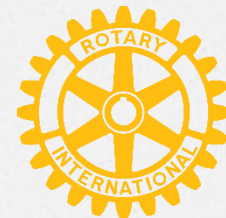
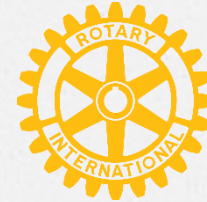


# Promoting Rotary in the media





## Content

- Different forms of media
- Planning for success
- Tips for dealings with the media





# Different types of media

- Traditional media  
(Newspapers, radio, magazines, TV)



- Social media



- Online (Websites, etc)

**The key to success is planning**





# Planning for success

1. Who you want to communicate with
2. What you want to say to people
3. How or what media you are going to use to communicate
4. How you are going to evaluate the results

# Step 1 - Who

Work out **who** you want to communicate with (target audience)





## Step 2 - what you want to say

- Work out **what** you want to say to people (messages)



## Step 3 - Choose your media

- Work out **how** you are going to communicate or what media you are going to use





## Step 4 – Evaluate your results

- o Did your story get published or broadcast?
- o Did the people you wanted to communicate with hear your message?



# Tips for dealing with the media





# Understanding the media

- ✓ Journalists and media outlets receive a lot of media releases.
- ✓ Editors or newsrooms will only publish media releases if they are newsworthy (of interest to their readers or listeners).
- ✓ They like stories or media releases where most of the work is already done for them.
- ✓ They like good pictures.

# Choose your picture carefully





# Media Release

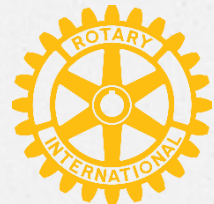
Characteristics of a good media release:

- 1) Contains date of release
- 2) Has an interesting headline
- 3) Is no more than one page in length
- 4) Contains no more than 3 to 4 messages



## **Media Release (Continue)**

- 5) The first paragraph should summarise your story or contain your main message.
- 6) Have quotes from a spokesperson which are no more than two sentences long.
- 7) Contain contact details of spokesperson.





# Tips for Radio Interviews



- ✓ Write down what you want to say prior to the interview
- ✓ Write down the questions you think the interviewer will ask you and prepare answers
- ✓ View it as a one on one conversation
- ✓ If you are doing an interview on the phone use a ground line in a quiet area.

## Tips for TV Interviews

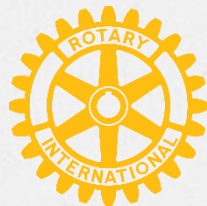
- ✓ Summarise what you have to say into 1 or 2 short sentences and practice
- ✓ Consider what you are wearing
- ✓ Look at what is behind and around you before starting
- ✓ Look at the presenter and not the camera
- ✓ View it as a one on one conversation
- ✓ Take your time





# Summary

1. Plan – Consider Who, What and How
2. Use media releases
3. Select your pictures carefully
4. Take time to prepare for interviews





# Questions







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