



CONNECTING *for*
CHANGE

A Media Relations Toolkit
from California Convergence

INTRODUCTION

California Convergence is a network of people who are passionate about creating healthier, safe and equitable communities.

All around the state, our community leaders and partners are working together to win lasting change. We're creating safer routes to school, leading efforts to reduce the harmful impacts of sugary beverages, and expanding access to fruits and vegetables.

THESE LOCAL EFFORTS CAN STRENGTHEN – and be strengthened by – regional and state policies that support healthy communities. In fact, we believe that policies grown from the ground up have the best chance of creating communities where everyone can lead healthier lives.

That's why we and many other organizations are supporting ENACT Day, an annual event bringing community residents and local organizations together at the State Capitol in support of policies that promote healthy eating and physical activity opportunities for all Californians.



And that's why we've created this toolkit. Media attention is one key way to amplify local victories and win support for policy change at the state and regional level.

THIS TOOLKIT IS INTENDED TO PROVIDE YOU – OUR MEMBERS, PARTNERS AND LEADERS – WITH:

- Tools that can be used to win support for California Convergence's key policy priorities
- Tips that can be used year-round to help you harness media attention to achieve change in your communities

It's our hope that you'll use this toolkit as you work to win real change that leads to healthier, stronger communities.

 YOUR GAME PLAN

WHENEVER YOU'RE CONSIDERING LAUNCHING A COMMUNICATIONS EFFORT, it's important to first answer some key questions.

- **WHY** are you reaching out?
- **WHO** do you need to have on your side?
- **WHAT** do you want supporters or potential supporters to know?
- **HOW** will you reach them?

OUR PARTNERS AT THE LIGHTBOX COLLABORATIVE, who worked on this toolkit with us, have a name for the process of answering these questions strategically. They call it a **GAME** Plan: **G**oals, **A**udience, **M**essage and **E**ngagement Tactics.

In the pages that follow, we'll introduce you to steps you can take to develop clarity around goals, audience and message for your communications. Then we'll offer sample engagement tactics such as a press release, letter to the editor and social media messages.

While the focus of the toolkit is on two of California Convergence's top policy priorities for 2014 and the context is ENACT Day, you can use this same process to plan your communications around other priorities this year and beyond.



IN ANY COMMUNICATIONS EFFORT, the first step is to understand what your goal is for communicating. This is true when you're reaching out to potential supporters or elected officials, and it's just as true when you're reaching out to media.

WHAT ARE YOUR GOALS FOR REACHING OUT TO YOUR LOCAL MEDIA?

Your list might look something like this:

- Increase public support for a local campaign to _____ (be specific)
- Increase public support for statewide legislation to _____ (be specific)
- Make sure elected officials know how their actions can impact community health
- Position your organization as a go-to source for local media interested in efforts to create healthy communities
- Your goal: _____

See if you can turn your goal(s) into SMART goals. SMART stands for

Specific

Measurable

Attainable

Relevant

Time-bound

It's the best way to know if you're making progress towards achieving what you want.



YOU KNOW WHAT CHANGE YOU WANT TO CREATE. Who do you need on your side?

Some audiences to consider:

- Community residents concerned about health
- Young people
- Parents and guardians
- School leadership and school districts
- Community-based organizations
- Local businesses
- Faith groups
- Health care organizations and providers
- City or county elected officials
- State elected officials
- City and county departments such as public health, transportation, city planning, public works, housing and community development, parks and recreation

Once you've created a list, work to prioritize it. Based on your goals, who is most important to have in your corner at this time?

YOUR TOP PRIORITY AUDIENCE _____

2ND PRIORITY _____

3RD PRIORITY _____

Note that media is not on our suggested audience list. That's because, generally speaking, media is not an audience – it's a way to reach your audience. Think of media like a vehicle to reach your current and potential supporters – first you need to figure out where you're driving (or biking!) to, and then you can use media to get there.

This also means it's important to determine which media outlets can best help you reach your target audiences. What sources do your top audiences read, watch, listen to and scroll through?

- Ethnic media?
- School e-newsletter?
- Twitter?
- Local TV?

