

Guide for Traditional Media Communications

Using Traditional Media Tools

Traditional media platforms are important methods of communication for many people in our communities. Using these platforms with coordinated messages ensures the whole community hears a consistent message.

Radio

- Identify the popular local radio stations followed by the RIM communities. In many places across the country where there are significant RIM populations, there are native language stations.
- Use a Public Service Announcement format to create radio messages if there is funding or if stations are willing to donate airtime. When possible, utilize locally recognized professionals. [Learn more about creating a PSA](#). CDC has several PSAs for use in English and Spanish [has several PSAs](#) already created in English and Spanish. NRC-RIM also has [videos available online](#) for you to use.
- Ask local stations if local professionals or community members could be interviewed on local radio programs as an information or interest story.
- Create a panel combining both a local health expert (from a health department or clinic) and a community member who can provide testimonials to their own experiences. Reach out to radio stations to see if they are willing to facilitate the panel or broadcast an informational segment with the health expert and community member.

Television

- Identify the popular local television programs followed by the RIM communities.
- If funds are available, create a Public Service Announcement (PSA) television segment to communicate messages. Check to see if local stations would be willing to donate airtime. Utilize local professionals and community members in the PSA. [Learn more about creating a PSA](#). CDC has several PSAs for use in English and Spanish [has several](#)

[PSAs](#) already created in English and Spanish. NRC-RIM also has [videos available online](#) for you to use.

- Request coverage in community events segments of local television programs. Great opportunities include testing and vaccination events. [Learn more about pitching stories to the media.](#)
- Offer local programs an opportunity to interview local professionals and community members. Invite reporters to testing and vaccination events. Here are some interview questions and story prompts:
 - Interview: What the testing process is like? What happens after you get tested? Where do people call for results?
 - Interview: What are the challenges our community members are facing with quarantining/staying home if sick?
 - Story Prompt: Tips and tricks to hosting fun virtual gatherings with family and friends.
 - Story Prompt: Prevention guidance when at work, out shopping, at restaurants etc.

Local newsletters or newspapers

- Identify the popular local print news followed by the RIM communities. Work with print news reporters to create pieces that communicate information and share experiences. Ideas include:
 - Prevention guidelines
 - Community status of activities
 - Human-interest pieces that tell the story of a local community member's experience
 - Vaccine news
- Consider creating Public Service Announcements (PSAs) in advertising spaces. This may require funding. Some PSA prompts ideas include:
 - Community members sharing the importance of prevention and mitigation activities
 - Advertising for testing and vaccination events

- Information on when to seek care
- Fact-checking of common myths
- Advocating for vaccine acceptance
- NRC-RIM has [videos available online](#) for you to use.
- Stories ideas for use in print media include:
 - A community member explaining how they overcame their fear of getting tested or vaccinated
 - A community member explaining how contact tracing works
 - A community member explaining how they accessed the hotel system or other assistance benefits for those needing quarantine options
 - A community member sharing how they stopped transmission in their household when one family member tested positive
 - Print ad for a testing or vaccination event

Flyers and posters

- Determine locations and distribution methods where flyers and posters will reach community RIM populations. This may include worksites, local restaurants, community centers, or religious establishments.
- Ensure all written materials are linguistically and culturally appropriate for the communities you are trying to reach.
- Design posters and flyers that are easily understood. Consider varying literacy rates in the community; include pictures that convey information and be selective in the amount of text. Communicate simple messages with easy-to-understand actions or decision prompts. Examples include:
 - How to wear masks
 - Hand washing
 - Worksite prevention
 - Importance of getting tested
 - Importance of vaccines

- Consider adding a QR codes so that people can scan with their phones to be directed to a website, video or Facebook page with more information.

Additional Resources

- [Communication Toolkit for Migrants, Refugees, and Other Limited-English-Proficient Populations](#) (CDC)