

# Mass media as a campaign tool

NSW Nature Conservation Council  
Communications Manager James Tremain

# James Tremain

- **Newspapers**

Editing, sub-editing, reporting

- **Media roles**

NSW Government minister

Ombudsman's Office

NSW Parliamentary Committees

Nature Conservation Council



# You

## Whip-around

- Name
- Organisation
- Reason for doing this workshop - what do you want to learn

# Your experience

- What is the media landscape in your patch?
- What media do you consume?
- Which media do you think is most important for your campaign?

# Good media practice

- A few clear, simple messages repeated often (media releases, interviews, social media, websites)
- Strong relationships — cultivate your targets
- Provide value — quality analysis, timely responses
- Manage expectations, maintain courtesy

# Media skills

## Messaging

- Keep it simple / framing. Their messages v your messages.

## Deliver vehicles

- Media releases
  - Reactive media
  - Proactive media - reports, analysis, events, stunts
- Interviews
- Video and photos

# Media strategy

## Campaign strategy

- Media is part of a larger whole. It is a tactic that must serve the broader campaign strategy

## Media strategy

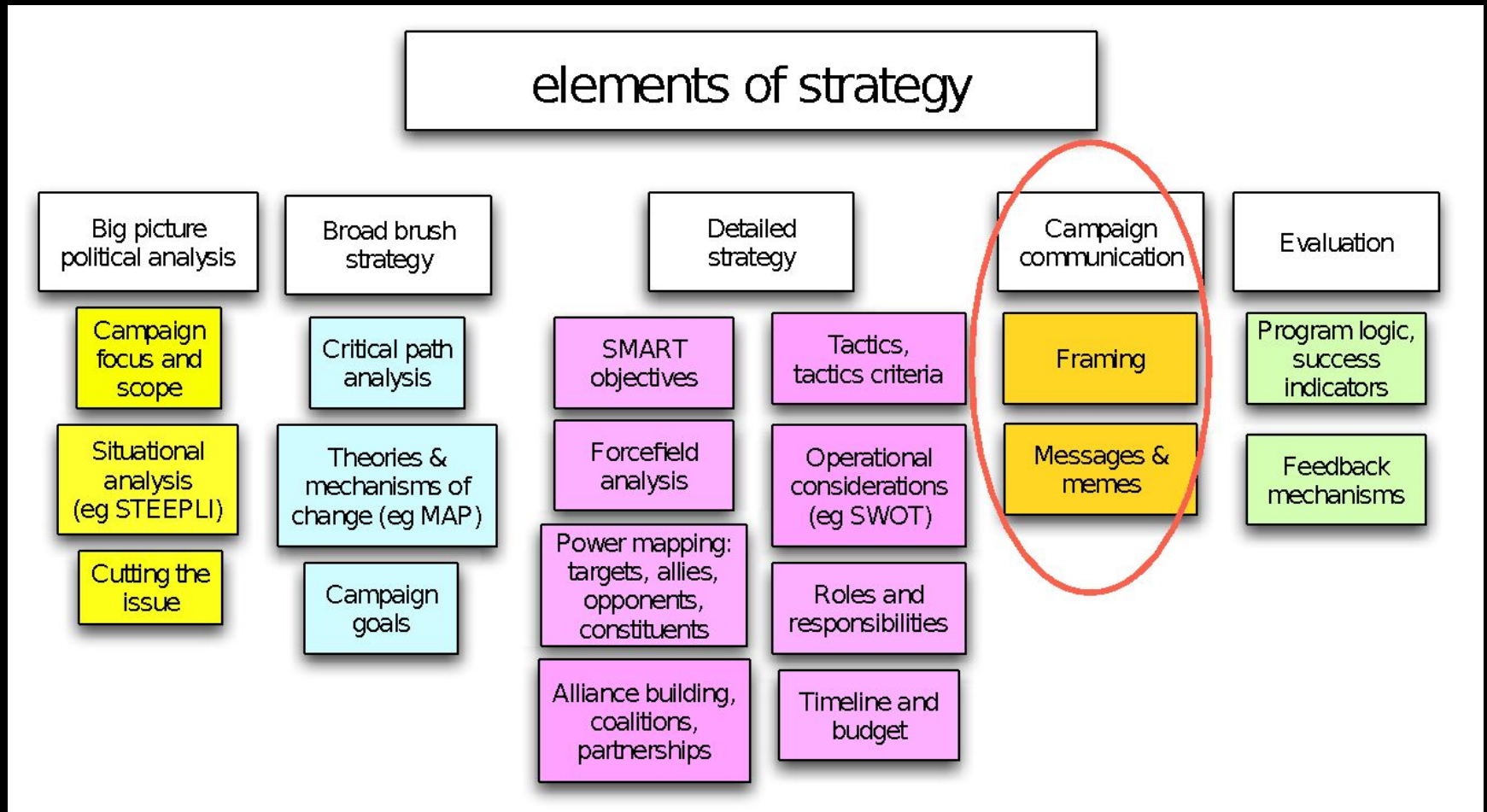
- Audiences
- Messages
- Messengers
- Channels
- Timing

