

What is News?

Media Engagement

Communicating with people is central to creating social change and defending, extending and promoting the Internet and strong encryption. The media can be a vital conduit for that communication, allowing us to reach broad stakeholders and communities; readers, viewers, listeners. With the right approach, media can be used to tell your story and to change perceptions and opinions.

The media is one of the most powerful and influential institutions in our societies - and it's where most people get their news and information on current affairs. By deciding which news stories get covered, the media shapes public opinion and defines which issues are considered important and on the agenda.

Good media coverage enables you to educate, inform and influence thousands of people within a given media market, helping you to win reforms. Building media relations is the key to getting coverage as well as a critical piece of any power building strategy - the people who determine what's news are people who influence your ability to make things happen.

Reasons to Generate Media Coverage



- ☉ It advances your group's goals. Effective use of the media in a campaign is one of the most important tools you can use to achieve campaign victories.
- ☉ It educates and influences opinion leaders (they read and watch the news). It educates and influences the public (they may read and see it too).
- ☉ It builds name recognition and credibility for your organisation - attracting new potential supporters and prospective allies



Making the News

There is only one thing the media wants from you: news

A news story must include at least one of these:



- ☉ New facts, information or statistics
- ☉ Something new being said by an interesting voice or voices
- ☉ A new event, stunt or action, particularly with great image or video potential
- ☉ A story that has not (yet) been told
- ☉ A personal story or testimony that is moving, surprising or shocking



And here's a list of things that DON'T (in themselves) constitute news:

- ❑ **Things you think are important**
- ❑ **Your own thoughts, feelings and opinions**
- ❑ **Old statistics or information**
- ❑ **An event that's already happened**
- ❑ **A story that's already been covered**



News Releases

A news release is your way to relay a clear, concise, message across to interested reporters, producers, presenters and editors in a standard format. It is designed to answer their questions before they ask them and to frame the issue as you want it to appear. This is the basis for determining whether an outlet is interested in your campaign.

The release will give reporters a consistent story about what you're doing, including:

- ❑ **What? When? Why? Where? How?**
- ❑ **Adding credibility - data, facts and expert quotes written accessibly**
- ❑ **Any other info and contact details**
- ❑ **Use your quotes to get across emotion, imagery and useful metaphors**

Op-Eds

Op-eds appear opposite from the editorial page in a newspaper, which is how they got their name. They are longer comment pieces than a letter to the editor or editorial, and they give you the chance to make a persuasive argument for your campaign's position.

Letters to the Editor

Letters to the editor are a great way to get easy media coverage for your campaign. Letters are easy to write and have a good chance of being printed. In addition, the letters page is one of the most widely read pages in the newspaper, so you can use these opportunities to get your message out to lots of people.

