



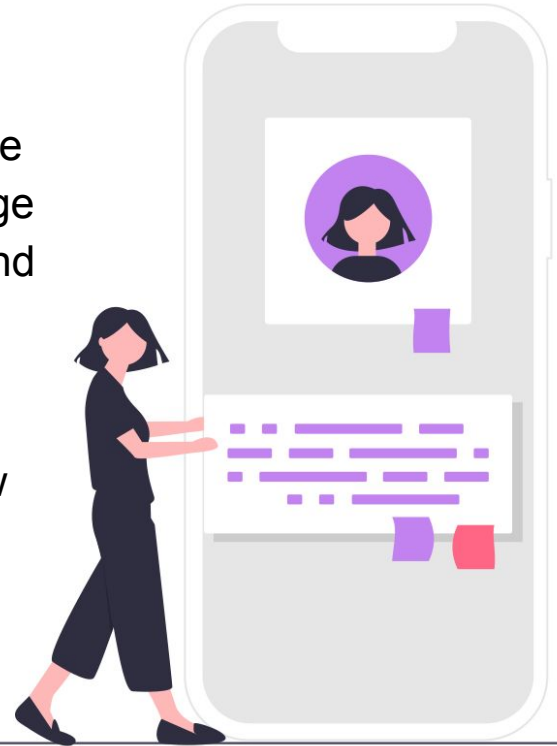
MEDIA - GET FEATURED

WITH MICHELLE BROWN

INTRODUCTION

It can be daunting to think about promoting an event, artist, product or story. Where do you start? Who do you talk to? Are you ready to be interviewed by the media? We'll cover a range of things to make you feel comfortable approaching media and journalists to share your news, including;

- Different media mediums
- Common tips for engaging with journalists and interview technique
- Handling different types of questions and planning for interviews
- Tips for sharing stories, experiences and insights

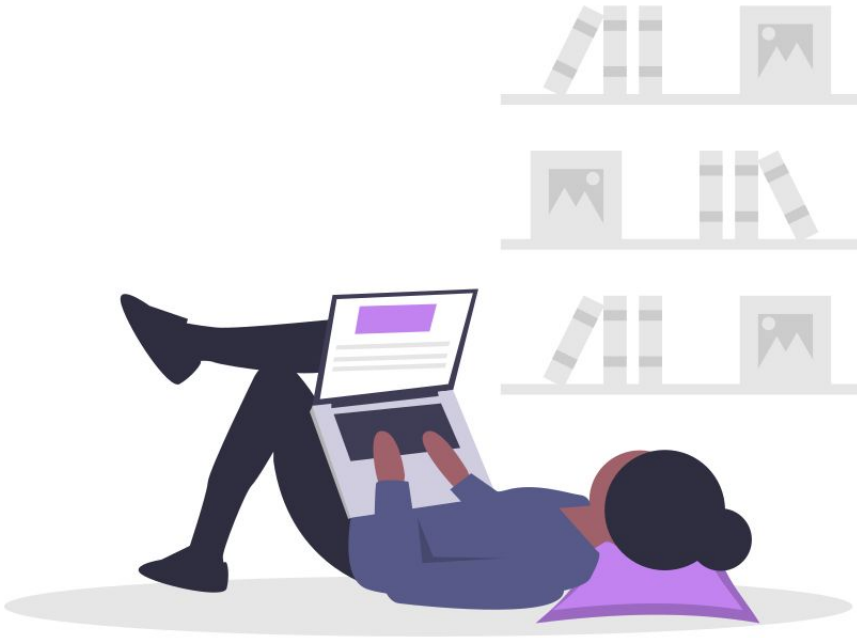


MEDIA LANDSCAPE

'Media is delivered in a variety of formats including radio, television, paper, internet and IPTV. Varieties include Local, Regional, State, Federal and International sources of media reporting on Australian news, opinion, policy, issues and culture.' Wikipedia

Types of Media

- Radio (commercial, community, public)
- Television/Pay TV (commercial, community, public)
- Newspapers/written word
- Online media
- Social media



THE MEDIA FOCUS

Media organisations set their agenda according to what they perceive to be newsworthy issues of the times. The media agenda is influenced by politics, social and economic trends. The media agenda is driven by both public and commercial interests.

