



# Counter-Marketing Toolkit

**FIGHT YOUR  
ARCH ENEMY!  
NICOTINE**

It's challenging to quit, but you don't need to do it alone. Call the free Kansas Tobacco Quitline 1-800-QUIT-NOW. A counselor will work with you to create a plan to quit and fight cravings. Even superheroes need a sidekick!

**KanQuit!**  
1-800-QUIT-NOW (784-8669)  
KANSAS TOBACCO USE PREVENTION PROGRAM

The advertisement features a young boy dressed as a superhero, wearing a red mask and red gloves, with a red cape. He is looking towards the camera with a determined expression. The background is a solid blue color. The text is white and black, with the main headline in a large, bold, sans-serif font.

## Counter-Marketing

Counter-marketing attempts to oppose pro-tobacco influences and increase health messages and influences. Counter-marketing involves a wide range of efforts, including paid television, radio, billboard, and print advertising; earned media and other public relations techniques using such tactics as media releases, local events, and health promotion activities; and efforts to reduce or replace tobacco industry sponsorships and promotions.

Counter-marketing activities can promote quitting tobacco and decrease the likelihood that youth will start using tobacco. In addition, counter-marketing messages can have a powerful influence on public support for tobacco control interventions and can set a supportive climate for school and community efforts.

## Earned Media

One of the major parts of most tobacco counter-marketing efforts is earned media. Earned media is basically free media coverage. Earned media includes news stories (print, TV and radio), editorials, letters to the editor and public service announcements (free ads).

Earned media is generated through activities that attract media attention (news conferences, community events, rallies, contests, etc.), news releases, letters to the editor, and conversations with newspaper editorial boards that generate editorials.

Importance of earned media – News stories can often have more influence on opinion than advertising, because they are seen as unbiased. Earned media also provide more exposure than we can afford. Both earned and paid media are important to get the message out.

## Tips for Working with the Media

Make sure that anything you send to the media has news value. We often consider tobacco-related issues to be exciting, but reporters have their own criteria for news. The following are elements most reporters look for in a story (try to have more than one element in your story):

- Timeliness – Make sure your story is relevant right now – a current activity or campaign. You may want to tie into another hot topic.
- Local angle – Highlight how the story relates to your local community. If a national tobacco study is released, provide information on the tobacco problem in Kansas or in your community.
- General Interest – Make your issue as interesting as possible.
- Conflict – Media love a good conflict.
- Human interest – Provide a human side to the issue to create emotional appeal. Tell them the story of one person's fight with throat cancer or tobacco addiction.
- Celebrity - People pay attention to celebrities. The celebrity should be someone who appeals to your target audience and whom the media would think is worth covering.



Determine which category of news your story fits into and send the information to someone who works in that section (the section editor or beat reporter). Take a good look at your local paper(s) so you are familiar with the section in each paper. The following are a few of the categories your story might fall into:

- News – Factual and timely information about important events or developments.
- Feature – These are generally human interest stories. Feature stories help the reader understand someone’s experiences, thoughts and feelings.
- Editorial – The editorial section is also known as the opinion section. These are letters to the editor, editorials and columns that give the opinions of individuals or groups.
- Entertainment
- Public service – Information that is a service to the community (event calendars for example).

## Earned Media Tools

### Media Advisory

A media advisory tells the media about an upcoming event (generally with photo opportunities or a big announcement) and advises the media to cover it. An advisory is basically a teaser that gives the media enough information to generate interest but not enough to write the story. An advisory should be sent 3 - 5 days before the event to get the event on a reporter's schedule. An advisory is generally used if you want the media coverage after the event, because it is asking the reporter to come to the event to get the story, take pictures and maybe interview people. If you use a media advisory, also prepare a news release to give reporters at the event and to send to other media outlets after the event.

#### Sample Media Advisory

[Date]	Contact: [Coalition Member Name] [Member Phone Number & e-mail address]
<b>MEDIA ADVISORY</b>	
<b>[Headline – Get their attention in the present tense]</b>	
<b>Who:</b> [Youth group/community group – everyone involved]	
<b>What:</b> [One or two sentence description of event]	
<b>When:</b> [Date and time]	
<b>Where:</b> [Location (event address & city)]	
<b>Why:</b> On March 24, elementary, middle and high school students across the country are organizing Kick Butts Day events to fight youth tobacco use. [Highlight any good visuals for the reporters to film.]	
[Add any specific information for media – photo opportunities, where to park, entrance, etc.]	
###	

## News Release

A news release provides a story to reporters. If the release is well written, many papers will print the news release exactly as written.

