired outcome
    - a timeframe
- They may be several tactics per strategy
- Will it involve other chronic disease programs?
- Will it involve partners, Cancer Coalition members, or other community groups? If yes, get them involved in message and story development

Target Audience Selection
- Target Audience/s:
  - Be as specific as possible
  - Identify the group to whom you want to communicate your message; primary audience
  - Consider identifying subgroups to whom you could tailor your message; secondary audiences

Selecting Media Channels
- Media Channels
  - Explore settings, channels, and activities best suited to reach intended audiences.
  - The media channel needs to be compatible with target audience and the message.

Implementation
- Success Requires a Planned Approach
  - Plan needs to support your program's goals
  - Specific to the change desired, the population to be affected, and the time
  - Consider tying your media plan to your work plan
  - Use the National Health Observances calendar to leverage national media

Other Important elements
- Timetable and Task List
  - Who does what when? Who’s accountable?
  - Work backward from deadline, or forward from start date
- Budget
  - Earned media vs. paid media, Out-of-pocket costs, staff time, volunteer energy
- Evaluation
  - Were the communication objectives met?
  - Process measures; Web site hits, calls to 1-800 numbers, Face Book likes/shares, shared Tweets
  - Other measurements? Observation? Opinion? Feedback; positive and negative
Today’s Media – A Changing Landscape

Consider this. Americans now engage with seven different sources of information every day – from traditional TV and radio to mobile, social media, online video and more. The flow of news has accelerated dramatically.

Americans spend one out of every four minutes online in social networks where news and opinions are delivered. Time spent with media has become a team sport with more than half of adults surfing the Internet and 40 percent visiting a social network while watching TV.

The media industry and social media have converged. Breaking news reaches us through social media streams. However, the majority of journalists still don’t care to be “pitched” by social media and an overwhelming 90.7 percent chose email as their preferred method of contact. Twitter beat out Facebook as the preferred platform for journalists to promote themselves, while 48.5 percent say they primarily use social media to connect with their audience.

The media mix is changing and current media plans should reflect this combination of traditional, new, and emerging media.
The State of Social and Traditional Media

Social Media

Facebook and Tweeter continue to be the top social networks. Pinterest, LinkedIn and Google+ also remain popular choices for journalists.

In this new era of news sources, it’s important to remember that reporters receive numerous story pitches every day. They don’t have the time or the energy to make the leap to figure out how your pitch is relevant to them and their viewers or readers. You need to make the case very clearly or you should not expect more than 10 seconds of their time and attention.

A recent survey of journalists conducted by Vocus Media Research Group indicated the majority of respondents still prefer email as the preferred method to receive story pitches and ideas. The responses showed 90.7 percent of journalists still prefer to be pitched by email, while only 2.7 chose social media as their top preference. Overall, most journalists believe social media is an inescapable and vital tool to supplement coverage and engage with readers.

Today, mass media picks up a story because of a viral video on YouTube, a funny photo on Facebook, or a thought-provoking Tweet. You can send out an announcement about a major media event by Twitter with a link to a blog with the full media release, and post video of the event on YouTube.

Twitter

(www.twitter.com/about)
Can you say anything of importance in 140 characters or less? Yes you can. And millions of people will see it, and respond, and tell their friends.

Example:

Dr. Tom Frieden
@DrFriedenCDC
Buckle up! New @CDCMMWR study finds #drowsydriving more common among people who don’t usually wear a seatbelt. http://1.usa.gov/1pLUHn

10:02 AM - 3 Jul 2014
Facebook
(www.facebook.com)
Facebook has 500 million users. It's an organizing tool and a Web page rolled into one powerful package. Some tech experts say Facebook is in many ways taking over big chunks of the Web.

Example:

YouTube and Flickr™
(www.youtube.com)
(www.flickr.com)
We respond to images and videos. Viral videos are part of our culture. Make a short video; post it on YouTube and similar sites. Spread your message around the nation, or the world, without spending a dime in advertising money.

Example:
Blogs

(www.wordpress.com)
(www.blogger.com)

Sites like WordPress and Blogger make it easy to set up a blog. People read blogs because they're updated more often than static Web pages. They give audiences more information. Readers can post comments and have a dialogue instead of simply listening to a monologue.

