

Media Advocacy

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- **Why use the media**
- **Positioning and strategy**
- **The news cycle**
- **Writing, speaking & performing**
- **Clients & the media**
- **ACOSS Media Services**

Using the media

- **Public support gives leverage**
- **Get your message across**
- **Promote your clients and your agency**
- **Policy brick walls**
- **Be proactive not reactive**

Positioning & strategy

- **Short/long term objectives**
- **Internal procedures for media**
- **Identify your audience/s**
- **Focus on the key message**
- **Understand your role**

Play the game

- **Exhaust other options**
- **Use an ambush carefully**
- **Balance, accuracy and tone**
- **Don't fuel someone else's fire**
- **Play the ball not the person**

The news cycle

- **Hard news, opinion/letters, information or 'soft' news**
- **Press — deadlines the day before**
- **Radio — hourly, rely on press**
- **TV — daily deadlines**
- **Competition for stories/talent**
- **Ebb and flow — targeting**

Writing for the media

Main point/story summary
Very Important Point
Important point
Secondary point
Minor point
Any other
detail

Media releases

- **Lead paragraph with key message**
- **Answer who, why, what, where and when?**
- **Emphasise authority/credibility**
- **Date, embargo and contact**
- **One page only**

Speaking to media

- **Press — ‘off’ or ‘on record’**
- **Radio & TV — ask for details**
- **Think time / call back**
- **Focus on two or three points only**
- **Speak in headlines**
- **Avoid complex statistics**
- **For TV — think pictures**

Media work with clients

Identifying clients/ex-clients

- any distress or disadvantage likely?
- informed consent?
- case closed or nearly so?
- check Privacy Act e.g. using their home phone number to make a call
- remember that they have right to freedom of speech

Service provision principles

Your Duty of Care to the client

- Discuss advantages & disadvantages — probe for other life circumstances
- Consider implications for relations with boss, children at school, neighbours, former partners etc
- Note that media can be asked not to raise certain topics for reasons of duty of care

Informed Consent

- **Explain context** – e.g. ‘human interest’ article
- **Ensure client is aware that they will be attributed for comment and should not feel compelled to agree with request**
- **Think about managing the media request e.g. fake name, radio only, no photos**
- **If images to be provided then anticipate desire to include kids**
- **Make own your own notes and summarise with client**
- **‘Cooling off’ period – even if urgent**

ACOSS Media Services

- **Contracts:**
 - **Positioning/strategy**
 - **Launch package — one-off event**
 - **Mini Campaign**
 - **Retainer / job share**
- **Training**
- **Monitoring**

Monitoring costs

Newspaper clippings —AAP

- Unlimited full text articles online
- All major metro newspapers
- Tailored searches and sorting
- Flat rate of \$175 a month.

Radio, TV & Internet — Rehame

- All stations across Australia
- From \$49 a month plus fee per item
- Discounts on transcripts & tapes