

# Media

## Tips and advice

### Getting Organised

**Planning** - Plan when and how you want to engage the media. You can create much greater momentum through regular planned activity rather than just hoping for the best from sporadic, one-off approaches.

**Sign-off** - Ensure the relevant leadership/management of your organisation is aware of your media activity and any spokespeople have permission to speak on behalf of their organisation. Ensure they are well versed in the key messages you want to convey. Consider whether there are other organisations/ partners/ stakeholders that you should alert to your release.

**Build relationships** – Introduce yourself to the designated health reporter in your area. Ask if there are any particular areas of interest or focus they have and, wherever appropriate, invite them to key events and make photo opportunities available.

### Getting Started

**Think Creatively** –You could take your story and messages and turn them into a news release and send it out to the newspaper or radio outlets. Or you could turn it into a letter and send it in as a *Letter to the Editor* (widely read and published). Alternately, invite reporters to come out and cover the story in person.

Before writing a release or making contact brainstorm any potentially difficult questions and prepare responses for these.

**Contacting the media** –You've got your key messages, you've got an exciting news angle and you can tell anyone the purpose of the story in two sentences. What next?

Contact your local media and tell them about your story/event. Tell them **what** you're trying to achieve, **why** it's important and/or topical and a good idea to cover your event/story. Make it worthwhile and easy for them. Follow up the call by sending information about your event.

**Photo opportunities** - You're more likely to get near the front page of your newspaper if a photo backs up your story. Think about how your story/event will be interesting in terms of photo opportunities and call the local newspaper and invite their photographer to attend or offer to send a photo and a media release if they can't make it.

If you are going to provide a photograph to the newspaper be sure it is of a high resolution. Photographs taken on a mobile/smart phone or iPad are often not of a high enough resolution.

### Local Media

**Print media** - These can be as big as a daily newspaper or as small as the free weekly community papers

**Broadcast media** - Includes regional television and radio, lwi, community and student radio stations. Ensure your audience is consuming the media channel; there's no point in putting all your effort and/or budget into publicising or advertising with a particular station/publication if it's not going to be seen/heard.

**Community notice boards and newsletters** - Send a short paragraph covering the *who, what, when, where, why and how* of your story to your newspaper, internet and radio community diaries/notice boards. Ask about the maximum word length and stick to it. Staff, school or worksite newsletters can also be great vehicles for messages.

**Who else may be interested** - Not only the health reporter may be interested. If you are doing a specific event, remember the general news reporter might be keen to cover it as a feature story. Always send your release to the chief reporter as well.

## 10 Tips for Success

**Key Message/s** - Stick to your key messages (3 to 4 is enough) and repeat them. Remember, an event itself isn't the 'reason' for a story. What is the purpose and/or message behind the event – use the event to highlight that issue.

**Be succinct** - Before drafting a release or doing an interview, see if you can convey your key messages in two sentences. If you can do that, you're ready. Give the media phrases they can pick up and use straight away (short, snappy quotes in everyday language, metaphors and humour where appropriate) – they'll be less likely to rewrite your words.

**Accuracy** - Check all communications for spelling and grammar errors. Be careful to write abbreviations out in full, for example, write World Smokefree Day, not 'WSFD'.

**Use data** - Figures and stats help put a story in context and give people a sense of the scale of an issue. News media love them. Make sure they are relevant and correct though.

**Say what you know** - If you're asked about something you don't know, just say so and offer to find out.

**Plain English** - Use plain English only, do not use jargon.

**Keep cool** - Remain professional and keep coming back to your key messages. This doesn't mean you can't disagree or correct statements, but do so firmly and clearly.

**Be helpful** - It is almost always better to comment than to say nothing. If you can't, say so and offer suggestions for who can.

**Be responsive** - If the media respond, get back to them fast because they work to tight deadlines. Ensure there is a second contact person if you aren't always around to take calls

**Be reliable** - Always provide contact details of a spokesperson and ensure the details are correct and that they are the right person to speak on the topic or on behalf of an organisation. Ensure they are prepared and available for media calls.