Example:

![Image of CDC Director Blog](https://example.com)

Three Tips – Using Social Media

1. It’s all about timing
   - Schedule emails, Tweets, blog posts at the right time – when you have a captive audience.
     - Late in the day, before or after the top of the hour.
     - Catch your audience during their downtime.
   - Post often. Readers want to see something new on a regular basis.

2. Issue calls to action
   - Use posts that ask a question.
   - Include a link or ask the reader to download something.

3. Use images often
   - The best pictures are self-explanatory.
   - Use infographics.
Traditional Media

**Newspapers** — the newspaper industry continues to change and innovate with the demands of an increasingly digital audience. Many have developed online versions of their once “paper” editions, include the Chicago Tribune. Others like the N.Y. Times and the Washington Post continue to offer both options for their readers.

**Magazines** — magazine launches are gradually decreasing, with only 97 new magazines debuting in 2013. Like newspapers, online versions of established magazines and new online magazine are replacing print issues.

**Television** — Almost 100 television shows launched in 2013, including local newscasts, national sports and talk shows on cable and broadcast networks. Local stations experiment with new timeslots to determine where they can draw the biggest audience numbers. The majority of growth came from several cable networks.

**Radio** – Radio’s audience continues to grow. Much of this growth can be attributed to online listening. A 2013 study found listeners between 13 – 35 years-of-age listen to online and streaming music services. For listeners 35 and older, AM/FM radio still accounts for 41 percent of weekly listening compared to only 13 percent for streaming services. Radio also provides ethnic and local community programming, sometimes in alternative languages.

Conclusion

**Social media** is here to stay and on the rise.

Any media plan needs to include social media strategies. More Americans get their news via the Internet than from newspapers or radio, as well as three-fourths who say they hear of news from email or social media sites updates, according to a report published by CNN. 75% got their news forwarded through e-mail or social media posts, while 37% admit they’ve shared a news item via Facebook or Twitter.

The report also said Facebook and Twitter make news a more participatory experience than before. On Facebook, people share links to news articles, share and post articles, and tweet them on.
**Templates - Media Plan Formats**

Different formats can be used for media plans, but media plans should include these key elements:

- Objectives
- Goals, strategies, tactics, and activities
- Key Audiences
- Budget
- Timetable and task list
- Evaluation

Sample Media Plan Template for Comprehensive Cancer Control Plan
Year Three (July 2014 – June 2015)

<table>
<thead>
<tr>
<th>Key Objective/s (What)</th>
<th>Key Audiences (Who)</th>
<th>Media Mix, Tactics, Strategies (How)</th>
<th>Intent (Why/Desired Outcomes)</th>
<th>Timing (When)</th>
<th>Resources Needed (Budget)</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Quarter</td>
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<td>6.</td>
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<tr>
<td>Second Quarter</td>
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</tr>
</tbody>
</table>

| Third Quarter         |                     |                                      |                              |               |                           |           |
| Fourth Quarter        |                     |                                      |                              |               |                           |           |
Media Plan Sample – Using Work Plan Objectives

<table>
<thead>
<tr>
<th>Strategies to meet the Objective</th>
<th>Timeframe</th>
<th>Lead Team Member(s)</th>
<th>Key Partners</th>
<th>Tools to Evaluate</th>
<th>Projected Level of Success</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create and distribute news release for breast cancer awareness month.</td>
<td>October 2014</td>
<td>Community Partnership Coordinator (CPC), Clinical Coordinator (CC)-Women’s Way</td>
<td>NDDoH Public Information Officer (PIO)</td>
<td>Email request for PIO to distribute.</td>
<td>News release to be sent out during October 2014.</td>
</tr>
<tr>
<td>Create and distribute news release for cervical cancer awareness month.</td>
<td>January 2014 and January 2015</td>
<td>Program Coordinator (PC)</td>
<td>NDDoH P10, NDDoH Immunization Program, NDCC HPV Prevention Workgroup</td>
<td>Email request for PIO to distribute.</td>
<td>News release sent out during January 2014 and will be sent 2015.</td>
</tr>
<tr>
<td>Create and distribute news release for colorectal cancer awareness month.</td>
<td>March 2014 and March 2015</td>
<td>CPC</td>
<td>NDDoH P10</td>
<td>Email request for PIO to distribute.</td>
<td>News release sent out during March 2014 and will be sent 2015.</td>
</tr>
</tbody>
</table>

