



# Prevention Webinar: **School Policy Series**

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## Steps to Create Positive Media Coverage Part 1:

April 18, 2017 | 10:30am – 12:00pm



# Introductions



**Jessica Merrill**

Communications & Development Manager  
California Partnership to End Domestic  
Violence



**Micah Zimmermaker**

Prevention and Education Policy Specialist  
California Partnership to End Domestic Violence



# Introductions

## Our Special Guest



**Fernando Quintero**  
Strategic Communications Specialist  
Berkeley Media Studies Group



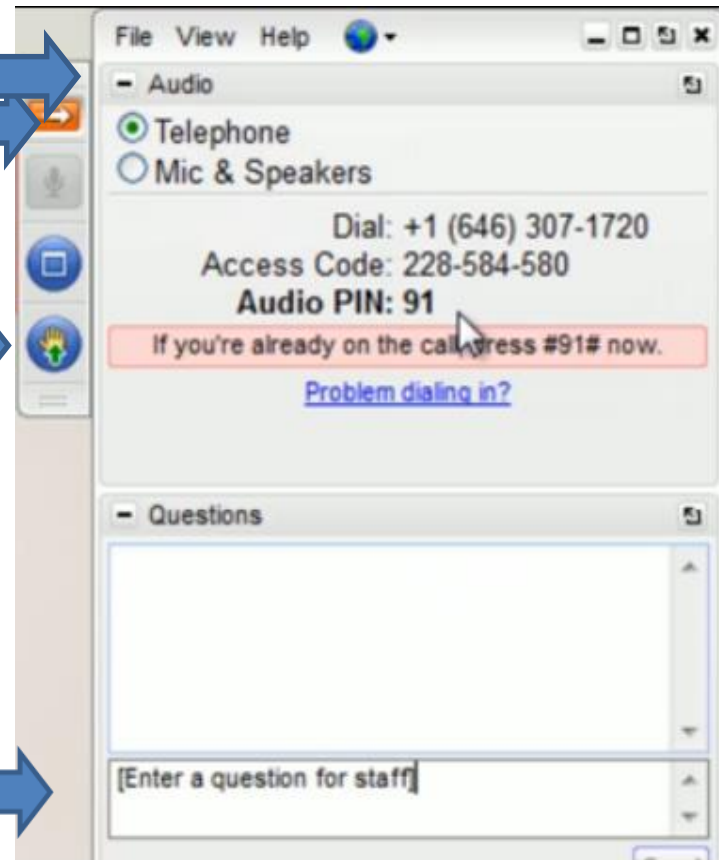
# Control Panel

Expand Audio for call in information

Expand/minimize the control panel

Raise your hand to be unmuted

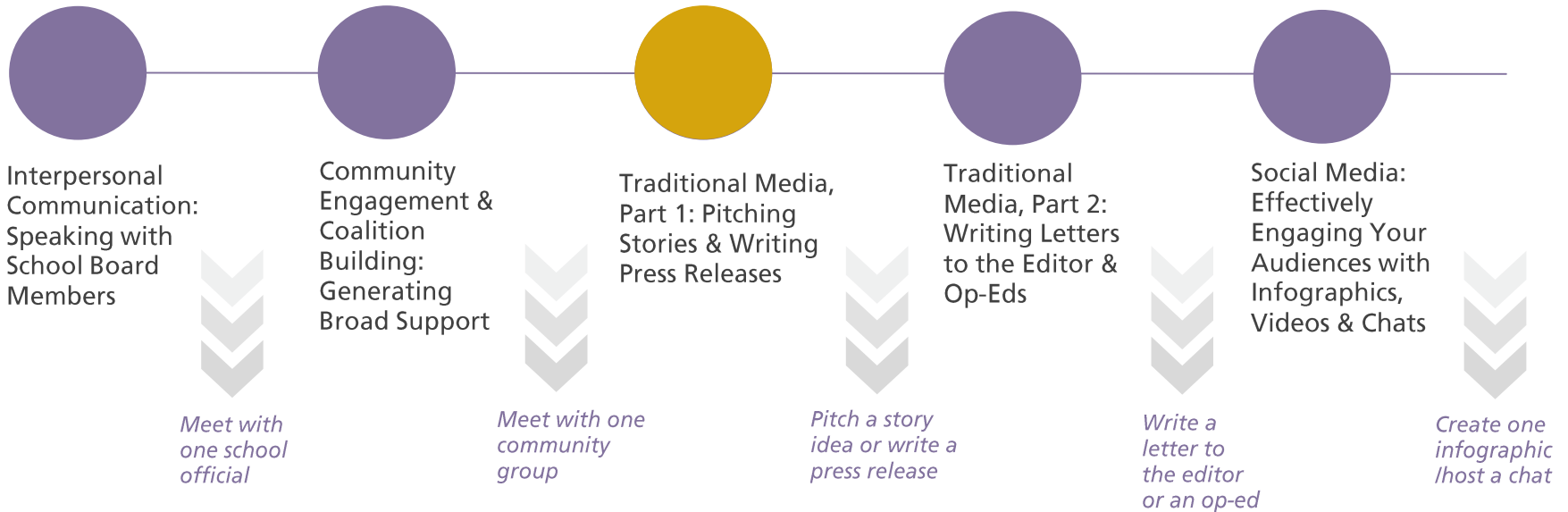
Type questions/comments here



*Please note, this webinar is being recorded.*



# Building Community Support for School Policies: Our Webinar Lineup



# Recap of Our Previous Webinar

- How to use effective messaging to gain community support and to build coalitions
- Identify community groups whose goals coincide with your desired prevention outcomes
- Identify community group messengers & communications opportunities
- Decide how you will show up for the community group (incentives to keep the relationship strong)



## Last Month's Homework

After February's Community Engagement & Coalition Building: Generating Broad Support Webinar, what progress have you made:

- Held a meeting with one community group
- Used any specific messaging
- Other progress



# Reflection



- If you've determined that media outreach is one of the best ways to reach your strategic audiences, which media outlet would you choose?





# Questions



# Next Webinar



This month's  
homework:

Pitch a story idea or  
write a press release



# Next Webinar

May 21<sup>st</sup>, 2017

10:30am - 12:00pm

## Steps to Create Positive Media Coverage Part 2:

- Build upon today's content
- Writing letters to the editor
- Op-Eds



# Contact Us

## **Fernando Quintero**

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Berkeley Media Studies Group

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Prevention and Education Policy Specialist

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## **Jessica Merrill**

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