

COMVOICES PRESENTS

Engaging with Media

Presenter: Dr Prudence Stone,
Presbyterian Support NZ



What we'll cover today:

- ▶ What is News?
- ▶ Who is your primary Audience?
Who is your secondary Audience?
- ▶ How to pitch to the newsmedia
- ▶ Having your own media following
- ▶ When to foster debate

BREAKING
NEWS

News test:

- ▶ Is it fresh information?
- ▶ Does it touch the lives of many people?
- ▶ Does it have drama?
- ▶ Can you mention any names?
- ▶ Don't assume you're interesting

Aged Residential Care

INDUSTRY PROFILE 2019-20



New Zealand
Aged Care Association



Statement

August 9, 2021

Minister says wait years, but Aged Care nurse shortages affect us now

Presbyterian Support (PSNZ) is urging Government to prioritise the Aged Care sector to prevent more closure of facilities. But in statements last week, Minister of Health Andrew Little indicated he is prepared to let pay parity issues for the sector's nurses take a number of years to 'wash through the system'.

Like many others in the aged care sector, Presbyterian Support regions are struggling to retain nursing staff within its Enliven services for older people, particularly now that Covid 19 and immigration settings have heavily impacted their recruitment of internationally qualified nurses.

"As our population ages the last thing New Zealand needs is for providers of Aged Residential Care to close down. Yet the shortage of qualified Aged Care nurses leaves us considering our longer term options," says Dr Prudence Stone, National Executive Officer for Presbyterian Support.

The NZ Aged Care Association reported that nationally 15 Aged Residential Care sites have either closed beds or turned away admissions due to the nursing shortage - up to 900 vacancies at present out of a national Aged Care nursing workforce of 5000. In light of this, Dr Stone is disappointed with the Minister's statements and argues there's a failure by government to take in the critical situation for older people now in need of aged residential support.

"It's a question of staff safety: without our staff vacancies filled, we can't take on new residents. The government needs to consider the unique health needs of those suffering from age-related conditions such as Dementia, and ask itself: who will be there for the majority of older New Zealanders, when regional providers are forced to close their doors?"

Pay parity is just one measure the Government is too slow in addressing, says Dr Stone. Prioritising internationally qualified nurses and their families through immigration and MIQ processes is another, and adequate support to train New Zealand registered nurses to fill the sector's gap a third.

"On a weekly basis we learn of more of our nurses forced to leave jobs they love because of hold ups with their visas. In Southland, for example, three Enliven nurses have informed us that to get their families to New Zealand they need to travel back to India and escort them here via a green zone country. Once here, they'll of course have to pay for MIQ. This all may take several months and if they are unsuccessful, they have all indicated they will have to return to India."

To alleviate the shortage Presbyterian Support wants to see an urgent funding review of Aged Care and immediate prioritisation of internationally qualified nurses and support for their families through immigration and MIQ processes. They also call for greater partnership with government in training and education, to boost nursing student numbers.

For further enquiries, contact:

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Hon Andrew Little

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Portfolios

Health - Minister



PRIMARY AUDIENCE

Who is my primary audience?

- ▶ Who do you want to read this news the most?
- ▶ What context makes them so important to you?
- ▶ What media do they engage with?
- ▶ What is your primary audience looking for?

Must Do Better: New Zealand's Disappointing Report Card Results

DR PRUDENCE STONE · 12:10, Jun 15 2017



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What's behind New Zealand's shocking youth suicide rate?

New Zealand is ranked 34th out of 41 OECD countries

OPINION: As New Zealand is best at lots of things: Rugby, education, and safety

By Andreas Illmer
BBC News

© 15 June 2017



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Home > Features > Unicef report reveals New Zealand's poor scores for child wellbeing



Unicef report reveals New Zealand's poor scores for child wellbeing

Unicef has released a report today showing New Zealand is near the bottom when it comes to child wellbeing. A core reason for this is our adolescent suicide rates, the highest in the world.

By Education Central · June 15, 2017 2188 0

New Zealand has been ranked near the bottom of a report into child welfare in the richest countries in the world. Photo: Getty Images



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Shane Cowlshaw
National Affairs Editor Shane Cowlshaw writes about topics including education, justice, social development, and immigration. Twitter: @scowlshaw

NZ's appalling child welfare record

New Zealand may be surging forward economically, but in the shadows, many of our children are hungry, sick, and struggling for a quality education. A new report from UNICEF is grim reading about our children's plight.

A common boast from New Zealanders is that it's a great place to raise a family. Lots of open space, great schooling, and safety are often examples given about

daily

Start your
of our top

READ T

Email

Who is my secondary audience?