(Courtesy of North Dakota Comprehensive Cancer Control Program)

Media Plan Sample – Using Calendar and Program Focus

2013-2014 SD Comprehensive Cancer Control Program Collaborative Media Plan

<table>
<thead>
<tr>
<th>Broadcast Campaigns</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>June</td>
<td>CDC Tips, Talk to your Doctor</td>
<td>Youth Set Your Tobacco Message</td>
<td>College Media Campaign</td>
<td>Quitline Promotion</td>
<td>Secondhand Smoke Messaging</td>
</tr>
</tbody>
</table>
| July                | SD tobacco prevention and control program | Get Screened SD Program | SD CCCP/Get Screened SD) Heart Disease, Stroke, Diabetes Facebook Page | Nutrition/Physical Activity Program |...

(Courtesy of South Dakota Comprehensive Cancer Control Program)
Important Role of Media-Friendly Web Sites

Before this guide addresses the actual development of a media plan, it is important to point out the vital role of your health department’s Web site. As part of the overall communications strategy, an important application of technology on the Web is the virtual pressroom — the section of your Web site designed specifically for use by the media.

The top two things journalists want to find quickly when they visit a site are (1) a file of historic press releases and (2) readily available information (e-mail, phone, address, etc.) for program contacts.

Press release archive — archiving all of your program’s press releases for online retrieval on a Web site has become common practice. When offering a press release archive online, include these parts:

- Chronological listing (most recent first) of release announcements, including the date of the release followed by the title or headline or subject.
- Downloadable photos, when appropriate.
- An online directory of subject matter experts, ideally with video clips of spokespeople identified by expertise. This feature can help generate even more media coverage.
- E-mail link and phone number of your communication manager or main media liaison.
- E-mail hot links to press contacts, resources, or quoted sources, when applicable, within the body copy of any media release.

**Benefits of Engaging the Media**

- Media coverage reaches more individuals than a single, paid advertisement.
- It is the most efficient way to communicate with the largest audience in the least amount of time.
- Free coverage, or earned media, can be garnered through news story publications and broadcasts.
- Forming and maintaining solid relationships with the media can help generate good coverage.

**Local Media Assessment**

Answering the following questions can help programs initiate and grow media relations in their communities:

- Which is the most watched newscast or the newscast that reaches your target audience?

- Which radio groups broadcast in your communities (Clear Channel, Infinity Group, Greater Media, etc.)? Is there an opportunity to place radio PSAs on multiple stations with that group? Are there opportunities with ethnic and/or in language media?

- Are there reporters, anchors, and newsmakers, decision makers who have personal connections with the issues your program is raising, such as persons recently diagnosed with cancer or as a cancer survivor? This is an opportunity to develop a relationship with a media representative who could be a passionate advocate who will want to tell or show your story.

- Do you or someone in your program have a strong relationship with the general manager, public or community affairs director?

- What type of media relationship, partnerships, and sponsorships does your program have with television, cable, radio, print, and out-of-home sources (theater slides, transit signs, billboards, dioramas [internal billboards] in airports, etc.)?

**Media Contacts List**

Reaching the right people in the media will increase the likelihood of coverage. To obtain good media coverage for your program, you must first identify and make contact with the right media professionals and provide them with compelling story angles and ideas.

An up-to-date media contact list or database is a valuable tool for your program’s media efforts. Media professionals often change positions and “beats.” It is best to update your information twice a year to ensure it is current.
• Create a database that includes:
  - Contact name
  - Media affiliation
  - Job title
  - Cell and office phone number, email address, FAX number, mailing address
  - Beat or topic/s of interest
  - Date of last contact
  - Any articles or citations that result from the contact

• Write notes next to contact names to help you identify specific issues the media representatives like to cover.

• Compare media contact lists with those of other partners or related organizations to ensure you have a comprehensive list of up-to-date contacts.

