

Media Plan and Communications Timeline– Take Back My Meds MKE

We've written this plan and timeline with three main goals in mind. First, we want it to help you build a strong understanding of the network of medicine drop boxes in Milwaukee County. Second, we want it to help you expand that network. Third, we want you to become content experts for the media in the greater Milwaukee area so you're called to give comment when opioid stories break.

To achieve these goals, you need to better establish your position inside the media landscape in Milwaukee and, to a certain extent, Madison. You'll do this through a series of op-eds and press releases, most of which will not be published or result in a story. But this process will further TBMMM's narrative and establish your reputation as go-to, responsive content experts on opioid issues.

Types of media

We think of media in two buckets – proactive and reactive. **Proactive media** for TBMMM will be based on events and metrics you create. Examples of events include a meeting with pharmacy students at a local university, environment themed days (such as Earth Day or hazardous materials collection days) or any targeted event in communities where you already have a drop box or are seeking to place one. Examples of metrics include successfully reaching any benchmark you've decided is important, such as amount of medications collected, new drop boxes placed, sponsorships developed or grants received. We want you to shoot for a proactive press release or media opportunity once per month.

Reactive media happens when you're looking for media opportunities as they come up. For instance, when the Trump administration called the opioid fight a public health crisis, we quickly sent out a press release that expanded TBMMM's narrative and highlighted your expertise, so the media could build their understanding of you and your mission. Reactive media should be sent out as it happens, ideally on the same day as the triggering event. This will be a mix of press releases and op-eds.

The best prepared organizations are proactive about their reactive media. They've brainstormed a list of the types of events they expect to trigger a reactive press release. They've pre-drafted and pre-approved the types of quotes they'll need to talk about these triggering events. This all allows them to much more quickly mobilize, which helps them build their organization's narrative and status as go-to content experts.

Getting (and staying) ready

To achieve these goals, you have to be prepared to quickly draft and approve a release so it can go out the same day as the triggering event (for op-eds, you have a bit more time, but only a bit). Quite simply, failure to meet this timeline means failure to become part of the news cycle. We suggest having a plan in place clearly spelling out some rules. Questions you'll need to answer to put this plan in place:

1. Who is responsible for drafting releases or op-eds?

2. Who needs to approve them before they go out?
3. How quickly must the approving person respond?
4. How will they find out about the request to approve (i.e. via email, text, phone)?
5. What chain of decision making goes into effect if they do not respond within the agreed timeframe?
6. Who will be quoted on what topics?

Understanding the answers to these questions ahead of time will save a considerable amount of stress when you need to quickly mobilize. Additionally, always sticking with the branding guidelines and core messaging in your strategic communications plan will make the approval process much easier - industry best practice is to work with agreed-upon messaging that all organizations have already approved (i.e. your strategic communications plan), with no need for additional approval unless there are attributable quotes (approval comes from the speaker) or a change in messaging (approval comes from the entire coalition). We highly encourage you to draft a media MOU all Coalition decision makers agree upon and follow.

Media suggestions

Remember – in all media, your goal is to help Milwaukee County residents understand this is one way they can help fight the opioid crisis. This is something each and every one of us can and should do.

Proactive media

- Meetings with pharmacy students at local universities
 - Medical College of Wisconsin
 - Concordia University
 - University of Wisconsin-Madison
- Event with recovering addicts who got hooked on prescription medications
- Event with parents of kids who have died because of overdose
- Event with participating pharmacists to celebrate milestones of meds recovered
- Event with sponsoring organizations to celebrate milestones of new sponsorships
- Press release for every new drop box placed and sponsorship received
- Press release every time TBMMM receives a grant
- Press release every time TBMMM presents at an event or to decision makers
- World Water Day (March 22, 2018)
- National Cleaning Week (last week of March, 2018)
- Earth Day (April 22, 2018) – Focus on medication’s effects on our water throughout the month of April, in conjunction with partners
- Substance Abuse and Mental Health Services Administration’s National Prevention Week (May 13-19, 2018)
- World Environment Day (June 5, 2018)
- National Night Out (August 22, 2018)
- World Water Week (August 26-31, 2018)
- National Recovery Month (September, 2018)
- World Water Monitoring Day (September 18, 2018)
- World Rivers Day (September 29, 2018)
- America Recycles Day (November 15, 2018)
- Safety days sponsored by local law enforcement or governing bodies

- Medication take-back days
- Hazardous material take-back days

Each Coalition member organization should add in dates from their calendars that directly tie to TBMMM’s mission. When TBMMM’s media outreach also bolsters the narratives and reputations of its member organizations, that’s a double win.

Reactive media to prepare for (most often as op-eds)

- Trump administration makes an announcement on opioids – declarations, funding, new laws, etc.
- Walker administration or Attorney General makes an announcement on opioids
- Opioid deaths/overdoses
- Story about a child taking found medications
- Any other headlines about opioids that enter the news cycle
- Opioid issues as related to the individual mission statements of Coalition member organizations

Political media

Additionally, we want to make sure every politician in Milwaukee County is talking about this and featuring your work in their communications. We’ll start by targeting those politicians who already have boxes in their districts and ask them to feature information on TBMMM in their newsletters and social media. This should happen every time a new drop box is placed, as well. Every politician in the County is on your press list, so they’re receiving your updates. Once those without drop boxes have seen your updates a few times, we can make the ask of them to feature your work in their communications to better link their constituents with the safe, responsible solution you champion.

