

GLOSSARY OF TERMS

DOSE. The specific amount of exposure to a media campaign that a person receives. A **dose effect** occurs when increased exposure to the intervention is associated with an increased likelihood of impact of the intervention.

ENTERTAINMENT-EDUCATION (E-E). A media strategy in which messages about socially desirable behavior (or risky behavior with relevant consequences) are embedded in entertaining media content. This media strategy is based on the principles of Social Cognitive Learning theory.

EARNED MEDIA. A media strategy that involves reaching out to the press (news coverage). News coverage is considered earned media because it is coverage that is earned by offering information and stories of substance for reporters to cover. This type of media coverage generally has high credibility as well because it is third-party coverage. See **media advocacy**.

MASS MEDIA. Media designed to reach large numbers of people, such as newspapers, radio, television, or the Internet.

MEDIA. The means of conveying information or expressing ideas to people. Interpersonal communication, television, magazines, movies, music, the Internet, theater, and billboards are all examples of media.

MEDIA ADVOCACY. A media strategy focused on influencing news media, rather than on entertainment. It aims to promote and maintain public awareness and discussion about an issue through communication activities such as editorials, letters to press outlets, and appearances on news and talk shows. Media advocacy is considered “earned media” because organizations do not pay for the coverage.

MEDIA CAMPAIGN. An intervention with a specific message designed to achieve specified outcomes in a relatively large number of people, over a specified period of time, through an organized set of communication activities.

MEDIA CHANNEL. The conduit used to convey messages. Television, radio, the Internet, interpersonal communication, and print are all examples of media channels.

MEDIA LITERACY. The ability to understand, critique, and use the media in an assertive rather than a passive way. A media literate person is informed about how media work, the techniques used to construct media, how to interpret media messages, and the power of the media. Media literacy programs often include discussion guides to help audiences actively question and evaluate the media they are consuming.

MEDIA STRATEGY. The approach used to convey messages using media channels. Entertainment-education, media advocacy, and public service announcements are examples of media strategies.

NEW MEDIA TECHNOLOGIES. Often referred to as **Digital Media**. The new technologies and platforms used to communicate information and ideas, including wireless technology via cell phones and Personal Digital Assistants (PDA's) and their capabilities (such as text messaging and taking pictures) and the Internet and its capabilities (such as websites, social networking sites, and gaming).

PAID MEDIA. Media airtime and print space that are purchased for the purpose of conveying messages to target audiences.

PHOTO-NOVELLA. A media strategy that uses text-based fictional stories, comic book techniques, and sometimes video to convey a public health message.

PUBLIC SERVICE ANNOUNCEMENT (PSA). A short message this typically is targeted to a specific audience and designed to increase knowledge and awareness, change attitudes, or encourage a specific behavior. These generally issue a specific call to action at the end. Some media outlets donate airtime or print space for PSAs, but media exposure for PSAs can also be purchased.

SOCIAL MARKETING. An approach that applies commercial marketing strategies (including multiple promotion techniques, strategic placement and pricing of the product, and persuasive messages) to achieve behavioral change that benefits society.