

**Working with the Media**





## Advocacy Expert Series

Book 3

Working with Media

Edition 2

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The Advocacy Expert Series is a set of educational publications developed by the Advocacy and Policy Program at Pact Cambodia that explores the principles, strategies, and techniques of effective advocacy campaigns. Titles in the Advocacy Expert Series include:

**Book 1:** Advocacy Campaign Management

**Book 2:** Building Relationships with Government

**Book 3:** Working with the Media

**Book 4:** Building and Maintaining Coalitions

**Book 5:** Advocacy through Legal Services



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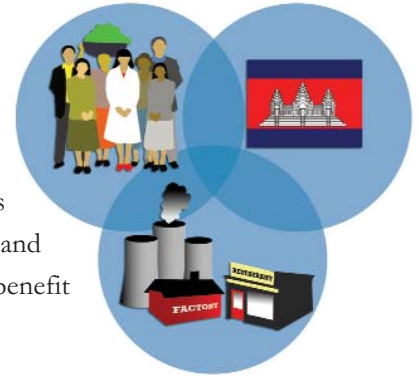
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# Introduction

The media's influence on society is profound. As entertainment, an information resource, and a communication tool, the media holds tremendous power to shape the opinions and decisions of people in all spheres of society. The purpose of this book, the third in our Advocacy Expert Series, is to examine the media's power and influence in society and explore the ways in which our advocacy campaign can benefit from a strong relationship with the media.

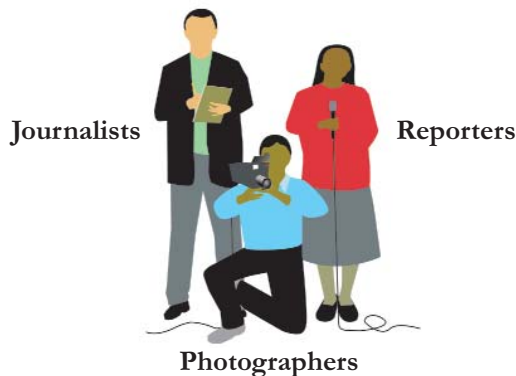


## Role of Media in Society

People all over the world depend on the media for information as well as opinions and analysis about issues affecting society. The media's investigative reporting of local, regional, national, and international issues helps make members of all spheres of society accountable for their actions. Similarly, using the media to transmit our advocacy messages allows us to reach a wide audience that will influence public opinion and advance our goals.

### Who are the Media?

The media is a general name for the people, businesses, and organizations in the communications industry. The media include people like:



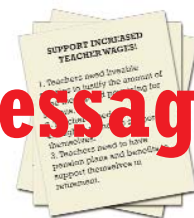
### The media:

1. Transmits information about society to a wide audience.
2. Investigates issues that an individual would not have time or resources to research themselves.
3. Influences public opinion through editorials and news coverage.
4. Questions the government, organizations, and institutions on behalf of the citizenry (also known as "civic journalism".)
5. Exposes issues or problems that some people or organizations do not want public or want to avoid discussing.

The media transmits many kinds of **messages**

using a variety of **tools**

to communicate with different **audiences.**



## Why should our NGO work with the media?

There are many reasons why we need to develop a strong relationship with the media. In addition to helping us communicate information about our advocacy campaign, working with the media can:

- Give our advocacy campaign and organization increased credibility and exposure
- Encourage public discussion or debate on our issue
- Improve our fundraising potential

Although we can use other advocacy activities to communicate our advocacy messages—distributing leaflets, organizing rallies, or meeting with members of government—using the media is the quickest method to access the largest audience.



There are two types of media that we can use for our advocacy campaign: **Paid** and **Earned**. **Paid** media means that money is exchanged for publicity. Advertisements, for example, are "paid" media. **Earned** media means we have convinced the media that the information is important or relevant enough to justify free publicity. An article about striking hotel workers is an example "earned" media—the striking workers do not pay to receive media attention. Our advocacy campaign should seek "earned" media attention for two important reasons:

1. Experienced consumers of the media can distinguish paid and earned media quickly. Over time they learn to trust earned media sources for reliable information and objective analysis of issues that they care about.

