

Media and Messages

**National Conference
Climate Action Network Canada
COP11/MOP1 ENGO Strategy Development and
Activist Training Weekend**

**Conférence nationale
le Réseau Action Climat Canada
CdP11/RdP1 Fin de semaine de concertation stratégique
et de formation des ONG**

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Media

- Getting Your Message Out
- Newspapers, TV and Radio
- Your Relationship with the Media
- A Media Strategy

Media

- Getting Your Message Out
 - Planned, Responsive, Opportunistic
 - Do your homework
 - What's your angle? Is it news?
 - Three basic types of stories

Getting Your Message Out

- Planned
 - You have a program to promote
 - Have time to carefully prepare
 - You can set the agenda

Getting Your Message Out

- Responsive

- There's a fire at the recycling plant!
 - What could be going up in smoke?
 - Tell me now!

Getting Your Message Out

- Opportunistic
 - “Hey that fire is spewing dioxins and furans”
 - “Are you covering that press conference did you know.....”
 - They called a press conference so we will go and talk to the reporters after they’re done!

Getting Your Message Out

- Do your homework
 - What do you want say?
 - Who else says it (references)
 - Who's going say it

Getting Your Message Out

- What's your angle? Is it news?
 - Dog bites man not news
 - Man bites dog is news
- You need a point of view and a story to tell

Getting Your Message Out

- There are three basic types of stories
 - Hard news
 - \$, politics, accidents
 - Human Interest
 - Family saves energy, the Beatles to hold concert!
 - Editorial or Commentary
 - It's time something was do about this!

Getting Your Message Out

- Hard news
 - Will it make the front page?
 - Does it force others to react (Gov't or a Company)
 - Does it impact or effect a lot of people
 - Has it been reported before?
 - What could be new about it?
 - Are there lots of dollars involved?

Getting Your Message Out

- Human Interest
 - Stories about ordinary people
 - Involvements
 - Accomplishments
 - Stories about events coming and past
 - We're having a dinner, a concert etc.

Getting Your Message Out

- Editorial or Commentary
 - Not objective, Not fair
 - Often you can contribute OpEds
 - Respond with letters to the editor
 - Encourage others to respond as well
 - Editors use letters as an informal poll
 - A lot of letters a lot concern

Getting Your Message Out

- Know your media
- Read, Watch Listen and Ask
 - Who does Hard news?
 - Who does human interest?
 - Who writes editorials?

Newspapers, TV and Radio

- Daily, Weekly/Community
- TV
- Radio
- Your Relations with the Media

Newspapers, TV and Radio

- Dailies
 - Reporters
 - Tight on time
 - Often over worked ... so do the work for them
 - Learn deadline times
 - Don't call at deadline
 - Don't send out a release that arrives at deadline

Newspapers, TV and Radio

- TV

- Visual and Verbal medium

- Give Good Clip – 15 seconds tops

- Pithy lines, clear, don't be rushed, take a breath

- No long complicated answers

- Answer the questions you want answered (hard)

- Remember 100s of mothers are watching you - **Smile**

- Use back grounds out, doors etc

Newspapers, TV and Radio

- Audio medium

- Give Good Clip – 15 seconds tops
 - Pithy lines, clear, don't be rushed, take a breath
 - No long complicated answers
 - Answer the questions you want answered (hard)

- Talk Shows a real opportunity

- Be personal
- Note the names of the callers
- Don't be too serious or too flippant

Your Relationship with the Media

- These are people
 - Try to get to know them
 - But don't be too familiar until you do
 - If they seem to have a few minutes ask them about themselves and their families.
 - Don't be afraid to interject yourself in a story
- Your goal is to become a trusted source
 - A go to person!

Media Strategy

- All strategies starts with a long term goal!
- What do you want to accomplish?
- For Cop
- For Canada

Media Strategy

- Has a clear messages!
- What messages do we want to convey?

Media Strategy

- Has defined interim objectives
 - What could be COP interim objectives?

Media Strategy

- Has defined tactics
 - What tactics can we employ?

Media Strategy

- Has devoted resources
 - What resources do we need?

Media Strategy

- Is understood by all
 - How can we ensure the movement understands our messages and supports it?

Media Strategy

- Needs good intelligence
 - How can we gather intelligence together?

Media Strategy

- What intelligence do we have

Media Strategy

- What are our next steps?