



## *Strategies for Building Media Relationships to Expand Medicaid & CHIP Outreach Efforts*

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### *Connecting Kids to Coverage National Campaign*

#### *Webinar Transcript June 7, 2016*

**Erin Seidler:** Hi everyone. Welcome to the Connecting Kids to Coverage Strategies for Building Media Relationships to Expand Medicaid and CHIP Outreach Efforts. My name is Erin Seidler, and I'm working closely with the Connecting Kids to Coverage Team to support the enrollment of more children and parents in free or low cost health care coverage. Developing close relationships with local and non-traditional media outlets is an important tool to increase awareness of Medicaid and children's health insurance coverage. Reaching out to broad and diverse media outlets to share enrollment information and success stories can drive attention and eligible families and children to your work. By creating and implementing a successful media strategy, you can share key messages and calls to action, such as eligibility criteria and important enrollment information with your key audiences. Our webinar today will provide you with tips and best practices about how to create and foster productive relationships with media outlets in order to expand the reach of your enrollment work. In just a moment, Kathleen Connors DeLaguna, Lead for Native American and Alaska Native Outreach and Enrollment Grants at the Centers for Medicare and Medicaid Services will walk us through the agenda to get started. Thank you, and I'll pass this over to Kathleen. Kathleen?

**Kathleen Connors DeLaguna:** Great, thank you Erin and good afternoon to everyone else, at least good afternoon from where I'm sitting here in Baltimore. Today I'm very excited to be with you, and I want to have a special shout out to all my grantees that have joined us on the phone. We understand that over 300 people have registered for this call, and so we want to thank you very, very much for joining us today for what we know, or what I hope, will be a very informative webinar for you. Our speakers will be covering various strategies, as Erin mentioned, that we hope that each of you and your organizations will be able to use to get the coverage that you need to promote your efforts and find those children who are eligible for Medicaid or CHIP but not currently enrolled in these programs. We also want others to know how to find your program or the assisters in the community to help get them enrolled.



As you can see from the agenda slide, we really have a full day. We'll be touching on diverse media outlets that you might not be as familiar with such as blogs and specialty media. We want to leave some time for your questions at the end of the presentation. Now, let me take you through the agenda real quick. First we'll hear from Fleishman Hillard, who will be providing us tips on strengthening media relations efforts. That will be followed by a speaker from Enroll America who will share their strategies and successes on reaching minority communities through diverse media outlets including specialty media. That will be followed by one of my colleagues, a Public Affairs Officer from CMS, Centers for Medicare and Medicaid and CHIP Services, and she will share how to engage with regional media and your regional CMS office as well. Next, we'll have the Executive Director of the Family Healthcare Foundation who will speak about opportunities to leverage earned media placements to increase Medicaid and CHIP enrollment. And finally, we will be hearing from SheKnows Media/BlogHer about engaging non-traditional media to reach new audiences. We'll close with an update on the Back-to-School toolkit and additional resources that we have available for you from the Connecting Kids to Coverage Campaign. And then we'll take your questions at the end of the webinar, so please feel free throughout to use your chat box and send us your questions so we'll be able to address them. So now I'd like to go to the next slide, thank you. We have a poll question where we'd like all of you to participate. And the question is, Have you worked with non-traditional media outlets in your outreach efforts like specialty news outlets and blogs? You can submit your vote by clicking on an answer that is on your screen. We will look forward to start seeing your answers coming up right now. Let us know, do you want to hear these tips and best practices we'll be sharing, or are you just looking to build up these relationships? Okay, here are our results coming. So it looks like most of you are looking to build these relationships with non-traditional media outlets in your efforts. So thank you very much to those of you who answered the poll, and now we'd like to move forward. I'll hand it back over to Erin so we can move forward with the presentation. Thank you all.

**Erin Seidler:** Great, thank you so much Kathleen. And thanks again to everyone for joining and participating. Our first speaker today is Adam Silverstein. Adam is a Vice President in the Healthcare Group at Fleishman Hillard. Adam, I'll turn it over to you.

**Adam Silverstein:** Thanks everybody for having me on this call. It is a pleasure to be speaking with all of you today, and I'm grateful for the opportunity. What I'll be talking about is the fundamentals of how to think like a journalist as you build relationships with them,



whether that is a television reporter, a radio reporter, a print journalist, or people who are working almost exclusively online or in other newer forms of media that you may not have had previously much exposure to. One of the things that I always find helpful in describing media is that you should think of it as a relationship the same way you would think of a relationship with anybody else. Trust in relationships with media, just as with your husband, wife, boyfriend or girlfriend, brother or sister, is earned and not granted. So what do I mean by that? Relationships with your siblings or with your romantic partners, they don't just happen overnight. So you certainly wouldn't go on a date without knowing a few things about the person's interests, and I think it's really important to approach reporters the same way. Meaning that the first time you email a reporter or even the second time or the third time, it's great just to introduce yourself, to say and acknowledge that you know what they write about, to say that you've read an article, to say that you've enjoyed it, and to give them a little bit of information about yourself too. Those emails in and of themselves are kind of like going on a date in a way. And one of the things that I do really stress, and probably can't stress enough, is that reporters are very self-conscious. They want to be loved, they want to know that, reporters like compliments on their work, especially on social media which we'll get to in a minute. Next slide please. So in your case, it's also helpful to think about news value, meaning if I'm a reporter and I'm getting hundreds of emails every day from people, what is it that separates the story? What is it that really makes your email valuable to me, to open it, to read it, to get back to you, and hopefully to devote the resources that are going to be needed in order to actually write that story. And in your case, I think it's really important to remember that your news is valuable because it's local, and that means that the most valuable reporters are those whose job it is to cover local news because it is affecting people in a certain location, because the stories that you tell them are also relevant to their readers. The other thing that I always think is helpful to keep in mind is that health is really, really diverse, and it can be covered in basically an unlimited number of ways. So knowing the angles you have and matching them to the right reporter is essential. By that, I mean that if there is a reporter at a local newspaper who covers pharmaceutical companies because there are a lot of them in that geographic area, that's probably not the right target. What you would want to find is somebody who is really tied to the community, the way people are feeling, the way they receive health insurance coverage. More lifestyle health than business. So again, it's just essential to know the angles that you have and find the reporter who is going to mesh them. And then, I think the other thing is, and this is related to doing your homework, it's looking for the gaps. So if you go back and can read five or six interviews with the reporters for a newspaper or that they've filed for a website, or that they've put online from a radio