2. It's FREE!

**Earned media publicity may be free but it does not come without an investment of time, labor, and resources from our organization.**

## Who are the targets of our advocacy messages?

The targets of our advocacy messages can be divided into two groups:



**PRIMARY**  
audience

Our primary audience is made up of the people with the greatest influence to solve the problem we are addressing in our advocacy campaign. Our primary audience might include lawmakers, school administrators, police, etc.



**SECONDARY**  
audience

Our secondary audience is composed of the people who can influence the primary audience. This group is much larger than our primary audience and might include include parents, students, women, teachers, minority groups, etc.



# Attracting the Media

An successful advocacy campaign does not wait for the media to notice their activities. Instead, our NGO must actively pursue opportunities to get the media's attention.

Most media sources are interested in two things: **finding "newsworthy" information** and **increasing profits**. By selling more of their product (newspapers, magazines, or advertisements) the media can increase their profit and influence. To sell more of their product, they need to find "newsworthy" information which will attract a bigger audience.

## What is Newsworthy?

Newsworthy information is anything that can be considered unique, mysterious, ironic, dramatic or humorous. Newsworthy stories are often about:

- Controversy and conflict
- Injustice, deception, corruption, and exploitation
- Issues or events that involve a large number of people
- Issues that might make us rethink our positions or beliefs
- Personal stories that give a human face to a larger issue
- Celebrities who are personally affected by an issue
- Holidays and anniversaries of important events
- Local impact of national stories

**NOTE!**  
Due to their interest in increasing their profits, the media can be easily influenced by the preferences of audiences, their owners, and the government. These influences affect what is considered "newsworthy" and may bias reporting on issues.

*"The power of the press belongs to [the person] that **OWNS ONE.**"*  
A.J. Liebling

## How can we make our advocacy campaign newsworthy?

A newsworthy story must attract a large audience and answer the questions: "who? what? when? where? why? how?" clearly and quickly. One way to make our advocacy campaign newsworthy is to use a "hook" to interest the reader. A "hook" is a statement designed to attract the reader quickly and convince them to continue reading. For example, holding a rally for children's rights on International Children's Day (June 1) can increase the newsworthiness of our rally.

### SAMPLE NEWS HOOKS

<b>Controversy</b>	<b>Dramatic Human Interest</b>	<b>Holidays and Public Events</b>	<b>Celebrity</b>
Political deadlocks	Crime	<b>March 8</b> International Women's Day	Jackie Chan
Land disputes	Exposing Corruption	<b>April 22</b> Earth Day	Angelina Jolie
Management dispute with employees	Boycott/Strikes (Labor)	<b>May 1</b> International Labor Day	Ashley Judd
Government policy changes	Rally	<b>June 1</b> International Children's Day	Rupert Everett
	Demonstration	<b>December 1</b> World AIDS Day	Roger Moore
	Children		





# Tracking the Media

One of the most important activities in our advocacy campaign is to regularly watch, read, and listen to the media. This process, called "**tracking the media**", helps us evaluate how the media is describing the problem we are trying to solve, how people perceive the problem, and how the problem is changing over time. To track the media effectively we must create a **media file** and **media database**.

## MEDIA FILE

A media file is a list of all articles, radio broadcasts, or TV shows about our advocacy activities or other information relevant to our advocacy campaign. Depending on the type of media, the media file can include:

- The type of media
- The name of the media
- The date and time of publication or broadcast
- The author/reporter
- The title of the story/article/show
- The location of the article
- Synopsis of the coverage
- A physical copy of the article, newspaper, magazine, video or audio recording, or webpage called a "**clip**."



It is often difficult to track many different kinds of media at the same time. Instead, focus on the media that are most important, influential, or relevant to our campaign.

From our media file we can see how journalists and reporters are reacting and responding to news. Their ideas, opinions, and influence often determine what kind of news is covered by the media.



News clips from a media file



# Creating Relationships with the Media

To communicate information about our advocacy campaign through the media, we must cultivate personal relationships with the people who work in the media. When interacting with members of the media:

Be **honest, accessible** and **professional**

Journalists and reporters will continue to contact us for information and updates if we are a reliable source of information.