A news release is written as straight news without many adjectives. Keep the adjectives (exciting, valuable, disgusting, etc.) and statements of opinion in the quotes used within the release. News releases are written in inverted pyramid style with the most important information at the top. Try to keep releases to one page.

If your goal is to get the public to attend an event, you'll want to send the release 3 - 5 days (or more for weekly papers) before the event.

If you want the media to attend the event and you want the public to attend the event, send the media advisory and the news release before the event. In this case, be sure to tease them with something in the advisory that isn't in the release so they still have a reason to attend. This teaser information can even be a description of great potential photos.

### Sample News Release

#### NEWS RELEASE

**FOR IMMEDIATE RELEASE**

[Date]

Contact: [Coalition Member Name]  
[Member Phone Number & e-mail address]

#### **HEADLINE: KEPT IT SHORT, IN PRESENT TENSE AND ALL CAPITAL LETTERS**

[City], Kan.- [1<sup>st</sup> paragraph is the brief who, what, when and why. Two sentences maximum.]

More Kansas high school students smoke than Kansas adults. Approximately 21 percent of Kansas high school students smoke (2007 Kansas Youth Risk Behavior Survey), while approximately 18 percent of Kansas adults smoke (2007 Kansas Risk Factor Behavior Surveillance System).

[Quote from an expert involved that emphasizes the significance of the event.]

[More details on the event.]

[Community Name] TASK works to reduce teen tobacco use in Kansas. [Provide some information on your local TASK group – how many members, schools they represent, etc.] TASK works in conjunction with the Kansas Department of Health and Environment's Tobacco Use Prevention Program and the Tobacco Free Kansas Coalition. For more information on TASK visit [www.kstask.org](http://www.kstask.org).

###

## News Conferences

A news conference is an opportunity to invite all the local media to one location and make a big announcement. At a news conference one or more speakers will share remarks and then take questions. For a news conference to be valuable to reporters it must have good visuals and/or a celebrity speaker. If you don't have either of these things, you'd be better off sending the information in a news release and skipping the news conference.



If you are having trouble deciding whether or not you need a news conference, please feel free to contact the TUPP Media Coordinator (Ginger Park, 785-296-1118) to discuss the idea.

If you decide to hold a news conference, here's a preparation checklist:

- Decide on a location for the news conference. Think about interesting places that support your message, such as the steps of your school.
  - Get permission from the appropriate person to use your chosen location.
- Schedule it for a time when an audience and reporters are most likely to show up.
  - Mid-morning on a Tuesday or Wednesday is generally the best time to get media to attend.
- Decide who will speak at the press conference and how long it will last.
  - A good length would be about 30 minutes, including time to answer questions from reporters.
- Invite VIP guests early, such as the mayor or a local legislator.
- Decide what visuals will best convey your message
  - You could create large posters showing compelling pictures.
  - Have a big sign with your group's name on it.
- Prepare a media advisory (see sample media advisory) and mail, fax or e-mail it to reporters on your media list so they'll see it one week before the news conference.
- A few days before the press conference, follow up by phone and encourage reporters to attend.
- Assemble handouts or media kits to give to reporters that include a news release, a fact sheet of tobacco statistics, photos of your group fighting tobacco and/or graphics that help explain tobacco use or secondhand smoke.
- At the location, leave enough space for television cameras on the sides or in the back of the room.
- Ask all members of the media to sign in so you have a list of reporters to follow up with.
- Be sure you begin and end on time.
- Thank the media and your guests for attending.

## Letters to the Editor

Coordinate a group of volunteers to write letters to the editor. Make sure letters are submitted to local and statewide papers. Provide the volunteers with:

- Tobacco or Secondhand Smoke Talking Points
- E-mail addresses and mailing addresses for newspaper
- Word-length limits for newspaper
- Designated time to send in letter

## Editorial

Editorials are written by a newspaper's editorial board or guest editorials are written by an expert in a particular area.

### Editorial board

Your group can request a meeting with the editorial board to ask them to write about an issue or event. Before you set up a meeting with an editorial board, determine what you will tell the board to convince them to meet with you. Editorial boards typically get many requests for meetings, so be prepared to make a strong case for your issue.