• Services such as Cision (http://us.cision.com/) and Burrelle’s Media Director (www.burrelles.com) provide software to develop up-to-date lists.

Building Working Relationships with Media Contacts

Here are some ideas for you to help develop relationships with the media and land your ultimate story placement. You should call, email, or text the reporter. Introduce yourself and state why you’re making contact. Ask the reporter if he or she is on deadline. If so, find a time to call back with a good story. Practice your pitch or write an effective email or text message to the reporter. Know your topic well and be ready to revise your pitch. Have a media-trained spokesperson with three-four important message points prepared to be interviewed by the reporter.

• Keep your word. Building trust with the media is critical. Do what you said you would do within the agreed upon timeframe.

• Follow-up. With some reporters, you may gain coverage after just one interview. With others, you may need to contact them several times before they will do a story.

• Send thank you notes. Send a reporter an email or handwritten note expressing appreciation for the benefits your program gained from the coverage.

Communicating with the Media in today’s World

Make contact (In person, via voicemail, email, or text message)

• Give your name, title, organization, contact numbers, and email address. State briefly why you’re making contact for first-time calls and established contacts.

• Ask them the best time of day during the week to reach them.

• Ask about their deadlines before pitching a story. Do not call reporters or media representatives who are on a deadline.
• Very important! Pay attention to national news events covered in your media market. If you know your issue is tied to a national media release, email or text the reporter, rather than call them. In the subject line or “regarding” line of your email or test, write the name of the topic and ask for a response by or after a specific date. This lets the reporter know you are aware of their schedule and are sensitive to this.

For example:
To: Mike Smith, Atlanta Journal Constitution
From: Nancy Tucker, Communications Manager; XYZ Health Department
Date: September 30
Re: Health Department Releases New Cancer Report (Response requested by September 28)

• When a national story breaks, consider writing a letter to the editor or an Op-Ed piece to highlight your cancer-related issue(s).

• A local or community angle helps sell the story.

The Media Interview

Whether you schedule an informal chat over the phone or give a live interview, your number one interview goal is to communicate your message. These tips will help you deliver that message and capitalize on your credibility as a public health professional and a communicator.

Before the interview
• Know exactly what the interview is about. Do your homework and come prepared. You do not want to be surprised by any question.

• Be punctual. Reporters work on deadlines, radio shows start on time and TV spots are non-negotiable. If you must be late, call as far ahead as possible and offer to reschedule if they cannot accommodate a last minute change in time. You may miss that particular opportunity, but at least you will not alienate the contact.

• Know the format of the interview and how much time you will have to speak on your issue. A call-in interview may allow more time than a pre-formatted television spot.

• Be flexible. You likely have a very busy schedule and should certainly communicate that fact, but sometimes things come up. If an interviewer must reschedule, be flexible and agile. This attitude will also help you stay positive in the interview, allowing you to accept surprises calmly.

• Be confident and upbeat. Remember that you are the expert! The more proactive and energetic you sound, the more people you will win over to your cause.

• Email some background material in advance of the interview. You can help reporters with their research and steer them in the direction you would prefer to explore in the interview.
During the interview

- Have one central assertion you will make before the end of the interview, your Single Overriding Communication Objective (SOCCO).

- Keep your SOCCO in mind and plan ahead for different ways you get it across. Perhaps it fits in a personal story, or you have a powerful statistic to quote. Your SOCO gives you an agenda and some control over the content of the interview. It will also help you appear knowledgeable and organized.

- “Bridge” questions to highlight what you consider to be most important. Bridging means building smooth transitions between questions from the media you don’t want to answer to a question you do want to answer. If you want to discuss the positive aspects of a program, but a reporter asks you about its faults or shortcomings, smile and point out the program has benefits that far outweigh the other issues. Discuss the benefits briefly and stick to your SOCCO.

- Don’t speculate. Reporters and interviewers often begin questions with “Hypothetically...” This is dangerous territory. Simply state that you do not wish to speculate and then promote facts regarding the topic mentioned in the questions.

- Do not fall victim to “off the record.” There is no such thing. All interactions and interviewers and print reporters could wind up in the media. Choose your words carefully. Do not repeat negative statements or questions asked if you disagree with them.

