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Working with the media & developing key messages

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It's not OK

Campaign for Action on Family Violence

www.areyouok.org.nz

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What are key messages?

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

Examples of key messages from national campaigns that have successfully changed attitudes and behaviour:

- Smoking in cars hurts children
- Quitting smoking is hard work but you don't have to do it alone
- Mental illness affects all kinds of people
- Depression is more than just a low mood
- Drinking and driving maims and kills
- Wearing seatbelts saves lives
- Restricted drivers still need your help



What makes a good key message?

- Expresses your position
- Plain English, 12-year-old reading age
- Words that come naturally to you
- Clear and direct
- Brief
- Memorable - to someone listening to the radio in the car or while they wash the dishes
- Makes a great sound bite or quote – so likely to be picked up by media
- Statement listeners and readers can relate to and agree with



How do you use key messages?

- Keep them by your phone, in your wallet, in your pocket
- Remind yourself of them before you talk to media, community groups and others
- Use them to speak about sexual assault in general
- Use them in all your media activity
- Use them over and over again

The aim is to change the way the public **think and talk** about sexual assault to:

- Prevent sexual assault
- Encourage reporting



Bridging phrases

Politicians often use bridging phrases in radio interviews. You can use them to go from a reporter's question to your key messages. Eg:

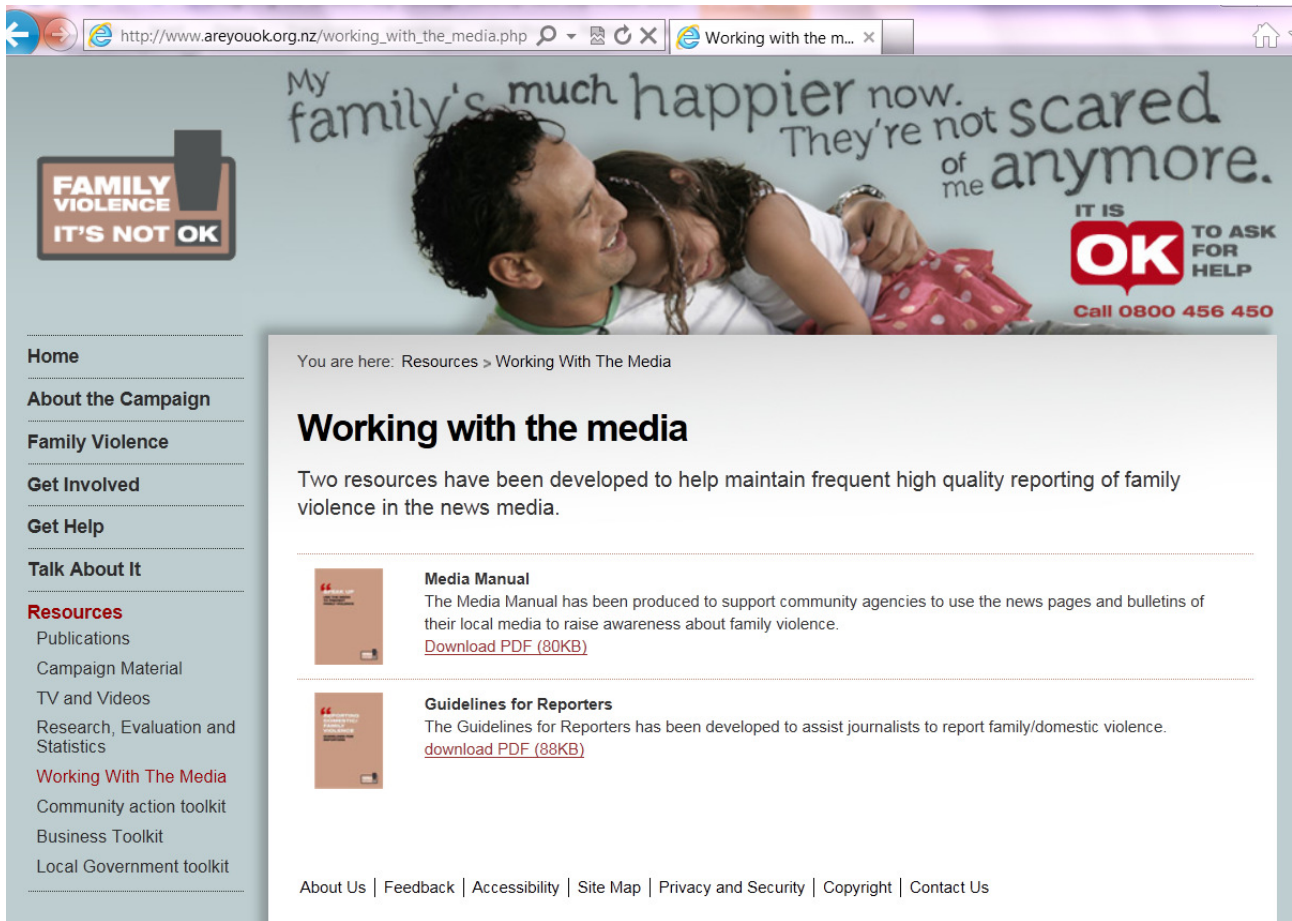
- The important thing to remember is...
- Let me put all this in perspective by saying...
- Let me just add that...
- Let me point out that...
- Another thing to remember is...
- The real issue here is...
- What we recommend is...

Practise (on colleagues or friends!) until you find phrases that work for you.



Resources

[areyouok.org.nz/working_with_the_media.php](http://www.areyouok.org.nz/working_with_the_media.php)



My family's much happier now. They're not scared of me anymore.

IT IS **OK** TO ASK FOR HELP
Call 0800 456 450

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Working with the media

Two resources have been developed to help maintain frequent high quality reporting of family violence in the news media.

Media Manual
The Media 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.
[Download PDF \(80KB\)](#)

Guidelines for Reporters
The Guidelines for Reporters has been developed to assist journalists to report family/domestic violence.
[download PDF \(88KB\)](#)

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