Community Media

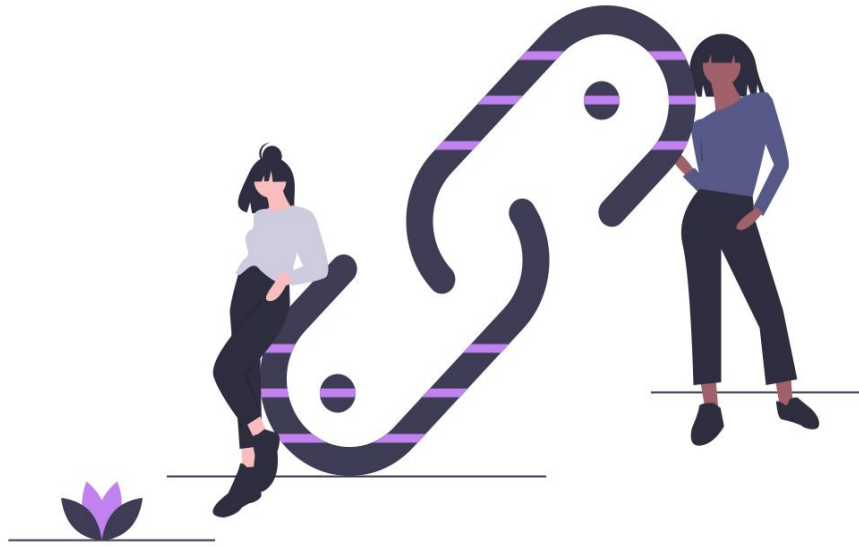
Community media are non profit organisations such as Community Radio. The goals of community broadcasters are to:

- promote a **diverse** range of broadcasting for the Australian public
- develop and reflect Australian identity, character and **cultural diversity**
- provide **local** content



Commercial Media

Commercial media organisations are privately owned companies that compete to make profits through advertising and program sales. These can be TV, radio, paper, magazines, online.



Other (Online/Social)

The online space can be a very grey area when it comes to 'media', anyone can start a website that purports to be a news media service, however it still comes down to what is being published and how this is regulated (defamation laws, liable responsibilities etc).

Most traditional media also focus on online delivery of their content, for example the ABC, SBS, Guardian Australia. Some examples of online only outlets include; Crikey, New Matilda.

Social media is also a way that people disseminate information widely and easily these days, but we've all seen the issues with 'fake news' and how using social media can cause a whole variety of issues.

Government/Public

In Australia, the Australian Broadcasting Corporation (ABC) and Special Broadcasting Corporation (SBS) are both owned by the federal government. They have streams of content via TV, radio, online and more.

APPROACHING MEDIA

Reasons why you or your organisation might want media coverage could include;

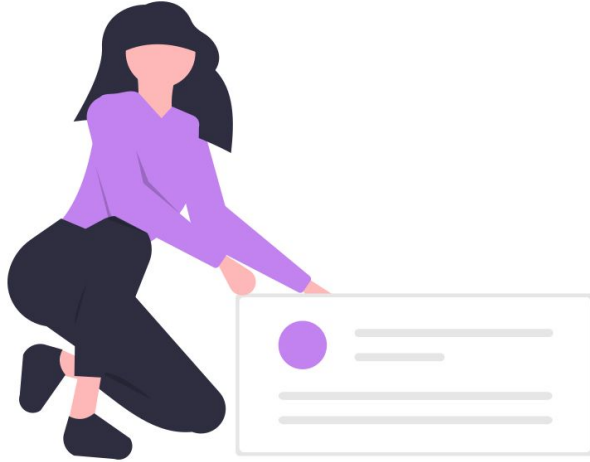
- build profile of your organisation, change public image of your organisation
- promote yourself as a performer or artist
- promote a fundraising campaign or event
- promote an awareness-raising campaign
- impact public opinion in relation to an issue
- impact government policy in relation to an issue



BECOMING YOUR OWN BEST PUBLICIST

Usually the person that makes media happen is a publicist. They work between journalists and spokespeople to pitch stories, arrange interviews and organise photo opps. With a good media contact list, some creative thinking and just a touch of insider know-how, you can be your own best publicist.

