



# ARAN MEDIA TRAINING

ATTRACTING MEDIA TO YOUR ACTION



## ***BY WAY OF INTRODUCTION***

*WHO ARE YOU?*

*WHAT CITY OR TOWN ARE YOU FROM?*

*WHAT MEDIA DO OR CAN YOU DEAL WITH?*

*'THE JOURNALISTS ROLE IS TO  
COMFORT THE AFFLICTED AND  
AFFLICT THE COMFORTABLE.'*





# KNOW WHAT STORY YOU WANT

BE LIKE A POLITICIAN

EVERYDAY LANGUAGE

WHY IT'S IMPORTANT eg. "Lives at risk"

BE AUTHENTIC

BE ENTHUSIASTIC



# FIND THE HUMAN INTEREST ELEMENT

- PRODUCE TIMELY AND RELEVANT CASE STUDIES  
(or talent with lived experiences who are comfortable to speak)
- WHO WILL BENEFIT?
- MAY PROVIDE A GREAT PHOTO OPPORTUNITY



# KNOW YOUR LOCAL MEDIA

- KNOW WHO TO CONTACT
- UNDERSTAND THEIR WORK DEMANDS & FLOW
- BEST TIMES TO CONDUCT ACTIONS



# BUILD RELATIONSHIPS

- “HONEY ATTRACTS MORE FLIES THAN VINEGAR”.
- JOURNALISTS DO PLAY FAVOURITES
- FACE-TO-FACE



# BAN THE PHRASE “NO COMMENT”

- THE STORY WILL GO AHEAD, JUST WITHOUT YOUR SIDE.
- “DECLINED TO COMMENT” INFERS YOU HAVE SOMETHING TO HIDE





# BE AVAILABLE

- DON'T PUT ANY OBSTACLES IN THE WAY OF A JOURNALIST CONTACTING YOU
- CONTACT DETAILS: CLEAR, CONCISE, ACCURATE, RELEVANT



# FIND THE LOCAL AUDIENCE

- ▶ DON'T JUST TARGET LARGE METROPOLITAN MEDIA OUTLETS
- ▶ KNOW THE REACH OF LOCAL MEDIA OUTLETS
- ▶ REWORK YOUR MESSAGE TO MAKE IT RELEVANT TO THE LOCAL AUDIENCE

# FIND THE LOCAL AUDIENCE

WITH ANY STORY, ITS POSITION IN THE PAPER OR NEWS BULLETIN WILL BE DETERMINED BY HOW CLOSE TO THE LOCAL MARKET THE STORY IS.

MAKE SURE YOU KNOW THE LOCATION THAT IS RELEVANT FOR THE LEVEL OF MEDIA YOU ARE SEEKING – LOCAL, STATE, NATIONAL.

TAILOR YOUR PRESENTATION TO SUIT EACH MARKET.

- ▶ Nationally say: An Australian group is....."
- ▶ On a state basis mention the state and tweak the introduction.
- ▶ On a local level, get even more detailed - mention suburbs and areas relevant to the area.

# BE SMART ABOUT SCHEDULING

- ▶ TIME YOUR EVENT EARLY IN THE DAY
- ▶ THE CLOSER YOU ARE TO DEADLINE THE LESS LIKELY YOU ARE TO GET COVERAGE
- ▶ ALLOWS JOURNALISTS TIME TO WRITE THEIR STORIES & AVOIDS THEM PUSHING STORIES TO THE NEXT DAY WHERE IT IS NO LONGER NEWS



# CREATE VISUAL INTEREST

- ▶ THINK PICTURES, PARTICULARLY WITH TV WHERE MULTIPLE SHOTS ARE REQUIRED TO FLESH OUT A STORY
- ▶ GRABS JOURNALISTS/PHOTOGRAPHERS/CAMERAMEN'S ATTENTION
- ▶ A MORE INTERESTING IMAGE IS LIKELY TO MAKE THE NEWS
- ▶ AVOID PODIUM SHOTS OR CHEQUE HANDOVERS



















# IN CREATING VISUAL INTEREST, CONSIDER:

- LOCATION
- BACKDROP
- INSIDE/OUTSIDE
- NOVELTY
- COLOUR MOVEMENT
- REAL PEOPLE



# FOUR YEARS TOO MANY ...

WEDNESDAY 19TH JULY

5PM -6PM,

Uniting Church, Queenscliff

corner Hesse & Stokes St, Queenscliff

Join us in nation-wide  
community action

We will create paper message  
lanterns to display, photograph  
and send a message, calling on  
the government to evacuate the  
people it detains on Manus Island  
and Nauru.

