

# MEDIA COMMUNICATION

Reaching your target audience through the media.



# Presented by Nathan Evans



## Communications Officer, Noosa Council

### Background...

- *Journalist*
- *Editor*
- *Radio announcer*
- *State Government staffer*



# MEDIA COMMUNICATION

## Promoting your message via the media



*Before you start...*

- **Know your target audience.**
- **Get to know your local media.**
- **Meet your local journalists.**
- **Be clear about your message.**





# MEDIA COMMUNICATION

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# KNOW YOUR AUDIENCE

- *Who are you trying to reach?*
- *Where will you find them?*



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## KNOW YOUR LOCAL MEDIA

- *Make a note of the paper's deadlines*
- *Research the paper's various sections*
  - *Socials*
  - *Q and A*
  - *Business section*
  - *Sports pages*
  - *Lifestyle*
  - *Profiles*



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## GET TO KNOW A LOCAL JOURNALIST OR EDITOR

- *What are their special interest areas? Do they match yours?*
- *It's a two-way street: How can you help them?*
- *Be an authority in your field – Offer to write a column.*





### **The Pitch: Writing a Media Release**

- *What is your key message? Sum it up in one sentence before you proceed.*
- *A well-written media release could be the difference between being published or deleted from an overloaded inbox.*

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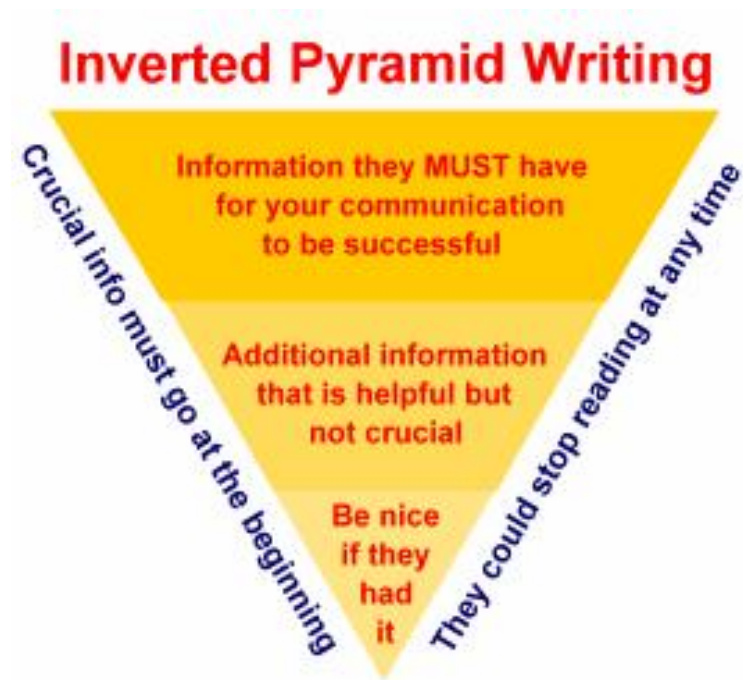


## The Pitch: Writing a Media Release

**HEADLINE** – This is your hook, it sums up your message in a few words.

**INTRO** – The WHO, WHAT, WHY, WHERE and WHEN in one sentence.

**BODY** – Short, punchy paragraphs, that expand on the intro. Follow the inverted pyramid.







## The Pitch: Writing a Media Release

### *Nail the intro...*

Identify the 5Ws – WHO? WHAT? WHERE? WHY? WHEN?

### **Scenario:**

A charitable organisation based in Tewantin, called The Champions has 300 Members. Club president, John Smith, has decided that folks with colour-blindness are missing out by not being able to see the world in full-colour. So, the group has decided to raise funds for special glasses, manufactured overseas, to provide local people, who have colour-blindness with a full colour view. The group will hold a sausage sizzle at Tewantin from noon on December 17 to raise funds for their cause.

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### The Pitch: Writing a Media Release

#### *Nail the intro...*

- WHO? – Tewanin charity, The Champions
- WHAT? – They will hold a sausage sizzle
- WHERE? – Tewanin
- WHY? – To raise funds for special glasses
- WHEN? – Noon, December 17



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**“Tewanin charity The Champions will host a fundraiser sausage sizzle at Tewanin next month to brighten the lives of those with colour-blindness.”**



## The Pitch: Writing a Media Release

### *Recipe for success...*

- Use active voice, rather than passive voice, for clearer, punchier and more persuasive communication.

**“Wendy today launched her new book...”**  
is better than **“...a launch was held today  
for Wendy’s new book.”**



## The Pitch: Writing a Media Release

### *Recipe for success...*

- Avoid jargon, abbreviations and ambiguities.
- Never use a big word when a simple one will do.
- Don't be vague.
- Short really is sweet.
- Include important info – Cost, dates, locations.
- Where possible, include a high-res picture (1MB+).
- For radio, include a 10-second audio grab.



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### The Pitch: Writing a Media Release

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<p style="text-align: center;"><b>Media Release</b></p> <p style="text-align: right;">FOR IMMEDIATE RELEASE</p> <p style="text-align: right;">[DATE]</p> <p><b>[HEADLINE GOES HERE]</b></p> <p>Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here</p> <p>Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here</p> <p>Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here Media Release Text Here</p> <p><b>ENDS</b></p> <p><b>For Further Media Information Contact : [NAME] [PHONE NUMBER]</b> (insert the name and phone numbers for relevant contacts here)</p>
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## The Pitch: Writing a Media Release

### *The format...*

- Attach your media release to an email as a PDF, or paste the copy into the body of an email.
- Use the headline in the email subject line:

**e.g. Media Release: Council's performance policy streets ahead**

- At the end of the release, write ENDS. Information included after the release ends is not for publication e.g. contact names and numbers.
- Choose a contact who is easy to reach.
- Always use the BCC field when issuing a release.



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***Press SEND!***

- *Follow up your media release with a phone call after a few days.*

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### Questions?

