



# **SPEAK UP**

**USE THE MEDIA  
TO PREVENT  
FAMILY VIOLENCE**





# MEDIA MANUAL FOR COMMUNITY AGENCIES

This manual has been produced to support community agencies to use the news pages and bulletins of their local media to raise awareness about family violence. It also has a section on social media.

It has been produced by It's not OK, a government funded campaign based at the Ministry of Social Development.

This multi-level campaign aims to reduce and prevent family violence nationwide by involving all New Zealanders in addressing this significant social issue.

We know that it is a combination of community action and legal sanctions that will eventually make New Zealand homes free from violence.

New Zealand has a very high rate of family violence. Half our murders each year are a result of family violence; one in three women can expect to experience violence from a partner in their lifetime (Fanslow and Robinson 2004); we have one of the highest child murder rates in the Western world.

Most of us don't use violence, we need to stand up and speak out in our communities so that those who do get the message that violence won't be tolerated.



# WHY USE THE MEDIA?

The media plays an essential role in the campaign to change attitudes towards family violence.

Most New Zealanders get their information and understanding about family violence from the media.

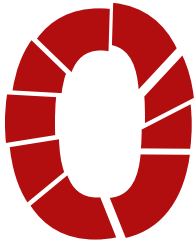
The media is a powerful influencer and shaper of community attitudes.

Here's a list of issues which have had strong media coverage recently – without the media how much would New Zealanders have known about these topics?

- housing costs and supply
- child poverty
- sexual violence among teenagers (Roastbusters).

In New Zealand the people who know most about family violence need to be visible and vocal in the local and national media. We need to ensure that the prevalence and severity of family violence are reflected accurately. We need to mobilise communities to take ownership of the issue of family violence and take action to stop and prevent family violence.

**News is free. You can talk to and influence New Zealanders through the news media.**



# DEVELOPING KEY MESSAGES

To work with the media effectively you need strong key messages.

You will recognise the effectiveness of key messages from other national campaigns which have successfully changed attitudes:

Depression – there is a way through it

Drinking and driving maims and kills

Wearing seatbelts saves lives

Smoking in cars harms children

On the topic of family violence key messages could be:

- Family violence is not OK
- Family violence hurts children
- Family violence affects all neighbourhoods
- Family violence is not just physical
- We all have a role to play in preventing family violence
- Change is possible – help is available.

Use key messages in all your media activity. People hear strong clear key messages when we say them over and over again. They need to be statements listeners and readers can relate to and agree with.

List your key messages here. Put them on your letterhead and newsletters, on posters and emails. Use them on Facebook and Twitter.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

# KNOW YOUR NEWS OUTLETS

To be effective in the news media, you need to know who your local news media are and what they are looking for. Each news outlet has its own audience.

**Newspapers** – there will be at least one daily newspaper in your community and at least one, but probably more, community newspapers.

**Daily newspapers** are usually published six days a week, either in the morning or the afternoon. They want fresh news that's happening now such as:

- domestic deaths and assaults
- statistics, these could be about trends in the people coming to your agency, an increase in a type of violence or numbers of people seeking help, any statistics are interesting to the media
- demand for services
- surveys and research results
- a visit or speech by an important person
- new plans and strategies
- community action activities
- human interest stories (stories about people and their experiences such as a man who's given up violence, a woman who has survived violence and made a new life).

Daily newspapers will have space for features once or twice a week, these are longer articles which take an in depth look at a topic or issue such as local trends in family violence, an increase in use of weapons or cruelty to pets.

Most daily newspapers will have a reporter responsible for reporting domestic violence issues. It could be a social issues reporter, police or crime reporter or health reporter.

By providing news stories for your local daily newspaper you can ensure your community understands that family violence is a problem in their neighbourhood and is affecting people they know. You can also develop a relationship with the newspaper and perhaps bring the editor on board with the issue. In 2006 the Gisborne Herald devoted the whole front page and several inside pages to White Ribbon Day and domestic violence stories.

