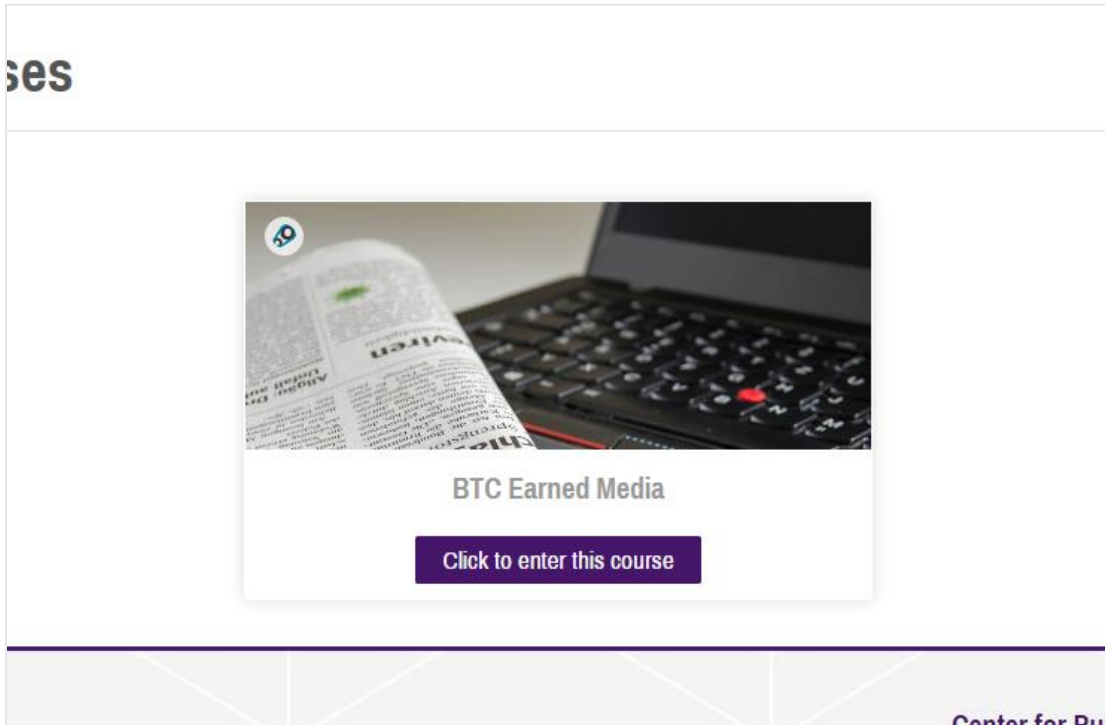
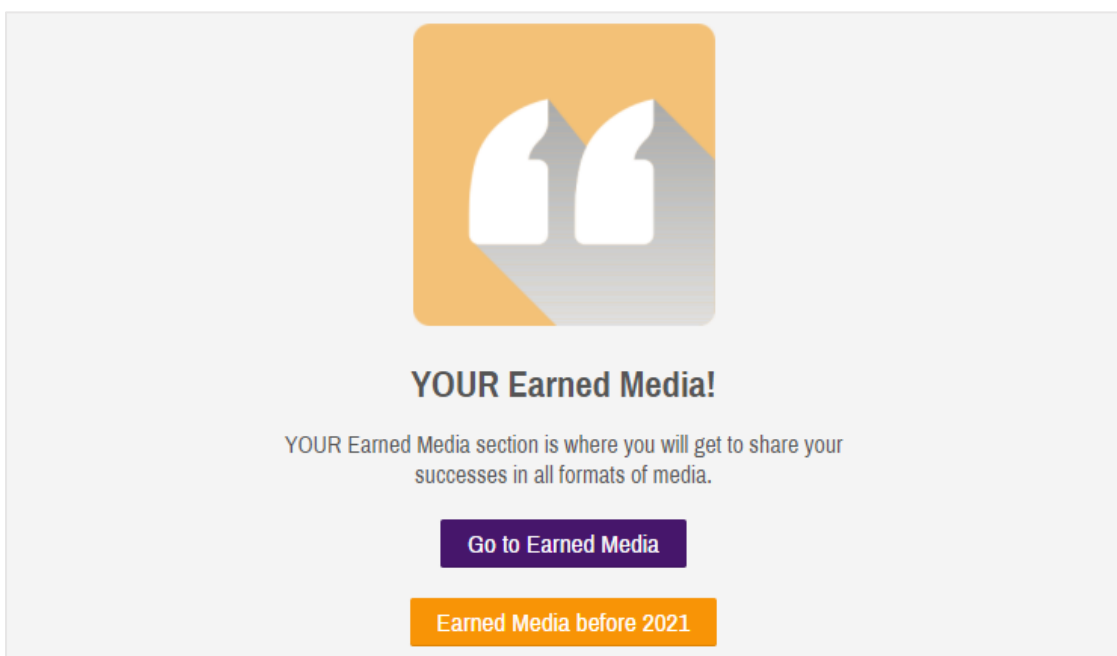


How to Post YOUR Earned Media!