Respect their **deadlines** and **objectivity**

Answer their phone calls or emails promptly. Honor the differences between what we think is important about our advocacy campaign and what they think is newsworthy.

Speak **confidently** and **knowledgeably** about the problem

Educate them about our advocacy campaign but also actively listen to their responses. Offer them contact information for other experts who can support our research.

Educate ourselves about their **opinions** and **style**

Read, watch, and evaluate the opinion and style of journalists and reporters whose stories are in our media file. How can we focus and design our advocacy messages to match their interests?



Using the media to communicate our advocacy messages may be quicker and easier than some other communication methods, but we must consider how journalists and reporters will interpret or distort our messages for their own purposes.



## MEDIA DATABASE

A media database is an organized list of contact information for the media. The database should have up-to-date addresses, phone numbers, and email addresses as well as information about all of our interactions with reporters, journalists, and editors. **Any contact we have with members of the media should be recorded in our media database.**

To build a media database:

Become a **media consumer**

Reading newspapers and magazines, watching TV newscasts, and listening to the radio will help us understand different media's perspectives on an issue. Which media devote consistent coverage to the issue? Who might favor our position and who might oppose it?

Look for **"bylines"**

When reading newspaper or magazine articles pay attention to bylines—a line of text that gives the name of the journalist who wrote the story. When watching TV or listening to the radio, write down the name of the producer or reporter. These people will become important contacts in our media database.

**Make contact** with the media

Call all local media and get contact information for the various writers, editors, producers and reporters who might be interested in our advocacy or issue.

**Share** our media database

Sharing our media database with coalition partners and other allied organizations will help us quickly build a much larger database. It is important, however, to always respect the privacy of personal contacts and relationships.





# Tools to Approach the Media

With our media file and media database we can identify the members of the media who we want to approach with information about our advocacy campaign. One of the most common tools to communicate information to the media is called a "press kit."

## PRESS KIT

A press kit is a folder that contains all of the information that a member of the media might need to prepare a story about our campaign. Typically, we assemble a press kit in preparation for a press conference or media event or at the start of a new advocacy campaign. A press kit is usually sent only once to each member of the media but the individual pieces of our press kit can be used independently, which allows us to be ready with information for the media at all times. A press kit should include:

- Cover letter with our spokesperson's name and contact information as well as the name and address of our organization
- Press release about our event or activity
- Background information on the issue and a brief description of our organization and advocacy campaign
- Quotes from important people involved in our campaign or a statement from the head of our organization
- A "question and answer" sheet that explains the issue in a simple, easy-to-read way
- Copies of past media coverage about the issue, our organization, and our advocacy campaign
- Charts, photographs, or other visual evidence



## SAMPLE PRESS RELEASE

Be sure to include the date!

Contact Information

April 26, 2004  
FOR IMMEDIATE RELEASE

For more information, please contact:  
Mark Thomas, UNICEF Cambodia  
(023) 426 214 (Ext. 206)

Create your own headline!

### JACKIE CHAN SIGNS ON FOR UNICEF AND UNAIDS

Chan, newly appointed Goodwill Ambassador, visits Cambodia

#### WHO?

**Phnom Penh, Cambodia** – Popular action film star Jackie Chan has been appointed as a joint Goodwill Ambassador for the United Nations Children’s Fund (UNICEF) and UNAIDS, the programme charged with coordinating the United Nations’ efforts to combat the HIV/AIDS pandemic.

#### WHAT?

The appointment was announced in Phnom Penh Monday as Chan began a three-day mission to Cambodia, his first as a Goodwill Ambassador. In addition to helping UNICEF and UNAIDS combat the spread of HIV/AIDS, Chan is also interested in advancing the cause of children, especially children affected by armed conflict.

#### WHY?

“UNICEF is delighted that Jackie Chan has signed up to be a Goodwill Ambassador,” said UNICEF Executive Director Carol Bellamy, in a statement issued from the organization’s New York headquarters. “He will be an enormously effective champion for children. His worldwide fame and popularity will assist UNICEF enormously in its work for children.”