If you don't know, consider asking some people who represent your intended audience. Where do they get their news? What are their trusted sources for information? *Use what you learn to help create your media list (see page 10).*

 MESSAGE

ONCE YOU KNOW WHAT YOU'RE TRYING TO ACHIEVE AND WHO YOU'RE TRYING TO REACH, you can craft messages to reach them. The messages you create should speak directly to the hopes and concerns of your intended audiences.

- **Values at Stake** – what deeply held values can you tap into? In other words, why should your audience care?
- **Problem** – what is the problem you're trying to solve?
- **Solution** – what can be done to solve the problem?
- **Action** – what can your audience concretely do? The more specific, the better.

SB 1000

OVERALL MESSAGING

VALUES AT STAKE: Consumers have a right to know about the health effects of products they're eating and drinking, especially when the health effects are overwhelmingly negative.

PROBLEM: Scientific evidence shows that sugary beverages are a major contributor to obesity, diabetes and tooth decay¹.

SOLUTION: SB 1000, the nation's first legislation requiring safety warning labels on sugary drinks sold in California, would provide critical information to consumers about the negative health risk of sugary beverages – an important step towards making sure consumers know about the severe health problems associated with soda and other sugary drinks.

ACTION: Please support SB 1000. *[The specific action depends on the audience – if it's legislators, the action is to support the bill. If it's community members, the action is to contact their legislators]*

SB 1000 COMMUNITY IMPACT MESSAGING

VALUES AT STAKE: When people in our community are healthy, life is better for all of us.

¹ Contact California Center for Public Health Advocacy for a range of data to illustrate the problem: www.publichealthadvocacy.org

MESSAGE

PROBLEM

- Scientific evidence shows that sugary beverages are a major contributor to obesity, diabetes and tooth decay.
- *[Give a local statistic if you have it – what percentage of residents have diabetes, for instance?]*
- Our community has worked hard to limit the impact of sugary beverages. *[Give brief examples of what you have done.]*

SOLUTION

But we can't do it alone. SB 1000 would require a warning label on all soda sold in California. Just as with cigarettes, this label would send an important message about the harmful effects of sugary beverages and help Californians make informed decisions about what they purchase.

ACTION

That's why we're coming together to call on our state legislators to help us create healthier communities by passing SB 1000.



SB 1151

OVERALL MESSAGING

VALUES AT STAKE

Walking or biking to school is the best way to start the day. All of our state's children should be able to safely get physical activity by walking or biking to school.

PROBLEM

What was once a rite of passage is now too dangerous for many kids because of poor community design and distracted drivers. California has the nation's highest fatality rate among pedestrians aged 4 to 7 years old and the second highest rate among pedestrians aged 14 years and younger².

SOLUTION

California holds drivers to a higher standard in construction zones to promote safe driving; school children deserve the same safety considerations. SB 1151 will help ensure safety for our children on their way to and from school. The bill increases the fine for driving violations in school zones. All revenue will be directed to projects that help build safe routes to school.

² Contact the Central California Regional Obesity Prevention Program for a range of information to illustrate the problem: www.ccropp.org

 MESSAGE**ACTION**

Please support SB 1151. *[The specific action depends on the audience – if it's legislators, the action is to support the bill. If it's community members, the action is to contact their legislators]*

COMMUNITY IMPACT MESSAGING**VALUES AT STAKE**

Walking or biking to school is the best way to start the day. Every child in *[name of your city or county]* should be able to safely get physical activity by walking or biking to school.

PROBLEM

- For too many kids in our community, it's not safe to walk or bike to school.
- One major problem is the lack of sidewalks or bike lanes.
[Give specific example in your community].
- Another major problem is distracted drivers *[Give any local example of accident].*
- Our community has worked hard to create safer routes to school.
[Give brief examples of what you have done.]

SOLUTION

But we can't do it alone. SB 1151 will help ensure safety for California children on their way to and from school. The bill increases the fine for driving violations in school zones. All revenue will be directed to projects that help create safe routes to school.

ACTION

That's why we're coming together to call on our state legislators to help us create safe routes to school for all *[name of your city or county]* children by passing SB 1151.