- Don’t say “no comment.” Simply say, “I’m sorry I don’t have that information with me at the moment, but I can get it to you” (if you can).

- Avoid jargon. Most people are unfamiliar with technical medical terminology or government shorthand. Spell out acronyms and use common terms for medical conditions. Speak as simply as you can to assure that your message is received.

- Pause before responding, or ask for clarification, whenever needed. It is best to understand the question. If you are not sure, say, “I want to make sure I understand your question, would you repeat (or rephrase) that?” It buys you time and hopefully helps to clarify the line of questioning.

(Source: Using Healthcare Professionals in the Fight against Childhood Obesity, Advocacy Resource Guide; May, 2010.)
Sample Internal Communications Survey

(This is a sample of an internal communications survey that could be used with Coalition members and/or partners)

1. How often do you hear information/news about [INSERT name of program or organization]? Circle one:

<table>
<thead>
<tr>
<th>1/week</th>
<th>2/month</th>
<th>1/quarter</th>
<th>1/year</th>
<th>Other</th>
<th>Never</th>
</tr>
</thead>
</table>

2. How often do you want to hear news/information about [INSERT name of program or organization]? Circle one:

<table>
<thead>
<tr>
<th>1/week</th>
<th>2/month</th>
<th>1/quarter</th>
<th>1/year</th>
<th>Other</th>
<th>Never</th>
</tr>
</thead>
</table>
3. Are you satisfied with the way [INSERT name of program or organization] communicates with you about work in activities, outcomes, and achievements? Circle one:

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
</table>

4. What are your main sources of news about [INSERT name of program or organization]?
(Rated on a sliding scale of 5 = Frequent and 1 = Infrequent?)

<table>
<thead>
<tr>
<th>Source</th>
<th>5</th>
<th>4</th>
<th>3</th>
<th>2</th>
<th>1</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising- Broadcast</td>
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<td>Advertising-Print</td>
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<td>Direct Mail</td>
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<td>Media Stores</td>
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<tr>
<td>Newsletters</td>
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<tr>
<td>Annual Report</td>
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<tr>
<td>Web site</td>
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<tr>
<td>Social Media (e.g. Facebook, Twitter, YouTube)</td>
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<tr>
<td>E-communications</td>
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<tr>
<td>Sponsorships</td>
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</tbody>
</table>

5. What was the most memorable/most effective communications effort that [INSERT name of program or organization] has undertaken? Circle one:

<table>
<thead>
<tr>
<th>Effort</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Radio advertising</td>
<td></td>
</tr>
<tr>
<td>Annual report</td>
<td></td>
</tr>
<tr>
<td>Print advertising</td>
<td></td>
</tr>
<tr>
<td>Web site</td>
<td></td>
</tr>
<tr>
<td>Direct mail</td>
<td></td>
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<tr>
<td>E-communications</td>
<td></td>
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<tr>
<td>Media stores</td>
<td></td>
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<tr>
<td>Sponsorships/events</td>
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<tr>
<td>---------------------</td>
<td></td>
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<tr>
<td>Newsletters</td>
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<tr>
<td>Social Media (like Facebook, Twitter, YouTube)</td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

6. How does news about [INSERT name of program or organization] reach you? Circle all that apply:

- Radio advertising
- Annual report
- Print advertising
- Web site
- Direct mail
- E-communications
- Media stores
- Sponsorships/events
- Newsletters
- Social Media (like Facebook, Twitter, YouTube)
- N/A

7. What is your preferred way of learning about [INSERT name of program or organization] events and news? Circle all that apply:

- Radio advertising
- Annual report
- Print advertising
- Web site
<table>
<thead>
<tr>
<th>Direct mail</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>E-communications</td>
<td></td>
</tr>
<tr>
<td>Media stores</td>
<td></td>
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<tr>
<td>Sponsorships/events</td>
<td></td>
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<tr>
<td>Newsletters</td>
<td></td>
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<tr>
<td>Social Media (like Facebook, Twitter, YouTube)</td>
<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

8. What communication tool does [INSERT name of program or organization] use that could be more effective? Circle all that apply:

<table>
<thead>
<tr>
<th>Radio advertising</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual report</td>
<td></td>
</tr>
<tr>
<td>Print advertising</td>
<td></td>
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<tr>
<td>Web site</td>
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<td>Direct mail</td>
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<td></td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>

9. What other programs or organizations do you feel communicate in an effective manner about their activities, outcomes, and achievements?