**Community newspapers** are usually published weekly and delivered free to every household in a specific geographical area. They rely heavily on contributions from individuals and organisations in their readership community and will often give space for a regular column to community organisations.

Community newspapers need news which doesn't go out of date over the week such as:

- forthcoming events
- profiles of people and organisations
- programmes
- human interest stories.

Community newspapers are widely read all over New Zealand.

**Radio** is the most immediate of all news outlets. It's first with the news and can update stories hourly. Radio wants short sharp news and stories with quotes that are easy to understand and make a point quickly and succinctly (the 10 second sound bite).

There are three national radio networks in New Zealand plus many local and special interest stations, in fact we have one of the highest ratios of radio stations per person in the world.

Radio likes big news events but there are many community stations interested in publicising local events and initiatives and talking to local people about local issues.

Radio New Zealand is our state-owned radio network, it has no commercial advertising and has newsrooms all over the country. It is the station decision-makers listen to. Politicians listen to and are regularly featured on RNZ news programmes, getting your messages on this medium will reach important and influential people.

RNZ also has documentary and magazine style programmes where issues are examined in more depth.

There are two commercial radio networks with stations nationwide, both with newsrooms in most cities in New Zealand. These include RadioLive, Newstalk ZB and others.

There are also Maori radio stations across New Zealand in most but not all communities. They can be accessed online at [www.irirangi.net](http://www.irirangi.net)

RNZ also runs Te Manu Korihi, a news bulletin on topics of interest to Maori listeners.

Pacific Media Network has three radio stations: Pacific Radio News, Radio 531pi and Niu FM.

**Television** tells the news with pictures and can bring a story to life with live interviews. A story on the 6pm news will reach half a million viewers.

Television reporters look for stories with drama than can be told by interviews and pictures such as ambulances, armed offenders, smashed cars, graphic injuries, live interviews at the scene.

Television newsrooms are mainly located in the main centres but there are some regional reporters for TV1 and TV3.

TV1 and TV3 both have current affairs shows at 7pm on weekdays, Campbell Live and Seven Sharp. Both have large national audiences.

Prime has a news bulletin at 5.30pm each day.

Maori Television has a news bulletin Te Kaea at 5.30pm, 7pm and 11pm each day. It's documentary programme Native Affairs looks at issues in more depth.

Television documentaries look at a topic in depth such as a story about a person affected by violence or an issue such as protection orders and how effective they are.

**Internet** – New Zealanders are increasingly getting their news off the internet, we need to include internet sites in our media activity. All the major dailies have web pages carrying the latest news, using the internet is an effective way to keep up with the news of the day. Useful sites are:

- Stuff, the Fairfax newspapers site at [www.stuff.co.nz](http://www.stuff.co.nz)
- The Herald at [www.nzherald.co.nz](http://www.nzherald.co.nz)
- Scoop at [www.scoop.co.nz](http://www.scoop.co.nz)
- Voxy at [www.voxy.co.nz](http://www.voxy.co.nz)
- Radio New Zealand at [www.radionz.co.nz](http://www.radionz.co.nz)
- Newstalk ZB at [www.newstalkzb.co.nz](http://www.newstalkzb.co.nz)
- RadioLive [www.radiolive.co.nz](http://www.radiolive.co.nz)

**Magazines** – New Zealand has a range of magazines with different audiences, many of these would publish articles on family violence from time to time. They include:

- The Listener
- Women’s Weekly
- Woman’s Day
- New Idea
- Metro
- North and South
- Next
- Mana Magazine
- Spasifik.

There are also many ethnic and special interest magazines.

Magazines take an in depth look at issues and people. They have a long life and may sit around for months in homes and waiting rooms. Getting your messages into magazines will reach a lot of New Zealanders.





# LOCAL MEDIA CONTACTS

It's a good idea to have all your media contacts and information in one place, list your local media here.

It's also a good idea to set up an email group on your computer so you can send media releases out to all your local media instantly.

Put the internet news sites into your favourites folder so you can monitor the news daily and be part of news stories going on locally and nationally.