program, what isn't the reporter covering that you think they should be, and how can you fill that gap? So let's go to the next slide please. And one other thing to keep in mind is, in addition to health being able to be covered in so many different ways, the story that you tell and the assets that you offer to reporters are going to differ depending on the news outlet that you are pitching. So you can see from the title of this slide that the medium really defines the message. So when you think about television, television for example is one of the most resource intensive mediums for a news story, meaning that in addition to being able to pitch a reporter on the story you need to convince that reporter that they should take that story to the producer, that that producer should assign a camera crew, and the camera crew should be coming to your place of business or wherever the interview is going to take place and dedicate a team of people to film it. So whenever you're pitching TV, I always think it's helpful if you actually have some things that will make their job easier. So if you have some really high quality videos of a parent or a child telling a story, it helps that reporter picture what it would look like when it's on the air for their viewers. That's really important. So the more video footage that you already have at the ready to give these reporters, the better. Also, TV relies upon people, and being able to visualize and actually see those people on the air. So it is important to have your spokespeople at the ready, whether that is somebody from your organization or a parent or a physician or a patient. Now, radio is a little bit different because obviously you can't see what the person is saying in the studio or on the taped segment that is being broadcast on a radio station. So that is going to be really important, that when you send that reporter an email you're offering them great storytelling because having a great storyteller is what makes a radio program worth listening to. I mean, think about podcasts that you might enjoy or radio programs that you may listen to on your drive to work. They are really great because they are telling stories and the person has something that is captivating to say. And then, newspapers, we used to think of them only in terms of print and coming out the next day, but now newspapers really tend to combine a lot of elements of both TV and radio. If you go online to a lot of news websites or print newspaper websites I should say, you see more and more that they have podcasts, they have online interviews, they have video footage too. But the thing to keep in mind about newspapers is that facts and figures drive the story, it is the most in depth medium. It really allows for the most analysis of any story, so the more facts, the more figures, the more statistics and evidence that you can provide when you send that news story to a reporter, the more likely the journalist will be to see how that story could play out when he or she actually writes it. So just in sum, whether it is radio, TV, or newspapers, the end story that you want to tell, the messages that you want to see in that coverage will all be the same, but thinking through the approach and the type of medium



that you're pitching is very important. So let's go to the next slide. So just to end with a few tips for success when you are pitching reporters, and we've talked about a lot of these. But choose the right reporter, know what they write, and that ties directly into number two which is to thoroughly read the reporter's articles. Know what they're writing, acknowledge what they're writing and appreciate the work that they're doing. Three, going back to the slide I was discussing on how you change your approach slightly depending on the type of news outlet that you're pitching, have great assets. Do your homework up front. And have the story be what drives the coverage. The messages that you put into the story will come through once you show them how powerful it is. The fourth thing is, pitch the reporter at the right time. Reporters are just like all of us very deadline driven, and sometimes it's going to be difficult for them to talk or to answer email. And this is more of a trial and error thing than anything else, but keep notes on the reporters you pitch. If you notice that they tend to email you in the mornings within an hour of you emailing back, take note of that. If you're not getting a response or if you've called them before and they don't pick up the phone, or if their voicemail says please don't leave me voicemail, know the best way of reaching that reporter. And then five is, respect the reporter's right to decide whether to cover. Remember that reporters have so many demands placed upon them these days, probably more than at any time before because of how many newsroom jobs have evaporated and how much competition there has been in the news industry. So do follow up, do be diligent about trying to get feedback, but don't question the reporter if they decide that at this time the story is not the right one for them. It's about building long term relationships and trust with that person. And then lastly, on email or the phone, get straight to the point. The shorter that you can be the better. And I've even had some success actually complimenting and building relationships with reporters on Twitter and pitching them on Twitter and saying, hey I have a great story for you, I'm going to email you now. It can really help get their attention. So those are the tips to success from pitching reporters, and I believe unless I have another slide that may be my last one. So thank you again for letting me speak with you all.

**Erin Seidler:** Great, thank you so much Adam for jumping on the call with us today and sharing those tips. Our next speaker is Annette Raveneau. Annette is the National Director of Media Partnerships and Enrollment. Annette, I will hand it over to you.

**Annette Raveneau:** Thank you. Hi everybody. Next slide please.

**Erin Seidler:** Sorry about that. My apologies, there appears to be a delay. There you are.



**Annette Raveneau:** All right. Well, we're going to be talking about reaching minority communities through diverse media outlets. Next slide. I want to talk a little bit about what Enroll America is. So Enroll America created the Get Covered America campaign in 2013 to inform millions of eligible consumers about their new health insurance options. We are an independent non-profit non-partisan organization who works with more than 6,700 partners, hopefully some of you are one of those, in all 50 states to create cutting edge tools, analyze data, inform policy, and share best practices in the service of our mission which is to maximize the number of Americans who enroll in and retain coverage under the Affordable Care Act. I am Annette Raveneau, the National Director of Media Partnerships as Erin said. I've been working in health care non-profits now for five years, and prior to that I worked as a reporter and producer for Univision Network, which is the number one Spanish language network in the country. Next slide. So this is our agenda. It takes two to tango. I need to tango with you guys. So I have two poll questions that I have for you. If you could please just answer those, I'll give you around 15 seconds, 20 seconds to answer those, and then we can move on to the presentation. So in the agenda, we're going to be talking about the challenges that we have when we're trying to reach and have a relationship with constituency media. We're going to be talking about how to build that relationship and then how to maintain that relationship, very similar to what Adam was saying. This is like The Dating Game, you need to make sure that our date is happy. We're going to be talking about sharing best practices, how to determine your spokesperson. Creating that media list, because after you've done everything how do you actually reach the media? And of course we'll give you some tools so Enroll America can help you in anything that you need when it comes to communication. Next slide. This is our first poll question. Please just click when it prompts you. What are your challenges when you're communicating with constituency media or specialty media? Is it A, Language is a barrier, is that your challenge with them. Do they ask for money every time you want them to cover a story? And, do they say that they are coming to your event, they promise that they're coming, and then they're total no shows. One of these might be something that is close to your experience. Please click on one and then we'll see you the results. All right. So for most of you, they are asking for advertising dollars. That is definitely an issue with constituency media. And the second highest was that they say that they'll come to your event and then they don't show. And language is a barrier to some of you, but the majority would be the advertising dollars. Next slide. Thank you for answering by the way. Okay, well, definitely the advertising dollars is a huge issue, mainly with the really small, say like weekly, bi-weekly print, radio, TV, really it's all over the place. They all are trying to get



money, and that is understandable but that is a big issue when we don't have money to pay them. Next slide please.

**Erin Seidler:** Hi Annette, apologies again, we're on a bit of a delay. One moment.

**Annette Raveneau:** No problem. Sorry about that. These are things to think about, and I'm going to address the answers on the poll. So things to think about, definitely knowing them, letting them know of the event. Phone calls could be good, text if you have their cell phone number and you feel that they are not getting back to you it is good to just say, hey, I sent you a press release, I sent you an email about this event that we're having, please check your junk mail or your trash mail. Other partners might be good to solve the problem of them not coming to you or them asking for advertising dollars. Maybe there is a partner of yours that does give them money, and if they have this relationship that they would be able to reintroduce you to them, that could be a good opportunity for you to cash in on that. Reaching out to multiple people in the outlets. One of the things that has happened to us is that, for instance I went to a Univision station in one of the states, and when we talked to the news people, we said we were going to meet with them, and when I show up it's somebody from the news department and somebody from the sales department. And they're so eager to talk, and it's something that maybe their superiors pressure them to do that every time they are going to have a meeting and they think there is money that they can make, they always bring that sales person. So it's always good to just be polite, but always try to reach other people in the newsroom. So if the reporter met with you, or even the news director met with you or the assignment desk, anybody from the news outlet met with you, including the sales person, always good to start reaching out to other people, the producer or the producer for the weekend show instead of the producer for the weekly/nightly show. That would be able to hopefully help you in expanding your contacts, and then you might not get a lot of play but you might just get that one story in. Letting also, when they aren't showing up, one of the things that I remember when I use to live in Las Vegas, and one of the things that I remember as a reporter for the Univision station there is that we would get invited to go to an event and then when we would show up there was absolutely nothing related to the Latino community. So no spokesperson spoke Spanish, they didn't have a "real" success story or a real life story that spoke Spanish, so it's like, this does not look like it relates to our community. Even though it did, maybe it would have been politics or maybe it would have had something to do with health. Regardless of what it was, at least for the Spanish speaking outlet, they definitely want somebody that maybe not looks like them but somebody that speaks their language or can relate to their community. So when you have had an event and they have not shown up,



