



***Media Advocacy:
A Strategy for Activists***

**Minnesota Organization on
Adolescent Pregnancy, Prevention and Parenting
16th Annual Conference
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Media advocacy comparison

Brand X Media

Individual Focus

Warns & informs

Personal Change

Message

Information Gap

Media Advocacy

Population Focus

Mobilizes & pressures

Social Change

Voice

Power Gap



Key functions of the news

-  **Setting the agenda**
What we think about
-  **Shaping the debate**
How we think about it
-  **Reaching opinion leaders**
Changing what we do about it



Developing strategy

- 📄 What is the problem or issue?
- 📄 What is the solution or policy?
- 📄 Who has the power to make the necessary change?
- 📄 Who is the opposition? What do they believe?
- 📄 Who can be mobilized to apply the necessary pressure?
- 📄 What messages need to be developed for which groups?

Protest for stricter laws greets gun shop

By Craig Anderson
STAFF WRITER

SAN LEANDRO — Reading a list of Alameda County murder victims, a group of 40 protesters gathered Friday in front of The Traders Sports Inc. gun shop on East 14th Street demanding stricter weapons laws.

The demonstrators complained that The Traders and other gun dealers do not do enough to prevent criminals from obtaining guns from their shops. In many cases, protester Millie Cleveland said, gun shops sell weapons to people even when it is obvious the guns are being paid for by someone else.

"A large number of guns used in violence have been purchased at Traders," said Cleveland, director of the West Oakland Violence Prevention Project. "The gun business is being irresponsible."

Cleveland's allegation was vehemently denied by Tony Cucchiara, owner of The Traders.

Cucchiara said his shop sells more guns than any other in the area, so it isn't surprising that some eventually might turn up in criminal hands. But he said many of those guns are stolen, not bought at his store.

Pointing to a notice informing buyers that it is a felony to buy guns for someone else, Cucchiara said he cannot keep people from breaking the law after leaving his store. But he doubts that it happens often.

"The people who buy guns here are buying them for protection, not crime," Cucchiara said.

Michael Gibson, one of the speakers at Friday's demonstration, said he acquired a weapon used in a 1990 robbery from someone who purchased it at The Traders. He conceded there was not much the store could do to prevent resales.

"There's really nothing that can be done," said Gibson, an Oakland resident who said he served time in jail for the robbery.



DINO VOURNAS — Staff

Several anti-gun violence groups staged a rally Friday near The Traders Sports Inc., a gun and recreation shop on East 14th Street. Cassie Scott, left, and Helene Vosters, both of San Francisco, dressed up to make the point that guns kill.

Economic Scene

Peter Passell

Teen-age childbearing: the cost is put at \$8.9 billion a year.

AN ambitious study issued last week by the Robin Hood Foundation in New York called "Kids Having Kids" will no doubt convince any remaining skeptics that teen-age childbearing is an economic as well as a social disaster.

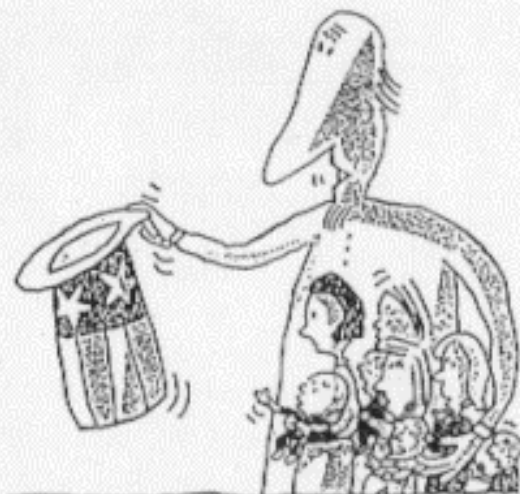
But the research will disappoint those who assume that anyone going to the trouble to document these costs must have a fix in mind. "We haven't got the slightest idea what to do about teen-age pregnancy," said Douglas Besharov, a resident scholar at the American Enterprise Institute who was an adviser to the authors of the study.