HOOKS

Hooks are what make reporters want to listen to your story. Hooks help you cut through the clutter in a reporter’s inbox by showing them why a story is newsworthy and of interest to their audience – right now.

Below we list some typical hooks, and how they could be applied to our current policy priorities and ENACT Day.

WHAT MAKES IT NEWS. SB 1000 is the nation’s first legislation to require warning labels on sugary drinks. Other possible superlatives include the first time you’ve brought together this many people to travel to Sacramento, the first time youth have been involved, or the first local hearing to discuss one of these issues, for instance.

DRAMATIC HUMAN INTEREST - Compelling personal stories make a difference. Has one of your leaders overcome personal health challenges by getting back on a bike or not drinking soda? Have you worked together with other community members to push for bike lanes or to remove vending machines from schools? The best type of human interest story hits on both personal and community transformation.

CONTROVERSY - Controversy sells stories, for good or bad. The warning labels legislation is certainly controversial, but controversy can erupt at the local level too, for instance if funding for a particular health program is cut. Controversy can help you get attention – but make sure to keep your message focused on the positive, emphasizing the values you share with your audience.



VISUAL IMPACT- Any time you have a large number of families gathering with their kids, you have visual impact. Even better is if the families are all doing something like staging a walking school bus complete with big “Slow: School Zone” signs, handing out healthy drinks, or sticking their own warning labels on cans of soda.



FRESH ANGLE ON AN OLD STORY: If you can take an old story and put a fresh twist on it, it's news. Did a reporter previously cover your program to educate the community about healthy eating? SB 1000 makes that story new.

ANNIVERSARIES: One year later, one decade later, twenty years later. Did something happen in your community that harmed – or improved – community health? Did an accident draw attention to pedestrian safety? Look up when the anniversary is, and peg a pitch to that date.

CELEBRITY: Sure, it would be great if you could get Oprah to endorse safe routes to school, but that's not the only kind of celebrity that matters in our world. Elected officials matter too. If your local elected is holding a community hearing on the impact of sugary drinks, that's news.

UNLIKELY ALLIES: Let's say dog lovers push for more dog parks – not so surprising, right? But get cat lovers on board, and you have a more interesting story. Have you garnered support from any unlikely groups? Make sure to highlight them in your media outreach.

SPECIAL EVENT: Last but certainly not least, ENACT Day itself is a hook. Particularly if you have a group of community members traveling to Sacramento, tell your local media. The samples and examples on the following pages will help show you how.

 DEVELOPING YOUR MEDIA LIST

TO REACH THE RIGHT REPORTERS AND NEWS OUTLETS, you need the right media list, complete with email addresses and phone numbers. Here are some tips to get you started.

TARGET

Jot down a list of outlets that your most important audiences pay attention to. If you're not sure, ask some people who represent your top target audiences.

BORROW

Ask if any of your community nonprofit or advocacy partners have a list you can build off of.

RESEARCH

- **For print publications**, do searches in their archives for keywords like "obesity," "soda tax," "pedestrian safety." Or start with education and health reporters, who are most likely to cover our issues. Depending on the size of the outlet, there may be just one or two reporters who cover it all!
- **For print**, include both the main news desk and specific reporters in the list you're creating. In most cases, you can find reporters' email addresses and phone numbers online. Or, call the news desk and ask them how to reach a certain reporter.
- **With local TV news**, decisions are made by the assignment desk, not individual reporters. Call the assignment desk (don't be afraid to select "breaking news" from the phone menu), and ask them for their email address.
- **Large news radio stations** often have reporters who cover certain issue areas, so you can search their news archives just as you would with print. For smaller radio stations, focus on finding the email address and phone number for the main news desk.
- **Spanish and other foreign language radio personalities** are another good bet – as long as the show is local, and as long as you hear them talking about the news sometimes. While they may not cover your event, they might be willing to talk about it on air.
- **Ethnic media of all sorts is increasingly important.** A good source for information on ethnic media is the nonprofit organization New America Media.

HAVE FAITH

Building the perfect media list can take some time, but remember – if you've got a strong story, even reaching out to five outlets or reporters is better than reaching out to none.