try to one, see if you are offering that you have somebody that speaks the language that you are trying to reach in that community, and if you do, when you are pitching the press release or you are pitching the story, make sure you let them know, by the way, we have a Spanish speaker or Urdu speaker, the language that that community speaks, let them know that you do have a person that will be able to communicate with them and give them an interview. And also, offering exclusive interviews could work, and when I say "exclusive" I don't mean call everybody and let them know, hey, I have an exclusive, but keep offering the same one. Don't do that. I really do mean to offer exclusives to them. Maybe they will be interested in that, I will give you again an example. I keep saying Latinos, but it could be any community that you are catering to. If you have a story that relates to them, just offer that story as an exclusive to them. Next slide. So now we're going to go to another poll question. I need for you to tango with me on this one again. What are your ways to stay connected or build that relationship with that local media that you're trying to reach? The first one is, well, you email them every time there is a story you want them to cover. You email them or call them, hey, we're having an event on Saturday at 7:00, please show up. They are in your media list, so every time you send a press release they are getting your press release through that email list. And the third one is, you basically just do not know how to reach them, and that's why you're listening to the webinar right now. Okay. So the majority is saying that you email them or call them and let them know that you have a story for them to cover. The second one would be that they are on your media list so obviously they get the emails when you send them out. And then the last one is that you don't really know how to reach them, and that's why you are in this webinar. Okay, so that sounds good, thank you so much for answering, thank you for dancing with me. We're going to go to then, things that you need to think about. Something that I do, it's like, one on one meetings, I am nobody without those one on one meetings. One on one meetings mean exactly that, you and somebody else, that person from the media outlet. These are really important meetings for you to have, and Adam was mentioning that. This is like the dating that he was talking about. But it's dating obviously somebody that you want to date, meaning that you are really interested, you don't want them to just ask about you, you're the reporter in that sense, you're the one that has come to me asking all these questions, very casually. You're not bombarding them, it's not like an interrogation. It's a very casual conversation, definitely a meeting that you're trying to do either outside for coffee or maybe in the station or their offices if there is time they can just give you say a 30 minute meeting. And you really want to just get to know more about them as a human being. They're reporters or they're journalists, so did they go to school for this, why did they go to school. Something must have happened that, my goodness, this is my





calling, I need to do this. Maybe they belong to a journalist organization that they would be able to give you contacts with. And always, because of health care I always just ask them if there is, again this is a very casual conversation, and maybe you'd like to practice before, that would probably be a good idea. But I'm an extrovert and I'm truly curious and to me it comes quite natural. So if it doesn't come natural to you, I would strongly suggest to practice. But one of the questions that I ask is if there is anything health care related to their lives. Maybe their children or their parents or their grandparents or their best friend. Somebody might have some kind of health story that could be related back to what we do. This is something that has helped me a great deal. There are some reporters that really we just have a personal connection now because they've told me the struggles they've had when it comes to health, and because we do things related to the ACA we really get in touch with those types of conversations. Like maybe they didn't have health insurance before and now thanks to the ACA they do. Sending occasional emails to say hello is a good strategy. I'm not saying to bombard them with hello messages, but every so often, even if that's not something that you would remember, sometimes I call somebody or email them just to say hello and I put it in my calendar the next two months to just reach out again and say, hey, we're thinking about our conversation about your girl's doing ballet and I knew that they had a performance, tell me how it went. Then oh, well I wanted to know more about what you guys are working on, and then we can do a casual reach. Just sending them an email just when you need them is probably not the best way. Adam also was talking about tweeting. Tweeting is really, I love Twitter, Twitter is such a great tool for many things, but to reach reporters it's always very important. They tweet their stories, so you really could just go follow them and then look at what they tweeted, read the story, you don't have to do a whole research on it. But just casually read the story and then retweet the story and then let them know, read this great article by #X, you know, whatever the name of the reporter is. Those are good techniques. Also, going to the local chapter of a journalist organization like the National Association of Hispanic Journalists or the National Association of Black Journalists. They also have an LGBTQ Association and different associations, the Asian Pacific Islander Association. So maybe try to find out the chapter leaders in your community and see if maybe they would like to invite you to one of their events and you would be able to talk more about what is it you do, maybe there could be a presentation or something to that effect. Next slide. So how to improve the relationship that you have with them. Look at her. She's like, no, I do not like that smell. Because they can just smell when you are desperate to get their attention. So you might have not done any one on ones with them so they really don't know you, they might have never seen you. You just send them emails and press releases and just call them and see



if they got it but there is really no connection and all of a sudden you are like, I have this event at 3:00, make sure you come up. They will be like, no, there are other events going on, why would I care about your event and why do you always call me only when you need me. So it's like a relationship, it can't just be about me needing you, it has to be about how can I help you do your job better. And these are good options, this is a great story that you want your name on. And obviously we're not going to say it that way, but basically make sure that you are not just reaching out only when you need them. Now, talking about the examples of outlets that just want money and they never give you any action. I would strongly suggest to just keep persisting even if they show no interest. And one of my examples is, we had a great communications director in Georgia, and she would just reach out to the Univision station there. They just never, they always wanted the sales person around, and we would reach out to the news team and then the sales person would reply back. So it was really uncomfortable, but our communications director persisted. During the first open enrollment period we got not a single clip from them. The second enrollment period, we got nothing from them also until the last week of open enrollment that they did a six part story about the ACA and how health insurance could help the community. So that was just a great, great success. Our history told us that they were just not going to do anything. And they haven't been super active either lately, but we still send them things, I still engage with the reporters and the producers via Twitter just in case, when they are ready to do health insurance stories they know that we are the experts and we can help them. Also, ask other leaders in the community. Maybe there are leaders in the community, like the Haitian Creole community in Miami or the Somali community, the tribal community, that maybe there would be able to be somebody that would introduce you to that outlet or to the leaders in the outlet that they would be able to know that you can help them with their story. So best practices, next slide please. Make sure that you do one on one meetings. These are key, I cannot emphasize how important one on one meetings are. They are uncomfortable to book. If you call ten reporters, maybe you'll book one. Maybe you're lucky, maybe you'll book five. But that one that you book is going to be very important for you. And then after you do the first one it will be easier to get the rejection of no, I'm not interested in meeting. Some of them will just completely refuse. Others you can send an email and be like, oh, I would like to meet with you, I have, maybe if you know their calendar, maybe they start work at 2:00, would they be able to meet at 1:00 on Monday or how about next week Wednesday? Just give them options and see if they will be able to book a one on one meeting with you. Start following them on Twitter after that. Also if they have a public space on Facebook. Reach out to multiple people within the organization, not just the same reporter you see out and about doing stories, but