________________________________________________________________________

________________________________________________________________________
10. What do you expect from [INSERT name of program or organization]’s communication and media efforts?

________________________________________________________________________
________________________________________________________________________

11. What is [INSERT name of program or organization] not doing (from a media/communication standpoint) that you would like to see it do?

________________________________________________________________________
________________________________________________________________________

12. What other programs or organizations do you feel communicate well about their activities and achievements?

________________________________________________________________________
________________________________________________________________________

13. What do you expect from [INSERT name of program or organization]’s communication efforts?

________________________________________________________________________
________________________________________________________________________

14. What is [INSERT name of program or organization] not doing (from a media/communication standpoint) that you would like to see it do?

________________________________________________________________________
________________________________________________________________________
CDC Resources

- CDC - Media Campaign Resource Center Online Database - http://www.cdc.gov/tobacco/media_campaigns/index.htm
- CDCynergy: This product line of CD-ROM and Web-based tools for planning, developing, implementing, and evaluating health communication and social marketing efforts is available for all CDC staff. Social Marketing Made Simple is a lighter version of the CDCynergy: Social Marketing product. This tool is based on best practice social marketing principles and assists users in developing, implementing and evaluating an effective social marketing plan. The tool takes you step-by-step through the social marketing process, providing instructions on “What It Is” and “How It Is Done.” Also included are appendices containing useful charts, forms, and questions to help you move through the planning process.
- CDC’s Enterprise Social Media Policy - This policy governs the official use of social media at CDC. It covers personal use of social media and CDC’s official use of social media.
- CDC Social Media Tools Guidelines & Best Practices - To assist in the planning, development and implementation of social media activities, the guidelines have been developed to provide critical information on lessons learned, best practices, clearance information and security requirements.

Reference: CDC Guidelines for the following tools are available at the following links:

- CDC Enterprise Social Media Usage policy - This policy governs the official use of Social Media at CDC. It covers personal use of Social Media and CDC's official use of Social Media.
- Button and Badge Guidelines and Best Practices
- Facebook Guidelines and Best Practices
- Health-e-Card Guidelines and Best Practices
- Microblog (Twitter) Guidelines and Best Practices
- Motion Graphics Guidelines and Best Practices
- Text Messaging Guidelines and Best Practices
- Virtual World Guidelines and Best Practices
- YouTube and Online Video Guidelines and Best Practices
Other Resources

General Background

- **Vocus Free PR Best Practices Webinars**. Free webinars on a wide range of PR issues.
- **Relating to the Public: The Evolving Role of Public Relations in the Age of Social Media**. Council of Public Relations Firms study, presenting findings from interviews with communicators at major public relations agencies and opinion polls of PR professionals, about their use of social media tools.
- **Is the New PR Really Just the New Marketing?** Randall Beard blog posting.
- **The 2010 Social Media Marketing Ecosystem**. Dave Fleet blog post (January 4, 2010).
- “**Go Red For Women**” Public Relations Society of America case study of American Heart Association “Go Red For Women” campaign (run by Edelman) to increase awareness of heart disease among women.
- Mobilizing health care professionals as community leaders in the fight against childhood obesity

News Media Trends

- **State of the News Media 2010**. Annual report from the Pew Research Center's Project for Excellence in Journalism.
- **Pew New Media Index**. Pew Research Center's Project for Excellence in Journalism compares top stories on social media and traditional media sites, on a weekly basis.

Media Relations: Journalists and Bloggers

- **Where do Stories Come From?** MediaPost Research Brief (February 15, 2010) A national survey by Cision and George Washington University found that an overwhelming majority of reporters and editors now depend on social media sources when researching their stories.
- **2nd Annual Middleberg/SNCR Survey of Media in the Wired World**. 70% of journalists surveyed are using social networking sites to assist reporting.
- **How Do Journalists and Bloggers Decide What to Write About?** Journalistics blog post (March 2009).
- **The REAL Difference Between Journalists and Bloggers**. Bad Pitch Blog (September 5, 2009).
- **Pitching to Bloggers**. Word of Mouth Marketing Association and Fanscape (April 2010).

