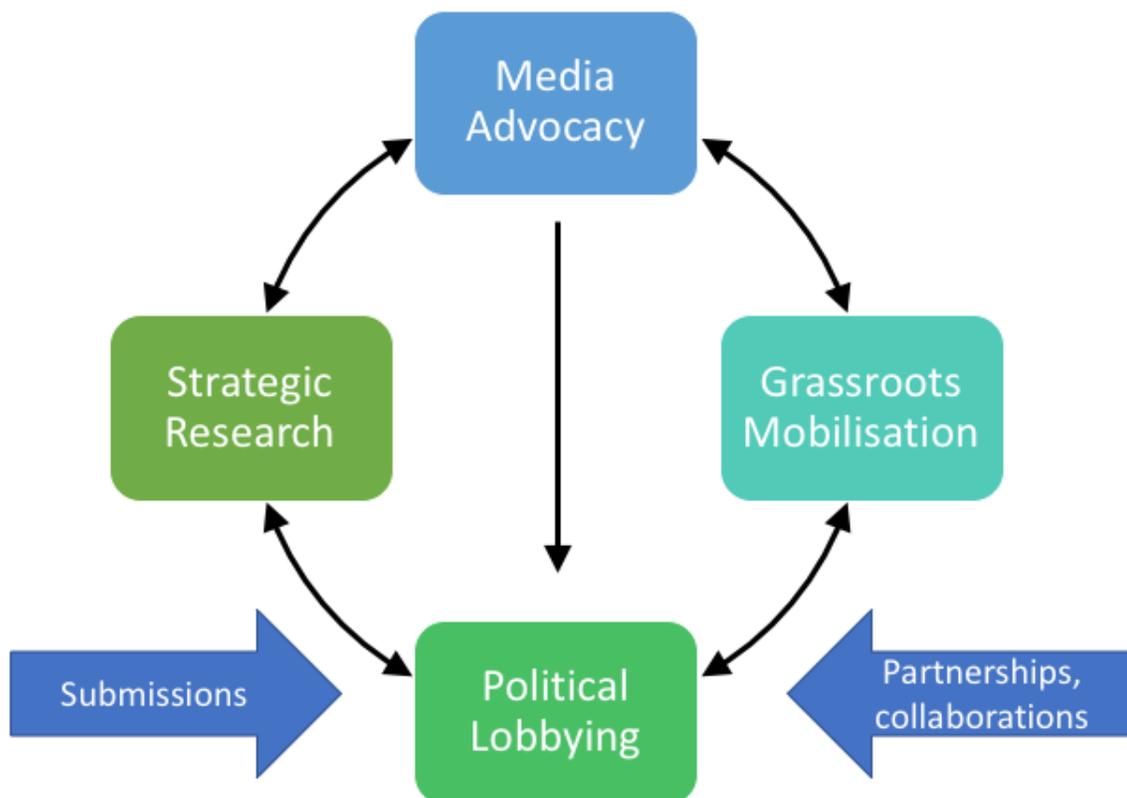


NCOSS Advocacy Model

To ensure comprehensive, consistent, and effective actions are taken across the region NCOSS has developed an Advocacy Model to guide our campaign strategy.

This Advocacy Model supports broad outreach and informed collaboration and it will energise community mobilisation. Each pillar of the Advocacy Model are complementary, nonlinear and intended to occur concurrently. Consider all four pillars of action when designing a campaign or activity. Advocacy tasks should be ongoing simultaneously in each pillar throughout the campaign.



- **Seek a meeting with your local candidates**
 - NCOSS meets with Government Ministers, Senior Advisors and Shadow Ministers in Sydney to discuss policy priorities for the social and community service sector and people living in poverty and disadvantage. We want you to do the same with your local candidates.
 - Meeting with your local candidates to discuss what you want to see in your community is democracy in action.