Quotes to support the story

“UNAIDS welcomes Jackie Chan as a champion in our fight against the ravages of HIV/AIDS, especially its impact on children,” said Peter Piot, Head of UNAIDS. UNICEF is one of the co-sponsors of UNAIDS

Chan, whose blockbuster movies include *Rumble in the Bronx* and *The Medallion*, rose to fame from humble origins in Hong Kong. Trained from the age of seven in classical Chinese opera, he worked as a stuntman before fighting his way through to film stardom in both Hong Kong and Hollywood. His films blend action and humor in a mix that has delighted millions across the world.

#### WHEN?

On Monday, Chan’s schedule included lunch with 30 young people either living with or affected by HIV/AIDS and a visit to an exhibition of the life-sized self-portraits they created to raise awareness on HIV/AIDS issues in Cambodia. Although the spread of the HIV/AIDS epidemic has slowed in Cambodia in recent years, the country still has one of the highest infection rates in Asia.

#### WHERE?

On Tuesday, Chan will travel to Siem Reap, home to Cambodia’s fabled Angkor Wat, to visit a local temple where Buddhist monks are assisting children and families affected by HIV/AIDS. In Siem Reap, Chan will also visit a centre for the rehabilitation of landmine victims and mine awareness education activities at a local school.

Chan, wildly popular in Cambodia and known locally as “Chan Longg”, will visit other UNICEF supported projects in Phnom Penh on Wednesday morning before returning to Hong Kong on Wednesday afternoon.

#### HOW?

UNICEF Goodwill Ambassadors are celebrities with a demonstrated commitment to improving the lives of children. Highly talented in their own right, they all share an ability to bring children’s issues to global attention, to galvanise support from the public and leading decision makers, and to raise urgently needed funds for vital UNICEF programmes.

- END -

Tell Reporters it’s the end. Especially important when faxing!

## PRESS RELEASE

Though we will prepare only one press kit for each media outlet, we will send many **press releases** during an advocacy campaign. A press release is a short (no more than two pages) summary of an issue, activity, or news event designed to attract the interest of the media. All media (print, radio, and TV) are accustomed to receiving press releases and many depend on them to stay informed of emerging news. Be sure to include our contact information so the journalist or reporter can reach us to learn more about the issue or verify the information.

An effective press release answers the "who? what? when? where? why? how?" quickly and clearly.



### Advocacy in **CAMBODIA**

As you can read in the press release on Page 8, UNICEF persuaded the new Goodwill Ambassador and famous movie actor Jackie Chan to visit Cambodia. His popularity helped draw attention to UNICEF's advocacy campaign to combat the spread of HIV/AIDS.

Photo © UNICEF/CBD2004/Heng Sinith.

## WHO

**is the subject?**

The subject may be a person, group, community, or event.

## WHAT

**is happening?**

Grab the reader's attention quickly with simple, compelling language.

## WHERE

**is it happening?**

If it is an event, where is it going to take place? If it is an issue, where are the people affected by the issue?

## WHEN

**does it happen?**

For an event, make sure the date and time are very clear. For an issue, focus on how often or how long the problem has occurred.

## WHY

**is it newsworthy?**

Consider the perspective of the reader. What would be important or interesting to them?

## HOW

**are we involved?**

How is our advocacy campaign affecting the situation? Does our press release make it clear how this issue affects society?



Writing **Letters to the Editor** and **Opinion Editorials** are two common tools to communicate information about our advocacy campaign to the print media.

### Writing an **OPINION EDITORIAL (“Op-Ed”)**

Most reputable newspapers have a section near the end where they print opinion pieces submitted by readers. Every newspaper or magazine will have specific criteria for submitting an **Op-Ed** (such as a limitation on size—typically around 750 words) and cannot guarantee that they will be published. When writing an Op-Ed, raise our best arguments, then raise best arguments of our opponents and counter them. Consider co-writing the Op-Ed with an expert on the issue like a university professor, lawyer, or politician. Their knowledge and experience on the issue will give our Op-Ed extra power and legitimacy. Finally, we may want to link the themes in our Op-Ed to important holidays or social events. Submitting an Op-Ed about children’s rights around June 1 (International Children’s Day) will increase the chance that our editorial will be published.

