



Worksheet

Confidence in Media & Advocacy – How to convey the right message

Name:

Your goals:

Media advocacy

Media advocacy refers to various channels of communication that involves the strategic use of media (usually the news media) to shape public opinion, mobilize community activists, and influence decision makers to create a change in policy



Activity 1

| What different types of media can you think of? | How is your community portrayed in this media? |
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Interview & Public Speaking

Here are some ideas to help you feel more comfortable for interviews and public speaking:

| Checklist | Tips |
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| <ul style="list-style-type: none">● Clarity about the subject● Know your audience● Know your interviewer/reporter● Story angle● Key messages● Possible questions● Location● duration | <ul style="list-style-type: none">● Prepare, prepare, prepare● Presenting is a performance● Eye Contact , warm facial expression● Don't talk about sensitive information● Nothing is off the record● Avoid no comment● Use data, proof, experience and stories as example● Listen |



Controlling the conversation ABC's Framework¹

Develop and deliver key messages to respond in tricky conversations. Get an understanding of what your audience knows now and what they care about. What do you want them to think instead?



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| <p>Bridging:</p> <p>Yes, but that was the problem in the past and that is why we are now....</p> <p>It's a valid question though people are more interest in...</p> <p>I don't know the answer to that, but I do know...</p> <p>That's the way it used to be, but today....</p> | <p>Hooking:</p> <p>That is just one of the ways...</p> <p>In addition to that...</p> <p>We also...</p> | <p>Flagging:</p> <p>The most important point is...</p> <p>That one thing you should remember is...</p> <p>The key takeaway from this is...</p> |
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¹ ABC framework attributed to Change Architects



Developing and deliver key messages

Think of a controversial conversation and develop a short 2-minute response to influence the audience and help them understand your side of the story.

| Audience | Think/Do now | Should Think/Do | Messages | Proof |
|------------------------|--------------|-----------------|----------|-------|
| Allies | | | | |
| Non allies | | | | |
| Policy/Decision Makers | | | | |
| Others | | | | |

Can we use media to advance our position?

What media could you use to influence others?



“Never underestimate the power of people to change behavior and thinking of government. This sector has many, many strengths but we need to remind ourselves sometimes because we forget our own power”

– Marc Purcell, Director of the Australian Council for International Development