## Daily Newspaper

Deadlines \_\_\_\_\_

Publication time \_\_\_\_\_

Editor \_\_\_\_\_

Chief Reporter \_\_\_\_\_

Specialist Reporter (social issues/ health/police) \_\_\_\_\_

News desk phone number \_\_\_\_\_ Email \_\_\_\_\_

## Community Newspaper

Deadlines \_\_\_\_\_

Publication day of the week \_\_\_\_\_

Editor \_\_\_\_\_

Reporter \_\_\_\_\_

Phone number \_\_\_\_\_ Email \_\_\_\_\_

## Radio New Zealand

Nearest Newsroom \_\_\_\_\_

Reporter \_\_\_\_\_

Phone number \_\_\_\_\_ Email \_\_\_\_\_

## RadioWorks

Nearest Newsroom \_\_\_\_\_

Newsdesk phone number \_\_\_\_\_ Email \_\_\_\_\_

## Local Radio Stations

List their names, locations, phone numbers and email addresses and any particular personnel you've had contact with

\_\_\_\_\_

**TV** – useful people, newsdesk phone numbers and email addresses, nearest newsroom

\_\_\_\_\_

# WHAT IS NEWS?

The word “news” comes from the word “new” so anything which is new has the potential to be interesting and newsworthy for readers and listeners. Journalists use the term news values to identify what makes a topic or person newsworthy:

- it’s new
- it’s happening – events, new appointments, premises burnt down
- affects people
- has local significance
- names and actions of important people
- novelty (man bites dog)
- timeliness
- conflict
- human interest/people stories.

Most often you will be able to identify one or more news values in your media activity.

“Sibling Violence on the Increase” (novelty)

“Family Violence Prevention Agencies Reject Plan” (conflict)

“PM visits Motueka Stopping Violence Agency” (important people)

“Queenstown has Worst Domestic Violence Stats” (local significance)

“Local Agency Gets Funding Boost” (happening now/local significance)

The language of news is black and white, bold and simple. News is pitched to a reading age of 12 years. We scan newspapers and magazines, rarely reading every word. When we listen to the radio we are usually doing something else at the same time.

To be effective in the media you need to use the language of the media – bold words, strong statements, colourful quotes.

*Men must stop killing their loved ones*

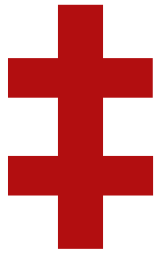
*Family violence escalation shatters idyllic vision of Queenstown*

*Violence epidemic has to stop*

*The best way to stop family violence is to expose it*

*Violence comes out of homes and on to the streets*

*Children that are smacked learn that it’s ok to hit.*



# HOW TO GET INTO THE NEWS

News outlets need news, they need you to tell them when you are doing or saying something newsworthy.

There are two ways to be part of news stories:

- 1 responding to national or local events and news stories such as:
  - a. a domestic violence murder
  - b. court reports or judge's comments
  - c. national domestic violence figures
  - d. comments by politicians
  - e. research on domestic violence
  
- 2 creating the news by releasing information such as:
  - a. an increase/decrease in people coming to your agency
  - b. success stories from your programmes
  - c. survey results
  - d. new projects or programmes.

When you have news you can:

- phone a reporter or chief reporter with an idea
- send a media release
- write a letter to the editor
- hold a press conference
- let your local newspapers know about a photo opportunity.

Get to know your local media personnel, developing relationships with reporters is invaluable. Once they know you and what you do, they'll come to you for information and comment on news events. Invite reporters to your meetings, send them your newsletters, make sure they know about events you are part of such as White Ribbon Day, domestic violence hui, visits by experts.



# WRITING A PRESS RELEASE

A media release is the most common way to let the media know about news in your agency.

A media release gets the media interested in a story, it does not tell the whole story. The reporter will phone you for more information and some comments. It should make your position clear on an issue or topic and provide people and phone numbers for further information.