For the past four years successive Australian governments  
have chosen to make people seeking safety suffer in  
offshore detention.

The US deal won't provide safety for everyone. The men,  
women and children abandoned in offshore detention are in  
immediate danger with nowhere safe to go.

This is an urgent SOS.

#EvacuateNow Four years too many



⊖ light a vigil candle

⊖ make a paper message lantern

⊖ write a postcard to a politician



Organised by  
Queenscliff RAR  
with support from the  
Uniting Church, Queenscliff



# GENERATING INTEREST IN YOUR ACTIONS

- ❖ WORK THE MEDIA
- ❖ PREPARATION IS KEY



❖ DON'T ASSUME

❖ GIVE THE MEDIA OUTLETS WHAT THEY'RE LOOKING FOR

# WHAT IS THE MEDIA LOOKING FOR?

- ▶ AN ISSUE WHICH EFFECTS A LOT OF PEOPLE OR IS RELEVANT TO A LARGE SECTOR OF THE POPULATION.
- ▶ A DEVELOPMENT OR UPDATE ON A CURRENT ISSUE OR A RESOLUTION TO THAT ISSUE.
- ▶ A GOOD DEBATE, ARGUMENT OR CONFLICT
- ▶ COMPELLING OR INFORMATIVE RESEARCH
- ▶ A GOOD 'PEOPLE' STORY
- ▶ A LOCALISED VERSION OF A WIDER STORY



# NOVELTY

HAVE A NOVEL HOOK

BE VISUAL



# MP a target for refugee protest

LIBERAL MP Sarah Henderson's recent poker machine investment controversy has inspired local refugee advocates to call for her to "stop gambling with people's lives".

Members and supporters of the Combined Refugee Action Group say they will be staging a rally outside the Corangamite MP's Waurin Ponds office

on Thursday, from 5pm.

The group is protesting the Federal Government's treatment of asylum seekers, which they believe is "a grave injustice".

In reference to last week's revelation that Ms Henderson owns shares in pokies and gaming application company Aristocrat Leisure, rally

attendees are planning to set up a larger-than-life board game called "the Game of Life and Death" outside the backbencher's office.

The MP has refused to disclose the amount or worth of her shareholdings with Aristocrat Leisure, despite public calls from pokies reform advocates for her to divest.







# NEW DATA

RESEARCH COUNTS AS NEWS

NUMBERS MAKE NEWS



# NEW PEOPLE

CELEBRITY ENDORSEMENTS Eg. Corinne Grant.