- ▶ Who is also affected by your news, but weren't your priority audience?
- ▶ How might they be affected?
- ▶ What influence could this have on my primary audience?
- ▶ It's news now, but out there in the mediasphere forever, reaching anyone



stuff

national

Log in

Māori smoking researcher Marewa Glover shunned over Philip Morris funding

Guyon Espiner of RNZ · 08:10, Aug 22 2019



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newshub.co.nz/home/politics/2019/08/smoking-researcher-marewa-glover-s-organisation-funded-by-tobacco-giant-philip-morris.html

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Dr Glover's submission itself raised eyebrows, after she said the effects of smoking have been "exaggerated deliberately to scare people off".

She went on to say that what people "miss is that our bodies heal, so even if we are temporarily exposed, we heal from that".


Prudence Stone, chief executive of the Public Health Association of New Zealand, appeared perplexed by what she had heard, telling MPs: "What a strange precedent that has been set this morning by the previous submitter."

Stone then began her submission - without being asked - by clarifying that her organisation receives "no backing or funding from the tobacco industry".


"I would advise you, from here on, to clarify with every submitter whether or not they are receiving tobacco industry funding for their hearing scripts today and for their submissions written towards this legislation."




Health experts clash over
for people smoking in
cars with kids



Type here to search





Prudence Stone at the Health Select Committee. Photo credit: Newshub / Zane Small



PITCHING TO MEDIA

News? Check. Audience? Check. =>

- ▶ Which media outlet also targets your primary audience?
- ▶ Which journalist covers issues related to your news?
- ▶ Is your news good enough to pitch exclusively?
- ▶ Error free Email with follow up Phonecall
- ▶ Respect the deadline!
- ▶ The copy ALWAYS in Microsoft Word and images separate, highest res

TEMPLATES FOR WRITING THE BEST PRESS RELEASE



1. WEB PRESS RELEASE

The web press release is basic compared to other press release formats. With a web press release, you will start by adding today's date followed by the phrase "for immediate release."



2. EVENT PRESS RELEASE TEMPLATE

An event press release has a different format from others. You will start by adding "for immediate release" in the upper left-hand corner followed by your contact name, phone number, email address, and website domain.



3. SMALL BUSINESS PRESS RELEASE

When you want to send out a press release for small business needs, you must focus on a different format for the news media to touch it. Start out with your company logo in the top middle section of the page.

Still need
to know
what
makes a
good
press
release?

3 MINUTE GUIDE:

HOW TO WRITE A NEWS ARTICLE

What is the pyramid style?

The inverted pyramid style, also known as "front-loading", puts the most newsworthy information at the top, and then the remaining information follows in order of importance, with the least important at the bottom.

Why use the pyramid style?

The inverted pyramid technique is particularly useful for web-writing, where audiences have low attention spans and readers more often scan than read articles.

This way, readers can quickly decide whether or not to read the article, and if they decide to pass on it, they will anyway get the most important details.

Furthermore, having the best information and keywords close to the start of the page is good for search engine optimization.

LEDE: Most important information. Usually answers the who, what, when, where, why, how

Body: Crucial information. Additional facts or details revealed in order of importance. Information here is useful in understanding a story. Here is where you put arguments, controversy, issue, background, evidence, etc.

Tail: Extra information. Nice but not necessary, for those very interested in the story

HOW TO WRITE USING AN INVERTED PYRAMID

Sources:
<http://www.skillsup.com/articles/about-the-inverted-pyramid-writing-style>
<http://www.ppyrnter.org/2008/writing-from-the-top-down-pros-and-cons-of-the-inverted-pyramid/12754/>
<http://www.wildfire.com/4-use-the-inverted-pyramid-for-writing-news>
<http://www.bowdewriting.com/inverted-pyramid/>
http://www.wahrstaecke.co.uk/images/inverted_pyramid_in_comprehensive_turn.jpg
<http://www.bushsystems.com/5/inverted-pyramid-newspaper-article-example-26.jpg>

Top tips for a press statement:

- ▶ Use a template – create your own
- ▶ Head your email MEDIA RELEASE
- ▶ Use your Headline wisely
- ▶ Prioritise the first paragraph with key messages
- ▶ Use quotes
- ▶ Provide images – video content even
- ▶ Keep it tight and compelling
- ▶ Make sure there are no mistakes
- ▶ BCC your media contact list!!!
- ▶ Attach as a Word doc AND paste into body of email

HAVING A
GOOD MEDIA
FOLLOWING



Deploy your followers, Amplify your news:

- ▶ Promote your links with a call to action
- ▶ Set a schedule of posts
- ▶ Tailor your newsposts to serve your platform's purpose
- ▶ Use hashtags

FOSTERING DEBATE



When your news sits inside a public debate:

- ▶ The issue is complex and situates audiences in conflict of interest already
- ▶ Your news provides an example
- ▶ An opportunity to collaborate with stakeholders
- ▶ You can't control how a debate will go, so coalition **MUST** be strong

ANY QUESTIONS?



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