 EXAMPLES AND SAMPLES

PRESS MATERIALS

THE FOLLOWING IS A SAMPLE LETTER TO THE EDITOR, drafted in response to a fictional news story with the headline “Local Health Officials Warn: Physical Activity Lacking among Schoolchildren.”

Remember that letters to the editor should only be sent in as a response to a story or editorial already printed, and whenever possible should be from someone with a personal connection to the issue. The suggested word count is generally between 100 – 250 words, the shorter the better.

To the Editor:

As a school volunteer and parent, I too am concerned about the lack of physical activity for our children (xx/xx/xx article, “Local Health Officials Warn: Physical Activity Lacking Among School children.) One simple way for many kids to get more regular exercise would be to walk or bike to school. But not all streets in [your city] have sidewalks, and distracted drivers make things worse. Just last year, *[any description of accidents or pedestrian injuries/fatalities if you have the information.]*

That’s why I’m supporting SB 1151, state legislation to increase fines for traffic violations in school zones. Construction zones already have higher fines – shouldn’t our kids get the same protection? The revenue raised by the proposed law would go towards creating safer routes to school. The end result: safer streets and more regular physical activity for our kids.

Sincerely,

Name

Address

Phone

Email

EXAMPLES AND SAMPLES

SAMPLE LETTER TO THE EDITOR

MEDIA WON'T KNOW WHAT'S GOING ON IN YOUR COMMUNITY UNLESS YOU TELL THEM. We've created a simple media alert and press release to promote your community's trip to Sacramento to participate in ENACT Day.

Note that these materials can be adapted for use after ENACT Day too, as you maintain relationships with those you met from your local district and continue conversations with local representatives.

Remember, any time you are clear on your Goals, Audience, Message, Engagement Tactics and you've got a good hook, you've got a story the media will want to hear.

MEDIA ALERT

A media alert is a preview of your event, inviting the press to attend and produce a story about it.

[If you have an organizational letterhead, include it here. If a few organizations are participating, you can include all letterheads.]

Contact:

Name

(xxx) xxx-xxxx

mediacontact1@organization.org

Name

(xxx) xxx-xxxx

mediacontact2@organization.org

Community Send-Off: Parents, Youth Leaders Head to Sacramento to Push for a Healthier [your city]

What: Community send-off of parents and youth who will travel to State Capitol to push for healthier policies

Who: List of types of people, with any local "celebrities" listed by name

CONTINUED...

 EXAMPLES AND SAMPLESMEDIA ALERT *CONTINUED*

Where: Local Park and Recreation Center
1000 West Local Street
Your City, CA 90000

When: Wednesday, May 28 at 9:00 am

Why: When people in our community are healthy, life is better for all of us. On Thursday, May 29, *[your city]* parents and youth leaders will join community leaders from around the state in Sacramento to push for policies that promote healthy eating and physical activity opportunities for all Californians. In particular, the leaders will ask their legislators to support SB 1000, the nation's first legislation requiring safety warning labels on sugary drinks sold in California; and SB 1151, which would help ensure safety for children on their way to and from school by increasing the fine for traffic violations in school zones.

Visuals: Children holding signs stating "School Zone: Help Keep Me Safe." Youth leaders creating their own warning labels and sticking them on soda cans.

###

[Include a sentence or two about all organizations participating in ENACT Day from your community]



EXAMPLES AND SAMPLES

PRESS RELEASE

Your press release should read like a short version of your ideal news story coming out of your event. Though it should be written before the event, the style is generally to write as if the event has already happened. You should have the release with you at the event to share with reporters who attend, and then you can email it out immediately after the event.

Here is a sample press release for the send-off described above. *[If you have an organizational letterhead, include it here. If a few organizations are participating, you can include all letterheads.]*

FOR IMMEDIATE RELEASE

May 29, 2014

Contact:

Name

(xxx) xxx-xxxx

mediacontact1@organization.org

Name

(xxx) xxx-xxxx

mediacontact2@organization.org

Parents, Youth Leaders Travel to Sacramento to Push for Policies to Create a Healthier *[your city]*

[Your City, CA, May 28] – Today, parents, students and _____ *[description of any other type of person attending, such as health care providers or teachers]* were among those traveling to Sacramento to call for policies to improve the health and safety of *[your city]* residents. In the Capitol, they will call on State Senator X and State Assemblymember Y to support two key bills they say will help create safe, healthy and equitable local communities.