- A strong and connected sector and a united voice will ensure our message will be heard loud and clear across the State and political parties. This is how we influence change.
- **Contact your local media**
 - We need to shape the public debate to raise awareness about what is needed to ensure our communities are strong and resilient and that people experiencing poverty and disadvantage are supported.
 - Included in your pack are news values and media release tips.
- **Advocate to your local candidates**
 - Your local candidates need to hear about why issues are important to you and the people and communities in your area. They will need the details of the recommendations – what is needed and why, as well as what it will achieve.
 - Local stories about your experience and the communities where you work will be essential.
- **Share your stories and spread the word**
 - We want to support you throughout the campaign. When you write to your local candidates and the media, flick us a copy at advocacy@ncoss.org.au
 - We'd love to hear stories about your meetings or about people in your community.
 - Once you have met with your local member share it on our facebook page: on.fb.me/ncoss and tag [@_ncoss_](https://www.facebook.com/_ncoss/)

News Values

Source: Horton Advisory - www.hortonadvisory.com.au

News values are the secret sauce of media. Understand these ingredients and you will know what the journalist (and more often their editor) is looking for in the construction of a story.

IMPACT – How many members of the outlet's audience are impacted by a story and can relate to it? Why does a croc attack in Darwin outrank the Indonesian tsunami.

TIMELINESS – The very essence of news. Is it happening now? If it happened yesterday or it's already in the public domain, media will not care.

PROMINENCE – Are there high profile individuals involved? Why do the health scares of reality TV stars make news?

PROXIMITY – Related to impact. Is this happening close to me? All news is local.

CONFLICT – The energy of a fight. In any news story we need a proposition but we also need a counter proposition. Understanding this dynamic is critical.

CURRENCY – When something captures the zeitgeist it is more likely to run in the media. Gladys Berejiklian’s “Trump” card, for example.

BIZARRENESS – Also known as the “silly news” – the Elvis festival at Parkes.

EXCLUSIVITY – A story will run disproportionately well if a news outlet can claim first run on it.

Media Releases

Source: Horton Advisory - www.hortonadvisory.com.au

We're all socialised into understanding a narrative structure that begins with an introduction, progresses to an explanation, and finishes with a conclusion. The structure of a media release turns the narrative model on its head – and therefore it can seem counter-intuitive at first. You've only got a few seconds at best to get the attention of the news editor – or whoever is looking over the hundreds of media releases as they come through on the email - so you need to convince them of the merits of your story ASAP.

With a media release you have to get the most important sentence (which is usually your conclusion) out first, and work backwards from there. In essence, start with your most important point, then your second most important point, and so on in descending order.

Most importantly, you need to think like a journalist. Is this something exciting / new / controversial that is going to grab the attention of readers/listeners/viewers? If not, is it news?

- **Grab them Early On – the Headline and subject line matter**

It is vital when writing your group's media release to attract the journalist's interest right away. Use a famous name, a bad pun, an attractive turn of phrase, a big funding figure – just make sure the journalist reads on and doesn't instantly throw your release away. All news is local, so emphasise your key regional angle and make sure it ticks off several of the news values. Keep it short and in active voice: "Wildlife Rescued from Jackhammers" grabs attention better than "Kangaroos have been taken away from park under threat from developer."

- **Don't bury the lead!**

Without doubt the first paragraph is the most important part of the release.

If the headline has got the media interested, then you need to win them over entirely in the first couple of paragraphs.

Think about explaining it to a friend who knows nothing about your work: what's the most interesting part you'd use to grab their attention - that's your lead!

- **Explain the WHO, WHAT, WHERE, WHEN, WHY and HOW of your story, and do it early on**

Make sure your release has all the details about the policy up high - particularly the why, which is often the most compelling part of the story. It might seem obvious to you, but remember these details are new to the journalist and their audience.

- **Make your release active and upbeat**

Keep the subject interesting – one way of doing this is by using quotes which make the release more human and also more relevant.

Try and use quotes that add clarity or can sum up your release in a concise, lively manner. It also helps to put a face to your organisation.

Highlight the key benefits of the policy or plan, and emphasise the necessity of it.

- **Keep it short**

Keep your release to a page or page and a half at most. In the end, if the reporter needs more information they can contact you.

- **Check and re-check**

Proof read your release, read it aloud and then have a friend or colleague do the same. You may find typos or other errors while doing so, or it could help you edit your release and make it sound more interesting.

- **Don't forget the contact details**

Keep your phone on LOUD and be ready to answer incoming calls.