GET COVERAGE



The outcomes that you want from media coverage will determine the media you want to target.

- if you want to impact on public opinion at a grassroots level you might target local media
- if you are seeking new sponsors or donors you might target lifestyle sections of a major metro paper
- if you want people to come and see you perform, then a local music show on community radio

Think about the audience you want to target in relation to what you want to get out of media coverage.

Media Contact List

If you will be contacting media often, you should create a media contact list, categorised into outlets, content areas, people, locality, who's covered you before etc. so you can save time and you'll get to know where your best luck getting coverage might be.

SPECIALIST MEDIA

SBS and ABC have a variety of different outlets including coverage of news, sports, life, food and social issues. SBS also like to focus on the diversity of Australians and their stories.

There are many online places that will share content if relevant to their demographics/readers, from specialist or niche outlets, to community/locality based sites.

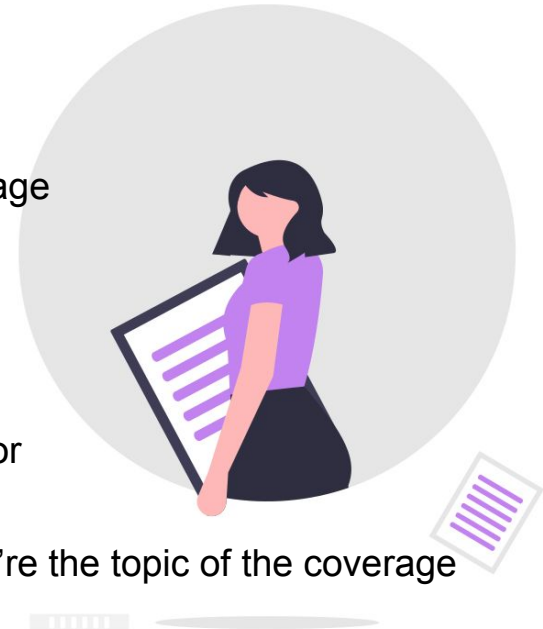


An example of a non-traditional media outlet that could be a potential contact for an Indigenous person to tell their story is the website and Twitter profile [IndigenousX](#). IndigenousX has a Twitter profile of more than 37K followers, where they have a rotating roster of Indigenous hosts on the account. They've had actors, activists, authors, academics, politicians, teachers, doctors, uni students, and countless others around the country who have given their time to share their stories, experiences and perspectives, challenging stereotypes of the Indigenous community.

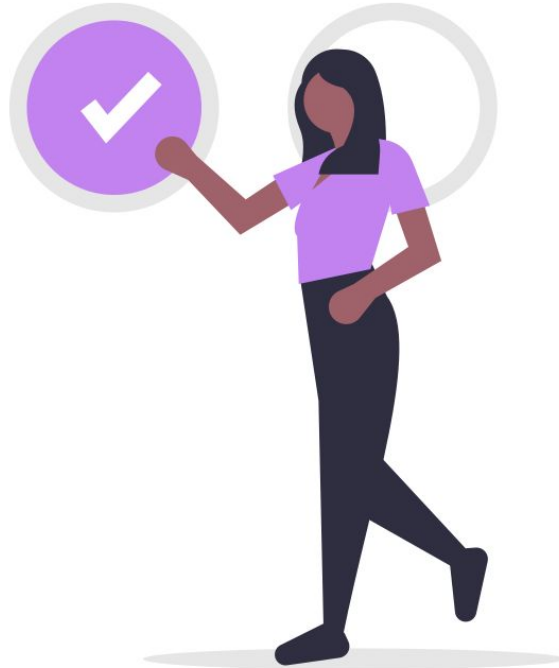
IN YOUR KIT

Now you're ready to approach a few media outlets or individuals to get coverage or an interview, there's some things you will need to be able to communicate your narrative;