The bills are:

- SB 1000 (Monning), the nation’s first legislation requiring safety warning labels on sugary drinks sold in California
- SB 1151 (Cannella), which would help ensure safety for children on their way to and from school by increasing traffic fines in school zones.

CONTINUED...

 EXAMPLES AND SAMPLESPRESS RELEASE *CONTINUED*

At a community send-off event at 9:00am, children presented those traveling to Sacramento with soda bottles bearing handmade warnings labels that state “this is bad for my community” and “we need healthy drinks – not sugary soda.”

“We work hard every day to create a healthier environment for our children and families,” said *[community resident who is traveling to Sacramento]*. “There’s a lot we’ve done here at home, like starting a farmer’s market and getting rid of the middle school’s soda vending machines. But we need help from our elected leaders too.”

[Same person] cited data showing that x% of *[your city]* residents suffer from diabetes. “Sugary drinks are a leading cause of diabetes, obesity and tooth decay,” said *[same person]*. “When the stakes are this high, we need to make sure everyone knows the risks. That’s why I’m going to Sacramento to ask X legislator to support SB 1000.”

Also traveling to Sacramento is *[2nd community resident]*, a volunteer at her daughter’s school who sees firsthand the importance of safe routes to school. “Walking or biking to school is the best way to start the day,” said *[2nd resident]*. “But not all streets in *[your city]* have sidewalks, and distracted drivers create unsafe environments for children walking and biking to and from school. That’s why we need to pass SB 1151, which would increase the fines for unsafe driving in school zones. Construction zones already have higher fines – shouldn’t our kids get the same protection?”

[2nd resident] noted that the revenue raised by the proposed law would go towards projects that create safer routes to school, such as walking school bus programs, traffic calming measures and bike lanes, among other efforts.

Those traveling to Sacramento will participate in ENACT Day, where Californians from all corners of the state come together to push for policies that promote healthy eating and physical activity opportunities. At ENACT Day, leading health organizations and advocates from across the state will release “Platform to a Healthy California,” a call to action targeting state leaders and policy makers with concrete policy recommendations to make California a more healthy, safe, and equitable state. The report also calls on state policy makers to analyze the health impacts of all state policy and budgetary proposals.

###

[Include a sentence or two about all organizations participating in ENACT Day from your community]

 MAKING THE PITCH

SO YOU'VE GOT YOUR MEDIA ALERT AND PRESS RELEASE IN HAND, and you know who you want to reach out to. Now it's time to pitch.

- 1. Email the media alert out** to your target media list up to a week in advance. Send the media alert in the body of an email, not as an attachment.
- 2. Make a follow-up phone call.** Don't stop at just sending out the alert. You need to cut through the clutter in a reporter or editor's inbox, and the best way to do that is to pick up the phone.

TAKE A LOOK AT YOUR LIST AND PICK THE TOP 5 TO 15 REPORTERS that you'd most like to connect with. Spend a few minutes getting familiar with what these top media contacts have covered recently, and then pick up the phone and deliver a version of the following pitch.

