



# #GlobalApplause

Give volunteers a hand



## GUIDANCE NOTE 3

### Preparing for the media around IVD 2016

IVD 2016's theme **#GlobalApplause – give volunteers a hand**, recognizes volunteers worldwide and all they do in making peace and sustainable development a reality.

With this guidance note you will be prepared to interact with local and national media in your country. Be aware that the media is not our target audience, but it is an effective tool to reach our target audiences: volunteers, local communities, and local and national decision makers.

### What are the guidelines for engaging with the media?

**Interaction** - You can interact with the media with direct statements, interviews, and editorial opinions (op-eds) that you supply to a journalist or media company. The news media can also use any material that you have made public, including what your public statements, published articles (print and online), or documents such as open letters, circulars, leaflets. You can refer to Guidance Note 1 to refer to key messages for IVD 2016.

**Be careful** - You should be aware of the media group or journalist, of what they want, and make a deliberate decision about whether you wish to engage with them. If you are unsure, don't hesitate to stop talking, or refuse a conversation with a journalist!

**Be professional** - Be clear, consistent, honest, and brief, and please do not disclose confidential information. Do not use a media opportunity to express your personal views, guess the answer to a question, or enter into speculation. Decide in advance what you want to say. Stick to your core theme and do not be drawn into a discussion on issues that are neither your area of specialization nor your responsibility.

**Tell us!** - If your engagement with the media results in media coverage, please inform us and send us links. We are always keen to add local stories to our IVD campaign.



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## How do I create a media release?

The following bullet points can help you produce an effective and succinct media release.

**Purpose** - Consider why you want the media to cover your 'news' - is it to generate awareness, or to encourage people to take some sort of action? Remember to address the interests of your audience rather than to reflect your own motivations.

**Audience** – Be clear about the identity of your ultimate audience or audiences, and reflect their interests in the type of story you tell, examples you use, the sophistication of your messages, and the type of news media you use. It can be useful to have background information available, or a list of relevant contacts, in case your audience needs further details.

**Content** – In preparing your media release, start with the most important information and place details towards the end. Keep focused on two or three key messages. A media release does not need to tell the whole story in great detail, however as mentioned, do make background information available. Try to find an illustration for your story, such as a photo, diagram or logo, and have evidence to support.

**Timing** - It is important to plan an event well in advance. If you want attendance at an event, send your invitations/notifications at least one week ahead. Media releases can be sent in advance of an official release date, and it is better to send them at the start of the week rather than at the end. Consider releasing this first to newspapers (or magazines), or to the media outlet with the biggest audience or most influence with your target.

**Follow-up** - It is good to contact the news editor to sell your story. Be prepared to explain why your story is important: e.g. unique issues, the personalities involved, or any relationship to other news items you have seen. Send copies of your media release directly to your partners and other key stakeholders. Don't rely on the news media to relay or translate your story. If you see or hear an error in a news report, use this as an opportunity for clarification and re-stating your key messages. If the error is serious you should alert headquarters to the issue.

You are an important part of making this day a success, and we thank you!