Nor, for that matter, do social scientists hold out more than a glimmer of hope that public intervention can offset the economic consequences once the teen-agers give birth. The latest findings from Ohio's experiment in using financial incentives to keep teen-age mothers in school, reported last month by the Manpower Demonstration Research Corporation, are only marginally encouraging.

The Robin Hood Foundation, a New York charity dedicated to reducing poverty, commissioned a series of research papers on teen-age motherhood and hired Rebecca Maynard, an economist at the University of Pennsylvania, to put the pieces together. The story she tells is not

In 1988 some 175,000 babies were born to mothers 19 or younger. Just 3 percent of the babies were put up for adoption. And since fewer than one in six of the mothers were married or well educated, most of the children were left to grow up in impoverished, single-parent families.

To those children, the mere fact that they were born to teen-age mothers will influence the rest of their lives. Extrapolating from recent history, teen-age mothers will be only marginally more dependent on welfare than their socioeconomic counterparts who wait an extra few years to give



Michael Auck

birth. But their children will be 50 percent more likely to repeat a grade in school, 43 percent more

"We haven't got the slightest idea what to do about teen-age pregnancy," said Douglas Besharov, a resident scholar at the American Enterprise Institute

Ms. Maynard agrees that the numbers are conservative, but for different reasons. A good chunk of the real cost, she argues, is borne by the young parents and their children, and is thus not easily measurable. Much of the rest, the cost to the nation of tolerating chronic poverty in the midst of plenty, is spiritual rather than economic.

By Mr. Besharov's reckoning, that tolerance is less a matter of public indifference than frustration. The common approaches to deterring early pregnancy — better access to contraception and abortion, intervention to support teen-agers' self-esteem and hope for economic advancement — are "insufficient to turn the tide."

And what about mitigating the damage, once girls become mothers? Some 20 states now demand that young mothers on welfare go to school. Ohio goes a step further, adding \$62 to the monthly checks of those who attend and subtracting \$62 from the checks of dropouts.

But the Manpower Demonstration Research Corporation's most suggest-

vidence from Ohio and elsewhere points to unhappy endings. "You have to do more than change welfare incentives," Ms. Gaeron concludes.

The problem of early pregnancy resists easy solution. But surely one mark of a healthy society is that defeat does not lead to defeatism. Hence the virtue of reminding Americans of the dimensions of the scourge. "The real value of looking at the narrow dollars and cents calculation," Ms. Maynard concludes, "is that people will pay attention."



Framing for Access

getting attention

Framing for Content

shaping the story



What is news?

- **Conflict, injustice, controversy**
- **Broad interest**
- **Important or significant**
- **Timely**
- **Breakthrough**
- **Local peg**
- **Visual**
- **Irony**
- **Milestone/Anniversary**



Framing for Content

shaping the story



Alternative frames

**Youth at Home Disobeys Warnings:
Knocked out in storm-related accident**

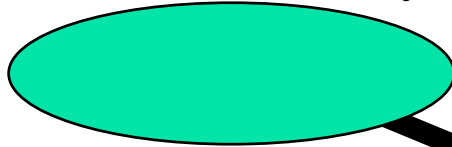
**Girl at Home Injured during Storm:
Home had been cited for building
code violations**

**Teen hurt in freak storm:
“I was terrified”**

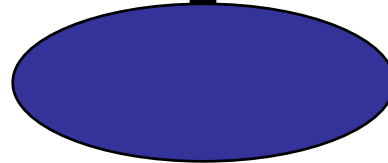
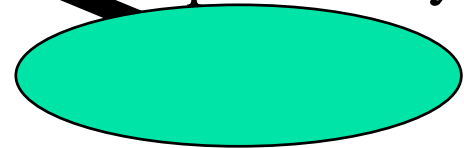


The need to reframe

Social
Accountability



Personal
Responsibility



The Oakland Tribune.

FRIEND OF THE PEOPLE IT SERVES

Sunday

Violence up across the state

■ Perhaps surprisingly, state crime report shows Alameda County is faring better than several areas.

By Robert Galanter

Recent reports about the death of peace and tranquility in Alameda County are slightly exaggerated.