how about the assignment desk editor, how about the editor if it's print or the producer on radio. Try to get different ins within the same organization. Also, let them know that you have a speaker when you have an event or you want to book an interview. Be sure you let them know that you have a speaker of the language that they deal with. In this case, if it's Spanish, let them know that you have somebody that's available, and obviously that person trained to give interviews. Ask other leaders within their own community to see if they would be able to introduce you to other people. And persist. It does not matter if they show no interest. I would say just keep at it. Don't only just send them the press release, make sure you call them and let them know that they got the press release, call them again to let them know that the event is happening tomorrow, is it on your docket so they would discuss it tomorrow morning. Call before their editors meeting. Call and ask them, when is your editors meeting every morning, and they'll tell you it's at 9:00 or it's at 9:15. Great, call right before and say, hey, can you make sure that you guys discuss X event that is happening, it's really important for your community, we're going to have a Spanish speaker there that will be able to give you interviews. And I have great visuals. Okay, next slide. So how to identify your spokesperson. Now, you know that you are maintaining your relationship with the outlet, you have great relationships, so now how do I give you that person that will be able to speak on behalf of our organization or coalition? First thing, it does not have to be the leader of the organization. Unless your organization is three people, then I would probably suggest, yeah, that would be a good thing for all of you to be media trained. But it does not have to be the leader, although it could be the leader, that is actually no problem. But when you are choosing your spokesperson, you need to think about, who is the best speaker and who can explain the situation in that particular interview but also stay on message. It's a skill to be a spokesperson, not just because you are the highest person or the person who is constantly talking to the community. You might not be the best speaker. So there is a combination of things that you need when you have a speaker, a spokesperson. So they are leaders. The person that is the spokesperson is the leader because they have the strength, they command authority. They are warm, they have that warmth that when you see them you see a picture or you see them on camera or you hear their voice on the radio, you say, I trust what they are saying, and they are reliable. Also, make sure that, let's say your leader is the one that is always giving the interviews in English, make sure that you have somebody within your organization that speaks the language of that community and train them to be good spokespeople. So it is always good to have them. Here I have two examples. On the left you can see Rosie Malta, she is in Enroll America, she's in the Texas office, and she is there with the Univision station talking about the ACA. This is a partnership that we have with that



particular show called Conexión Texas, or Connection Texas, with Enroll America. So you can see, she is well dressed and she looks kind. If you hear her you'll see that she is warm but she has authority. Also, on the right you'll see Jose Medrano, he's from our Rio Grande Valley Office and also well dressed, he has our banner in the back, he makes sure that our banner is showing when he does interviews and he just commands authority. He knows exactly what he's talking about and he says it in simple terms for the community to know what they need to know in order to get health insurance. Next slide. So you'll see our work in action. There is more going on here. On top, the two top ones are print. On the left hand side is the Columbus Dispatch in Ohio, this is our big Get Covered, I think this is a phone bank that was happening, this is the front cover of the Columbus Dispatch. We sent advisories, we called, we made sure that they showed up, let them know what was going on, explained so they could visualize that the event was great. Also making signs, even if we don't have a printed sign we make signs as you see there to make sure that it is visually appealing for them. The right hand side is Out Smart, it is a Houston based magazine, it is a partnership that we have with them, it is an LGBTQ magazine. On this one is an article that we actually wrote for them, talking about how the ACA now relates to newly married couples thanks to the Supreme Court case last summer that now married couples can qualify for an SEP or a Special Enrollment Period. On the bottom you'll see two TVs. On the right, this is also in Ohio, and this is a phone bank that we had that was very successful. Then on the left hand side it says Contigo en la Comunidad, this is Univision 23 in Miami. This is a partner of ours that we've trained to do media, and he just went there and did this whole segment, I think the segment was for five minutes or so, and it was very informative. He is just talking to the community. You also see him well dressed and really informed, practicing his talking points which is something that is really important when you have a spokesperson to know what the message is. Next slide please. We're almost done guys. Now you have the spokesperson, now you know how to meet the media and have great relationships. How do you make media lists? Well, I think I could Google that for you, but you can Google that yourself. It's really simple. If you don't have a media list, it's just as simple as Googling them to get their website and just go where it says contact, maybe newsroom. If they don't have that, sometimes they really hide that kind of information, there must be some kind of phone number that they have and you can call them and ask to be transferred to the newsroom and just let them know what you need. I need to add you to my media list, which one is the best email or phone number to call you, can we call you directly to the newsroom. That would be one. Another trick, sometimes I just get people from Twitter. If I know there is a reporter, I watch the news, I saw it, and on the bottom it says the name, Stephanie Gonzales is the name of the reporter, and it says WRTZ, then I just go on Twitter,



look at it, see if she has her, definitely follow her, and then see if she has her email address there. If not, do exactly what Adam said. Tweet at them, say hey, I need your email address, can you send it to me. And they most likely will. Also, if you are looking into adding and expanding, I totally understand you might be in a community that you're not part of and you just don't know what kind of newspapers they read, you can just go to a supermarket that has all the Latino, a very Latino supermarket, or maybe an Asian specific supermarket. Go and just pick up their newspapers. You might just be able, even if it's in Chinese you would be able to see some kind of email or some kind of phone number that you would be able to call and let them know that this is what you want and how can you get it. Now, creating your media list. If you don't have an email address for your organization, you could just use the address book on gmail, I used to have when I used to work at another organization I just put everything on gmail. And if not, then you could on your own address book just put media lists, you could put Latino Media and then just put all those emails in there. So when you send it to them, BCC, make sure you don't put it to anybody, make sure that you blind copy anybody that you're sending this to. You don't want them to know who you are emailing to. Also I would say, just for back up, have an Excel sheet if you know how to use those, if not, just open a Word doc and load up all the information, name, outlet, phone number, email, when do they work, do they work on weekends, do they work on weekdays, that would be something that would be important. Lastly, this is how Enroll America could come to your rescue. Next slide please. We have our Communicators Program. You can go to [enrollamerica.org/communicators](http://enrollamerica.org/communicators), and the Communicators Program is a weekly email messaging update. In that you would get some talking points, learn media best practices, sometimes we have examples of how one of our partners had an interview that was great, we'll show those later also. We have messaging resources, localized messaging resources that we offer for you. Also even social media content, media tweets with graphic, like hey, it's Father's Day coming up, this is a tweet that we have and you could just modify that in your own way. All of this is for free. Right now we have it in English, but depending every so often we do a webinar call in Spanish. We do have in English a monthly call, in Spanish every so often, and it's just to practice your talking points, practice your interview skills, and any kind of questions that you'll have when it comes to how to connect with the media. So if you're interested go to [enrollamerica.org/communicators](http://enrollamerica.org/communicators), and you can just apply there. Again, this is totally free. And this concludes my presentation. I appreciate your time listening to us, and I will give it back to Erin.



**Erin Seidler:** Great, thank you so much Annette for all that great information. Up next we have Lorraine Ryan. Lorraine is the Public Affairs Officer at the Centers for Medicare and Medicaid Services in Region 3. Lorraine, I will turn it over to you.

