

**Brian Walsh**  
**Corporate Affairs Manager Of The ALF**  
**Panel- Everything you need to know about working with the media**

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**1. Recognising Importance of media**

- It sways opinions
- Makes it easier to “sell” your school to teachers, students, corporate partners, sponsors, local councils.
- Helps attract more money. More grants funding. More corporate funding.
- Help local community see you as good corporate citizen which then helps when you need community support.
- But it also helps in defence as well as offence. Having someone who can deal with media and has relationships can help when things turn a bit pear-shaped.
- Be open. Have a “can do “ mentality and media will lift you above pack. Don’t immediately hide. Defensiveness equals guilt in court of public perception
- Reality is that schools with high profiles tend to win more attention. When you do it so well it becomes a self-fulfilling prophecy. You don’t have to chase. They chase you
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**2. Preparing a media plan. Or appointing someone and deciding spokes person**

- have someone take control. Ensure they like the media
- identify people in your schools with photographic/film/journalistic/PR experience.
- Don’t have to do job – just be mentor.
- Factor media in. Decide your theme, what’s newsworthy
- Decide who your audience is. Are you after dancers? Artists? Sportspeople? Rich people? Filthy rich people? Work out what media they read/listen to.
- Don’t just see media as press, radio or TV. Expand your reach.
  - Fetes. Classic example where media comes in last minute. If you know date:
    - Find out every calendar of events in your region
    - Find every radio website/community/council calendar of events
    - Send info to all media with events listing. Send early so it’s there. Replace with new info.
    - Send out and ask parents to put in diary at start of year. Ask them to get their families to add it.
    - Let other schools know so they don’t double up.

- If you have dance groups or other local groups ask them to send out to parents and to pass on. Ask them to put it in any dance calendar of events relevant to them
- If you're having a working bee to make stuff, think if photo in it – propagating trees, making craft, stuffing showbags etc.
- Consider any celebrity guests – if footballer, let local clubs know he's there. Add to newsletters. 100% of KEY AUDIENCE
- Look at all activities and see if you can make something interesting for local media – radio, television and press.
- Different needs for each medium.
  - Refine your message.

### **3. Preparing media release and collateral**

- Good practice. Helps distil message. Helps build sound bites. Helps prioritise what's important.
- Not always to send but helpful to keep you on message.
- Think visual. Think colour and movement. Think how you can illustrate.
- Think is it news? Is it new? Novel? Unique? Different? How?

### **4. Think lifecycle of a decision/event or initiative**

- Think beyond sod-turning. Or morning tea with the minister
- Look at all the different stages and see how you can milk media. Think Govt and announcements and how many times you think “haven't I heard that before?” Usually because they announce it five times. Good reason for that.

### **5. If you're learning jump on the first bandwagon going past.**

- Find a way to make your school relevant
- Obesity. Report on increasing weight. Tell your local media you have an exercise program you are very proud of. They want something to illustrate. You're doing something. Doesn't have to illustrate the negative of the report. Could be the obverse. Your example show the opposite to be true. Don't do negative but do do positive.
- Warnings. Useful information that is not just useful to your school but may be relevant to others.
- Offer yourself as a picture story when State/Fed dept is announcing initiatives. Use their marketing power and high-paid consultants to do your job.

### **6. Research/surveys**

- Brilliant. Good bite-sized information. Graphs. Pic story. All together now.
- Media love it.
- Gives snapshot of your school community – kids/parents and brings information ( no matter how lacking in science) that was lacking.

## **7. All news is local news.**

- If not make it local. Make it relevant. Look at international things happening and see how you make it local.
  - Tsunami – kids giving up gold coin and raising money for school in Sri Lanka.
  - International push to teach adults computing skills – your program of education for parents.

## **8. Learn to brag or hire someone to do it for you.**

- Brag. Brag. Brag
- Take pride in all your achievements and be prepared to sign about them.
- Is being a braggart but it highlights your students which reflects on you.
- Also promote your teachers.
- One's kid's excellence is not individualising. It's showing how setting a supportive environment works to give kids opportunity to excel. Take pride.