

Working with the media

Communities rely on local media to keep them up to date with relevant news and events. The media can play a positive role in promoting your liquor accord group and your strategies.

Build a relationship

Local media use their contacts to assist in producing stories, often with a tight deadline. By building a relationship with your local media you are more likely to be the one they ask when they need a local good-news story.

Accuracy is key – know your stuff

Facts and statistics that show positive change in the community are attractive to media. Stories are generated quickly and fact checking can slow this process down – so if you can consistently provide fast and accurate information, it will improve your opportunities for being heard.

Local police can provide you with the latest statistics or you can access current [BOCSAR](#) statistics. You can also contact us for assistance.

‘Human interest’

Local media are focused on reporting positive work in the community and are more likely to cover topics that impact their readers. You may consider a well-known local / celebrity endorsing a campaign.

‘Good photo opportunity’

Look at all types of media avenues to promote your success.

- Create your own liquor accord group website page and link it to other stakeholders, such as police, local council, health and community groups.

- Set up a Facebook and Twitter account.
- Position your story to reflect campaigns that have led to positive change in the community by hard-working individuals. Increase chance of publication by offering a good photo opportunity.
- Contact your local talk-back radio to promote the success of your liquor accord activities.

Plan your media story

Planning will put you in a good position for any media contact, it can be informal and does not need a full blown media strategy or policy document.

- Set an objective for what the accord group wants to achieve and what you want to promote.
- Provide a brief overview of your liquor accord group and what it does in the community.
- Highlight the benefits of what your accord has achieved and outline successful strategies.
- Create a ‘call to action’ – how do you want the reader to respond.

For further information

Contact us:

 liquorandgaming.nsw.gov.au

 liquor.accords@liquorandgaming.nsw.gov.au

 (02) 9995 0312

Draft Media Plan Template

Draft Plan	Anticipated Response
Set an objective	
<ul style="list-style-type: none">• What does our accord group want to achieve?	
<ul style="list-style-type: none">• What is the 'call to action'?	
<ul style="list-style-type: none">• What do we want people to do in response?	
Outline the background	
<ul style="list-style-type: none">• What is a liquor accord?	
<ul style="list-style-type: none">• What has driven our accord group to action?	
Highlight the benefits	
<ul style="list-style-type: none">• Reduced alcohol-related and anti-social behaviour.	
<ul style="list-style-type: none">• Safer and more welcoming local neighbourhoods.	
<ul style="list-style-type: none">• Improved business environment.	
<ul style="list-style-type: none">• Enhanced reputations for active licensees.	
<ul style="list-style-type: none">• Constructive working relationships between licensees, councils, patrons, residents and police.	
<ul style="list-style-type: none">• Improved compliance.	
<ul style="list-style-type: none">• Reduced under-age drinking.	
<ul style="list-style-type: none">• Increased awareness of responsible consumption of alcohol.	

Tip

Don't forget to include your contact information.