Updated figures show that crime increased modestly in the last decade and the county remained safer than many regions.

But most everyone, from the greengrocer to worried customers lined by street robbers to be on the floor of an Oakland pizza restaurant Friday night, has noticed an alarming trend: As property crimes decreased between 1983 and 1992, violent crimes increased at acute rates.

According to a new state report, "Crime in California," the county has a slightly higher crime rate than the state average—just ahead of San Diego County.

Figures from the state Department of Justice show the

Please see Crime, page A-10

Crime: Juveniles blamed

Continued from page A-1

county's overall crime rate grew just 1.4 percent between 1983 and 1992.

Statistically, Alameda County is safer than seven other counties with populations over 500,000, including San Joaquin, San Francisco, and the worst, Fresno.

But it is the increase in violence in Alameda County that has people's attention. Property crimes, such as burglary and theft, dropped by about 6 percent between 1983 and 1992. Violent crimes increased 37 percent during the same period.

"What you need to have car accidents that would maybe lead to a verbal dispute, now it's the gun," said one area police officer, "and you need push you," said Alameda County Sheriff's Capt. Tim O'Neil. "There seems to be a greater willingness to use violence."

State and law enforcement officials used demographic changes within the past decade after his-panic crime to deciphering the county's crime rate.

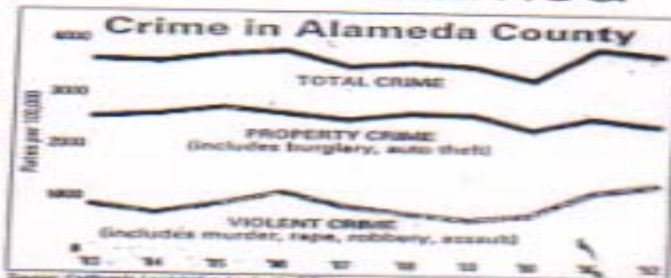
Suburban and urban crime figures straggled and to a relatively normal overall county crime rate.

But as the suburbs and eastern portions of the county have grown and become more urban, their crime patterns have changed. The largest increase in violent crime in 1992 occurred in Fremont, not Oakland.

"I think the definite impression is that more serious violent crimes are moving into the South County. . . . But nowhere is as bad as San Jose, just look at Panama," said Alameda County Chief Assistant District Attorney Tom O'Neil, referring to the kidnapping and killing of 13-year-old Polly Kline.

"I think it's a serious problem, but I don't think we're seeing the end of the world."

Juvenile violence also has increased Alameda County's crime rate, according to Craig Cozzani, director of criminal justice for the state legislative analyst. His office's January report showed a dramatic link between juvenile population and crime rates. Santa Clara County, with a ju-



Source: California Legislative Analyst's Office

venile population that grew by only 1 percent in the past decade, has the lowest crime rate of the state's top 15 counties. But Fresno County, which over its juvenile population increase 37 percent, has the state's highest crime rate.

A similar comparison of Alameda County was not included in the state report. But law enforcement officials countywide said that dramatic increases in reported assaults can be directly linked to juvenile violence, which climbed about 40 percent in the county during the past decade.

The city of Alameda, for example, experienced a 10 percent increase in violent crime in 1992. But juvenile crime in the Island City has increased 503 percent since 1987.

Fremont saw an alarming 44 percent increase in violent crime in 1992, attributed by police Chief Craig Stockler to juvenile gangs. A gang task force was formed last year to patrol the city nightly. But while Alameda County maintains the middle ground with most of its crime statistics, politicians have responded as if we're entering the end of the world.

Gov. Pete Wilson last week hosted a "California Crime Summit" in Hollywood where 600 lawmakers gathered to discuss the state's crime "crisis."

Many people speak of the state's "crisis." "There's nothing, 'Warrior Out' initiatives were discussed."

But across the state and the country, crime rates are about the same as they were in the early 1980s, criminologists said. The biggest change: Violent crime increased about 41 percent nationally since 1982.

"What do crime rates have to do with public perception? The answer is not much," said Franklin E. Zimring, a University of California, Berkeley law professor and director of the East Warren Legal Institute.

