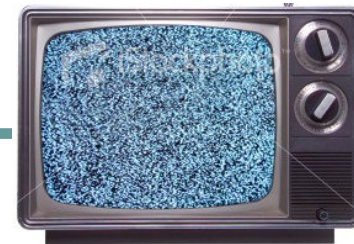


Media Outreach Fundamentals for Interest Groups

International Republican Institute
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Discussion Topics

- **The Message**
 - What you say
- **The Messenger**
 - Who delivers the message
- **The Medium**
 - How the message is conveyed

The Message - Definition

- A message is a short, positive and persuasive statement about a relevant topic that's easy to understand, leaves a lasting impression, and differentiates itself from other competing messages.

The Message

- Qualities:
 - Short
 - Positive
 - Persuasive
 - Relevant
 - Easy to understand
 - Leaves a lasting impression
 - Differentiates itself

The Message – Issue Matrix Exercise

The Issue Matrix Exercise will Help to:

- Identify and assess key themes, concepts and images
- Focus the message on your strengths and your opponent's weaknesses
- Reflect perceptions you want to enforce

The Message – Issue Matrix

Example

- In Lebanon, women are not given the right to pass citizenship onto their children. Assume there are two groups 1) Women Coalition for Traditional Values (WCTV) who support the current law and 2) Women's Coalition for Equal Rights (WCER) who want to change the law.

Current Law +	Proposed Law +
Current Law –	Proposed Law –

Issue Matrix Example

Current Law +

- Protects women

Proposed Law +

Current Law –

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture

Proposed Law +

Current Law –

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
- Traditional

Proposed Law +

Current Law –

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
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Proposed Law +

Current Law –

- Degrades women

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
- Traditional

Proposed Law +

Current Law –

- Degrades women
- Creates 2nd class citizenship

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
- Traditional

Proposed Law +

Current Law –

- Degrades women
- Creates 2nd class citizenship
- Outdated

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
- Traditional

Proposed Law +

- Elevates women

Current Law –

- Degrades women
- Creates 2nd class citizenship
- Outdated

Proposed Law –

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
- Traditional

Proposed Law +

- Elevates women
- Invests women with equal rights

Current Law –

- Degrades women
- Creates 2nd class citizenship
- Outdated

Proposed Law –

- Exploits women
- New way of naturalization
- Morally questionable

Issue Matrix Example

Current Law +

- Protects women
- Preserves culture
- Traditional

Proposed Law +

- Elevates women
- Invests women with equal rights
- Modern

Current Law –

- Degrades women
- Creates 2nd class citizenship
- Outdated

Proposed Law –

Issue Matrix Example

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- Protects women
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Proposed Law +

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Current Law –

- Degrades women
- Creates 2nd class citizenship
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Proposed Law –

- Exploits women
- New way of naturalization
- Morally questionable

The Message

WCER Message:

- The law we propose will elevate Lebanese women from the bondage of second class citizenship and invest them with equal rights under the law. The current law keeps women bound to outdated traditions that have no place in modern society.

The Message

WCTV Message

- The current law on conferring citizenship is part of proud tradition of Lebanese law that protects women from exploitation and respects the patriarchal culture that has produced our great country. The immoral law our opponents support will lead to the exploitation of women and Lebanese society.

The Message

Key Components:

- Emotions and Values
- Hopes and Dreams
- Contrast and Choice
- Connection
- Credibility

The Messenger

Successful media outreach begins by answering four questions:

- Who are you?
- What do you want?
- Who is your audience?
- How will you tell your story?

The Messenger

Guidelines for Media Outreach:

- Plan your work and set goals
- Take the initiative
- Make relationships
- Be strategic and focused
- Choose your battles
- Communicate to partisans

The Medium

Choosing the best vehicle

- Press Conference
- Staged Event
- Press Release
- Editorial
- Interview

The Messenger

Successful Interviewing Techniques

Before the Interview

- Conduct the Issue Matrix Exercise
- Prioritize your message points
- Anticipate the Questions
- Write your answers
- Understand the reporter's intentions

The Messenger

Successful Interviewing Techniques During the Interview

- Humanize
- Use Statistics
- Tell Stories
- Remember the Listener
- Stay in the “Now”

The Messenger

Do's and Don'ts:

- Don't repeat negative language
- Don't use sarcasm
- Don't try to take back something you said

- Do keep it short and simple
- Do repeat yourself when appropriate
- Do practice your delivery

The Medium

Be a Good Messenger by Knowing the Media

- Television
- Newspaper
- Radio
- Web logs
- Newsletters

The Medium

- Before you Start
 - Media exposure must be earned
 - Competitive environment
 - Everyone has roles to play

The Medium – “Actors”

● The Activist

- Wants to advance a political agenda
- Wants to create new priorities
- Wants to change the status quo



The Medium – “Actors”

- **The Consumer:**

- Wants to read interesting stories
- Wants to be informed and entertained
- Doesn't care as much as you about your issue



The Medium – “Actors”

- **The Editor:**

- Wants to sell his product
- Wants to maintain his reputation
- Must compete for consumers



The Medium – “Actors”

The Policy Maker:

- Wants to be re-elected
- May or may not want to lead
- Wants to take credit



The Medium – “Actors”

The Journalist:

- Not always professional
- Limited by editorial or political constraints
- Sometimes lazy
- Has a viewpoint



Limitations on Media Outreach

- Outlets exist primarily to advance propaganda of political parties
- News stories often reflect the opinion of the writer
- Important stories are sacrificed for urgent stories
- State-owned newspapers refuse to run some stories

Always Remember...

- Your strategic objective is the first priority
- Plan your work
- You are selling yourself, not just your message