Newspaper we want to meet with:  
Contact person for editorial board meetings:  
Phone number/address:

### Sample Letter to Editorial Board

<p>[Date]</p> <p>[Address letter is being sent to]</p> <p>Dear [name],</p> <p>We would like to meet with your editorial board to discuss an issue of great importance for your readers. We are a coalition of _____ working to _____. Our coalition includes [list type of participants and/or number of community members represented].</p> <p>The specific issue we would like to discuss with you is _____. This is an important issue because in Kansas 21% of high school students smoke, which can cause cancer, heart disease and death.</p> <p>We would be happy to provide you with additional material on this issue. We look forward to hearing from you soon about when we can meet.</p> <p>Sincerely, [your name, address, phone number and e-mail address]</p>
--

## Guest Editorial

Find an expert (such as a doctor, cessation counselor, former or current tobacco user, or tobacco program manager) to submit an editorial (a factual article/opinion piece) to local and statewide newspapers. Contact the newspaper to gauge interest and determine word length.

Possible topics:

- Personal stories of achievement (quitting tobacco use)
- Tragedy (a death or disease due to tobacco use)
- Stories of the human spirit (overcoming obstacles)
- Stories of tobacco industry manipulation/advertising
- Interviews of survivors, smokers, chewers, cowboys, coaches, physicians
- Voluntary issues surrounding tobacco use

## Public Service Announcements (PSA)

PSAs are free ads that are aired on radio or TV stations. They are generally from non-profit or government organizations and address a community issue or public health/safety message. Your cause meets these criteria. We will discuss radio PSAs because they are easier to get.

Contact your radio stations' community relations person, public affairs director or program manager to ask them about getting a PSA on air. Tell them about your initiative and get them interested in supporting it.

PSAs are generally 10, 15, 20 or 30 second spots. If you write your PSA using 12 pt Courier font with one inch margins, one line of text equals 4 – 5 seconds or air time. When your script is written, read it out-loud and time yourself. Write a PSA like you speak, not like an English assignment. Use commas to indicate where the reader should pause, which may not be grammatically correct. A radio PSA should sound natural. If there are words or numbers that you want read individually, put a hyphen between them. If you want sound effects, put them in parenthesis and use the abbreviation SFX before them. For example (SFX: door slamming).



## Sample Radio PSA Script

Contact: [Name and phone number]

Public Service Announcement  
30 Seconds

FOR IMMEDIATE RELEASE  
[Date]

END DATE: [This is the date you want the PSA to stop airing]

[Headline] Working in a Smoking Establishment

SO YOU THINK CIGARETTE SMOKE ONLY HARMS THE SMOKER? CONSIDER THIS. INHALING SECONDHAND SMOKE CAN INCREASE YOUR RISK OF HEART DISEASE, STROKE, AND LUNG CANCER. DURING AN EIGHT HOUR SHIFT AT A SMOKING ESTABLISHMENT, A WORKER INHALES THE EQUIVALENT OF THREE-FOURTHS OF A PACK OF CIGARETTES. SECONDHAND SMOKE IS A HEALTH RISK THAT CAN BE AVOIDED.

## Additional Resources

Americans for Non-smokers Rights [www.no-smoke.org](http://www.no-smoke.org)

Campaign for Tobacco Free Kids [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

CDC Office of Smoking & Health <http://www.cdc.gov/tobacco/>

Clean Air Kansas [www.cleanairkansas.com](http://www.cleanairkansas.com)

Tobacco Free Kansas Coalition [www.tobaccofreekansas.org](http://www.tobaccofreekansas.org), Erica Anderson, 785-272-8396, [eanderson@tobaccofreekansas.org](mailto:eanderson@tobaccofreekansas.org)

TUPP Media & Policy Coordinator – Ginger Park, 785-296-1118, [gpark@kdheks.gov](mailto:gpark@kdheks.gov)

## Sources

Campaign for Tobacco Free Kids, *Kick Butts Day Activity Guide*, [www.kickbuttsday.org](http://www.kickbuttsday.org).

Wallack L, Woodruff K, Dorfman L, Diaz I. *News for Change: An Advocate's Guide to Working with the Media*. Thousand Oaks, CA: Sage Publications, 1999, p. 117.

Wyoming Department of Health, *Through with Chew Week 2007 Activity Toolkit*, [www.throughwithchew.com](http://www.throughwithchew.com).