



## Specifications for the Media Activity Record

### Healthy Stores for a Healthy Community Campaign, 2014

One of the requirements for Local Lead Agencies in California for the 2013-2014 Bridge Year is the completion of a media content analysis for the Healthy Stores for a Healthy Community Retail Campaign. The purpose of this document is to introduce the Media Activity Record Review Tool and the protocol for its completion.

#### **MEDIA ACTIVITY RECORD**

A media activity record looks at the number and type of media coverage achieved over a specified period of time. Content analysis is used to evaluate how effective a Local Lead Agency's media activities were in generating coverage as well as assessing how the issue is being framed; the accuracy and neutrality of facts presented; and the level of public support reflected in the sentiment in media pieces.

Content analyses of news releases, briefs, press conferences, pitch letters, stories, editorials, letters, and other media records will measure the press a project generates, in general, as well as the articles a media outlet or its audience produces in response to the CTCP Statewide Press Event on March 5, 2014. The frequency and sentiment of media pieces will indicate the importance/public attention placed on the Healthy Stores for a Healthy Community Retail Campaign objective as well as the need to inform intervention strategies and help guide local educational efforts.

For the purposes of this analysis, media products will be limited to those produced through news websites, area and local radio, and area and local television. An analysis of social media websites and blogs may be included, but is optional.

#### **STEPS FOR COMPLETING THE MEDIA CONTENT ANALYSIS**

1. **Create a File for Media Pieces:** Before you get started, create a file for your media pieces. You may want a hardcopy file, an electronic file or a combination.
2. **Period of Analysis:** Only media pieces produced during the time period from March 1, 2014 through May 31, 2014 are to be included.

3. **Method:** Research of media will be conducted online as most media outlets have websites. The size of individual counties will determine how many major media outlets exist. For that reason, select between 1-3 major newspapers, television stations and radio stations for your county. LLAs may choose to include more than 3 of each, but it is optional. An analysis of social media sites may also be included, but is optional.
4. **Research Media Pieces:** To conduct the research, use the search engine that is included with your internet browser (e.g., Google, Yahoo, Bing, Ask, AOL, etc.). Do not use the “search” feature of online media outlets as they are unlikely to produce the desired results without subscriptions to their publication.
5. **Keyword Search:** Use each of the following keywords to conduct your online research: Tobacco, Tobacco Retailers, Tobacco Advertising, E-Cigarettes, Healthy Stores. In the search bar, you will also use the name of the media outlet.

*e.g., Google Search Bar: type in “Sacramento Bee + Tobacco”*

*If no results are produced with the keyword, “Tobacco,” try one of the four other keywords provided above.*

6. **Complete Media Activity Record Review Tool:** After a media piece is found, fill-in the following information for each piece, using the categories provided below.
  - **Name of media outlet** (including weblink)
  - **Date, title and author** of publication
  - **Media type** – Newspaper, TV, radio, social media or other
  - **Media coverage and circulation** – Countywide, regional, area, city or neighborhood; note circulation or reach in numbers
  - **Story type** – News story (hard news/current events), feature article (soft news/human interest), letter to the editor, op-ed piece, on-air interview, social media posting or other
  - **CTCP-related Issue** – E-cigarettes, tobacco advertising, tobacco retail licensing, Healthy Stores for a Healthy Community, etc.
  - **Story Sentiment** – Indicate whether the story was informational, supportive, in opposition, mixed or unclear. Then provide a brief narrative of the media content.

The Media Activity Record Review Tool is a Microsoft Word document and will expand as the fields are populated.

7. **Submit Tool, Media Pieces & Analysis:** Submit the Media Activity Record Review Tool with the 01/14-06/14 Progress Report, as well as copies of the media pieces. A summary of the Media Activity Record Review Tool must be included in the Brief Evaluation Report due July 31, 2014. The summary will be a combination of a frequency analysis and narrative discussion of the impact. A sample analysis and narrative of what to include in the Brief Evaluation Report is provided immediately below.

*Media efforts were successful in generating positive coverage about tobacco control issues in local media. We sent out press releases to all six media outlets in our area (including online) and took part in the coordinated regional press event to release findings from the Healthy Stores for a Healthy Community store observations. Five of the six outlets picked up the story, framing the issue as problematic due to illegal sales of tobacco products to youth, sneaky tobacco marketing tactics aimed at kids, exposure to alcohol and tobacco advertisements can hook kids early, all pointing to the need for tobacco retail licensing with a fee. As a result of this coverage, a potential audience of 235,000 in our community may have been reached with this news.*

*Public response to these stories was mostly favorable. Eight subsequent letters to the editor and opinion pieces were published – two of them written by coalition members. The other pieces indicate that writers were most concerned about the density and proximity of tobacco retailers to schools and other youth-serving locations. The one unfavorable letter written by the Independent Convenience Store Association cited the undue financial burden imposing any restrictions on advertising, marketing or density of stores would have on small business owners.*

*To capitalize on this momentum, the project should aim to keep the issue alive in the news by asking different allies to write op-ed pieces and letters to the editor from different standpoints – school educators, parents, former tobacco users, etc. To combat pro-business sentiment decrying the loss of income, messaging should highlight the cost of tobacco and alcohol consumption to society and hammer home the influx of money coming from big tobacco and alcohol into community stores in order to keep our community hooked on their products for life!*

[For the purpose of reporting on this as an evaluation activity, more detail can be added such as quotes from various media pieces, the names and kinds of media outlets, etc. In addition, an introductory paragraph should be added to the evaluation activity reporting that provides an overview of the media landscape in the county, i.e., which major newspapers, readership numbers, etc.]

If you have any questions or need additional information, please contact TCEC at 530-752-9951.

**To obtain a Word version of the tool, search for Media Activity Record in our instrument database at <http://programeval.ucdavis.edu/redesign/data-collection/instrument-search.html>.**

