

MEDIA RECOMMENDATION NOTES 2013

We will **only get one shot at this** with the media, therefore, it is worth mentioning a few very important points:

There is a world of difference between a wild eyed, unshaven, badly dressed protestor chanting slogans down a camera lens, and a well-dressed, well presented, well-spoken and well-rehearsed spokesman for a particular group. We have all seen the former, and generally readers/viewers have little or no sympathy for them.

When the latter person pops up, they will take notice of them, and of what they say...**HOWEVER...what they says and how they say it also plays a key role.**

In any interview, you have the opportunity to get **three main points across**. Yep, only three.

Any more than that and your message is lost in confusion, and if there is confusion there, the journalist will have a bugger of a job sorting it out in his or her head.

Also, slagging off a political party only works if you are a politician, similarly with unions, protest groups and individuals.

So, we are then left with our spokesman, who is dressed, rehearsed and ready for the interview.

DON'T FORGET...perception is everything in today's society...if you are perceived by the media as a good interview subject, you are succinct and you get a CONSTANT message across...not one that changes every other day, then we can make people squirm.

Three main points:

1. Standing on the Otago, Prime Minister Kirk promised to provide the full resources of New Zealand to help us when we got back...it never happened and cancers from radiation poisoning are now showing amongst our members & their Children and Grandchildren.
2. 551 sailors and two small ships represented a country and took the protest to the French, is it too much to ask that New Zealand now recognise and support us and our future generations?
3. Australia has put \$55 million aside for defence workers exposed to toxic chemicals working on F-111 bombers.

We used desalinated water on our ships for making tea, drinking and washing in...desalinated from radioactive water at Mururoa. So where's our compensation?

Those points are going to take some refining until we are comfortable with them, however, they simply hammer home – in three different ways – what’s happening (or not happening) and what has to be done now.

Of course, during an interview which with a newspaper will generally go longer than a few minutes, the opportunity is there for more detail and an expansion of the **three key points**, but again, I must stress, **do not labour any more points onto the journo** for reasons given earlier.

If you can get television and/or radio, you will only get time for two main points, and you must be word perfect on both, with a wrap up at the end of every interview, along the lines of...

” so our simple demand is, we’ve done the job, now pay the bill.”

Media release.

A media release needs to be prepared for the day/event and also needs to be sent to every major town/city media outlet in the country.

The release cannot be written until the three main points have been settled, then it is a matter of a couple of hours and the first draft will be ready for viewing/comments/etc.

ANY QUERIES OR SUGGESTIONS LET ME KNOW .