### Writing **LETTERS TO THE EDITOR**

The **Letters to the Editor** section in newspapers or magazines offers us an opportunity to respond directly to recently published news especially if we feel our views have been misrepresented or errors were made. Unlike an opinion editorial, which is longer and more reflective, a Letter to the Editor must be very short (no more than 400 words) and submitted to the media outlet immediately after the article has been published.

One way to increase our chances that a newspaper or magazine will publish our letter is to organize a group of our supporters to write and submit letters at the same time. The print media will be more likely to pay attention if they receive many letters about the same issue.

### Staging a **PHOTO OPPORTUNITY**

Photographs can communicate messages that words cannot express. All media, except radio, use photographs to help draw the attention of their audience. We can use photographs to convince the media and our target audience of the importance of our advocacy campaign.

The best photographs are clear and compelling. If we do not expect to have an appropriate opportunity for a photograph, we can create one. Invite our supporters to a place that is visually interesting and meaningful to our campaign. Make large posters to reinforce our advocacy messages and take several photographs so we will have a selection of images to choose from.



Photo © UNICEF/CBD2004/Heng Sinith.

### Program To Help Prostitutes Will Encourage Trafficking

**L**etters to the Editor

I am quite surprised by the initiative by the NGO American Assistance for Cambodia, which aims to give sex workers their freedom by paying off their debts owed to brothel owners and providing them with vocational skills training. (“NGO Launches Drive to Help Trafficking Victims” May 25, page 17).

Although this will keep the brothel owners happy by not causing them any trouble, my view is that paying the debts of sex workers can be seen as entering the trafficking chain. This will send a message to pimps and traffickers to expand the commercial sex industry.

It will increase demand for and the supply of young women and children for sexual exploitation. Many of these victims have been forced or lured into the sex industry. Many have also been raped and tortured. If the NGO continues to work in this way, the problem of organized crime and human trafficking will be supported.

I suggest that to be serious about reducing trafficking for sex slavery, we should do more to combat the causes and the consequences in a sustainable manner. This should be done in an innovative manner using the UN convention and law enforcement agencies.

Using the **INTERNET**

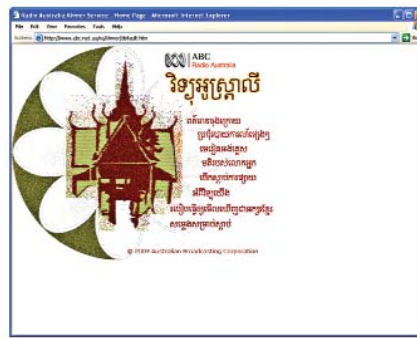
The Internet is an important source of information for media audiences all over the world. Given its unique blend of text and images, it is an effective way to communicate our advocacy messages to a wide range of targets. It cannot be our only tool, however, especially outside of major cities where computers and access are limited.



Advocacy in **CAMBODIA**

Thanks to the contributions of several international NGOs, there are **Community Information Centers (CICs)** in each of Cambodia's 21 provincial capitals. The CICs act as local libraries and provide free computer training and access to computers and the Internet.

<http://www.cambodiatic.org/>



Mobile phones are another quick and inexpensive way to broadcast information about advocacy campaigns.





# Successful Media Interviews

Actively seeking interviews with the media should be a part of every advocacy campaign. Media interviews offer us an excellent opportunity to express our advocacy messages directly to our audience through the media. Long before we have an interview, we need to select one person from our organization to act as a media representative or "spokesperson." Ideally, our spokesperson will have experience dealing with the media and have credibility with our target audience.

Our spokesperson should prepare for an interview by first memorizing our advocacy campaign "briefing paper" and then practice reciting the main messages. Before any interview or appearance is scheduled, we should ask them difficult or sensitive questions and have them practice responding. Remember,

**how** they speak is as important as **what** they say.

Practicing will help our spokesperson become comfortable talking about our messages and defending our advocacy campaign. Before having an interview with a member of the media we should ask ourselves:



## Advocacy in CAMBODIA

As part of Pact's APP training series, participants had the opportunity to practice their radio interview techniques in the studio of the Voice for Democracy of the Cambodian Center for Human Rights.