**Lorraine Ryan:** Good afternoon, and thank you for the opportunity to speak to you today. I'm Lorraine Ryan and I'm the Public Affairs Officer for CMS Region 3 based here in Philadelphia. My goal here today is to share some thoughts, insights and tips on working with members of the CMS regional office staff to reach and attract media to promote your activities and programs. Believe me, we view these opportunities to work with you as being very mutually beneficial. So on this slide, we have the list of the ten regional offices which are located around the country, each one focusing on different states. Each regional office has a public affairs officer like myself as well as regional external affairs teams who along with others work with, others who work in the four CMS business lines. The map does show regional offices as they are broken out. The ten regions are broken out by states. However, what it doesn't show are the corresponding cities where the regional offices are located, so I'm sorry about that. But I do have a slide at the end of my presentation that shows regional office media contacts and the cities that they're located in. So I'm not going to, I know we're pressed for time so I'm not going to bother mentioning them here but you'll see them at the end. Next slide please. Okay. As I mentioned at the beginning, the regional public officers view opportunities to work with our external partners like yourselves as being mutually beneficial because it is. In fact, we are very well used to working with external partners on many if not most of our major initiatives. Not just the regional public affairs officers, but also the regional external affairs teams with whom we work very closely. And that is because we recognize the value of local in getting media attention. For us, having partners who know the local landscape, especially in communities where we are not ourselves located, we consider that to be a real bonus. Working with community based partners does have the potential to give us access to the kinds of on the ground facts and insights that appeal to local reporters. You're also a great resource for helping us illustrate local impact or consequences of programs or program related issues. There are a range of ways we can collaborate, many, more than are listed here. But I did list here some ways and examples of how I and my colleagues have worked or can work with you or with other external partners in the realm of media to promote CHIP. Leveraging each other's media contacts. Well, while we have access to media databases that do allow us to research outlets, reporters, and producers for a particular area, you may have the relationships already established. So that would be a very



great way to connect with us and we can work together. Or you may have better insight into which outlets are the most receptive to a story or which is most read, viewed or listened to by the communities you want to reach. So that kind of local intelligence is really something we can't necessarily get from our research databases. Leveraging social media capabilities. Here I'm going to tell you a dirty little secret. CMS regional office folks do not have access to our own social media accounts. That may be shocking, but it's true. Our CMS Communications Group in our DC office are the ones who have the social media platform access, we do not. But you probably have your own social media accounts, and that can be a big help to us. I'll give you an example. During previous marketplace open enrollment periods, partners helped push information about education and enrollment events using their social media platforms, which is very effective in driving awareness and attendance. And we couldn't do that on our own. So that was a great way of working together. Testimonials. We've already spoken about the power of properly vetted personal testimonials, and we in the regional offices are often scrambling to find good stories to tell. You can help us with the human interest angle by putting a face to a program or issue, which as we have already discussed is one of the most compelling ways to both sell and tell a story. Back to school campaigns. I heard that there is a toolkit that's about to come out for the back to school campaigns. Well, for us in the regional offices, summer time is sort of a down time in terms of Medicare and Marketplace activities for the most part. So probably it's a great time for some of you to plan your back to school campaigns, and it is a great time to reach out to the CMS regional offices to do some brainstorming and maybe discussing ways that we can work together. CHIP and the marketplace. Now is also a really good time to think about and plan ways to connect or amplify CHIP awareness and enrollment with marketplace related outreach. We may be planning for the upcoming open enrollment period, or even better yet we can talk about ways to collaborate on amplifying the message that CHIP and Medicaid enrollment is year round with the media. That is something that's often lost to the media, and that's a message that can be heard maybe better now than when competing with the fall open enrollment period. So that's another way that we can work together. And then there are phone banks, also known as telethons, and I'm talking television and radio. They've been very successfully pitched by CMS public affairs officers and our external affairs teams and our local partners, especially in smaller markets and with ethnic media outlets. We in Region 3 have had some success with Medicare and marketplace where we've been able to insert messaging about Medicaid and CHIP. We've done for the last several years phone banks in Philadelphia and in the Lehigh Valley, and we've always managed to get representatives of our partner organizations to talk about CHIP or Medicaid during the interviews that were conducted



during the phone banks. My colleagues in our San Francisco, Kansas City and Dallas regional offices have had even more impressive success with pitching and getting phone banks, often with ethnic media outlets but not exclusively, and even specifically for CHIP. So that's something that we can certainly work on together. And finally, connecting with each other's partners. We work closely with our regional external affairs teams in developing and promoting outreach, education and enrollment events involving their partners and we've seen the power of collaboration and leveraging in action. So maybe there might be opportunities to piggy back on or expand the scope of promoting events or activities or milestone events that people are planning or working on as partners with some of you. So that's a way that we can certainly work together. Next slide please. Okay. I know that we've already gone over what are the most important elements or factors that go into successfully garnering media coverage, and I won't belabor them here. But I did want to pull out some ideas and examples of how some of the elements have been used effectively or how they can be used to get a media win or enhance your media messaging. For instance, on human interest. Last year we all celebrated the 50th anniversary of Medicare, and here in Philadelphia we had a panel discussion that talked about the history and evolution of Medicare including Medicaid and CHIP. Working with our local advocacy groups, we were able to have in the audience people who could and did talk about the impact of Medicaid and CHIP on their family members, and that made for a very compelling story. I know that many if not most of our other regional office folks use personal testimonies at their events as well. Now, as far as timing and leveraging the calendar. In addition to focusing on back to school, think about the end of school and some of the out of school activities that can make for a message or an event tie in and get media attention to promote CHIP enrollment. Which brings me to joining forces with other community groups and organizations, which is also on this list. Think about summer reading programs at community libraries, summer lunch programs organized by the school district or local social service agencies or community groups, day camps or recreation activities hosted by the city recreation centers, the Y, churches or other faith organizations. All of these activities might provide an opportunity to work with community groups and collaborate on tying together the idea of keeping kids healthy in mind, body, and spirit, with enrollment information that can be delivered in connection with these activities. It might help garner media attention by joining forces with activities that might be getting some media notice. Seeking tie ins with local personalities or celebrities. Some years ago, I helped promote a CHIP related campaign in Baltimore at a recreation center that had been adopted by the Baltimore Ravens. The event was attended by a couple of players, which created a lot of buzz and helped attract media attention. So