Advertising

Defining Success

The amount of medicines collected, in pounds, is the best number you can use to define most aspects of TBMMM’s success, including advertising success. It’s a straightforward measurement of practical outcomes and for most funders, it’s the measurement justifying their investment. With this in mind, it is critical the Coalition determine how to routinely collect this information. This should be done as soon as possible – you need to establish a baseline now, prior to any major advertising campaign, so you can show success.

Additionally, we’ll be able to track and report your digital engagement successes, including things like engagement with and reach of digital ads, and actions taken because of ads, like the number of times your drop box map is viewed or your “sponsor a drop box” page is visited.

Defining audiences

For radio and television, our audiences are simple. We need to target moms of all ages, and people 55+. These two groups are most likely to take action and most likely to have access to drugs in their homes, or the homes of relatives.

For digital, we recommend sticking to these broad definitions and adding three more: people who work in pharmacies, people of higher incomes who are likely to make charitable donations, and people who

are in leadership positions at large companies or organizations. These more niche audiences will allow us to target individuals specifically for the purpose of placing and sponsoring more drop boxes. We'll complement this with advertisements to moms and 55+ targets with responsible take back messaging. We can infinitely customize digital audiences, so we'll make sure we're honing these broader categories into the most responsive target pools, and we'll consistently check analytics to make sure it's working (tweaking as necessary).

Defining the message

Core messages to these audiences are defined in your Strategic Communications Plan. Your overarching message is always to give audiences direction on what they can do to help fight the opioid crisis. This is always about what each of us can do. It is always about empowering your audience to take action, thereby giving them hope.

Spend strategy

Dollar for dollar, you cannot beat the cost and rate of return of digital advertising. We recommend starting with a heavy digital buy, mostly focused on Facebook. We can micro-target by demographics, location and interests to ensure that we are maximizing the value of dollars spent with very little wasted spend.

We recommend complimenting digital ads with radio targeting moms and 55+ demographics, primarily focused on oldies, talk radio and easy listening. This spend can be easily cycled up or down based on available funds. We want to aim for repetition – the goal is to push a clear message of responsibility and availability of proper disposal.

If additional advertising dollars are available, we recommend adding television, primarily cable. This spending should skew towards an older demographic, because they are more likely to watch TV (instead of streaming services). Cable now allows us to better target than in the past, so we can again minimize the amount of wasted spend outside Milwaukee County.

If even more advertising dollars become available, we would move to a heavier broadcast television buy. You will certainly hit more people, but there is also a fair amount of spend that will hit areas outside of the Milwaukee County service area. If we get to this point, TBMMM should be prepared to start conversations with surrounding communities as it makes the most sense to have some infrastructure in place if we are going to talk to those residents.

A monetary breakdown:

Up to \$150k – radio and digital advertising

\$150k – \$300k – radio, digital and cable television advertising, with the amount of cable TV advertising growing as you get deeper into this budget range

\$300k+ – radio, digital, cable and broadcast television advertising

Communications Timeline

Goal: approach your communications proactively, even when being reactive.

Weekly

- Heavy Facebook presence
- Managing digital advertising and growing advertising reach and effectiveness
- Proactively growing Facebook reach and engagement through advertising and a significant investment of time – this means actively participating in your own social media by commenting, engaging with shares, taking advantage of trending themes and stories, engaging with other pages (such as Coalition members and organizations doing similar work) and generally building a consistent narrative.
- It's important to keep track of local, state and national news stories to be ready to react via press releases and opinion pieces, always highlighting your mission, vision and core messaging.

Monthly

- Collecting data on your predetermined metrics – how many pounds of medications did you collect? How many new drop boxes did you add? How many new sponsorships did you secure? What other metrics should be added based on new goals or initiatives?
- Digital analytics – what's working best and how do we grow these successes? Any mistakes we can learn from?
- Website analytics, with particular attention paid to converting Facebook Pixel hits to engagement and a larger audience.
- Holidays, community events or Coalition member organization events, as listed above under "Proactive media" – our goal is not to have you do something for each of these, but rather to know what's coming up about a month ahead of time and consider whether it's a good frame to advance your narrative and mission.
- Additional advertising, as possible in your budget.
- We want you to send out one press release per month, focused on any of the possibilities listed above.

Quarterly

- We'd like you to submit an op ed or letter to the editor at least once per quarter, and more if you feel there are compelling reasons or a good reactive opportunity to advance your narrative.
- Radio interviews or TV morning show pitches

Yearly

- Proactive events, such as the news conference held at the end of October. Possibilities listed in "Proactive media" above. Once a year is good, twice a year is great. Your goal here is to provide the media with very interesting, very timely and, ideally, emotionally compelling content. You don't want to be the organization that cried press event, so limit your events to those that meet these criteria while also providing TBMMM the opportunity to substantially improve your public narrative.