"The reason is — we don't have a crime problem in California. And that's what makes what's happening in Sacramento so stupid. . . . We've got an unpopular governor running for reelection who thinks the only issue is crime."

Zimring said the Senate needs to shift entirely to violent crime. "Violence is what people are scared of," he said. "The theft rate is a complete red herring. When Polly Kline gets killed, the response is to lock up someone selling marijuana. Well, that doesn't work."

Recently released national statistics that show a 3 percent decrease in the crime rate for the first six months of 1993 also appear to be a red herring, officials and criminologists said.

The Oakland Tribune.

A Pulitzer Prize-Winning Newspaper

TUESDAY, FEBRUARY 22, 1994

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Kids unfairly blamed for crime

I read with interest the Feb. 13 front page article "Violence up across the state." The article makes an important point in highlighting public misunderstanding about current crime statistics, which ironically, the media may be partly responsible for reinforcing. It is critical that we see more reporting on the context of the crime statistics that news reports do not instantly contribute to an atmosphere of fear and mistrust itself fuels violence.

However, this version makes the same mistake as the headline on the part of the piece: "Crime rates blamed." Despite the headline, children are the victims of crime, not simply perpetrators.

Too often youth are scapegoated and cast aside. Children of Alameda County manufacture firearms; they do not sit on planning commissions that allow alcohol on nearly every inner city street corner; they did not take the actions that increased classroom size and reduced the school budget. Kids are killing kids, that's more about our society than our children.

Next to that article was on black churches in Oakland took a special case in History Month to highlight work churches in Oakland doing with youth. Churches and community groups do this all year long, as do youth make positive contributions to their communities.

Youth are part of the solution. Let's not blame them for a crime they did not create. Let's take responsibility for creating opportunities for prevention so we need not resort to punishment.

Lawrence Wallack
UC-Berkeley Professor of Public Health and
Director, Berkeley Media Studies Group
Berkeley

Too often youth are scapegoated and cast aside. The children of Alameda County do not manufacture firearms; they do not sit on planning commissions that allow alcohol on nearly every inner city street corner; they did not take the actions that increased classroom size and reduced the school budget. When kids are killing kids, that tells us more about our society than our children.



Developing story elements

- **Identify authentic voices**
- **Use evocative symbols**
- **Use compelling visuals**
- **Develop media bites**
- **Calculate social math**



Calculating social math

Social math is the process of translating large numbers to be interesting to journalists and meaningful to audiences.

