

Media Kit

A guide to assist you in interacting
with the media.

Playcentre 

Interacting with the media in your community is a way to develop positive media coverage which builds awareness of your centre and enhances Playcentre's reputation.

Playcentre members are encouraged to contact the media and respond to media enquiries related to their centres and are not required to seek permission before doing so.

However, centres are requested to inform the National Communications Manager when they have had contact with the media, so that the resulting media coverage can be monitored.

Tips to building relationships with the media

- Build a relationship with your local journalists and send them press releases and article ideas. A journalist is more likely to call someone they know than someone they do not. Not every article idea or press release will be something they can or will write about, but it may be something the journalist will keep in the back of his or her mind for another time. It pays to think long-term for how you can possibly work together over an extended period of time.
- Once you have contacted your local journalists, they have your contact details if they need further comments for another article (in a related field).
- Respond promptly to media enquiries and always be truthful.
- It can be beneficial when building a relationship with a journalist to invite them to events that you hold. They will gain an understanding and awareness about Playcentre by experiencing it first-hand.

Tips when preparing to communicate with the media

Develop key messages

When preparing to deal with media decide what your main purpose or key idea/s are. Think about what it is that you want to share, why you want to share it, and what it is you hope to achieve. This will help you craft your message and keep you focused on what is important. The message/s should be clear, concise and easy to understand.

A good way to start is to write down three key messages and then add supporting notes beside them. Start with your most important message and reiterate this first point at the end again if possible.

What the Media look for in a press release

- Is it relevant at a local or National level?
- Is it timely?
- Is it something new?
- Is it interesting and newsworthy?

Media Release Template

[CENTRE NAME]

[date of release]

[Headline]

If possible include "Playcentre" in title; e.g "Children at Queen Street Playcentre show parents how it's done".

[First paragraph]

First sentence captures attention. Try to answer the following questions: who is involved; what is happening; where it is; when it will be; and why it is happening?

[Second paragraph]

Provide detail about your centre/event. Provide information on what is unique, unusual, or interesting about the centre/event. Explain why it is newsworthy.

[Third paragraph]

Provide detail about the background to this centre/event. Explain how we got here.

[Fourth paragraph]

Provide information about your particular centre. Explain what is positive about your centre.

[Fifth paragraph]

Provide general information about Playcentre. Set out the Playcentre philosophy as it applies to your article.

ENDS

[Media Contact]

Centre Member (their title if applicable)
Contact details

PHOTO

If you include a photo please give the names of everyone in it, ensure that they sign the photo release form and that all are happy for the photo to be printed by the media.

Be brief. A press release should be approximately 400-500 words.

General information about Playcentre

Playcentre was founded in 1941 and there are now over 420 Playcentres throughout New Zealand providing early childhood education.

Today, Playcentre is the cornerstone of a community for families where not only do children come together to play, but adults come together to learn and formalize their knowledge through our NZQA education programme.



Good for your child...

Watch your child's confidence grow as they explore and foster their imagination through play and interaction with other children aged 0-6. From building sandcastles to baking biscuits, painting to singing, working with wood to cutting shapes in playdough: every session will captivate your child and excite them.

...and good for you

Be involved with your child's learning; play with them and alongside them. Encourage children to interact with others while you meet other parents and educators and become part of a fun, vibrant community where community and a sense of belonging is at the heart of everything we do.



Interview tips

- Respond to journalists calls promptly, but don't feel obliged to give interviews until you are prepared.
- Ask for some time to think about the matter and say you'll get back to the journalist by an agreed time.
- Keep your answers brief to avoid rambling.
- Don't say anything to a journalist you would not be happy to have reported. Bear in mind that everything you say is on the record.
- Be honest. If you are not sure, do not guess. It's ok to say, "I'm sorry I don't know the answer to that".
- Listen carefully to the questions you are being asked and don't simply agree with a journalist's statement unless you are happy to be quoted as saying it yourself. If the question is confusing, frame it before answering it. For example, "So if I understand you correctly, you want to know..."

If you are concerned about anything you have said contact the National Communications Manager

Evaluating Media Coverage

Monitor media coverage as this will help you understand how articles, issues and events are covered in your local media. This will aid future articles, identify opportunities and help you determine what writing style to emulate or how to best frame your next press release.

Proactively managing negative publicity

Whether your centre contacts the Media or the Media contacts the centre, comments that are not considered can cause damage to your centre or the organisation by misrepresentation.

In order to ensure the adverse effects are minimised please take note of the following points:

- Assess the situation
- Ensure everyone is working with the same information
- If this is an issue that could impact your region advise your Regional Manager. If this is an issue that could effect Playcentre on a national level advise the National Communications Manager.
- Develop a strategy for, if and when the news becomes public (if it hasn't already)
- Be prepared to apologise and acknowledge responsibility if you feel you are at fault. Set out, what you will do to correct/minimise the situation.

Contact the National Communications Manager to help you develop appropriate media strategies.

Over 1,000 staff Formed in 1941

Over 20,000 whānau

*More than 420 centres
throughout NZ*

Playcentre is the dominant provider of early childhood education in rural areas

New Zealand's first female Prime Minister,
the Rt. Hon. Jenny Shipley attended Playcentre.

Media Release - suggested process for newspapers

Community newspapers often publish 'personalised stories' for their readers.

For example, for an event we recommend phoning your local paper and briefly outlining the event and invite them to attend. Touch base with them a couple of days beforehand to ensure that they have the address, timings and all of the relevant details. If they do attend, ensure that they speak to the person organising the event and the Playcentre members involved.

If they are not able to attend, follow up with a media press release accompanied with a suitable photo. (The easier you can make it for journalists, the more likely they are to print your article).

If the media approaches due to a crisis

The media will approach fairly quickly. Be approachable, friendly but firm.

Firstly, contact your Regional Manager and National Communications Manager.

Speak to all involved and write down the summary of events.

Give a definite time when a press release will be available. Give yourself a reasonable period amount of time to prepare for it. A good thing to say is: "we realise the seriousness of the situation and we need time to consult with our National Body".

Outline what you plan to do about the issue and promote Playcentres strengths.

Contact details

If you have any queries or need clarification around anything, please contact:

National Communications Manager

☎ 027 808 6508

@ communications@playcentre.org.nz