BE SELECTIVE



***WE'RE BETTER THAN THIS***

# HITCH A RIDE WITH SOMEONE FAMOUS

There's a country that  
locks up little kids





# NEW GIMMICK

STORY, IDEA, REPORT, DRIVE

*EG. Rock for Refugees Concert*



**INCLUDE A CALL TO ACTION**

**WHAT DO YOU WANT PEOPLE TO DO?**





# SEEK FEEDBACK

ESTABLISH WHAT THE MEDIA OUTLETS WANT

TARGET MULTIPLE PUBLICATIONS

EMPHASISE INCLUSION OF CONTACT DETAILS

# DOING YOUR OWN MEDIA



# DOING YOUR OWN MEDIA





# WRITING A MEDIA RELEASE

DISPERSE NEWS

ADHERE TO STRUCTURE



# Headline

CATCHY

INTERESTING

A SUMMARY

**Ensure you bold it.**



# Lead

INTERESTING

SUCCINCT

EXPLAINS MAIN POINT

*In a nutshell: who, what, when, where, why and how.*





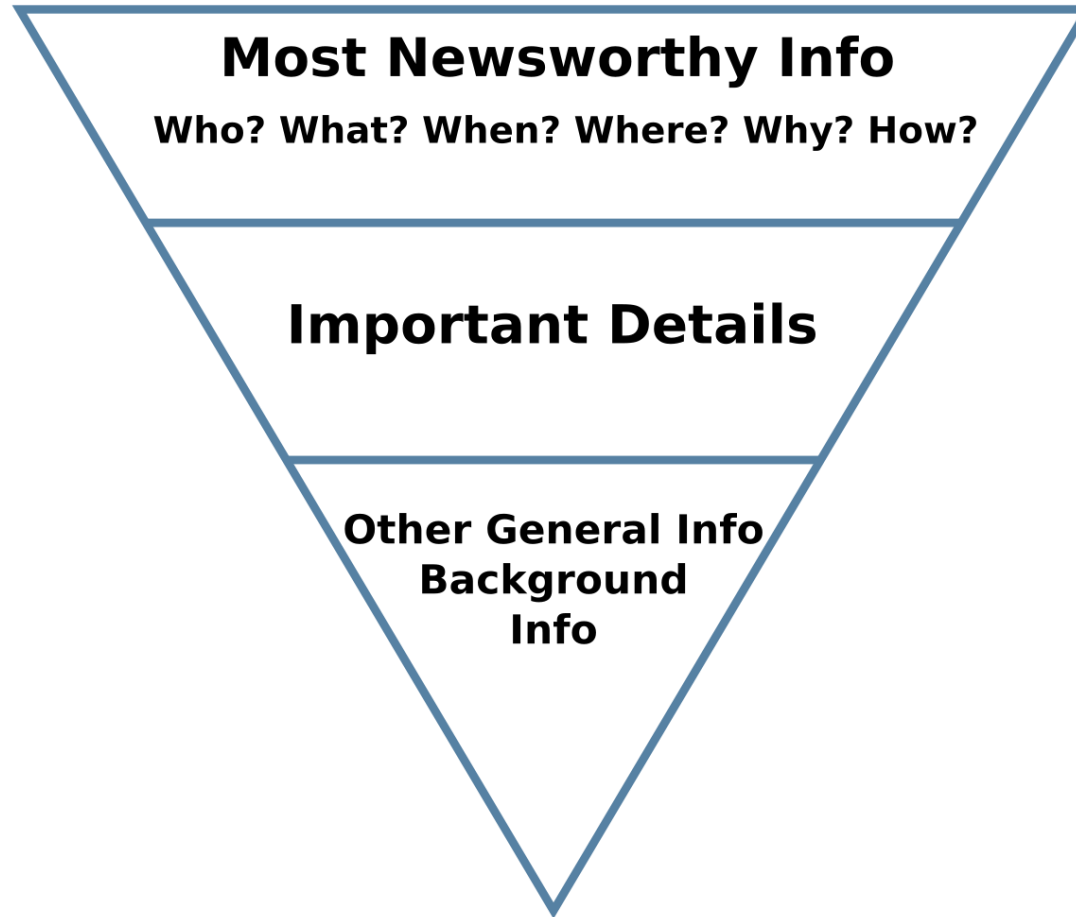
## Body

EXPAND ON LEAD

INVERTED PYRAMID

EDITING IS DONE FROM BOTTOM UP

# INVERTED PYRAMID







## Body Cont'd

SHORT SENTENCES

ACTIVE LANGUAGE

THIRD PERSON

USE QUOTES



**End**

BACKGROUND INFORMATION

MAKE FINISH CLEAR (-ends-)

CONTACT INFORMATION



## **Boiler plate** (About us)

INFORMATION ABOUT: ORGANISATION, EVENT OR SUBJECT



# Embargo

**STRICTLY EMBARGOED.  
NOT TO BE RUN BEFORE 6AM ON JULY 23, 2018.**



# PRACTICE WRITING A RELEASE