Press Releases and Online Press Rooms

- **How to Build a Better Online Newsroom**. Journalistics blog post (January 2010).
- **Online Newsroom Best Practices**. PR Newswire.

Monitoring/Tracking/Listening

- **HOW TO: Set up a free online monitoring system**. Sarah Evans blog post (January 21, 2010).
- **Social Media Tools that Marketers Shouldn’t Miss**. iMedia Connection: Social Media (January 25, 2010).
Working with PR/Media Firms

- **PR's New Skill Sets.** MarketingVox (August 17, 2009).
- Council of Public Relations Firms publications:
  - Standards for Conducting a PR Firm Search
  - Procurement: Building and Sustaining Productive Working Relationships
  - Assessing the Agency’s Performance: Guidelines for Formal Client Reviews
  - RFP Builder

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**Glossary of Media Terms**

**Affiliate:** A broadcast station not owned by a network but airing its programs and commercials.

**BETA (Betacam or Super-BETA):** BETA is a professional broadcast format of high resolution strength and quality. This format is most frequently preferred and used by hundreds of television stations across the country. The size of the tape is 155mm x 95mm x 25mm. Many cable outlets prefer this format, as well.

**Blog:** (a truncation of the expression *web log*) is a discussion or informational site published on the Internet and consisting of discrete entries ("posts") typically displayed in reverse chronological order (the most recent post appears first). Until 2009 blogs were usually the work of a single individual, occasionally of a small group, and often covered a single subject. More recently "multi-author blogs" (MABs) have developed, with posts written by large numbers of authors and professionally edited. MABs from newspapers, other media outlets, universities, think tanks, advocacy groups, and similar institutions account for an increasing quantity of blog traffic.

**B-roll:** Video footage that can be used in production of a television news story. B-roll footage is generally provided free of charge to reporters upon request. B-roll could be a tape of an event or random film of related scenes (e.g., pollution sites, smoke and dust, mammography, etc.). The audio from these shots is generally used as background audio or “sound under”.

**Bulk-Mailing:** Third-class postal handling of not less than 200 pieces (copies of a publication, for example weighing 20 lbs. or more under a permit or with pre-canceled stamps) if delivered to post office in bundles sorted by states and cities of address and tied with string.
**Cable TV System**: A non-broadcast facility which distributes signals of one or more television stations and non-broadcast services to subscribers. There are approximately 11,000 cable systems in the U.S.

**Circulation**: number of copies issued of an advertising medium in print; by extension, the audience reached by other advertising media, outdoor posters, radio and television programs.

**Click Rate**: An Internet term indicating the number of times which an advertisement banner was clicked on at a Web site.

**Click-Through**: An Internet term used to measure the success a Web site has in persuading a user to go to another site.

**Demographics**: Statistics relating to human populations, including size and density, race, ethnicity, growth, distribution, migration, and births, and their effects on social and economic conditions.

**Earned media** (or **free media**): Refers to publicity gained through promotional efforts other than advertising, as opposed to paid media, which refers to publicity gained through advertising. Earned media often refers specifically to publicity gained through editorial influence, whereas social media refers to publicity gained through grassroots action, particularly on the Internet. The media may include any mass media outlets, such as newspapers, television, radio, and the Internet, and may include a variety of formats, such as news articles or shows, letters to the editor, editorials, and polls on television and the Internet. Critically, earned media cannot be bought or owned, it can only be gained organically, hence the term 'earned'.

**Electronic Media**: The media of television, radio, fax, phone, kiosks, CD ROM and computers. It is distinguished from print (newspapers, magazines, catalogs or letters) and outdoor media.

**Embargo**: The giving or receiving of instruction to not release the information (a media release, media advisory, or any form of newsworthy information) until a specific day and time because of situations related to national news or within your state’s media market. The words EMBARGOED UNTIL usually appear at the top of the media release in capital letters along with the specific day and time to release the information.

