

Social Norms and the **Media**

Changing the News Norms to Get
Better Coverage

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[eureka!]



Social Norms and the **Media**

Social Norms Get Results

- College drinking
- High school smoking
- Bullying
- Seat belt safety
- DUI prevention
- Sexual assault prevention
- Tax compliance
- Energy conservation

All Prevention Approaches Are Not Equal



Social Norms and the **Media**

All Prevention Approaches Are Not Equal

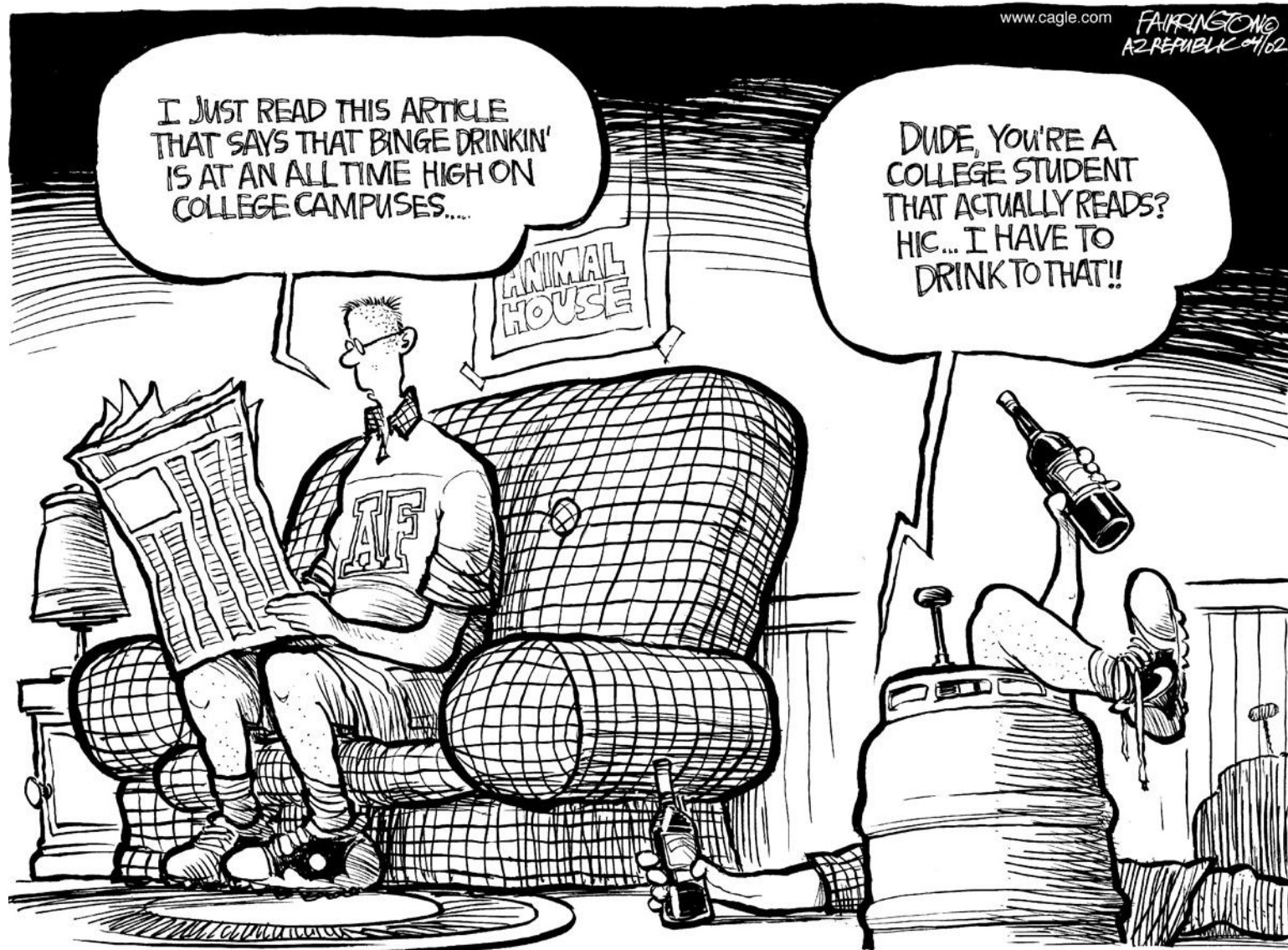


Social Norms and the **Media**

Social Norms Campaigns vs. Advertising

- Social Norms campaigns go against the grain of traditional advertising

Approach needs to be explained to media in context of ad campaigns that didn't have desired impact