### Why does the journalist or reporter want to interview us?

What do they want to achieve? Did they request an interview because we are seen as an expert on the issue? Does the journalist have much experience with this issue?

### What do we want to achieve from the interview?

We may want to draw attention to our advocacy campaign, the people affected by the issue, or to discredit the arguments of the opponents of our advocacy.

### Who is their audience and what is their perspective on the problem?

Our advocacy messages need to address the concerns of the audiences that pay attention to this media. Find out their average age, gender, geographic location, educational background, and political affiliation. Then, express our messages to convince that audience.



#### Radio or Print

- Speak slowly and clearly.
- Stay positive and energetic.
- Be calm. Don't get offended or upset by tough questions.
- Ask to have quotes read back to verify their accuracy.



#### Television

- Wear conservative clothing preferably a solid color — no stripes or dots.
- Bring a friend and a mirror to make sure we look our best.
- Don't wear bright jewelry or excessive make up.
- Look at the interviewer not the camera.
- Sit up straight and don't fidget.

## TIPS FOR INTERVIEWS

# Staging a Public Event

Though public events require a larger investment of time and resources than other activities, they greatly increase our chances of attracting the media and getting coverage. Whether we are planning a press conference, press briefing, press tour, public debate, or protest we must plan well advance.

## What is a **PRESS CONFERENCE?**

A **press conference** is an event that we organize to announce significant or newsworthy information to a large number of journalists and reporters. In addition to our presentation, press conferences should include a question and answer period where journalists and reporters ask questions directly to our spokesperson.

## What is a **PRESS BRIEFING?**

Like a press conference, a **press briefing** is an event that we organize to inform and update members of the media about our activities or accomplishments. Press briefings, however, are more informal than press conferences – no cameras, microphones, or photographers – and are a low cost way to communicate directly to the media. Though we may have only a few press conferences we may have many press briefings.

## What is a **PRESS TOUR?**

A **press tour** is a trip that we organize so that reporters and journalists can visit locations and advocacy activities of compelling visual interest. By showing members of the media examples of our achievements or problems facing our communities, we encourage them to write about the need for our advocacy efforts to succeed.

## How to write a good **SPEECH**

Most public events, like press conferences or protests, will offer our spokesperson an opportunity to make a **speech**. A good speech, like a well-written press release, will be short, simple, and convincing. A speech has 3 major components: an introduction; two or three supporting points; and a conclusion. Use anecdotes, statistics, personal stories, vivid details, and humor to convince the audience of the importance of our advocacy campaign.

Like a media interview, it is important for the spokesperson to practice delivering the speech. Have other people listen to the speech and offer constructive criticism. Practice until the spokesperson is confident and can deliver the speech smoothly and naturally.

### Press Conference **CHECKLIST**

#### Two Weeks Before

- Decide on an appropriate location**  
Choose a space that is safe, secure, and appropriate for public speaking. Get permission to use the space for the conference and ensure that the space can accommodate the media's technical needs - lighting, cameras, microphones, etc.
- Select a day and time.**  
Choose a day and time that will not conflict with other known newsworthy events or holidays.
- Prepare our spokesperson and any other speakers.**  
Begin to write speeches.
- Hire any additional technical equipment or staff.**
- Assemble press kits.**

#### A Few Days Before

- Re-Examine the space.**  
Visit the location and confirm that the facility is ready for the conference.
- Invite the press.**  
Send out press releases (and press kits to any members of the media who may not have already received one.) Make follow-up phone calls to confirm which members of the media will attend the press conference. Assemble press kits.
- Rehearse speech with our spokesperson.**  
Remember to have them practice responding to challenging questions.

#### Day of the Conference

- Arrive early to check everything.**  
Test sound, video, and lighting equipment. Assign one person to record contact information from members of the media as they arrive and assist them with any issues. Begin within 10 minutes of stated time. Have extra copies of all materials, like press kits, available.

