



Tips for getting your story in the media

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Why use the media?

- Good communications tool to:
 - Raise awareness
 - Promote a new program or event
 - Attract clients
 - Demonstrate success
 - Change behaviour



A clear purpose will help you:

- Define your audience
- Think through your strategy
- Choose your media targets
- Refine your messaging

What make a story?



Impact

- “est’ factor.

New research shows chronic disease in Aboriginal and Torres Strait Islander communities is at its lowest level in five years.

Research, stats, reports



Timeliness

- Yesterday is old news!

A program being launched today aims to reduce the incidence of chronic disease in Aboriginal and Torres Strait Islander communities.

Consider your media strategy early.



Proximity



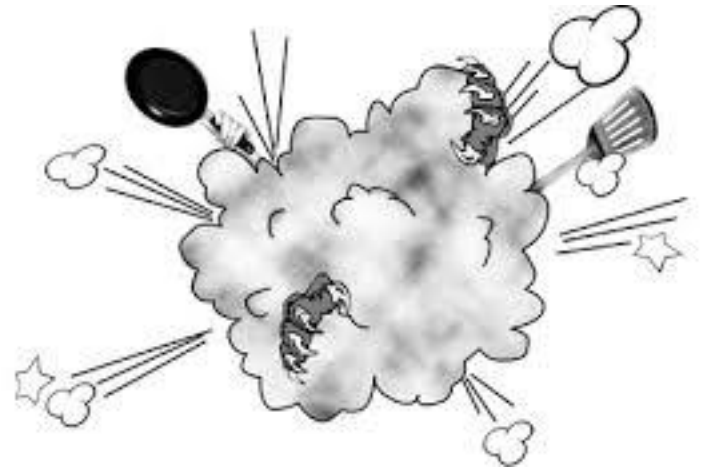
- Local news for local media: great opportunities for local stories

AMS is achieving great results in closing the gap for local Aboriginal people in Newcastle.

Conflict

- Use strategically only

Local elders are having a row with the state health minister over the provision of health services to local Aboriginal people.



Prominence

- High profile organisations or people involved?
- Current issues – jump on board.



Quirkiness

- Man bites dog



Something unusual or different about your program – that's a story!

Pictures

- A picture does tell a thousand words

If you have an event invite your local media along.



Case studies

- The human experience is very powerful.

Do you have a client prepared to share their experience?

Make sure they understand the implications.



1: Preparation is critical



2. Practice



3. Build relationships



4. Respect deadlines



5. Be available



6. Be newsworthy



7. Help them out: package it up



8. Advance notice



9. If you don't know the answer – say so



10. If in doubt, don't do it





Thank you

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