Social Norms and the **Media**

The Results are Quantifiable

- High-risk drinking on college campuses

Northern Illinois University ↓ 44 %

Hobart and William Smith Colleges ↓ 32 %

University of Arizona ↓ 27 %

Rowan University ↓ 25 %

University of Missouri/Columbia ↓ 21 %

Western Washington University ↓ 20 %

Changing Headline Norms

Drinking Games Prove Deadly to College Students

— *AP, July 8, 2008*

**Death Toll from Drinking Games Lower Than Expected
for College Students.**

— *Still More Work to Be Done*

— *Perspective News, July 22, 2008*

Why Bother With the Media?

- Reduce conflicting messages and enhance campaign results
- Raise profile, status and funding for social norms movement
- Help others win support for social norms campaigns in other settings

Drinking at Stonington High

A Look at Underage Drinking at Stonington High. (A Three-day, Six article series)

— *The Day, Stonington CT, June 18 -20*

For Some Students at Stonington High Drinking is Not on the Calendar

— *The Day, Stonington, CT, June 20*



Social Norms and the **Media**

Good News is News!

- Appearances to the contrary, everybody still loves a winner, including the media



How to Reach Out to the Media

- Be proactive. Pitch stories to reporters and editors
- Build relationships with editorial boards
- Influence editorials and place op-eds
- Let your voice be heard on talk radio and TV news and talk shows

How to Reach Out to the Media

- Work the net

 - Online media

 - Blogs

 - YouTube

 - MySpace; Facebook

THE MAIN FRAME

Strategies for Generating Social Norms News

A practical, easy-to-use resource for social norms practitioners who want to generate coverage of their projects and the social norms approach in general.