# What is a Media Plan?

A media plan describes the activities we will conduct to attract media attention to our advocacy campaign. The activities chosen for our media plan will depend upon the advocacy messages we are trying to transmit and the targets we are trying to reach. When creating the plan, we need to know:

## What types of media do our target audience use to gather information?

If we are targeting farmers, for example, we would most likely use the radio because newspapers, magazines, TV, and the Internet are not readily available in rural locations. School teachers, on the other hand, might read a trade magazine, like a newsletter from their union, to stay informed of issues relating to their work.

## What activities are appropriate for attracting those types of media?

Hosting public rallies, forums, marches, or other demonstrations will create compelling visual and audio material for radio and TV but may demand too much time, energy, and financial resources to be practical. Letters to the Editor and Opinion Editorials are common ways to communicate to the print media but they will only reach our target audience if published and read.



## SAMPLE MEDIA PLAN

**GOAL:** Media coverage encourages an adoption and implementation of a Domestic Violence Law within five years.

TARGET AUDIENCE	MESSAGE	MESSENGERS	ACTIVITIES	TARGETED MEMBERS OF THE MEDIA	TIME LINE
Ministry of Women's and Veteran's Affairs	Draft the new law and start the legislation process	Minister Mu Sochua, Minister of Women's and Veteran's Affairs	Write draft law and meet with Ms. Mu Sochua to discuss Rally in front of the Ministry of Women's Affairs	Sam Perkins, Cambodia Daily Sarah Jones, Phnom Penh Post	Month 1-6
Police	Enforce the existing law	Local Chief of Police	Public Forums Train police	Billy Jones, Channel 7 CNTV Man Ungh, Ramsei Kampuchea newspaper	Month 1-12
Women	Know the law so they know their rights	Minister Mu Sochua, Minister of Women's and Veteran's Affairs	Public Forums	Sam Perkins, Cambodia Daily Sarah Jones, Phnom Penh Post	Month 1-12
Adult men	Domestic Violence is against the law!	Neay Koy – popular Cambodian comedian	Public events featuring Neay Koy	March Sut, Ramsei Kampuchea newspaper	Month 6-12

# Monitoring the Media Plan

In order to evaluate our media plan's success we must analyze the coverage that our advocacy campaign receives. Our media file, which should contain all media mention of our campaign, is an important source of information. We will use the media file to identify five important things:

1. The impact of our media campaign efforts.
2. Incorrect statements or factual errors that require correction (usually through a Letter to the Editor.)
3. Members of the media who are most interested in our issue.
4. Issues, information, or advocacy messages that need more media coverage.
5. How the problem is changing or how our work is transforming public opinion.

There were 3 weeks (between Jan. 21 and Feb. 13) when there was no media coverage about the problem. Did we fail to track or did media have their interest focused elsewhere?

The Cambodia Daily has consistently publicized information about domestic violence. Their commitment to keeping readers informed about this issue may be useful to us in the future. We may want to invite them to our press conferences or other media events.

## SAMPLE MEDIA FILE

DATE	TYPE of MEDIA	MEDIA NAME	TITLE	AUTHOR	SUBJECT	LOCATION or TIME
1/14/2004	Newspaper	The Cambodia Daily	"Violent Husband sentenced to 5 years"	Wendy Barnes	Domestic violence news	Page 1
1/16/2004	Radio	BBC World Service	"Domestic Violence in South-East Asia "	Tim Cunningham	Statistics on the domestic violence epidemic in South-East Asia	6pm and 6am
1/21/2004	Newspaper	The Cambodia Daily	"Domestic Violence law under consideration"	Scott McCarthy	Potential domestic violence legislation	Page 9
2/13/2004	Newspaper	The Cambodia Daily	"New Shelter for Abused Wives opens in the Capital"	Kate Powers and Heng Ho Thin	Shelter for domestic violence victims and other alternatives	Page 15
2/14/2004	TV	CNN	"The Problem of Domestic Violence"	Gregory Bilne	Domestic violence news	8:15pm
2/20/2004	Newspaper	Phnom Penh Post	"Domestic Violence is now on the rise in Cambodia"	Jennifer Mason	Statistics on domestic violence. Mentions our NGO!	Page 1
2/23/2004	Newspaper	The Cambodia Daily	"Domestic Violence victim dies in Hospital"	Kim Lohn Hign and Kate Powers	Domestic violence news	Page 14

In the article our NGO is quoted as saying "...improved domestic violence legislation is critical to managing the crisis."

