MEDIA 101

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THANK YOU

- for your time today
- for being open to speaking to media
- for raising your voice for the climate



AGENDA

- What journalists need
- How to make your event “newsworthy”
- How to develop quotes media like (key messages)
- Interview do’s and don’ts

JOURNALISTS STRONGLY DISLIKE



MISSING A DEADLINE

You should: Return phone calls and emails right away.



INACCURATE INFORMATION

You should: Double check spelling, stats, facts



NON-NEWS PITCHES

You should: Ask is it Significant, Interesting and New?

What is unusual about this event?

TURN AN EVENT INTO A STORY

- The backdrop:
  - location, context
- The people:
  - visuals, spokespeople
- Novelty:
  - *what makes this different?*
  - *what makes this significant*

EXERCISE TIME



WHY IS YOUR EVENT DIFFERENT?

- Is the location unusual?
- Any unique activities planned?
- Is it the first of its kind in your community?

If it's not different:

- Could you add an element that will make it stand out more?



INTERVIEW DO'S

THE PERSONAL MATTERS

- What you have seen & how you feel about climate change matters.
- Seniors have an important perspective that media do not often get the chance to hear.
- You are the expert.



MEDIA INTERVIEW GROUND RULES

- Quotable start to finish
- Repetition welcomed
- Silence as a tactic
- Length
    - 15 minutes max
- PRACTICE. OUT LOUD.

PRACTICE QUESTIONS



Questions you want:

- Why is this event happening?
- What do you hope today's event achieves?
- Why did you decide to participate/organize today's event?
- If you could speak to the Prime Minister right now, what would you say?

Questions you may not want:

Does the event's small size show a lack of support for climate action in your community?

EXERCISE TIME

- WHY DID YOU DECIDE TO PARTICIPATE/ ORGANIZE AN EVENT FOR SENIORS FOR CLIMATE?
- IF YOU COULD SPEAK TO THE PRIME MINISTER RIGHT NOW ABOUT CLIMATE CHANGE, WHAT WOULD YOU SAY?



KEY MESSAGES

- your most important points
- explains why this event / issue is significant?
    - who is impacted? what needs to change?
- answers more than one question
- repeat for each interview
- includes press-friendly language

QUOTES

REPORTERS PRIORITIZE

- Colourful descriptions
- Decisive
- Lists, stats, facts
- Powerful & short: images, anecdotes, comparisons
- Accuracy

DEPRIORITIZE

- Dull, jargony or overly academic language
- Indecisive / unclear
- Takes too long to get the point
- Inaccurate

KEY MESSAGE - EXAMPLE

Poor: Canada needs an emissions cap.

Better: Canada needs an emissions cap so we have a shot at finally meeting our climate goals.

Stronger: I'm here today with Seniors for Climate in Ottawa to demand that the federal government finally introduce a cap on rising oil and gas emissions. Thousands of seniors across Canada are speaking out today, calling for urgent climate action for the sake of our children and grandchildren. My five-year-old granddaughter Sophia deserves a safe future - not one marked by unnatural disasters driven by fossil fuels. The federal government must end the free pass for oil and gas companies to pollute our climate. Cap oil and gas emissions - without further delay.

EXERCISE TIME:
BOOST YOUR SOUNDBITE

Why did you join today's day of action?
What do you hope the day of action achieves?

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- Colourful descriptions
- Decisive
- Lists, stats, facts
- Powerful & short: images, anecdotes, comparisons

INTERVIEW TECHNIQUES

Highlighting:

- This is a really important point
- What's critical for politicians to understand is...
- What most people overlook is

BRIDGING

WHAT DO YOU WANT TO TALK ABOUT

WHAT THE REPORTER WANTS YOU TO TALK ABOUT

- On the contrary, I think that
- That speaks to a bigger point
- The important thing to know
- Let me give you some context

DOES YOUR LOCAL EVENT'S SMALL SIZE SHOW A LACK OF SUPPORT FOR CLIMATE ACTION IN YOUR COMMUNITY?

On the contrary, all across Canada today, thousands of concerned seniors are raising our voices to call for urgent climate action. From Vancouver to Halifax, we are united in calling for the federal government to swiftly put a cap on rising oil and gas emissions. Our children and grandchildren's future is on the line. Poll after poll has shown the majority of Canadians want polluters to be held accountable. Will our government finally listen?

THE WRAP UP

Just before you go, here's one important point for your readers/listeners/viewers:



TV/ZOOM INTERVIEWS

- Pay attention to background
- Check wifi strength

- It's okay to:
  - ask if it's live or pre-recorded
  - ask where to look
  - ask to repeat a question
  - ask to repeat an answer



INTERVIEW DON'T'S

- Answering "what if's"
- Being drawn into false alternatives
- Repeating negative/inflammatory language
- Being ruffled by multi-part questions
- Changing answers for repeat questions
- Rushing to fill silence



OTHER SIMPLE WAYS TO AMPLIFY YOUR NEWS

- Social media
  - share to like-minded groups
- Letters to the editor

LETTER TO THE EDITOR

- To respond to a news article
- To respond to an oped
- To correct a misrepresentation of facts

To provide "the other side"

- Aim for 150 words

MAKE A SINGLE POINT WELL

TELL READERS WHY THEY SHOULD CARE NOW

THE COVER MATTERS

BE DECISIVE

AVOID JARGON

DON'T BURY THE NEWS

CHECKLIST FOR SECURING MEDIA COVERAGE

1. FIGURE OUT **WHAT IS THE NEWS**
   WHO, WHAT, WHERE, WHEN AND WHY

2. IDENTIFY **SPOKESPEOPLE**
   CONFIRM AVAILABILITY, GATHER CELL PHONE NUMBERS

3. DEFINE **OUTREACH CHANNELS** - EMAIL, CELL PHONE, TWITTER

4. **DRAFT PITCH EMAIL** / SEND MEDIA RELEASE OR MEDIA ADVISORY

5. **IDENTIFY JOURNALISTS** WHO MIGHT BE INTERESTED
   RECENT COVERAGE
   MEDIA LISTS

6. **ROLES AND RESPONSIBILITIES** - WHO IS PITCHING, WHEN?



QUESTIONS