- Press release
- High resolution images; media may want to use these for social media or other online coverage
- Headshot/Press Shot; you will generally get asked to provide one if you're the topic of the coverage
- Bio; if you have trouble writing your own bio, ask some friends to give you some key points about who and what you do, it can help focus a good bio
- Short paragraph and dot points about what you want to cover for interviews; these will help you focus not only when an interview opp comes about, but also in constructing the press release and emails etc.



PLANNING YOUR APPROACH



Email or mail press releases to journos or radio announcers you admire. Emailing general address will usually get you nowhere, try to get your stuff to them personally. You can always call a station or magazine to ask these details, pick someone who seems to cover similar topics to what you are hoping to get coverage for.

Once you have contact info you want to include any press releases, bios, images etc. that will help explain why you're looking to get media coverage or asking for an interview. Make sure the media person has enough information to make them take notice, but not too much information, as you don't want to overwhelm them and you also might want to peak their interest so they learn more by interviewing you.

Pitch an angle, depending on the type of media coverage you are after, if you want to promote a fundraising event, then instead of making it about the event itself, make it about the cause - why YOU are putting on the event or why you're involved in it.



Don't feel you have to do an interview on the spot if someone does cold call you after you've sent them information you want coverage of. It's completely acceptable to ask for the context and topic then suggest a time to do the interview, to give yourself time to prepare. Even 20 minutes can be really helpful.

Have three dot points written down in front of you that you want to make sure to cover in an interview, so there isn't important stuff you might forget. If you're doing media on the same or similar issues often enough, the more you say those points the easier it will become to work them into your answers in a way that feels and sounds natural as opposed to read or rehearsed.

BEING INTERVIEWED



1. If it's appropriate, ask about the general approach for the interview, what kind of questions they might be asking etc.

2. You don't have to answer questions you don't want to answer

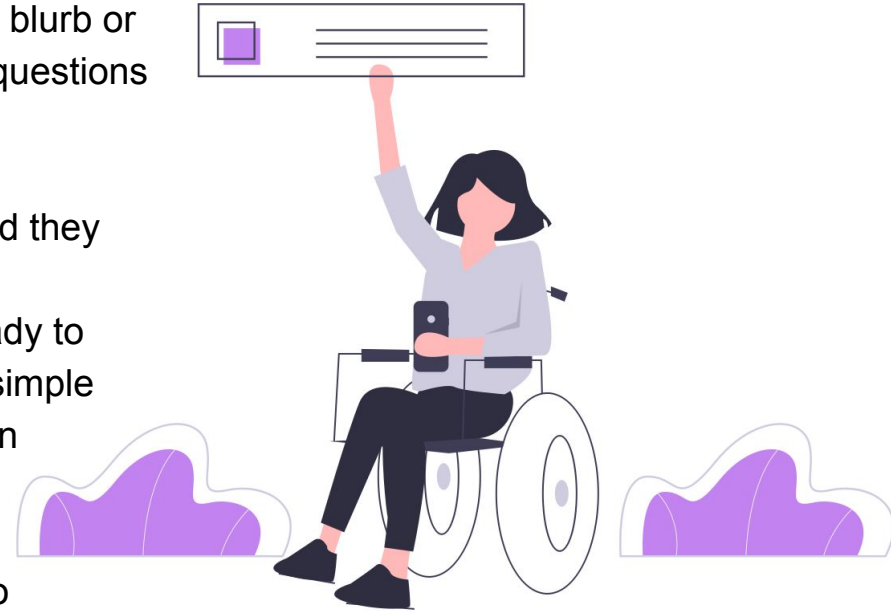
- It's also okay to tell a journo that their question is misguided/irrelevant/based on incorrect data or assumption as long as you do it politely.
- It's ok to take time to think about your answer.
- Or to say you're not sure of an exact source or statistic but that you can send it to them afterward.