# How is media a change agent?

- Information/education
- Framing
  - Civil rights movement in the United States
    - Non-violent direct action protesters fire-hosed
  - Same-sex marriage
    - Sanctity of the family OR basic human rights
- Problems/solutions
  - Sets up problems that need addressing
  - Creates pressure on govts to act
- Sets political agendas and builds political pressure



# The big picture



# Key elements of a comms strategy

- Campaign aims and objectives
- Communication objectives
- Key audiences
- Framing the story
  - Government frames (existing)
  - Industry frames (existing)
  - Movement frames (existing and proposed)
- Key messengers
- Key messages
- Which media
- Campaign communications key channels

# Media releases



**Nature  
Conservation  
Council** The voice for  
nature in NSW



**Media release**

7 August 2019

## **Premier Berejiklian must oppose logging of our national parks**

Conservation groups are calling on Premier Gladys Berejiklian to rule out supporting any moves by the Shooters and Fishers Party and the National Party to open our national parks to logging.

The NSW Shooters and Fishers Party today gave notice it would introduce a bill [1] to log two of the state's most iconic national parks - Murray River in the south the Pilliga forest in the north.

This move follows hot on the heels of Deputy Premier John Barilaro's calls to open the Murray River National Park to log some of the best river red gum forests left on earth. [2]

"This is a red line that must not be crossed. These national parks were reserved in perpetuity to protect endangered wildlife and some of the most stunning nature landscapes in the state," **Nature Conservation Council Chief Executive Chris Gambian said.**

# Media releases

## General principles

- Keep it short and to the point - under a page.
- Put supporting material, like tables, long passages from source documents, etc, in a Background.
- Don't mess with the margins or reduce point size it make it harder to read quickly — just to fit it into a page.

# Media releases

Here's how the document should be laid out:

- Logo
- Date
- Heading
- First par - contains the most important point you need to make. Don't exceed 25 words.

# Media release

- Body - contains supporting info and quotes.
- Sources – if you refer to media articles, reports etc, it helps reporters if you footnote with hyperlinks at the bottom of the release.
- Contact - the name and phone number of the person the journalist can call. It's best if it is the person quoted in the release.
- Backgrounder (if required) as a separate document (or on the back of the release)