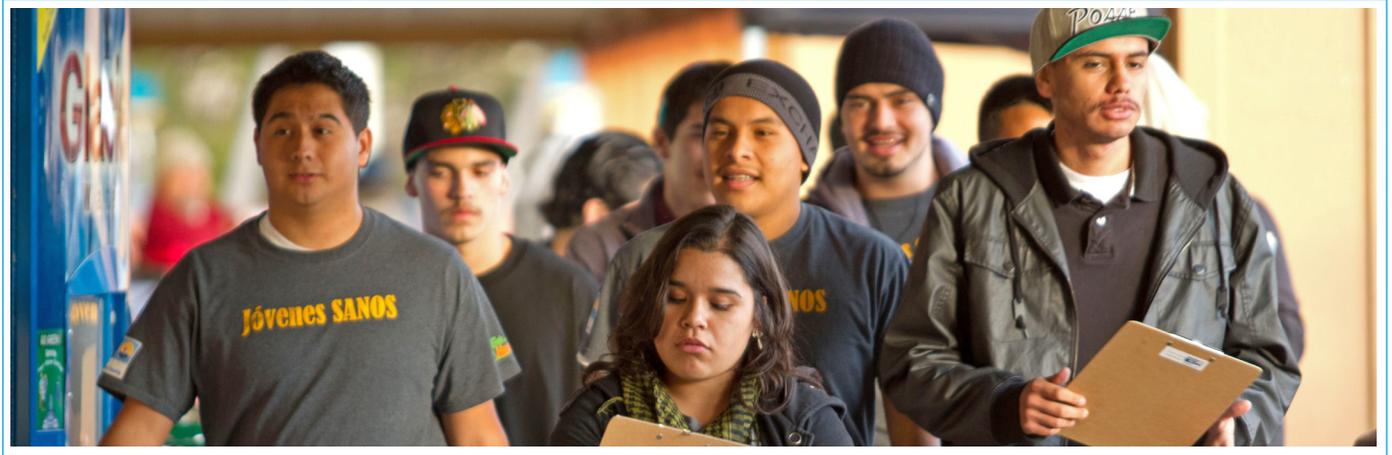
Hi, I'm calling from *[organization]* and that terrific piece you wrote last month on *[topic that is somehow connected to your work]* made me think you would be interested in an event next week.

As you know, *[make the connection between their interests and what you're calling about]*. Next week, we're coming together to *[describe action or event briefly]*. This matters to *[news outlet's]* audience because *[describe why their audience will care]*.

I sent you the media alert. Did you get it? *[They will probably say no.]* Okay, let me confirm your email address. *[After confirming]* I'll send the alert to you again right now.

Do you think you'll be able to cover the event? *[They will probably say they don't know yet.]* Okay, I'll follow up in a couple days. Thank you for your time.

If you get voice mail, leave a short version of this pitch. Call back in a day or two. After calling two times and getting no response, move on – but it's fine to reach out again to the same reporter next time with a different story.

 MAKING THE PITCH

The script on page 16 works best with print reporters or reporters for big radio stations. For TV, remember that your best bet is to reach out to the assignment desk. Be warned: assignment desk staffers tend to be in a hurry. Shorten the script to just tell them where you're calling from, what your event is about, and any striking "visuals" that would look good on TV. Be persistent – make sure they at least have your media alert in their inbox before you hang up.

TIMING YOUR PITCH

For print media and big radio stations, call up to a week in advance, and then call again two to three days before the event. Make your calls in the morning before reporters are busy with other deadlines.

For TV, you can call the day before, but in most cases you'll just be told to call back on the day of the event. Place your day-of call at around 8am, when TV stations decide what they'll be covering each day.

Remember, just as with any action you want community members to take – the first step is to ask. So take a deep breath and make the next call!



SOCIAL MEDIA

WHILE THIS TOOLKIT FOCUSES MAINLY ON MEDIA OUTREACH, at least some of your key supporters probably get most of their news from social media. Any time you are promoting an event or asking supporters to take an action, make sure to amplify your message using social media, such as Facebook and Twitter. A strong social media presence helps show strong support for your issue.

Below are some sample ENACT Day tweets prepared by our partners at Prevention Institute. As the day gets closer, we and our partners will also be sharing sample tweets for the legislation-specific action campaigns. And on ENACT Day, partners will be live-tweeting the day's events, using the hashtag #ENACT2014. Join us!