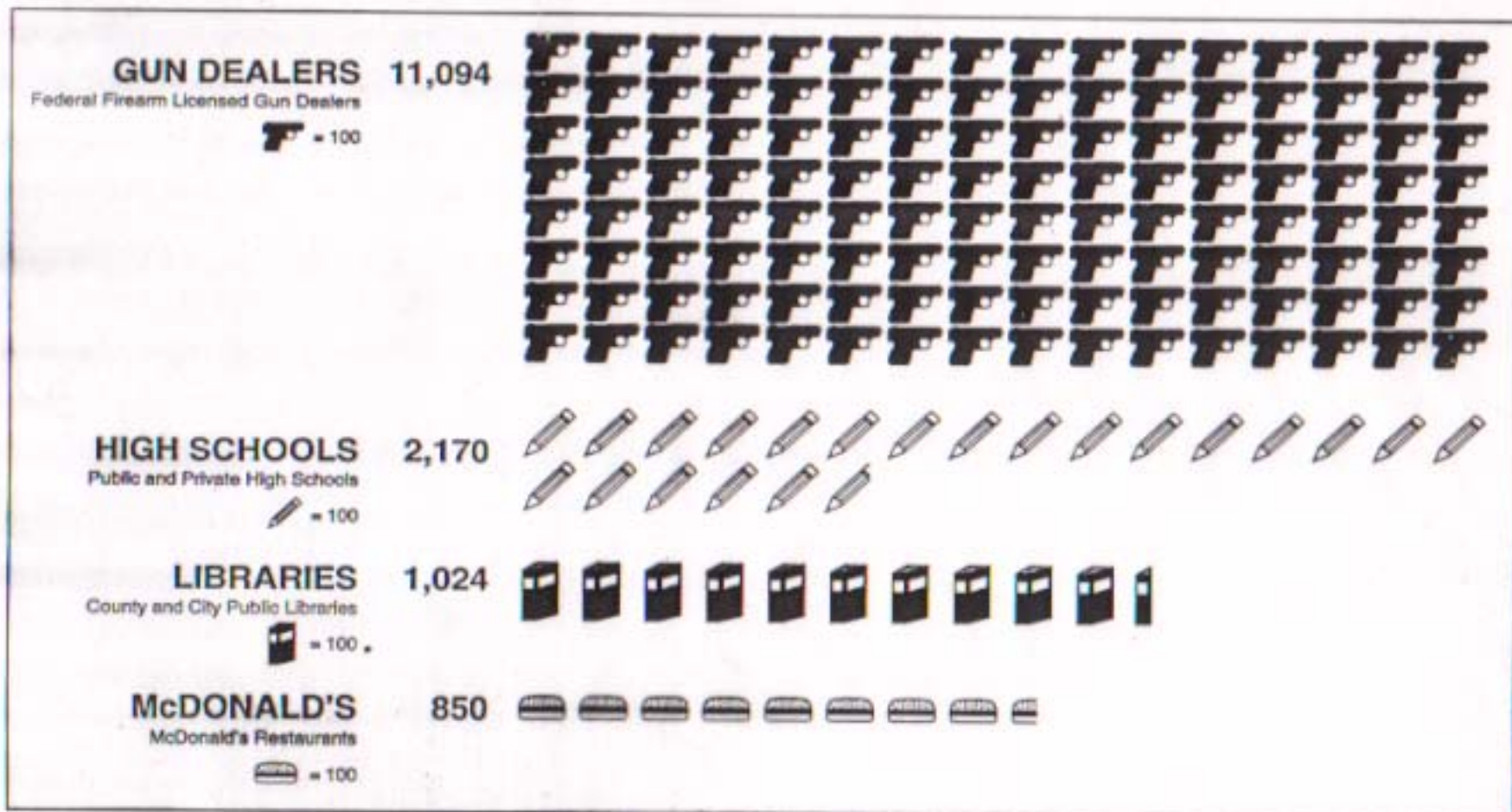
Using familiar things, break down numbers by

- ✉ Time (# per year, month, week, day, hour)**
- ✉ Place (enough people to fill a classroom, stadium, specific city)**
- ✉ Dollars (spent on ice cream, shoes, coffee)**
- ✉ Ironic comparisons (highlights value by comparing to less important things)**

The Campaign to Prevent Handgun Violence Against Kids

454 Las Gallinas Avenue, Suite 177 • San Rafael, CA 94903-3618

State of California Gun Dealer Comparisons



All statistics are for the State of California.

Sources:

Gun Dealers - Bureau of Alcohol, Tobacco and Firearms, 1/20/99; High Schools - Department of Education, Educational Demographics Unit, 1994; Libraries - California State Library, Library Services Bureau, 1994; McDONALD'S - McDonald's Corporate Headquarters, 1998.