3. Nothing is ever "off the record." If you don't want it published, don't say it.

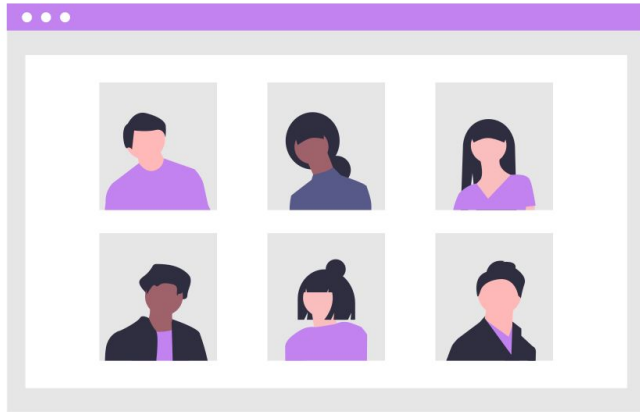
4. Have your topic/event/subject matter worded clearly and to the point, keep it simple and exciting as possible, they can ask follow up questions. In fact, when wording your release/promo blurb or bio, construct it in a way that may encourage follow up questions from the media.

5. Have your plugs ready, if you're being interviewed and they ask you where people can find more info, have easy website/facebook/Instagram URLs or search names ready to provide. Don't read out WWWs and things, just keep it simple like 'you can search for Women of the World Australia on Facebook'.

6. Practice on a friend; get them to interview you with no preparation to see how you would respond, then practice again when prepared and see how you go!



KEY POINTS



Relationships: develop and foster relationships with media organisations and journalists. Call and email journalists, editors and chief of staff with your press releases and story pitches

Story: Develop your issue into a compelling story for the media organisation, sell it to them through your pitch and press release/bio

Style: Monitor the media to determine the style of journalists, newspapers and broadcast outlets

Target: Target columnists and journalists in newspapers that have a soft spot for your issue

Tailor: Tailor your story to the media outlet, match stories to areas and people or personalities relevant to those areas

Celebrity: Develop relationships with 'good talent', people who can speak about your issue with conviction and passion, people who have relevant stories or personal experiences who are in the public eye, ie the celebrity factor

Lead Times: Different journalists and media outlets need different lead times, two weeks lead time is good to have a standard, but if something needs more coordination give between 3-6 weeks.

Sponsors: Never push your corporate sponsor to a media organisation, push your story and your issue first, then strategically include the sponsor if necessary

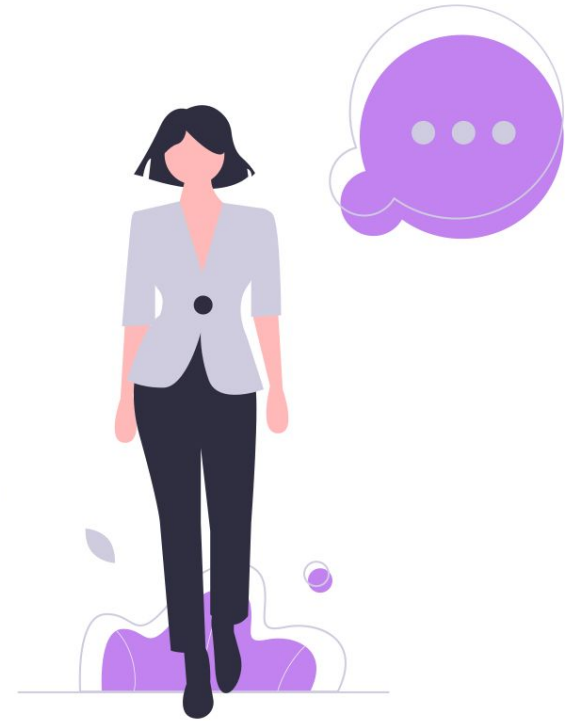
Images: set up great photo and filming opportunities, work to make the setting compelling, entertaining, attractive or fun