local personalities that can attract attention is not limited to athletes but can also include politicians or well-known community or religious leaders, and it also could be a member of the media, which leads me to the idea of making the media your partner. Many media personalities align themselves with causes or initiatives that have meaning for them or the news outlet. An example is, we successfully worked with a popular radio show host in promoting a marketplace enrollment event where she and her station was making an appearance, part of a larger community event. While she was there, she did live interviews with CMS regional leadership and some partners and gave them the opportunity to share their message. She did promote the event prior to her coming, so that was an opportunity there that could be used. We also conducted a radio phone bank last year with a Spanish language radio station, and it was used to drive folks to call a local marketplace navigator organization to schedule enrollment appointments. So in addition to promoting the phone number and encouraging listeners to call, the popular host also did live interviews with partners and local officials to talk about the importance of getting covered and the availability of affordable comprehensive plans. Our partners were able to provide interview subjects who spoke Spanish, so that was a huge bonus. That's something that we often lack the ability to communicate with some community groups because we lack the linguistic abilities that are necessary. Also, many media outlets get involved themselves in collecting school supplies to fill backpacks for students getting ready to go back to school. So maybe there is an opportunity to reach out to that news station or news organization to see if they would be willing to partner with you to add the importance of having health coverage when going back to school. You can stress examples such as having the necessary vaccinations or checkups for school sports or activities. And you can supply information about CHIP for the backpacks and join the effort with the media organization as a partner. So those are just a few examples and thoughts I had on that. Next slide please. As promised, here is a list of the CMS regional public affairs officers for each region. I've included their phone numbers and their email addresses here. As you can see, the cities are listed where we're located and you can marry that up with the map of the regional offices in the states that we cover. So there are a couple of things to note. Our colleague in Atlanta which is Region 4 just retired, and until she is replaced our colleague in Dallas, which is Region 6, Bob Moos, will be covering for her. So with two of the largest regions and the number of states and populations he'll be a very busy man. So please have mercy and patience with poor Bob. And then Region 5 in Chicago is currently being covered by Gregg McAllister, who is filling in for Liz Scherzinger who is on maternity leave and is expected to be back sometime in the early fall. So that contact will likely change sometime maybe in September, I'm not sure exactly when. And in



addition to the media leads in each regional office, you may also already have contact with the external affairs teams that I referenced. They are also an excellent resource for brainstorming or sharing other partner groups that you can work with. And if you don't, I'm sure that we in the public affairs group can connect you with our colleagues in the external affairs teams, and we'd be very happy to do so, especially if you are looking for opportunities for collaboration. So that's what I have to offer. Again, I want to emphasize that we are very eager and happy to work with you on this. We have been mostly focused frankly on marketplace and previous to that Medicare. We do work in the CHIP realm but we welcome opportunities to focus more on that, especially when it is an opportunity to work community groups and grantees and partners like yourselves. So that's it.

**Erin Seidler:** Great. Thank you so much Lorraine for speaking with us today and offering that information. We do hope that folks out there do connect with their regional CMS offices, it's a great opportunity to partner on outreach and engagement, especially during the open enrollment period. So thank you so much Lorraine. Our next speaker is Melanie Hall. Melanie, we want to make sure that you are also not on mute. Melanie is the Executive Director of the Family Health Care Foundation. We are getting some feedback from the questions to make sure you speak up on the call. So Melanie, if you can hear us please go ahead and we'll start with your presentation.

**Melanie Hall:** Great, thank you so much Erin. If you want to go onto my slides. So as Erin said, I am the Executive Director of an organization, a non-profit, in Tampa, Florida, and we've actually been providing outreach and application assistance here in Tampa for our CHIP program, which is Florida KidCare, for about 17 years. So over that amount of time, we've certainly, through trial and error, come upon some things that have worked well for us in terms of working with our media. And I think one of the most important pieces that you can put in place is to make sure that you are really planning your outreach and communication strategies with your coalition members, your community partners, making sure that all of you who are working towards the same effort have a very coordinated effort with the media. One of the things they don't appreciate is having a lot of different pitches from a lot of different community partners for really the same kinds of events or messages. So you really have a lot more power in numbers by joining together and trying to work on making sure that you're engaging the media as a collective. So some of the ways to do that is to focus on either new developments or some of your events that are likely to attract the press. An example for here in Florida is, we just recently passed legislation that eliminates the five year wait for children for our CHIP program, and that actually is going to be implemented on July 1. So we are



looking now to engage the press to talk to a family that was originally denied Medicaid that will now be able to enroll in July. You can look for some of those enrollment events that we can focus on those new opportunities for families, and that's something that we feel would be attractive for some of our media partners. And then you can also look for back to school events, flu season events and other kinds of timely events throughout the year that you can circle back with your media partners and pitch a good story. Also developing those talking points and sharing those among all of your community partners is really helpful to make sure that you're keeping that message consistent. You don't necessarily have to cite your sources, but it's always a very good idea to have the citations available if anybody is asking you where you are getting that data from. When you're looking at reaching out to those special populations, I just want to reiterate what Adam and Annette had said before about choosing the right person to reach out as well as the right spokesperson to speak to that particular population and looking at both who will make the ask and when, and who is going to be sending out those press releases, is really one of those times for you and your partners to leverage those personal relationships that you've formed. It may be that I reach out to a certain television station that I have a great relationship with, and one of my other partners reaches out to Univision. So it's sort of a great time to look at who has those relationships and try to make sure that you're effectively utilizing them. Next slide please. I won't go too much into spokespeople, because it's really been covered well by other speakers. I would just like to point out that I think the most important aspect of finding the right spokesperson is someone who speaks with a great deal of passion. I will give you, probably one of the best examples is a pediatric emergency room physician that for years worked with us on media, and it worked so well because he felt very personally invested in children getting coverage. And he talked about watching parents struggle with bringing their children in and getting the care that they needed in the emergency department, and then getting either prescriptions or therapies or other things that were recommended for follow up to keep their child healthy or to help them along in their recovery, and you could just see how crestfallen those parents were knowing that they didn't have the resources to access those services. So he was a great spokesperson that really could come from a very, very genuine viewpoint. Another genuine viewpoint obviously are family members themselves. The other sort of tip I would throw out is not waiting until you are asked to have a family member speak or to be interviewed, but really to cultivate that list all year long. So as you are helping families to enroll and they have a very successful story, either with the enrollment or with the needed services throughout the year that really resulted in a great health outcome for a child, those are the kinds of times that you reach back out to that family and say, would you be willing when you get the



opportunity to get the media to share your story. So that you have a list of go to folks instead of trying to scramble at the last moment for an interview. I think it is very helpful to have several families that you can reach out to, and they've already been vetted and they're already comfortable and they know that you may reach out to them for that purpose. It really helps build a story. Go to the next slide please. Just a couple of things of note in terms of holding press conferences or conducting interviews that I think are very helpful. Typically you hold a press conference when you have a very large announcement or the kick off of open enrollment, or with CHIP you might have a press conference or something, for a change in law or something new that has been available to families. I think what's very important in a press conference is to make sure that it is extremely well organized. Some of the steps you can take to make sure that happens is to have a run of show, and to make sure each of the speakers has a specific time allocation. Make sure that the talking points that you have are very clearly defined among your speakers so there is not a lot of repetition of information. And provide the detail for your speakers, if they don't have their own sources of data or they don't have specific community statistics that they are comfortable with. You can provide that detail, and it helps them to feel comfortable when they are up in front of those cameras. And then lastly, stick to about four or five speakers maximum. I've been to some press conferences that go very smoothly, very well, and they've been organized well, and as a result you get those reporters responding back to those entities again when they want to hold another press conference. I've seen other press conferences that potentially could go on for a very long time and have several not very effective speakers, and it really sort of defeats your purpose. I think tightening up that press conference run of show is very important. So when you yourself are conducting an interview, it's been emphasized several times about the importance of the relationship with the reporters and with those folks that you are going to interact with on a regular basis. And that's absolutely true. But regardless of how comfortable the relationship and conversation is, please remember that you are always on record, and don't confide something that you aren't comfortable with being seen in print at some point. It is important that you realize that the person you are speaking to is there for a job just as you are. So try and make sure that you really stick to building the relationship with good, accurate information, and the fact that you are genuine about this, but do remember that you are always on record. And then probably the most important tip I can give is, remember the ultimate goal of what you are doing an interview for is to make sure you are connecting the audience with your services and with allowing people to get to either you or to the website that they need to get to to do applications. So try to get your phone number, your website, the website of your CHIP organization, included either in your interview or scrolled



