

## Tips on doing media for NAICD

### 11 Steps to Successful Media Coverage (from Social Change Media [http://www.media.socialchange.net.au/using\\_media/How.html](http://www.media.socialchange.net.au/using_media/How.html))

#### **You need a good media release**

A media release is the first step to attract attention. But make sure the release is a good one. Keep it to one page, use a good headline, include five or six paragraphs which cover the 'who, what, when, where and why'. Use quotable quotes especially by well-known spokespeople.

#### **Keep the message simple**

The media message should relate to people's daily lives. Don't get too theoretical and don't make it all sound too big and impossible. You need to focus on practical options like, 'don't use bleach, use vinegar for your toilet cleaning', 'write a letter to your local paper' etc. It's essential that a media release be well presented and written to be used as a 60 second TV or radio news item.

#### **A release for every occasion**

You need to write a media release for each major event. But don't go overboard. Thirty releases a month on the same topic, however passionate you are about it, will not do your cause much good. Journalists are human (it's true) so they, like everyone else, need to be interested in your story.

#### **Keep the stories local**

One of the secrets of communicating successfully with a wide variety of groups and people is to individualise the message. The key to regular coverage in regional media is stories with a local angle. It takes a bit of digging to find the local angle, but it's worth it. You can still use national talent, but have some local heroes as well.

NB. The importance of individualised messages also applies to special groups like doctors or unionists.

#### **Develop your theme over time**

Try to get regular feature coverage. National magazines, newspaper feature writers, 'magazine' style TV programs etc are your best bet.

Journalists don't want you to write the stories for them (well most don't) but they do like you to feed them story ideas. Given them as much background information as you can. This is best done one-to-one over the telephone. Don't harass them, but keep in regular contact.

(breakout box)

#### **If mailing - use coloured paper**

Use coloured paper when mailing releases - it makes it easier for journalists to find among the pile of faxes, press releases, media kits and other stuff on their desk.

Always include after hours numbers as well as day time contact numbers.

SCM Director Sean Kidney was once phoned at home at 6.30pm to appear on a late night news show that same night. He was in the studio by 8.30pm and in his loungeroom watching the pre-recorded piece at 10pm.

#### **What to put in a media release**

1. A headline that gets to the guts of the story.
2. A first paragraph that summarises the story.
3. Quotable quotes from a credible figure.
4. Some facts or statistics.
5. Explanatory details.
6. All hours contact and phone number and spokesperson details (if you are doing a national release, try to find local people to be available to speak).

Some websites to visit for ideas:

[http://www.media.socialchange.net.au/using\\_media/How.html](http://www.media.socialchange.net.au/using_media/How.html))

[http://www.ourcommunity.com.au/marketing/marketing\\_article.jsp?articleId=1612](http://www.ourcommunity.com.au/marketing/marketing_article.jsp?articleId=1612)

<http://www.planeta.com/ecotravel/tour/mediarelease.html>

[http://www.druginfo.adf.org.au/druginfo/fact\\_sheets/using\\_your\\_local\\_media\\_to\\_publicising\\_your\\_local\\_media\\_to\\_public.html](http://www.druginfo.adf.org.au/druginfo/fact_sheets/using_your_local_media_to_publicising_your_local_media_to_public.html)