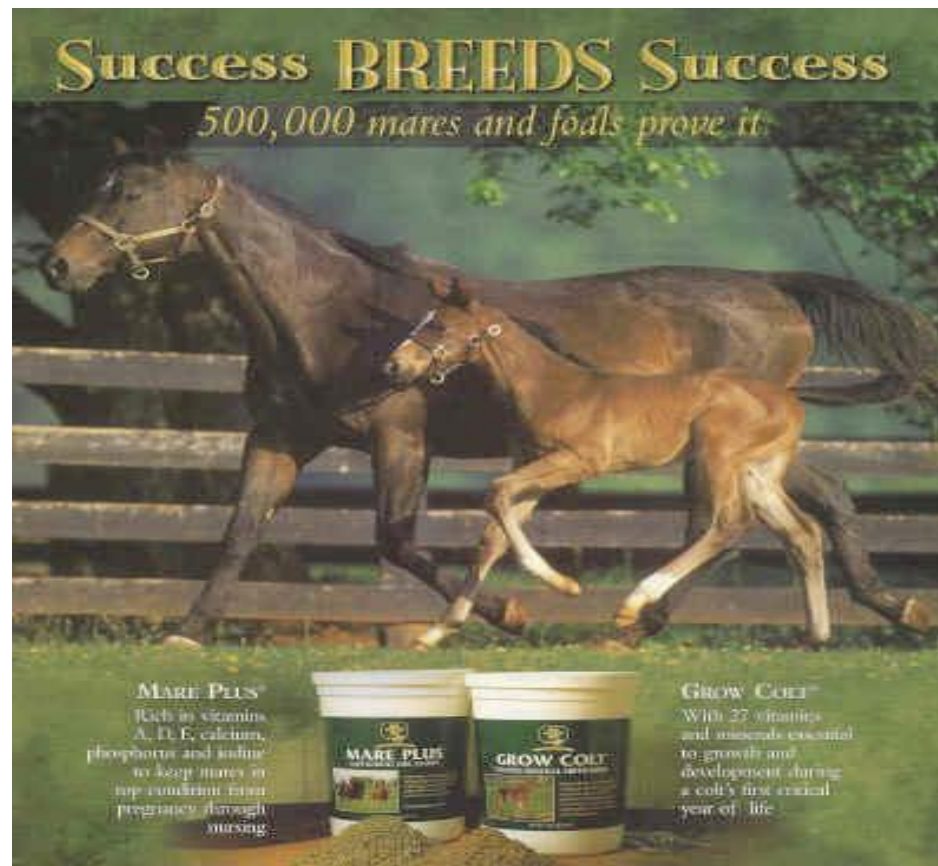
OCTOBER, 2002

Use Plain English, Not Jargon

- Instead of %cognitive dissonance+→ difference between perception and reality
- Instead of %p-value+→ probability that the result occurred by chance
- Instead of %evidence-based framework+→ proof

Newspaper audience reads at 8th grade level.

Success Breeds Success



Success BREEDS Success
500,000 mares and foals prove it.

MARE PLUS
Rich in vitamins A, D, E, calcium, phosphorus and iodine to keep mares in top condition from pregnancy through nursing.

GROW COLT
With 25 vitamins and minerals essential to growth and development during a colt's first critical year of life.

Social Norms and the **Media**

Share your Success with Peers

- Use the story at Michigan State University to leverage stories at other colleges or high schools
- News stories in one place can lead to similar stories in another place

Every Good Movement Deserves a Name

- Not enough to report your success
- Name your success as part of the social norms movement

Publish or Perish

- While “publish or perish” is not a truism for social norms, publication supports media coverage

Peer review is seen by reporters as “screen” to ensure quality

All peer review is good but not all is considered equal in eyes of media

Building a library of peer-reviewed references can only strengthen media perception of social norms approach and reliance on you as an expert

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Social Norms and the **Media**

New Headlines Are In Order

Social Norms Approach Takes Media by Storm

Collegetown, USA, August 1

New Headlines Are In Order

Kids Aren't Harassed as They Think

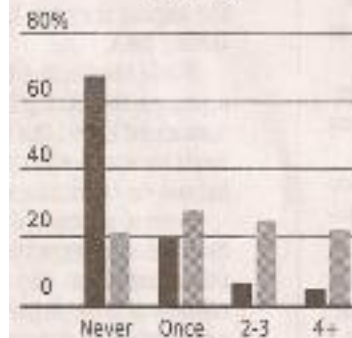
— *New Jersey Star-Ledger*, July 22, 2008

School bullying survey

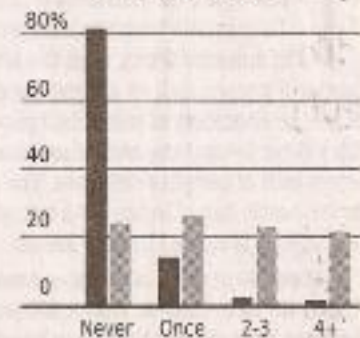
A survey of New Jersey middle-school students found that the majority of students overestimated how much bullying occurred in a 30-day period. More than 10,000 kids in the fifth through ninth grades were polled.

- **Own behavior:** What the student believes he or she has done
- ▨ **Others' behavior:** What the student believes other students have done

Pushing, shoving, hitting kicking, hair pulling or tripping



Spreading unkind stories or rumors about someone else



SOURCE: Survey, Assessing Bullying in New Jersey Secondary Schools THE STAR-LEDGER

Social Norms and the **Media**

Top Ten Reasons to Promote Social Norms Campaigns

10. Like the tree that falls in the woods, social norms campaigns can't make noise if no one hears about them
9. Role model standards have changed since the days of Sandra Dee
8. The Marlboro Man died; we need to bury him
7. Airbags were never meant to work alone
6. Keeping up with the Joneses is sometimes a good thing

Top Ten Reasons to Promote Social Norms Campaigns

5. Our landfills aren't getting any emptier
4. The proverbial bridge will always be there
3. There seem to be more and more celebratory events each year
2. The Spears family saga needs to remain a cautionary tale, not an aspirational message
1. My nephew, your students and their parents



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