

MEDIA



Let's make media relations less scary & more fun!

Rough agenda:

- **Strategy & planning ahead**
- **Building relationships with reporters (& media lists!)**
- **The importance of key messages**
- **General media do's and don'ts**
- **Practice!**
- **Think outside the (bargaining) box!**
- **Your questions & comments**

Want media? Make a plan!

- **Identify key audiences**
- **Map out opportunities for media ops**
- **Tactics: Press releases and press conferences**
- **Work with OPSEU/SEFPO communications!**

Want media? Make a plan!

- **Long-term (campaign-wide) media and communications plan**
- **Event/moment-specific media plan**

Example of strike media plan

- **Identify and train spokespeople - provide key messages**
- **Media advisory & direct outreach to reporters**
- **Social media - announcements**
- **Press releases and press conferences**
- **Coordinate media requests received & connect with spokespeople, but be prepared for media to come directly to lines**

Build relationships (and lists!)

- **Reach out directly to reporters who cover your issues**
- **Think about scoops**
- **Save contact and build a list of friendlies**
- **Send news/updates/opportunities directly to journalists**

Why media strategy & key messages

- **Clarity & consistency of what we say**
- **Build public support & empathy – rather than alienate potential allies and supporters in our communities**
- **Speak to multiple audiences: public, coworkers/members, employer, politicians**
- **Get the quote *you* want in the article**

Media Do's & Don'ts

- **Be confident in why you're there**
- **Do: speak from your experience and the experience of your coworkers**
- **Do: talk about what matters to you and why you're proud of this fight**
- **Do: talk about the organizing and momentum that built your campaign/strike**
- **Don't: need to into the weeds**
- **Don't need to answer for the employer or government.**

Media Do's

- **Be yourself: Speak to your experience and give personal experiences.**
- **Feel free to say “I can't comment on that right now” if you're uncertain about a question, don't feel equipped to answer, or think it falls outside of our goals. Refer the journalists to OPSEU/SEFPO!**
- **Take your time & think about your answers.**
- **Focus on your key talking points & return to them when possible, regardless of how the questions are asked.**

Media Don'ts!

- **Don't assume the journalist knows about your work or the issues.**
- **Don't answer questions you feel uncomfortable with or that feel off the main messages.**
- **Don't assume anything is off the record.**
- **Don't speculate or offer hypotheticals a**
- **Don't feel you need to answer every question or answer the way the journalist is framing the question. Do: return to your key points.**

Example of message box:

LCBO Workers are Fighting for Ontario!

- **We won't back down in our fight for a strong future for the LCBO, and the public services funded by LCBO revenues.**
- **Ford can't be trusted**
- **This strike is a line in the sand: there are two options for Ontario:**
 - **Ford hands over more of the market to big box grocers and convenience chains like Loblaws and Circle K.**
 - **CEOs and billionaires increase their profits, Ontarians lose out on public revenues that fund public services.**

OR...

Example of message box:

LCBO Workers are Fighting for Ontario!

The LCBO grows with Ontario:

- More public options for customers.
- More good jobs in our communities, including full-time and permanent jobs with benefits.
- Growing public revenues that invest into health care and education.
- Expanding LCBO warehousing, logistics and e-commerce capacity in-house.

Say no to billionaire profits.

Join the fight for the future of the LCBO!

Doug Ford wants to make life better for his wealthy buddies. It's why he plans to fast-track privatized alcohol sales and hand more of the public revenues generated by the LCBO over to the CEOs and big box grocery and convenience chains like Loblaws and Circle K.

Doug Ford can't be trusted.

Did you know?

The LCBO puts \$2.5 Billion of revenue into Ontario's public services every year? The money from their alcohol sales goes toward health care, education, housing, public infrastructure and more—not to Doug Ford's mega rich buddies.

The LCBO is Ontario's best kept secret - and worth protecting.

Frontline LCBO workers are proud that the revenues we help to generate give back to our communities. That's why we're fighting to:

- Grow** the LCBO to meet demand and increase convenience (more stores, increased hours of operation)
- Expand** public revenues by growing the LCBO
- Support** good jobs at the LCBO and in our communities

Did you know?

70% of LCBO workers are casual? They don't have guaranteed hours, which means they won't have access to benefits and there aren't opportunities to move into permanent part-time and full-time positions.

Join the fight for the future of the LCBO

Take action at: **KeepItPublic.ca**

OPSEU SEFPO
Liquor Board
Employees Division
Division des employés de la régie des alcools

Practice!

- **Brainstorm zingers**
- **Think of likely questions – especially hard ones**
- **Prepare with coworkers and other spokespeople**
- **Record yourself / give constructive feedback**

Think outside the (bargaining) box!

- › **Bargaining isn't great for media**
- › **Raise awareness earlier**
- › **Is media your best tactic?**
- › **Identify moments (but don't lose track of the movement)**