**Exclusive**: A news item/story released to only one publication or media outlet giving that specific media outlet the sole right to publish, post, or air the content and details of the story.

** Impressions**: Number of homes or individuals exposed to an advertisement or group of advertisements. In Internet parlance, the total number of times an advertising banner has been served to the Web population. To be counted as an impression, the banner has to successfully load on the user's browser.
Infographic: Graphic visual representations of information, data, or knowledge, intended to present complex information quickly and clearly.

JPEG: A JPEG is a type of still-image file found all over the Internet. Files in this format end in .jpg or .jpeg, and are called JPEG (pronounced "JAY-peg") files, which stands for Joint Photographic Experts Group.

Media Kit: A packet of materials (either in a hard copy folder or electronic folder) that address an issue. Media kits usually contain a media release, background information, statistics, and graphics, fact sheets, photographs, and other materials. Biographies of speakers and other appropriate individuals may also be included in a media kit. It is also known as a press kit.

Op-Ed: Op-Ed literally means “Opposite the Editorial Page” or “Opinion Editorial.” It is an opinion piece written by anyone who is not a regular member of the media. Members of the community, advocacy groups, policy makers, and others are encouraged and invited to submit well-written opinion pieces which, if accepted, will be published in the media. Op-Eds are subject to slight revisions and must be timely and topical.

Podcast: A digital medium consisting of an episodic series of audio, video, or PDF subscribed to and downloaded through Web syndication or streamed online to a computer or mobile device. The word is a “coined term” derived from "broadcast" and "pod" from the success of the iPod, as audio podcasts are often listened to on portable media players.

Public Service Announcement (PSA): A form of advertising for radio, television, billboards, Internet, or other media outlet that is delivered or broadcast free of charge by the media. PSAs are often run on radio and TV at off-peak times, and their placement is not guaranteed. Many media outlets commit to delivering a certain amount of public service advertising each year.

Radio Media Tour (RMT): A series of 10-minute radio interviews that allow a spokesperson to be interviewed by stations and networks across the country. They can be live, taped, and live-to-tape radio interviews with a variety of spokespeople or for one spokesperson in advance. Radio media tours can be set up with a week’s notice or with only a minute's notice.

RSS (Rich Site Summary): Originally RED Site Summary; often dubbed Really Simple Syndication, uses a family of standard Web feed formats to publish frequently updated information: blog entries, news headlines, audio, video. An RSS document (called "feed", "web feed", or "channel") includes full or summarized text, and metadata, like publishing date and author’s name. RSS feeds enable publishers to syndicate data automatically. RSS feeds also benefit users who want to receive timely updates from favorite websites or to aggregate data from many sites. Subscribing to a website RSS removes the need for the user to manually check the web site for new content. Instead, their browser constantly monitors the site and informs the user of any updates. For information on the CDC RSS: http://www2c.cdc.gov/podcasts/rss.asp
**Satellite Media Tour (SMT):** A series of pre-booked, live, one-on-one interviews, usually in a short time span on a specific topic, that place a spokesperson on TV or radio from one location.

**Short Message Service (SMS):** is a text messaging service component of phone, Web, or mobile communication systems. It uses standardized communications protocol to allow fixed line or mobile phone devices to exchange short text messages. SMS was the most widely used data application, with an estimated 3.5 billion active users, or about 80% of all mobile phone subscribers at the end of 2010. The term "SMS" is used for both the user activity and all types of short text messaging in many parts of the world. SMS is also employed in direct marketing, known as SMS marketing.

**Social Networking Sites:** Social networking sites connect individuals online in an interactive way. They generally offer a space for blogs, user profiles (a profile a person creates to tell others about themselves), forums, chat groups (a mechanism to discuss a topic online, in real time), and photos. Some sites offer ways to send private messages from one user to another, raise money, or organize events. **Example:** Facebook

**Twitter:** is an online social networking and microblogging service that enables users to send and read "tweets", which are text messages limited to 140 characters. Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the Website interface, SMS, or mobile device application or app.

**URL:** Uniform Resource Locator. It describes the location and access method of a resource (Web page) on the Internet.

**Web Site:** Location for an organization’s presence on the World Wide Web or Internet. Usually it consists of a collection of Web Pages.