

Use the Media to your Advantage

Action 8 Sheet

It is vital that the media is aware of the current childcare debates. It is even more important that our community-based childcare election issues are given the airspace they deserve, whether it be in print, on the radio, television or on the internet. Media releases are a great way to alert the media to what you are doing (see Action Sheet 10). Get vocal, get known!

Print Media

Print media (magazines, daily papers & local newspaper) is looking for effective words. Make sure that the information you present suits the publication style.

- Look at the opinion pages for ideas and examples.
- Write a letter to the editor - it is a short and effective way of communicating your message.
- Letters are influential – opinion pages are widely read by the public, politicians & journalists alike.
- Ensure your letter is short, sharp & to the point.
- Avoid jargon

Radio

Radio is a great way to get your voice heard!

- Radio is not only looking for information – it is looking for a good sound!
- If you are being interviewed by radio be prepared, send background information & give radio a ‘grab’ that highlights NACBCS election demands (see demands page)
- Call talk-back radio & get your views aired
- Don’t forget community radio stations. Contact the station manager and ask to discuss the issues on air.

Television

T.V. is a way of reaching a potential audience of millions. Television thrives on images – the better the picture, the greater likelihood of getting on air.

- Plan a media event (Action Sheet 9) that will really capture attention!
- Don’t be daunted if being interviewed for TV – stay relaxed & don’t lose your cool.
- Be brief & capture your main argument.
- Be yourself & remember who you’re there for!

Remember . . .

- When working with media get your main point out & stick to it!
- Be aware of media deadlines.
- Get to know the key players in the newsroom (chief-of-staff, editors, community reporters, etc) & contact them directly & by name.
- Grab attention & make an impact!
- Don’t forget the media loves a good photo opportunity.
- Local media is vital in connecting to the community – ensure they know who you are & what you’re doing
- Be confident & have fun!

MOST IMPORTANTLY – HAVE A PLAN & BE PREPARED!