SAMPLE TWEETS TO USE IN ADVANCE OF ENACT DAY:

- Join #phealth advocates in Sacramento 5/29 for #ENACT2014: <http://ow.ly/w8EAc>
- We're on our way to Sacramento to speak up for #health and #equity in CA!
Join #ENACT2014 <http://ow.ly/w8EAc>
- Youth from across CA are talking to their reps about health 5/29 in Sacramento!
Amplify their voices at #ENACT2014
- We're rallying for #ENACT2014 on the north steps of the Capitol noon on 5/29 -
Join us in person or online! <http://ow.ly/w8EAc>
- Californians stand up for health in Sacramento on 5/29 #ENACT2014 <http://ow.ly/w8EAc>
- We're building momentum for #ENACT2014 & a healthier #CA! Join the conversation: #ENACT2014

SAMPLE TWEETS TO USE ON ENACT DAY:

- We're in Sacramento to speak up for #health and #equity in #CA! Keep up with the action
#ENACT2014 <http://ow.ly/w8EAc>

SOCIAL MEDIA TO REACH MEDIA

Social media is also a way to reach reporters. Search for your top target reporters on Twitter. Follow them and re-tweet their stories. If a reporter has already covered something related to one of your key issues, you can send an @mention tweet saying something like: *"@joeschmoe Thanks for yr article on #kidshealth. Kids need safe streets 4 safe exercise. Heading to Sacramento tomorrow. Details: <http://ow.ly/w8EAc>"*

 INTERVIEW TIPS

YOU'VE GOT A BITE! NOW WHAT? Here are some tips to help you make the most of an interview.

ASK QUESTIONS FIRST. Find out what the reporter's deadline is and make sure you have all the correct contact information. Then ask a few questions to find out the reporter's angle. What are they most interested in covering? Are you the focus of the piece, or one part of a larger story?

SELECT A SPOKESPERSON (OR TWO). Personal stories are key, especially because our goal is to show how our work impacts the community. If the reporter wants someone who can speak to the details of a certain piece of legislation, provide that too – or refer them to a partner organization after you've told your story.

HAVE YOUR TALKING POINTS IN ORDER. Use the messaging on page 18 to create short talking points and sound bites. Practice!

STEER THE INTERVIEW YOUR WAY. If the reporter asks questions that take you off point, uses phrases like "the real issue is," or "what's most important is..." Remember, an interview is not a normal conversation. The goal is to make sure your main points are heard, so it's fine to repeat yourself.

IF YOU DON'T KNOW, SAY SO. If you don't know the answer to a question, tell the reporter you will find out and get back to them. Then do so, as quickly as you can.

AND FINALLY SHARE YOUR MOMENT IN THE SPOTLIGHT. Send supporters any links to media coverage, post news stories on social media, and send the stories to Convergence too. We'd love to share them with other members of the Convergence network! Not only is this a great way to show what you're up to, but it helps encourage other members in their own media outreach efforts.

 TOOLS AND RESOURCES

WE THANK OUR MEMBERS, partners and leaders for working every day to build healthier, safer and equitable communities. Their insights and ideas helped us greatly in the creation of this toolkit.

OUR PARTNERS INCLUDE:

- Berkeley Media Studies Group
- California Center for Public Health Advocacy
- California Food Policy Advocates
- California Pan-Ethnic Health Network
- Central California Regional Obesity Prevention Program
- Prevention Institute
- Safe Routes to School National Partnership
- The Public Health Institute

BELOW ARE SOME OF OUR FAVORITE RESOURCES for building media and communications skills:

Strategic Communications and Campaign Planning

- <http://toolkit.opportunityagenda.org/>
- <http://www.smartchart.org>
- <http://www.justenoughplanning.org>

Messaging

- http://opportunityagenda.org/talking_points
- <http://www.lightboxcollaborative.com/no-more-middle-of-the-road-messages>
- <http://www.bmsg.org/resources/publications/talking-about-healthier-beverage-environments>
- <http://www.bmsg.org/resources/publications/what-surrounds-us-shapes-us-making-the-case-for-environmental-change>

Media Relations

- <http://communitymediaworkshop.org/resources/>
- <http://www.lightboxcollaborative.com/pitch-a-reporter-mad-lib>
- <http://toolkit.opportunityagenda.org/>

THE FOLLOWING PARTNERS PROVIDE media relations and strategic communications trainings.

Training

- Berkeley Media Studies Group
- Central California Regional Obesity Prevention Program
- LightBox Collaborative