

## About the interactive exercise

In groups, the workshop participants considered one of three fictional scenarios, answered the corresponding key question, and come up with a plan of how to pitch it.

The scenarios are shown below, with the responses in blue text.

The groups presented their insights to each other for further discussion.

### Scenario 1

Recycle Mates is an environmental organisation based in Upper Hutt, lobbying city council for kerbside recycling services. They have conducted a survey of ratepayers that shows overwhelming support for this initiative, with the majority also in support of rate increases to fund it.

What is most newsworthy about this scenario?

That ratepayers are prepared to pay more rates to receive a service!

Which media outlet(s) would you pitch to?

Local & regional newspapers

How would you pitch it?

- With a media release. Key points: rate increase supported, good for the environment
- Include interviews with supporters, someone elderly and someone young
- Help the reader understand the drivers for change

### Scenario 2

Keep It Up Kids is a national charity that provides support to underprivileged children and young people to help them achieve in school.

One of the young people they work with has recently achieved NCEA Level 3 and has started an apprenticeship, after missing a lot of school during his early years due to problems at home and poverty.

What would be the benefit to the organisation for engaging media?

Social proof of their mahi, a success story, could be used to attract funding or new service users. Media story can be used again in other areas. Highlights child poverty and the need for such services.

The group noted that any media engagement is dependent on the individual mentioned being comfortable sharing their story.

Which media outlet(s) would you pitch to?

A magazine – e.g. Listener, an education publication

Weekend newspaper

Local media

Breakfast TV

Journalists who have an interest in the topic area, e.g. Jessie Mulligan

How would you pitch it?

In person for TV

Offer an interview

### Scenario 3

Faith Rights is a national charity that advocates for freedom of speech and rights to practice for the religious and spiritual community (regardless of religious association). A recent incidence of protestors outside a mosque became confrontational and was reported on all major news outlets.

How would you seek to get someone from the organisation quoted / interviewed?

Calling / emailing relevant journalists

Which media outlet(s) would you pitch to?

The ones already reporting on this issue; op-ed type writers e.g. The Spinoff and Newsroom.

How would you pitch it?

The balance between freedom of speech and hate speech. We're a knowledgeable organisation to speak on this in the context of religious practise – the importance of being able to practise their religion safely in Aotearoa New Zealand.

Refer to Christchurch mosque attacks as an example of the consequences of not practising freedom of speech in a safe and respectful way.

Why?

We have credibility to comment on this issue.