# Media advocacy

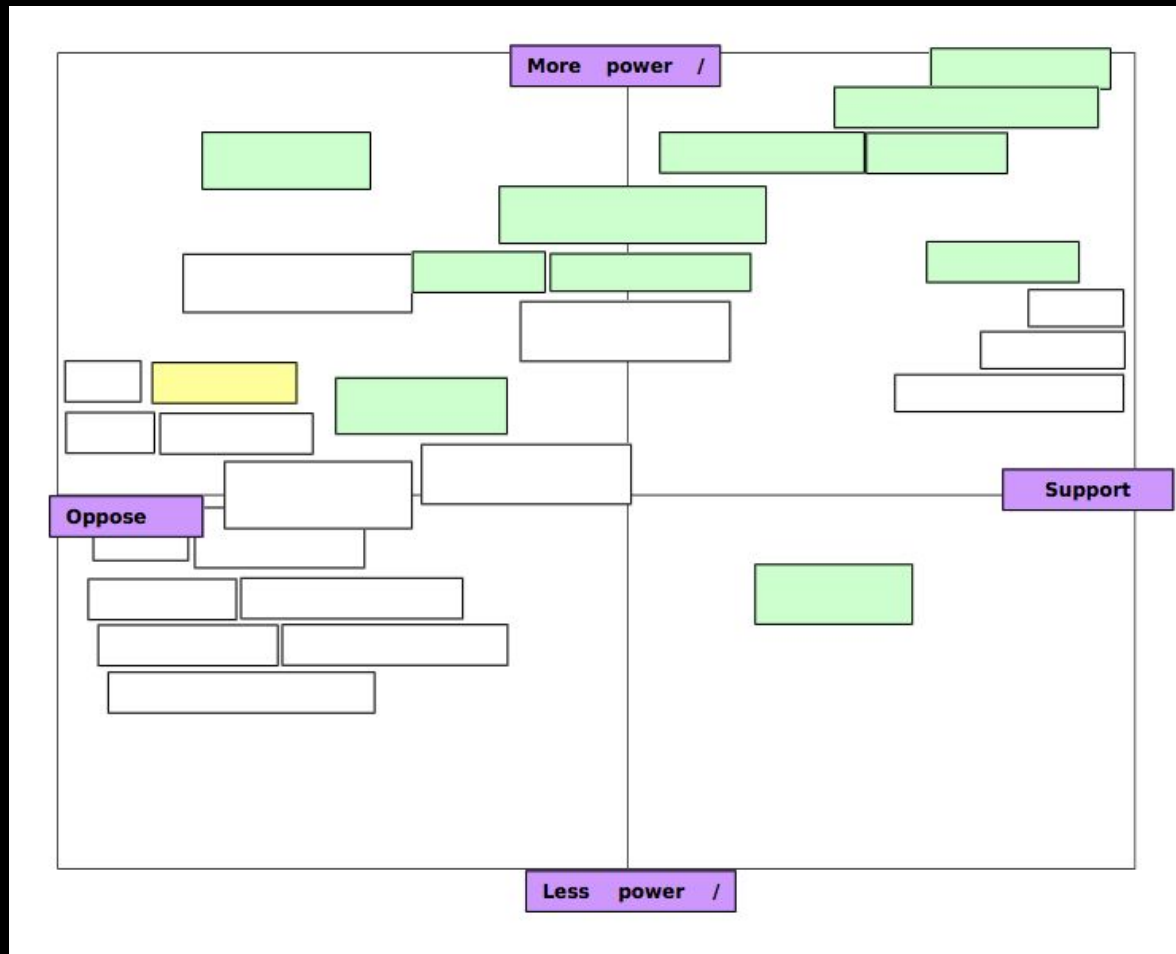
- Media is key part of most, but not all, social change campaigns – health, environment, civil rights, etc.
- **Media advocacy is the strategic use of mass media to support community organising to advance a social or policy initiative**
- Media strategy/advocacy is not an end in itself
  - Part of the larger campaign strategy
  - Sometimes not used (depends on your theory of change)

# Tools: Timelines

Week	June Week 2	June Week 3	June Week 4
<b>Events</b>	World Forests Day Launch forestry economics report report at Parliament	Media tour of the North Coast	
<b>Website</b>	Post report and media release on website Online petition established on website.	Post online petition.  Install homepage slider using SOO collateral.	Lobby and Media Pack loaded onto website.
<b>Email</b>	Email text drafted  Email supporters urging	Email members and supporters -	
<b>Social media</b>	Memes posted on Facebook etc	User-generated content? CTA: sign our petition	User-generated content? CTA: sign our petition
<b>Collateral</b>	Memes and social media collateral developed.		Lobby and Media Pack for member group resources: Donut letters to MPs; Lobby pack; instructions; Draft local media releases
<b>Lobbying</b>	NCC meetings with MPs ongoing Key Coalition MPs identified	NCC meetings with MPs ongoing	NCC meetings with MPs ongoing
<b>Media</b>	SMH runs exclusive report on forest economics Issue media release to general media. Seek radio interviews off the back of SMH article	Local media re member group meetings with MPs	



# Tools: Power mapping



# Tools: Splitting the issue

