

2.2 Broadcasting ideas

SPADEWORK
BROADCASTING
GERMINATION
MULCHING
STAKING
HARVEST
SUSTAINABILITY
RESOURCES

- > *Building media relationships*
- > *The power of the press release*
- > *Media contact file and diary*
- > *Checklist*

Building media relationships

By the time you are ready to spread the word, be clear about what it is you are trying to achieve.

Research and education are key factors for effective communication. Keep the message clear and concise. This reinforces confidence and energy in the project and means there is less chance of the message being corrupted.

The aim should be to build long term relationships with the media. Your first communication will set the scene for future relationships. Make sure you provide basic information such as an outline of the project and details of who to contact for further information. Promise to keep them informed about developments. Whet their appetite!

Follow up initial contact with regular updates and stories. Don't be afraid to ask your contacts what sort of stories they are interested in. Make yourself available wherever possible and fit in with their schedules if you can.

- > Clarify and condense your message
- > Nominate the spokesperson for the group; someone who has local credibility and local knowledge, a thorough understanding of the project and has experience in public speaking. **GET HELP IF YOU NEED IT!**
- > Develop photo opportunities with media friendly producers and products.
- > Make a list of potential project partners and their contact details ie local tourism agencies, regional development boards, TAFE colleges, chefs, restaurateurs, wineries etc
- > Make a list of potential media partners with names of specific journalists and program producers, plus contacts for school newsletters, business newsletters etc (see below).

The power of the press release

Once relationships have been established with media contacts, sending them a press release has far more impact as they are familiar with you and the project. A press release should contain the following information about the event or activity you want coverage for:

- > Who: is involved
- > What: is involved
- > When: is it going to happen
- > Why: is it happening
- > How: is it going to happen

Keep it short, less than one A4 page is ideal. Include direct quotes if possible. Remember to include details of the person to contact for further information and to note whether images are available.

The Willunga Farmers Market Experience

Spreading the word and getting publicity about the Willunga Farmers Market was vital to our success. We knew we had to reach both producers and customers. If producers couldn't see the possibility of making a profit at the first market (through lack of customers) it would be hard to get them back again. Likewise if the customers weren't satisfied by the diversity of produce (through lack of producers) then they were unlikely to return either. So with the balance of interests of both stallholders and customers paramount to the market's success, and without a budget, we embarked on a multifaceted, creative communication campaign. Generally there were only a couple of us who spoke to the media, wrote press releases and organised photo opportunities. In this way we could keep a record of who had said what to whom.

We began our no-budget communication campaign by compiling a media database of every newsletter, local publication, magazine, newspaper, TV and radio station in the local and Adelaide region and then dripped them news as the project unfolded.

Media contact file and diary

To ensure you can remember who has been contacted and what information has been provided, develop a media contact file (see below)

Keep a record of all publicity.

Name of publication or program	Contact person or role	Contact details	Special focus	Contact date & action	Media release
The Advertiser	Rosy Apple Food & Wine Editor	Ph: Fax: E:	Special interest in food & wine	2/2/01 Phone re project 5/2/01 invite to launch	3/2/01 Market Project launch info with photos

Checklist

- > Write press release describing project
- > Collect details of media contacts
- > Develop a media file and diary
- > Contact media to introduce yourself and the project

Appendices:

Appendix B Press releases & publicity