

Communicating FADA

Presentation to FADA

22nd January 2007

Introduction

- Media
- Local vs. National
- Importance of Communicating
- Raising Consciousness
- Changes in attitudes
- Promoting FADA
- Opportunities

Media

- Many different media forums
- More important than ever in Society
- Massive Influence
- Cannot be ignored
- Necessary Good or Evil
- Paranoia about Media Agenda
- Part of what we are!



What is Media Agenda?

- By and large is to make Money
- Means selling papers/ads
- Increasing readers/listeners
- Some want to influence change at Macro level i.e. national policy
- Primarily about profit!
- Local media has less of a political agenda & tighter focus on issues at local level

Local Media

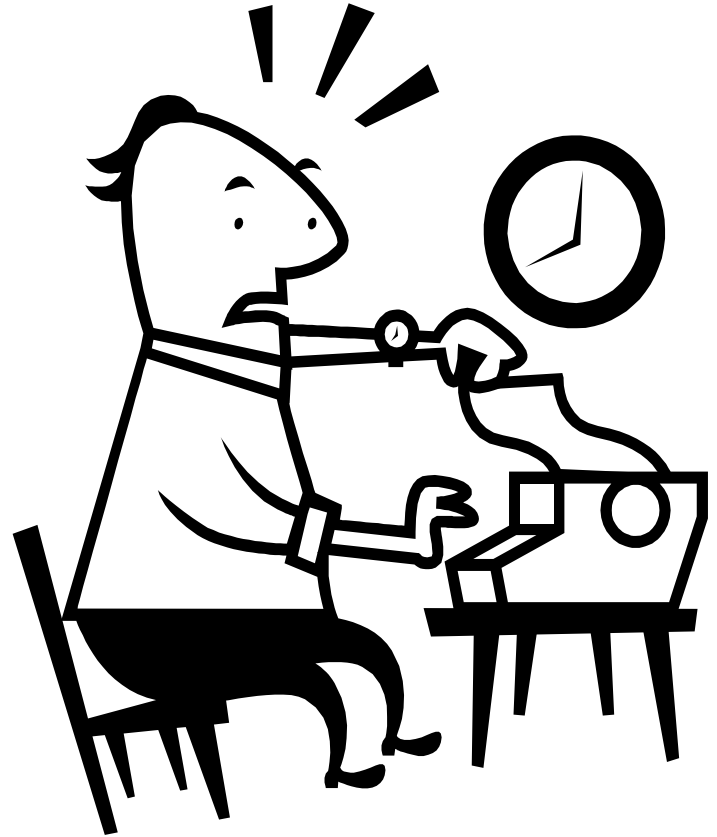
- Most Important
- All politics is local
- Can't afford to ignore what is going on
- Local media essential to your strategy
- Ideal for what you do - fairs, festivals etc.
- Fada is part of vibrant local community
- So is local media – mutually beneficial

Who is your Local Media

- Radio – KFM 35% listened yesterday
- Local Press
- Kildare Post – 30,000 circ
- Kildare Times – 30,000 circ
- Sth Kildare Times – 19,500 circ
- North Kildare Times – 12,300 circ
- Leinster Leader – 15,535 circ

Working with Media

- Be aware of deadlines
- Who decision makers are
- Develop professional working relationships
- Regular Communication
- Be Contactable
- Be Accurate
- Be Honest
- Be to the Point



Promoting FADA

- Have a spokesperson
- Must be contactable
- Must be accurate
- Must be media friendly
- Must be articulate
- Must be direct
- Concentrate locally
- Build alliances



Advertising Events

- Advertising is expensive
- What works for you
- Need return on investment
- Negotiate deals
- Word of mouth
- Radio chat shows
- Community announcements



Influencing Change

- For Fada to influence change, must be perceived as:
 - Visible
 - Credible
 - Representative
 - Responsible
 - Have public support
 - Key opinion former



Media & Environment

- Traditional mainstream hostility
- False perceptions –
 - » Anti Business
 - » Anti Growth
 - » Anti Jobs
 - » Anti Roads
 - » Anti Development
 - » Tree hugging, sandal wearing, muesli eating nutters!
 - » For some (O'Leary etc) way of dismissing your pts

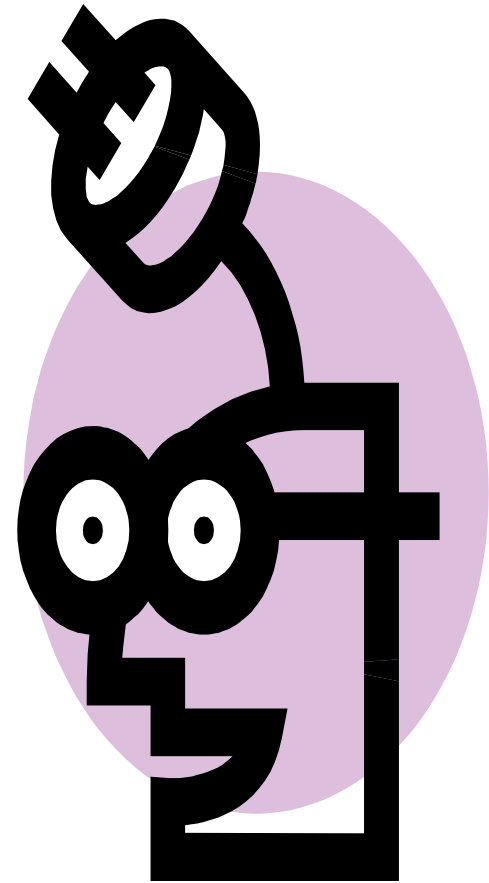
Major Attitudinal Change

- Env issues now mainstream
- All political parties want to be seen as green
- Serious media massive coverage
- Reflects public interest –
 - Recycling
 - Plastic bags
 - Organic food
 - Country markets



Awareness of Env Issues

- Linked to massive media coverage
- Change in attitude of Business
- Public want to be env friendly
- Business wants to match that desire
- Competing to be most eco friendly



Opportunities for FADA

- General Election in 5 months
- Opportunity to influence
- Opportunity to promote Fada
- Engage with everyone
- Fada Meetings, Fairs etc
- Use Media to Achieve your strategic aims!

