

## THE MEDIA PROCESS

Any media process starts with a story. But a story is only a story to a person who is interested in it! Think about the audience and the media platform.

### Truth

Stories need to include one or probably more of these elements:

T - topical

R - relevant

U - unusual

T - trouble

H - human

So, for example, is a fundraising event a story? If so, to whom?

If you feel it is, and the story reaches a part of the media that is interested in it (i.e. they believe that their target audience will be interested in it), then the story will enter the media process. We can represent the media process in this simplified form:

- Either: somebody tells the media, frequently by sending out a Press Release (or calling). This would normally go to an editor, a producer or a journalist on a newspaper, a magazine, radio or TV station and/or a website. One other place it may go is to a news agency, such as Reuters, which supplies the rest of the media with stories ([www.reuters.com](http://www.reuters.com)), or;
- Somebody in the media finds out about the story themselves and follows up.
- The story is reported.
- The story evolves - more facts come to light, new people are asked their views, different media pick it up, new angles are sought.
- The story runs its course and disappears from the media.
- Reprise - if more new facts emerge, or the story once again becomes relevant (perhaps as a point of reference for a new story) the story may re-emerge or be referred to.

### 3C's 5Ds

1. Databases – contact and channel list
2. Destination – choosing the right journalist
3. Deadlines – yours and theirs
4. Dissemination – getting the story out there
5. Delivery – ensuring the story/message have been seen/understood