

Suggestions ACA Anniversary Earned Media Events

Earned media events should meet the following criteria:

- Events should educate the public about the most popular provisions of the law using stories or real people who are impacted that illustrate the value of the law.
- Events can feature other credible messengers who represent key constituencies that are impacted by the law and who the public recognizes (Member of Congress, leaders of organizations, elected state officials, etc.)
- Events should be located in targeted media markets in locations that are accessible to the press and at times that allow for the best coverage of the event (10am-2pm).
- Events should be held at iconic locations that communicate the purpose or theme of the event. These include MOC offices, senior centers, Community Health Centers, hospitals, children's hospitals, or small businesses.

OPTIONS FOR EVENTS:

Birthday/"Patients' Bill of Rights" Delivery Press Events at MOC Offices

An event featuring supportive Members, who would hear stories first hand and then receive a cake and/or "Protect Our Care" poster from their constituents positively affected by the ACA and be encouraged to keep up their fight against those who want to go back to the days when insurance could drop, limit or refuse their coverage.

Press Conferences at State Capitols (Combining State and National Health Care Elements)

A great way to generate press is to tie the anniversary to your state implementation work and highlight local elected officials who are implementing the law. You can choose a Governor, AG, or Commissioner who holds statewide office or you can do a press event with stories and advocates featuring members of the state legislature.

Constituency Birthday Parties at Iconic Locations

Assemble a group of seniors, young adults or women to hold a "birthday party" at an iconic location like senior center or on a campus that represents the impacted constituency. Kick off your party with a cake and a quick press conference in which the moderator frames the event and several speakers each tell the story about the ACA benefits have been a "gift" to them personally.

Public Forums Featuring Speakers' Panel

Your organization can sponsor a public forum featuring a panel of speakers ranging from organizational leaders to small business people and elected officials that you can invite the public and the press to attend. Each panelist can present a story or a point of view and then the moderator can facilitate question and answer session. These events can often be held in public places like libraries and churches. Attendance can be anywhere from 25 people to hundreds depending on your venue and speakers.

Roundtable Discussions With Press

Your organization can sponsor a roundtable discussion featuring small businesses, women's organizations, doctors and nurses or seniors. The sponsoring organization can moderate questions and answers and also invite press to attend and participate. Again, several members of the roundtable should tell stories about they are personally impacted by the ACA.