along the bottom of the screen or included in a highlighted way in an article. It is very important to be able to drive that audience back to the folks who can actually provide them with that assistance. Next slide please. And then again there are certainly dwindling resources out there to do outreach. So doing earned media really can be a very important outreach tool to broaden your reach out to communities. So along with the other mediums that Adam suggested, there are also some formats that may be important for you to look at within the local media that offer you fifteen to twenty minute interview slots, either on Sunday morning local news shows or on radio shows. What we've been able to do could end up, interviews provided a lot of information at one sitting, and at the same time they also provide some question and answer formats where callers can call in. That's been a great format for us to use, and we've actually had very positive experiences doing these question and answer sessions. And then also, as was mentioned before, some formats seem to work better for some audiences. We have found great response with our Hispanic audience here locally through our radio shows that we've done with more of the general public, less specific audiences. That seems to have had great response through our local television stations. Next. We were going to show a little bit of an interview, but I want to leave that in the interest of time and to be able to be respectful to our next speaker. So if you want to go back and click on this link at any point, you certainly can. This was an interview we did last fall that may show you some of the things that we've spoken about today. And one of the things that you can do is try to connect and combine efforts. So for example, for the last two years we've worked with Connecting Kids to Coverage efforts with their radio media tour, and that was combined with some paid radio ads at the same time. So we really got a lot of bang for our buck through combining those efforts. Next. And then finally, you can utilize a lot of that content from those interviews and really get a lot of mileage out of it after the fact. So prior to an interview or a media event, you can tee it up through promoting through social media, you can follow up through social media by including links to those interviews. You can include quotes, photos, again, extending the life of those interviews long after that fifteen minutes that you were able to get some coverage. And then you can also then use those quotes from elected officials or families in some of your promotional materials, outreach materials. Pictures in particular are very valuable as you go through trying to broaden and extend that reach. Next. I just want to thank you for your time and I will stick around for the question and answer session. I hope to hear from you soon.

**Erin Seidler:** Thank you so much Melanie, and apologies again for the technical difficulties today. Our last speaker is Elisa Camahort Page. Elisa is the Co-Founder and Chief Community



Officer of BlogHer, and she's going to talk a little bit about how to engage with local bloggers to reach new audiences. Elisa?

**Elisa Camahort Page:** Yes, hi everyone. We can go to the next slide. I'll just dig right in. So SheKnows Media, so you briefly know a little bit about us, is one of the top women's lifestyle online networks. We reach over 90 million unique visitors every month across all of our sites and blogs, and almost 300 million social fans and followers. And our primary brands are the SheKnows brand, the BlogHer brand, and I'm one of the co-founders of BlogHer, and the StyleCaster brand, which is more focused on millennial fashion, beauty and lifestyle. We can go to the next slide. We have a series of core initiatives that are all about speaking to our mission of women inspiring women. So it ranges, everything from Hatch, which is our digital and media literacy program focused on Gen V where we walk tweens and teens through various curricula around media and the use of digital and social media and then record unscripted videos to provide content to adults about what teens and tweens are thinking. We also put on conferences, the largest conferences for women, online content creators, and web influencers. And we have a series of programs designed to encourage pro women advertising, pro women research and insights, and women entrepreneurs through The Pitch, The F Word, Femvertising. These are all initiatives that we work on in addition to being editorial and social sites, and it's all about reaching women, and particularly moms are one of our strongest demographics obviously. If we go to the next slide, the first thing I want to talk about is to think about social media as not some monolithic block. People are not having the same mindset when they visit different social media platforms. So it's not really in your best interest to post the same thing everywhere as though all social was alike. Nor are people, use of Facebook is somewhat ubiquitous, but think of it as a utility almost replacing phone service and that doesn't necessarily mean that's the only thing that you need to do. I think that's the second trap that people fall into. So if we go to the next slide, what I've kind of outlined here is that, there is a primary purpose that people have when we surveyed all of our users, when they go to these sites. And thinking about how your message can fit into that purpose means that they will have the mindset to receive your message. So Facebook is still primarily the place to keep in touch with friends and family. It's very much an identity based social network. So people you know and the people who know the people you know, as opposed to, we skipped over to Instagram. The thing I find fascinating about Instagram is that this is an interest based social network. So it's sort of, people are coming together not necessarily because they know one another but because they care about the same thing. On Instagram, hashtags rule, unlike a lot of the other platforms where if you over hashtag you're kind of annoying people. On Instagram, the more hashtags the better. Eight or nine hashtags



is really recommended, and you will build audience and you will build community around hashtags. So using myself as an example, the most common hashtags I use are around being a vegan, around my cats, and around my home garden, because I have a house that has a garden for the first time ever. And you can see when you look at my followers that I have distinct groups of people who care about my cats, who care about my food, who care about my flowers. They are not necessarily people I know, but every time I use those hashtags I build my community around those interests. And I find people who are talking about those interests as well. So there is a difference between identity based social networking and interest based social networking, and Facebook and Instagram are the number one examples. Twitter over the years has had a lot of different ways people use it. I often say that Twitter has a bit of an identity crisis. I think the thing that really Twitter has become is a place for real time conversation. This is where people come to see what is happening right now, and it's driven by either current events, think #Ferguson, or entertainment, think #Scandal. And this is not necessarily a place where you are building a ton of general awareness even, there's got to be a gimmick, or there's got to be something relevant to right now, that's what people are going there for. So think about how what you're doing can relate to something in the news, something that's happening, whatever it may be try to get in on that real time action because that is how you are going to get actual people looking at what you're doing. When it comes to Pinterest, I tell many, many people that, you know, if you're not about food or style or fashion or something very window shoppy and life hacks for your home, I don't think you really need to worry about it that much. And the last point I would make is that blogs are where substantive conversation is happening, interactive conversation, and people do like to talk about what they buy, what they use, what they go see, who they vote for. They're talking about their choices every day and comparing notes. That very much happens in blogs still. And people trust bloggers that they follow because they feel, whether they have ever met them in person or not, they feel like they know them. Go to the next slide. So the thing about bloggers is that over the years as we've surveyed bloggers it has never changed that the number one reason they blog is to express themselves. Whatever else they are trying to achieve, they want to share their thoughts. Plus, the purpose of the audience as reading blogs has become a lot more mainstream has really centered more on, the majority are looking to blogs to find useful information, to be better informed. You would think that maybe that's a disconnect between these bloggers who want to talk about themselves and these readers who actually want useful information. But in fact, it's all that self-expression that allows the reader to feel that this is their friend, this is their neighbor, this is a person we can trust. That's the context of that human that makes them feel that connection, so that



