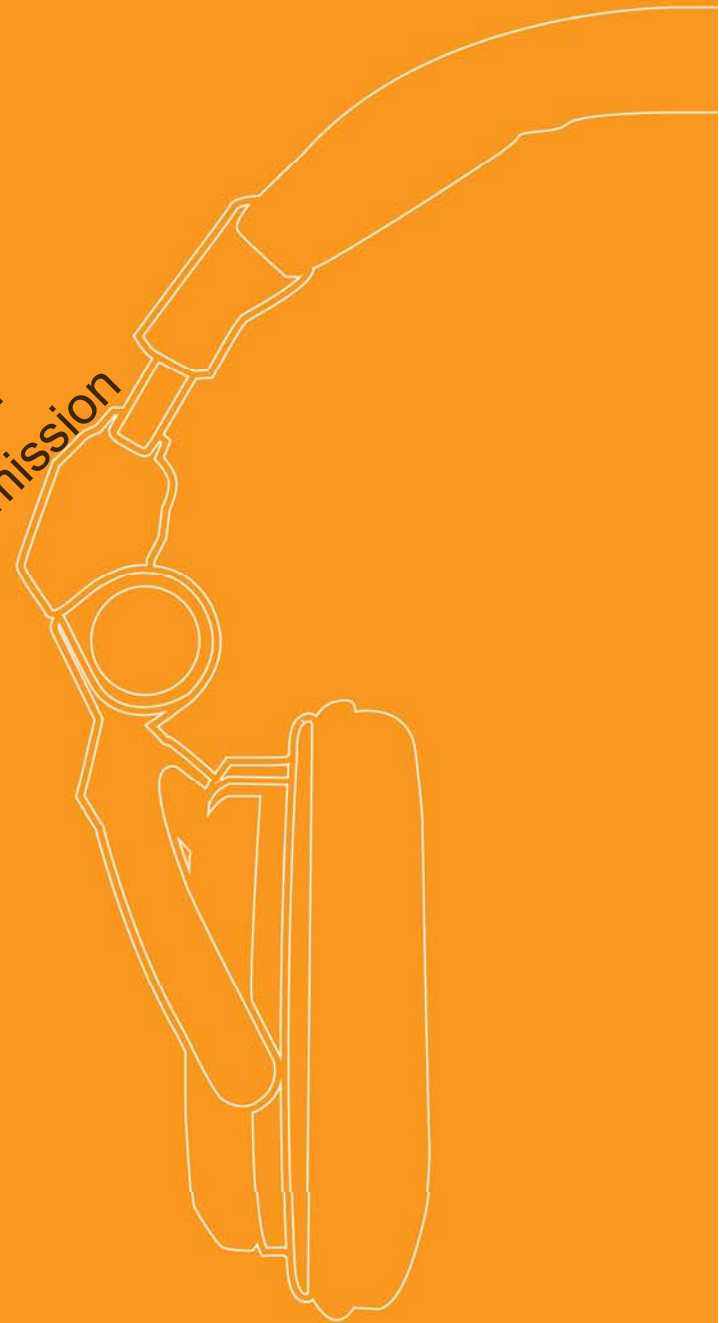


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ACA
Working with the Media on Good News
June 2019

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Facebook & LinkedIn

THE NEWS AGENDA IN A NUTSHELL

WHAT

SO WHAT?

WHO WHAT WHY WHEN HOW?

"TELL" THEN "SHOW"

CLICKBAIT / REVEAL

ENTERTAINMENT

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NEWS VALUES / STORY HOOKS

- IMPACT
- NOW / NEW
- TOPICAL
- LOCAL
- PROMINENCE
- NOVELTY
- HUMAN INTEREST
- CONFLICT
- MILESTONES - "ST FACTORS"

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NEWS VALUES / OPPORTUNITIES

- **IMPACT** – PERSONAL STORY OF CHANGE – KIDS, TEACHERS, OLDIES, PARENTS, DATA
- **NOW/NEW** – SCHOOL HOLIDAYS, START /END OF SCHOOL YEAR, OVERSEAS VISITORS /EXCHANGES/ THEMED CAMPS ie MOTHERS & DAUGHTERS ALLERGY, AUTISM,
- **TOPICAL** – SCREEN TIME, CHILDHOOD OBESITY, DISCONNECT FROM NATURE, SHRINKING BACKYARDS /OPEN PLAY SPACES, HELICOPTER PARENTING, NDIS, DIVERSITY & INCLUSION, DOMESTIC VIOLENCE, AGING POPULATION
- **LOCAL** - PEOPLE, PLACES, SHOWS/EVENTS, VISITORS FROM US, RECRUITMENT /Careers (JOBS!)
- **PROMINENCE** – LANDMARK PLACES, PEOPLE, CELEBRITY ENDORSEMENT
- **NOVELTY** – QUIRKY ANGLES, BACK STORY, PHYSICAL LITERACY
- **HUMAN INTEREST** – ORDINARY PEOPLE DOING EXTRAORDINARY THINGS – EXTRAORDINARY PEOPLE DOING ORDINARY THINGS (MEAGHAN BAKER'S BANANA BREAD)
- **CONFLICT** – GOVERNMENT POLICIES/FUNDING, CONFLICTING VIEWS ON SAFETY/RISK,
- **MILESTONES** - "ST FACTORS" 100TH CAMP, ALL KIDS IN A REGION ATTENDED, ACCREDITATION, FIRST ...OF ANYTHING
- **ENGAGEMENT** – POLLS, LISTICLES, RADIO TALKBACK CALLS / SEGMENTS



