



How to get media for your campaign or event

Getting media can be a great way to not only grow awareness of your campaign but also to put pressure on your campaign decision makers. Here's a quick guide, or you can watch a Youtube video with Greenpeace's Senior Media campaigner here:

<https://www.youtube.com/watch?v=8w1el521ATA>

1. Know Your Purpose:

The most important thing is to think about why you want to get media coverage, what your target is, and what sort of media coverage you're aiming for.

Questions to ask yourself before you begin:

- What is the type of coverage you're after? Print, radio, broadcast? Is this realistic - can you see your story on the 6pm news or in the Sydney Morning Herald?
- Local, national, or international - How big is this issue?
- Why do you want media coverage for this issue? Is it to put pressure on a decision maker? Is it to raise awareness about an issue or to get more people involved in the campaign or action?

Being really clear on the answers to the above questions will help shape your action and approach.

2. Create a media list:

Once you've decided why you want to get media, the next thing you'll need is to create a list of outlets or journalists you want to target, including their email and phone contact details. This may sound obvious but a lot of people fail to do this and it is very frustrating as a crime or consumer affairs journalist to be taking calls about issues that you do not cover.

So if you have a local campaign, targeting the media in your local community will mean it's more likely to get covered, is more likely to reach the people it affects and is more likely to have impact over local decision makers.

For example, for a campaign to save a community park it would be best to reach out to the local ABC radio, local newspapers as well as council reporters in the area (who cover development applications and council approvals).

Google is your friend in this instance. Check to see who has been writing about your issue and what their angle has been.

3. Write a media release:

A media release tells the journalist everything they need to know. Here's a few things to keep in mind when writing one:

- Keep your media release short and to the point. Have the most important information



in the top and keep your language simple. You don't need to go into any technical detail or political opinions.

- Journalists want to know why this story will matter to other people - remember that you have to convince them but they also have to convince their editor.
- So let them know what makes your story newsworthy. Is it lots of colour and creativity? Will there be a big crowd with banners and placards with a clear message? Will it be interesting or unlikely spokespeople?
- Don't forget to leave your contact details at the bottom with any links to images, videos, petitions and campaign websites
- It can be worth googling a template media release to see what it looks like!

4. Contacting the Media:

Send out your media release to the journalists and outlets you've identified the day before you want coverage.

After you've sent it out hit the phones and give the journalists a call. You have to do this. Most journalists will be short with you and some of them outright rude. Don't be discouraged. Keep calling.

Tell them why the story is newsworthy in one or two sentences. They get lots of calls and are pressed for time so don't be put off if they are short over the phone.

If you already have one outlet keen to cover the story don't forget to let the others know - they are always keen to follow each other's lead and you can watch your coverage grow!

5. Images! Images! Images!

A good image can make or break your campaign. The more action and anticipation in the image the better!

Posting a picture or video to Facebook or Twitter as it's happening is a great tool for convincing journalists over the phone to come and cover the story because they can see what's happening!

Just have a go!

There is no perfect way to get media. You will think of things that I have forgotten and find innovative ways of getting your message out. You learn by doing. Keep pushing and have fun!