when the blogger does talk about what they buy, what they see, who they vote for, what they're doing, the reader feels trust in that information, the tendency to want to follow that advice. To the extent that when we did a survey around beauty information, we found that our audience would rather take beauty advice from a parenting blogger, who is someone they really "know," than take advice from a beauty blogger that they don't know. So it's very much keyed into the human. Go to the next slide. So this is what bloggers know about why people will follow you. If you're creating content, and most organizations have kind of realized they need to create social content, you have to let them know you and provide some context about who you are, what human are they talking to. People don't actually like to talk to a logo, or a brand, or an organization, they like to talk to people. But they also want to get useful information, and they also want to, when it comes to bloggers, they want reciprocation, they don't want you to ask them to always read your stuff and link to your stuff and share your initiatives without you coming and reading their stuff and being a part of their community. The blogosphere is built on the spirit of reciprocity, and that is still very important. And there is something unique about who you are and what you do. Make sure that that individual voice of the human and the individual service that your organization delivers, making sure that is something that you keep front of mind, that only you do you, and that's what makes all these blogs find their place in the landscape. Go to the next slide. So who are bloggers? They are not necessarily journalists. Most bloggers do not call themselves journalists, but they can commit acts of journalism. Just yesterday, a blogger I know, I complained on my Facebook that in a criminal case here in my area, the Bay Area, they were sharing a senior high school photo of this perpetrator, who had been convicted actually, and not a mugshot, and I thought it was kind of annoying, making him look good. So she spent all day chasing down until she finally got his mugshot from the local police department and posted it. And that's not her job, but she got sort of a bug in her ear, and she wanted to go after it. So bloggers can commit acts of journalism, but they don't consider it their job. It's got to really inspire their passion. But just like the journalists that you heard previous speakers talk about, you should know a blogger's beat, you should know, do they talk about health? Do they have kids? Are they concerned about access and affordable health care and all these things? You should kind of know if what you are hoping they will be inspired by is at all in their wheelhouse. Go to the next slide. They are your prospective advocates, and some of them might be your prospective clients. And they speak to many, many more of their users. There is this dual approach when you are talking about bloggers. They could be your users themselves. They could be the people you market to directly. But in doing so, you may inspire them to tap your marketing onto their readership. Go to the next





slide. Understanding the blogger and what motivates them is important. Some bloggers, just like some of the media outlets folks talked about on this presentation, their motivation is monetary. They get paid to write sponsored content, and it is disclosed, and they consider it to be advertorial as it would be for any media outlet. And they are looking for those opportunities. But that's usually not all that motivates a blogger, and passion for causes is a big part of what a lot of bloggers express. And by asking, not just telling them it's important for your audience, you're going to want to talk about this, it's more important to ask what really triggers them, what are the issues they care about, what could you give them in return that would motivate them even more. And understanding what they already talk about is how you find your A-list. So a lot of people when they decide to build relationships in the blogosphere, they just look at a list of, oh, can we find a list of top ten mommy bloggers. That's the most common question I ever get asked, who are the top ten mommy bloggers. And my answer is, well, I don't know first of all because it depends on your criteria. But second of all, it doesn't matter who they are if they are not interested in what you are doing and would never share about it. You have to go check these people out and say, what are they writing about, what are they talking about, and are they fertile ground for my outreach. On the other hand, you can also proactively search who are the people who are talking about what you care about. If you're out in the blogs, who is talking about, for instance, their kids, affordable health care, health issues. Even a lot of people right now in the political climate are talking about CHIP and talking about their experiences. So finding people who are already interested in this topic, that's your A-list. Because you've already fought the major battle, which is you know they care, and you know they care enough and it fits into what they blog about. Because bloggers do get into, my blog is about this and I don't talk about this other stuff. Even if in life they care, that's the thing. And you can also be looking for these conversations on Facebook and Twitter. Go to the next slide. But that's how you find your A-list. So there are many different ways when you are outreaching to bloggers, many different ways to answer the question, what's in it for them, how can they participate. Probably the least interesting outreach is to say, we're doing this thing, here's a link for you, write about it. You're going to get 99% nil. Or 99% delete. But what can they do? How can you get them actually involved? Can you bring them to an event? Can you introduce them to families you've helped? Can you ask them for their stories and want to share them, crowd sourced stories that would relate? Can you create some sort of hashtag that would celebrate some milestone or important topic? Can you create a challenge where you are trying to get people to donate but you're collecting it and maybe the people who get the most of their followers to do something get acknowledged. It's two questions, how can they participate and be a



part of it and what's in it for them, why are they, besides satisfaction. You can always say it will make them feel good to help, but you know I'm sure that there are a thousand ways that they get approached, and a thousand ways people can help. And it's all about kind of creating that personal connection and that sort of touch point. Someone talked about that earlier with journalists and trying to figure out if they have some relationship to the subject matter, which is great. And what bloggers do that makes it so easy for you is they're probably talking about it if they have some relationship to your subject matter. Go to the next slide. There are some, the thing about bloggers is that they want to tell stories. There has to be a story, and sometimes they really do want to tell your story. What's even better is when your story aligns with their story, and that is what their readers are most interested in, and the readers know them, not you. So them telling your story is good, them aligning your story with something similar in their life story is better. And finding that story is really the important thing. Go to the next slide. There are great examples of cause-based blogger advocacy, and you can find them. I listed one that's corporate, but the rest are actually charitably oriented. Shot At Life, the UN, one.org, Every Mother Counts, Charity Water, Speak Beautiful. Shot At Life, One, and Every Mother Counts, they all have advisory councils of bloggers, so they have identified prominent bloggers and invited them to be sort of ambassadors for them. Speak Beautiful is around a hashtag and has created some really compelling video content created around a hashtag. Charity Water did a really interesting thing where they created a program where they asked you to donate your birthday, to ask your friends and followers if you're turning 38 to donate \$38 to wish you a happy birthday. That is a great example of what I was talking about earlier where you create some sort of milestone around which people can activate, and in this case it is the birthday. I think the other thing to remember is that there are probably local bloggers congregating, if you are looking specifically for people in your geographic are, Facebook and Meetup still are really heavily used for people to create groups of bloggers, and they usually have admins and you can reach out and you can try and sort of reach out to an admin of one of those groups in order to reach more of those folks who are actually geographically related to you. So I know I really rushed through all that because we are really running long, but I think that's my last slide. Thank you very much. Totally reach out to me if you have questions, and I know they'll share these slides. I hope that was helpful.

**Erin Seidler:** Yes, that was great. Thank you so much Elisa for all of that information. And thank you to everyone for sticking with us. I know we ran a little long today. We didn't have any very specific questions for our speakers, but the feedback we got was people looking for the slides after the presentation because the information was so great. So thank you to all of our speakers for sharing that great information with us today. We will be posting these slides



to the insurekidsnow.gov website in the next few weeks, so please feel free to follow up with us there. If you are not connected with us, you can go to insurekidsnow.gov to sign up for our eNewsletter, and we'll be sharing a link to the slides there as well. Or you can connect to us on Twitter, that's @IKNGov. Please use the hashtag #Enroll365, we'd love to hear what you're doing out there across the country and the good work that you're doing to enroll children in Medicaid and CHIP. Thank you again for joining us today. We'll be following up with this information on the website and by eNewsletter and over social media accounts. We hope everyone has a great rest of their Tuesday. Good-bye.