MEDIA COLLATERAL

- **PHOTO OPPORTUNITIES** – An event, something unusual (oldies on flying fox) MINISTER attending
- **IMAGES / VIDEO** – SHOWING YOUR STORY IN ACTION; COLOUR & movement
- **EXCLUSIVE ACCESS** – Data, people, events, PHOTOS
- **SURVEYS/POLLS/RESEARCH** – New trend is **PHYSICAL LITERACY**, COMPARISON BETWEEN OUR REGION/OTHERS AND OTHER COUNTRIES
- **TALENT INCLUDING "CASE STUDIES"** – people that **SHOW THE IMPACT**; KIDS, PARENTS, aged, TEACHERS, GOVERNMENT, EXPERTS

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TOWNSVILLE BULLETIN 18 June 2019

IGNATIUS PARK COLLEGE FAMILIES STRENGTHEN TIES WITH YOUNG WARRIORS FATHER SON OVERNIGHT CAMP

YOUNG TOWNSVILLE STUDENTS HAVE EMBARKED ON A UNIQUE BONDING EXPERIENCE WITH THEIR FATHERS OR FATHER-FIGURES, AS PART OF A PROGRAM AIMED AT HELPING THE OFTEN-COMPLICATED TRANSITION FROM BOYS TO MEN

IGNATIUS PARK COLLEGE STUDENTS AND THEIR FATHERS HAVE EXPERIENCED A SPECIAL BONDING ADVENTURE, ATTENDING A YOUNG WARRIORS FATHER SON OVERNIGHT CAMP.

YEAR 7 STUDENTS, ALONG WITH THEIR DADS OR ANOTHER SIGNIFICANT ADULT, SET UP THEIR TENTS AND ROLLED OUT SWAGS ON THE SCHOOL GROUNDS AND ENJOYED SPECIALLY DESIGNED ACTIVITIES CREATED BY THE RITES OF PASSAGE INSTITUTE.

THE STUDENTS AND THEIR FATHERS WORKED WITH AUTHOR AND AUSTRALIAN OF THE YEAR NOMINEE DR ARNE RUBINSTEIN AND THE TEAM AT THE RITES OF PASSAGE INSTITUTE IN A PROGRAM AIMED AT HELPING SUPPORT THE JOURNEY OF TRANSITION FROM BOYS TO YOUNG MEN.

THE CAMP WAS DESIGNED TO STRENGTHEN AND DEVELOP A POSITIVE CONNECTION BETWEEN FATHERS AND SONS BY SPENDING QUALITY TIME WITH THEIR FATHERS OR A STRONG ADULT MENTOR WITHOUT THE NORMAL DISTRACTIONS AND STRESSES OF DAY-TO-DAY LIFE.

IGNATIUS PARK COLLEGE DEAN OF WELLBEING CRAIG BROWN SAID THE INAUGURAL CAMP HAD BEEN HAILED A SUCCESS.

<https://www.townsvillebulletin.com.au/news/townsville/ignatius-park-college-families-strengthen-ties-with-young-warriors-father-son-overnight-camp/news-story/141ce3b33ef3c596e718c7eaa1fd9c94>

Source: CNET

Gasps over hundreds of billions in gold at Bank of England

“Unless you work at Fort Knox you’ve probably never seen this much gold”



WORKING WITH THE MEDIA - GENERAL PRINCIPLES

Know your offering before making contact:

- **EXACTLY WHAT ARE YOU OFFERING THEM? STORY ANGLE AND COLLATERAL – BUT BE PREPARED FOR**

Succinct, to the point information:

- **One pagers are best. Journalists are not detail people and are usually on tight deadlines. FACTORS**

"I have something you might be interested in" – BETTER THAN "I HAVE A STORY YOU NEED TO

Be available:

- **INCLUDING OUT OF HOURS, PUBLIC HOLIDAYS, NEWS "DOWN TIMES"**

TALKERS NOT STALKERS!

EVERYTHING IS ON THE RECORD!

DON'T TELL THE JOURNALIST THEY ARE STUPID/MISSING THE POINT

EVEN IF THE STORY ISN'T RUN, CONNECTIONS HAVE BEEN MADE FOR NEXT TIME



WORKING WITH THE MEDIA

TV: COLOUR & movement

LOTS OF TIME & SPACE, RE-TAKES, ACCESS, MOVING PICTURES THAT SHOW YOUR STORY, SHORT SOUND BITES, EMOTIONAL CONNECTION

RADIO: Good company

IMMEDIATE –CONVERSATIONAL TONE AND LANGUAGE, LANDLINES, DIFFERENT VOICES, TALKBACK CALLERS, SOUNDSCAPES

LOCAL PRINT/ONLINE: Detail

PLANS, DOCUMENTS, GRAPHS, ACTION PHOTOS OR FACES (NOT LINE-UPS) BOX STORIES, MULTIPLE PEOPLE AND VIEWPOINTS, CLICKBAIT!

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