News outlets get hundreds of media releases a day, so yours needs to stand out to be noticed. Make it newsworthy and easy to read, make strong statements and use colourful language.

A good press release has:

- a strong headline to grab attention
- a clear simple message
- one point per paragraph
- one page only.

It must include:

- the date
- who you are
- what qualifies you to speak out
- what your organisation does
- contact details.

Use:

- your key messages
- statistics
- examples
- quotes.



# WRITING A LETTER TO THE EDITOR

A letter to the editor is an expression of opinion by a person or organisation. You can be colourful and opinionated in a letter to the editor. You can use it to compliment or criticise a news outlet, to make a statement on an issue or to recount a personal experience.

Keep letters to the editor short, otherwise they'll be shortened by the editor. Most newspapers give a maximum word count on their letters page.

# # SOCIAL MEDIA

We cannot ignore social media if we want to reach people with our message in the modern world. Here's a summary of the most popular social media channels and some tips on using them.

**Facebook** All age groups use Facebook daily to keep informed, discuss issues of relevance for them and share their views and photos. Keep your page fresh – we recommend a new post every day or every couple of days. It's a good idea to have one person who looks after the page and monitors comments.

**Twitter** Twitter is a bit like radio – it's fast, immediate and brief. It's good for letting people know what you are doing and being part of issues of the day. For example the Oscar Pistorious trial was discussed in depth on Twitter. Keep tweets topical, short and to the point.

**Tumblr and Snapchat** If you want to reach young people in the teenage and early 20s age group this is the way to do it. They are not likely to read your local community newspaper but might see your message on Tumblr. Getting a young person involved in managing your input to these channels will ensure success.

For more on using social media follow this link [www.nonprofit.about.com/od/socialmedia/tp/Getting-Started-With-Social-Media-Where-Do-Nonprofits-Begin.htm](http://www.nonprofit.about.com/od/socialmedia/tp/Getting-Started-With-Social-Media-Where-Do-Nonprofits-Begin.htm)



# DOS AND DON'TS

## DO:

- always call reporters back or they'll call someone else
- know what you are going to say. Practice with a colleague, don't be hurried by the reporter, take ten minutes to prepare
- if you don't want to answer a question have a refusal ready "I'm sorry I don't have the information to answer that question"
- know and respect deadlines. It's difficult for them to use information they receive right on the deadline, by tomorrow it will be out of date.

## DON'T:

- go off the record. This is when you give information to the reporter on the understanding they won't use it
- lie
- give an interview if you've been drinking
- comment on other organisations or people, speak for your own organisation only.



# TIPS FOR SURVIVING A MEDIA INTERVIEW

Being interviewed by a reporter, whether it is for radio, television or a newspaper article takes us out of our comfort zone. Being prepared is essential.

## Before the interview

Here is a checklist to ensure you go in to the interview as prepared as possible.

### When the reporter calls ask

### Done

What news organisation are they from?

Is the interview live or pre-recorded? (for radio)

What news programme is it for?

What issues does the reporter want to discuss?

Who else have they spoken to?

Why are they ringing you today?

**If you are happy to be interviewed always take at least 10 minutes to prepare** – tell the reporter you are happy to speak and you will be available in 10 minutes

Always follow your media policy

Clarify key messages and practice them

Imagine the worst question the reporter could ask you and have an answer ready



### **During the interview**

- Aim for responses between 10 and 20 seconds
- Avoid using YES and NO
- Avoid using jargon (we apprehended the perpetrator at 0800)
- Always stay on the record
- Brand your organisation
- Pause and think before you speak
- Stop talking when you are finished
- Ring back the reporter if you have anything further to add
- Remember you are being interviewed because you are the expert
- Use colourful and interesting language
- Give facts, lists and examples
- Remember who your audience is - local or national, specialised or general
- Don't be afraid to suggest photo opportunities to a newspaper journalist.

When you see the story in the newspaper, or hear it on the radio, ring the reporter if there are any factual mistakes so they are not repeated in future stories.

It's good to give praise too! If it's a good story, let the reporter know.