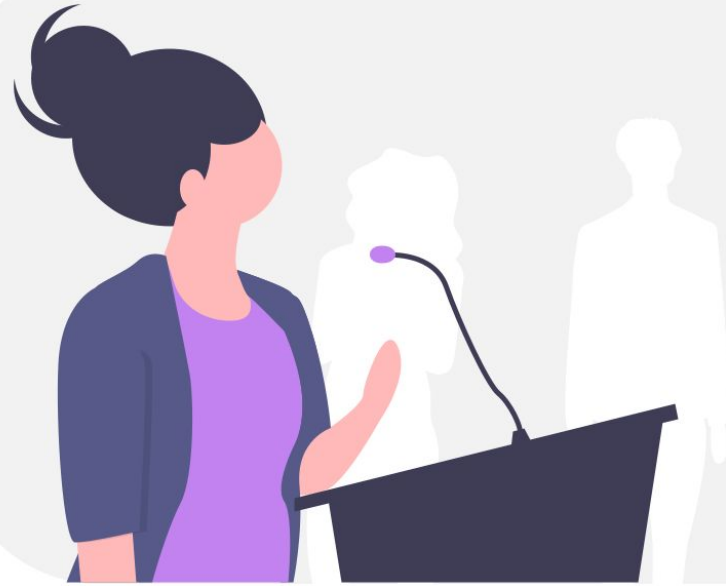
Events: run media calls/conferences early in the week and preferably early in the day in order to get deadline priority

News: link your issue or event to current news and trends, piggyback on issues, respond to news articles and broadcasts.

The Issue: own the issue you are campaigning on, seek to be seen as a spokesperson for that issue.

Contacts: build your contact list and call media organisations to get staff lists





INTERVIEW TECHNIQUES

The Radio Interview

Your Story: As an interviewee the best thing that you can do is have a story to tell that cuts straight to the heart of the matter and the heart of the listener.

Audio: Radio is NOT a visual medium, the audience can't see your facial expressions or hand gestures so make sure you express yourself with words, tone and example.

Clear: Not everyone will know who you are or what your organisation does, make it very clear what you do from the beginning

Repetition: It's okay to repeat yourself in radio because some people may have just tuned in and not heard the first part of your interview.

Relax: Your voice conveys emotion, relax, be confident and it will show in your voice

Microphone Technique

How close should I be to the microphone?

Microphones and voices are all different. About 10cm is a good starting point, but use the following points to find the right distance for you.

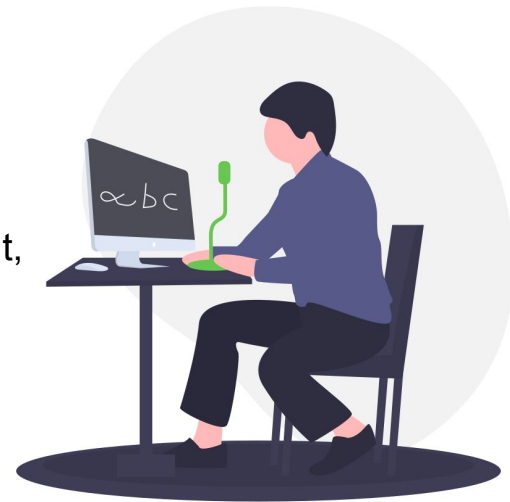
If you're too close to the microphone:

- Your P, T, S and Q sounds might cause popping or hissing noises
- Your breathing will sound unnaturally loud
- Your voice might sound "boomy" and distorted
- Your volume levels will be difficult for the panel operator to control.

The slightest movement away from the mic will result in a noticeable change in your voice.

If you're too far away from the microphone:

- You will sound as if you're on the other side of the room
- Your voice will be difficult to understand The mic will pick up other unwanted noise in the studio
- Your voice will have a thin, echoing sound.



THANK YOU FOR PARTICIPATING

These resources were developed by Michelle Brown.

Supported by resources from the [CMTO](#).

Illustrations are from <https://undraw.co/>

