

**The California Endowment
Communicating for Change
Curriculum Overview**

Developed and delivered by the Berkeley Media Studies Group

- Module 1 Making the Case for Health with Media Advocacy**
Module 1 introduces how to use media advocacy strategically to advance policy. Participants will learn to recognize the news media's role in shaping debates on community health. They will clarify their overall strategy and learn how it relates to a media strategy, a message strategy, and a media access strategy. This will be the basis for subsequent trainings.
- Module 2 Planning Ahead for Strategic Media Advocacy**
Module 2 takes participants through each step of developing a media advocacy plan: setting goals and objectives, identifying strategies and tactics, assessing resources, determining timelines and specifying who will do what. Participants will learn to integrate communications planning organizationally and plan for timely, proactive news coverage.
- Module 3 Shaping Public Debate with Framing and Messages**
Module 3 explains framing — what it is and why it matters — and helps participants apply that knowledge to developing messages in advocacy campaigns. Participants will practice framing a range of community health issues to support policy change.
- Module 4 Creating News that Reaches Decision Makers**
Module 4 explores different news story elements so participants can get access to journalists by emphasizing what is newsworthy about their issue. Participants will explore how to create news, piggyback on breaking news, meet with editorial boards, submit op-eds and letters to the editor, and develop advocacy ads.
- Module 5 Engaging Reporters to Advance Health Policy**
Module 5 gives participants intensive practice being spokespeople for their issue, including on-camera training. Participants will learn to anticipate and practice answering the tough questions reporters ask.
- Module 6 Targeting Audiences with New Communication Tools (E-advocacy)**
Module 6 gives participants a tour of new communications tools, including blogs, e-flicks, and viral marketing so they can tailor their advocacy communications to specific goals and audiences.
- Module 7 Training Allies in Strategic Media Advocacy**
In Module 7 those who want to train others in their organizations learn interactive techniques for teaching media advocacy.