1. Once logged in, find BTC Earned Media under Available Courses, select Click to Enter this Course.




2. Scroll down and you will see our featured webinar. Below that, under the quotes icon, select Go to Earned Media



3. Click on the month to which you are posting earned media.

Discussion	Started by	Last post ▾	Replies ✓	Subscribe
★ September 2021	 Christian Herasimtschuk 1 Sep 2021	 Christian Herasimtschuk 1 Sep 2021	1	<input type="checkbox"/> ...

4. Select REPLY.


 **September 2021**
by Christian Herasimtschuk - Wednesday, September 1, 2021, 2:47 PM

Earned Media Reply here for 9/2021


[Permalink](#) [Edit](#) [Delete](#) **Reply** [Export to portfolio](#)


5. Add the name of your organization in the “Subject” field after MONTH, YEAR Earned Media. See example below:

▼ Your reply

Subject 

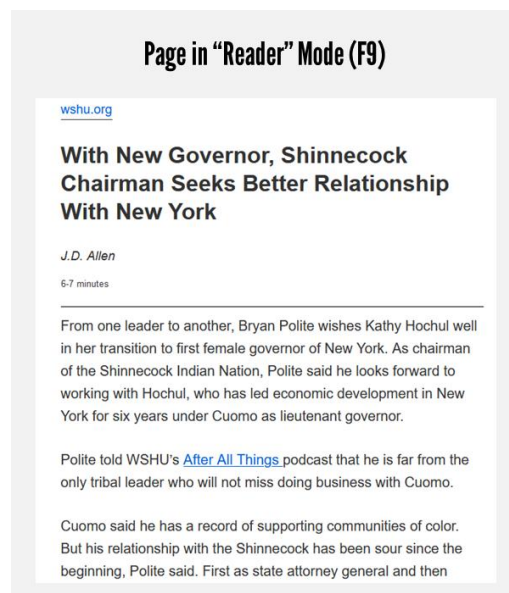
Re: September 2021 | Tobacco-Free Communities in Action

Message 



6. Newspaper article posts (Web-based)

- a. Navigate to article website (Note: We HIGHLY recommend using Firefox, Edge, or Safari)
- b. To make your earned media successes instantly readable by your colleagues and BTC, post the full article directly in the message field in one of several of ways:
 - i. The easiest approach is to use the site's "Reader Mode" (only available in browsers cited above). Do this by pressing F9 to enter "Reader Mode," highlighting the entire article, right-clicking and selecting "copy." Reader Mode eliminates ads and other graphics.
 - ii. Alternatively, you can copy and paste a series of screenshots, or copy and paste the content by highlighting the article. This may be necessary in select cases where Reader Mode is unavailable on a particular website.
- c. Navigate back to your post, and "paste" into the message field.
- d. If the date doesn't appear in the pasted article, add it at the bottom of the message field.



Img Above: You can see how much easier it is to copy text in Reader Mode!

7. TV News Video Posts:

- e. First, online news stories generally include the text of the story, so please include it in your post since some video links don't work indefinitely. Follow the same guidance in Step 6 (above) for copying and pasting the TV news "article" into the CASLS message field. Add the date if it doesn't carry over. *Also include the URL/link to the online story at the top or bottom of the message field.*

8. Radio News / Interview Posts

- f. *This is the "Wild West"!* Nearly every news and podcast website has a different mode of hosting recorded materials, from downloadable audio recordings to streaming audio with no download

capabilities. NPR, for example, enables easy audio download *and* provides text transcription of the story.

- g.* Downloadable files. In some cases audio downloads are obviously available via the “down-arrow,” highlighted in yellow below. In other cases, you may right-click on the “play arrow,” highlighted in green, and choose “Save as…” in your dropdown menu. However, unless you can save as an audio file format (MP3, .wav, etc.), this option is not available to you.



- h.* If you are lucky enough that your interview or news story has text or a transcript included, please use the guidance in Step 6 above to post in the message field.
- i.* If none of the above options is available, you can write a description of the interview or news story in the message field along with the URL. Be sure to use the URL from the story/interview page, and NOT from the station’s Headline page, which generally provides “teasers” to multiple stories.

Please [email Christian](#) for additional assistance with posting.