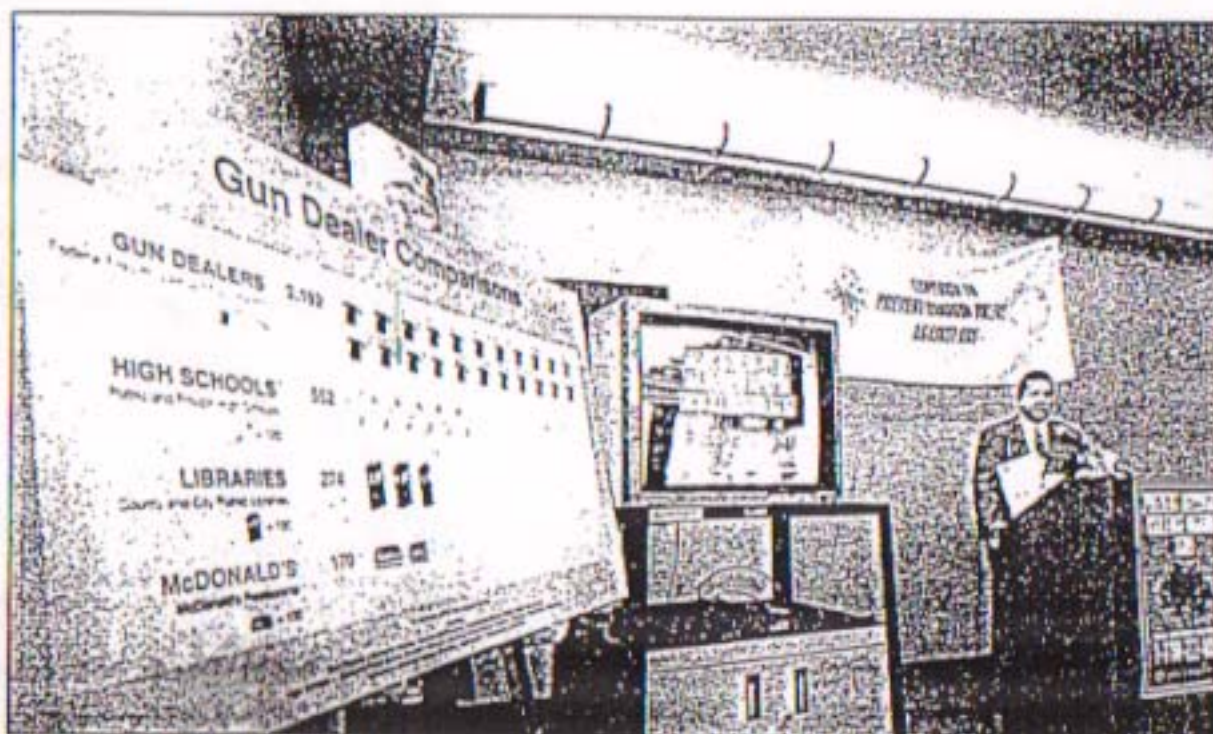
Poll Indicates Support for More Gun Control

■ **Violence:** Health foundation survey shows backing for ban on the sale and use of cheap handguns.

By **PAUL H. JOHNSON**
TIMES STAFF WRITER

A Los Angeles-based health care foundation that advocates treating gun violence as a public health crisis released a survey Wednesday showing strong support in Los Angeles and Orange counties for stricter gun control regulations—including a ban on the sale and manufacture of so-called Saturday night specials.

In a telephone survey of 1,000 registered voters, the California Wellness Foundation found that 55% of Los Angeles County residents and 58% of Orange County residents support a ban on the sale and use of the small cheap handguns. Seventy-one percent in



RICK MEYER / Los Angeles Times

California Wellness Foundation compares the number of licensed gun dealers to other things.



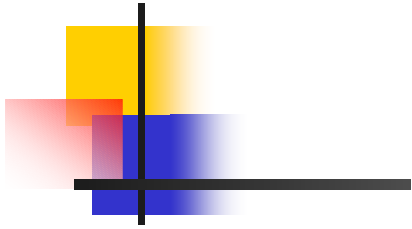
Social Math

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.



BY ASSOCIATED PRESS

Photographers moved in for a close-up of the budget









QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

The average 12-oz can of soda contains
about 10 teaspoons of refined sugar.



Developing media bites

-  **Keep it short 8 - 10 seconds**
-  **Talk about what is important**
-  **Avoid jargon**
-  **Evoke a picture**
-  **Present a solution**
-  **Frame from the social/policy perspective rather than individual/behavioral focus**



Media bites

- **Smoking a “safer” cigarette is like jumping out of a 10th floor window rather than a 12th floor window.**
- **Having a no-smoking section in a restaurant is like having a no-peeing section in a swimming pool.**
- **Tobacco is a pediatric disease.**



Message development

- **Statement of concern**
What's wrong?
- **Value dimension**
Why does it matter?
- **Policy objective**
What should be done?



**If you don't like the news, go out
and make some of your own.**

**Scoop Nisker
News Analyst**