Kate Powers has been very involved with the Cambodian Daily's coverage of Domestic Violence. She might be a potential resource and contact for us at that newspaper.

# Communication in a Crisis

Sometimes the media publishes negative information about our advocacy campaign, our allies, supporters, or our organization. Even if the information is untrue, we need to respond quickly in order to restore our credibility. A smart organization can prepare in a few ways:

1. **Select and train our spokesperson early** in the advocacy campaign process.
2. **Develop strong advocacy messages** that anticipate how opponents might react.
3. **Screen, train, and monitor staff properly.** Have a policy in place that states what our NGO will do if a staff member is accused of inappropriate or illegal behavior.
4. **Don't Lie.** If we've made a mistake, apologize, state how we will fix the problem, and then quickly return to our advocacy messages.

## Advocacy in **CAMBODIA**

**Imagine if...**  
A children's rights NGO discovers that one of its volunteers has been arrested for involvement in a child abuse scandal. The staff of the NGO realize that they did not pre-screen the volunteer nor did they keep adequate information about his work at the organization. Negative publicity about the NGO and the volunteer's work history with the organization appears in the media.

**How could this NGO have better prepared for this media crisis?**

By creating strong relationships with the media we will hopefully ensure that false information about our organization will not be published or that, in the event of a crisis, the media will contact us before publishing negative information.



# Conclusion

The media is a powerful and influential force in society. No other communication tool is as efficient and effective at reaching large numbers of people. Working together with the media, we can transmit information about our advocacy campaign quickly and broadly, persuade people in power, and create real change in our communities.

In our next book, "**Building and Maintaining Coalitions**", we will explore the methods of creating and sustaining coalitions with other organizations in order to advance the goals of our advocacy campaign.



"You must **be the change**  
you wish to see in the world."

-Mohandas K. Gandhi



## **Biased**

Conveying a clear opinion on an issue rather than neutral or objective.

## **By-Line**

A line at the beginning or end of a newspaper or magazine article indicating the author's name.

## **Clip**

A short segment of a program. A story cut from a publication or a segment cut from a video or audiotape.

## **Consumer**

A person who uses a product or service.

## **Crisis**

A crucial or decisive point or situation.

## **Editor**

A person who reviews and selects material for publication or broadcast.

## **Editorial**

An article in a publication expressing the opinion of its editors or publishers.

## **Media**

A general name for the people, businesses and organizations that make up the communications industry.

## **Media Database**

An organized list of contact information for all media outlets.

## **Media File**

A list of all articles, stories, radio, TV shows, or any other media coverage that includes information relevant to our advocacy campaign

## **Opinion Editorial (Op-Ed)**

A section in newspapers near the "editorial" pages, where readers can contribute their own opinions and perspectives on the news.

## **Press Conference**

An event where a large number of journalists and reporters can hear information about an issue.

## **Press Tour**

A trip organized for reporters and journalists to visit to locations and advocacy activities that have compelling visual interest.

## **Target**

For our advocacy campaign, targets are Stakeholders with the greatest ability to influence the success or failure of our advocacy campaign. For media outlets, targets are a specific group of people they want to reach with their media product.

## **Transmit**

To send or communicate from one person, thing, or place to another.

## **Spokesperson**

A person who acts as a representative of our organization.



For more information on this topic:

### **Media Advocacy Toolkit - Resource Book**

Media Institute of Southern Africa (2002)

<http://www.misa.org>

### **SPIN toolkit: Media Tutorials**

The SPIN Project (2002)

<http://www.spinproject.org>

### **Advocacy in Action: A Toolkit to Support NGOs and CBOs Responding to HIV/AIDS**

International HIV/AIDS Alliance (2003)

### **How to Communicate with the Media**

Sally Broughton, Macedonian Institute for the Media (2003) <http://www.pr.org.mk>

### **“How to Give a Strong Interview”**

The Center for Reproductive Law Policy

<http://www.crlp.org>





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