## Drafting a media release

Make sure your key points at the top beginning of your media release!

**Heading** – Find a catchy angle that matches the story.

**Short, punchy intro** – Convey the key facts and the point of the story in one paragraph. Then develop it over the following quotes and paragraphs.

**Quotes** – Put quotes from key people early in the release. This keeps the story feeling active, and alive.

**Supporting information** - After the initial quote/s add one or two paragraphs of supporting information to provide background people need to know.

**Further quotes** – Adding another punchy quote here can help keep the reporter engaged with your whole release and use more of your story.

**Close** with any last details – i.e. if the story is about an event, list where and when etc. This is the place to direct people to sources for more information etc.

## Media clippings

This is not a comprehensive list.

ASH group aims to stop smokers lighting up in cars

<http://www.stuff.co.nz/taranaki-daily-news/news/66520650/ASH-group-aims-to-stop-smokers-lighting-up-in-cars>

Residents urged to back move for smokefree cars

[http://www.nzherald.co.nz/wanganui-chronicle/news/article.cfm?c\\_id=1503426&objectid=11263073](http://www.nzherald.co.nz/wanganui-chronicle/news/article.cfm?c_id=1503426&objectid=11263073)

Smoking in Cars Focus of World Smokefree Day

[http://www.hawkesbay.health.nz/news/pageid/2145884064/Smoking in cars focus of World Smokefree Day](http://www.hawkesbay.health.nz/news/pageid/2145884064/Smoking_in_cars_focus_of_World_Smokefree_Day)

People urged to join smokefree cars and homes campaign

[http://www.nzherald.co.nz/northern-advocate/news/article.cfm?c\\_id=1503450&objectid=11189709](http://www.nzherald.co.nz/northern-advocate/news/article.cfm?c_id=1503450&objectid=11189709)

Cars next smokefree target

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=10911021](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10911021)

New campaign targets smoking in cars

<http://www.3news.co.nz/nznews/new-campaign-targets-smoking-in-cars-2013022807>

Still too many parents smoking in cars – study

<http://www.3news.co.nz/nznews/still-too-many-parents-smoking-in-cars--study-2014070408>

Views on car smoking ban sought

<http://www.stuff.co.nz/timaru-herald/news/8631653/Views-on-car-smoking-ban-sought>

Turia aims to make vehicles smoke-free

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=10686343](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=10686343)

Kiwi kids exposed to second-hand smoke in cars

[http://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=11132398](http://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=11132398)

Push to outlaw smoking in cars

<http://www.stuff.co.nz/the-press/news/6082673/Push-to-outlaw-smoking-in-cars>

Smokefree cars next step, says lobbyist

<http://www.stuff.co.nz/national/health/66026493/smokefree-cars-next-step-says-lobbyist>

## Radio advertisements

If you have the opportunity to produce some radio adverts you can either utilise the Health Promotion Agency (HPA) latest Smokefree Home and Cars campaign, <http://www.hpa.org.nz/Smokefree%20cars%20and%20homes>, use the sample radio script below or develop your own.

**NB.** There are conditions in place around the use of this campaign material. If you would like to use of any of this campaign material contact HPA Senior Account Lead, Wayde Beckman [w.beckman@hpa.org.nz](mailto:w.beckman@hpa.org.nz)

### Sample radio script

Kids in car [driving noises] with Mum talking and laughing,

Mum: [lights up a cigarette noise]

Kids: [coughing noise]

Kid 1: Muuuuum! That's gross

Mum: I can wind down the window

Kid 2: That doesn't work mummy, the poison still linger in the car seats my teacher said so!

Kid 1: and myyyyy teacher said that smoking in a car with children is really bad because we are breathing in your second-hand smoke

Voice over:

Keep your car smokefree/waka auahi kore and protect your most precious possessions – your children/tamariki.

Ask your family/whānau and friends to support you by not smoking in your car

Make a rule - your car is smokefree/Auahi kore at all times for everyone

[ends]

### **Other media**

- Social media e.g. Facebook, Twitter and Instagram #smokefreecars
- Newsletters e.g schools
- Websites