



# MEDIA ENGAGEMENT FOR VOLUNTEERING ORGANISATIONS

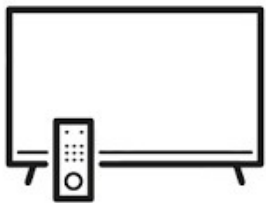
Tuesday 14<sup>th</sup> November 2023

Presented by Nic Hayes, Managing Director of Media Stable



# What opportunities are there in media for volunteering organisations?

- In-studio - radio and TV interviews
- Phoner - over the phone radio interviews
- Expert commentary - Become a source for all journalists
- Ready Made Packages - all the work done for TV
- Opinion Editorials - Op-eds and articles in newspapers and online media
- Case Studies - How to bring a volunteering story alive for the media (arrange the families, interviewees, talent, location, B-roll etc.



Brands we work with...



Day Hospitals AUSTRALIA



Southern Cross Care<sup>+</sup>  
(WA) Inc.



Advocare  
Empowering older people in WA



SwanCare



little green pharma



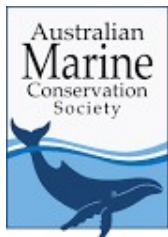
Hope  
Community Services

Intelife  
Enabling independence

LeachLegal

aegis  
aged care group

Palmerston



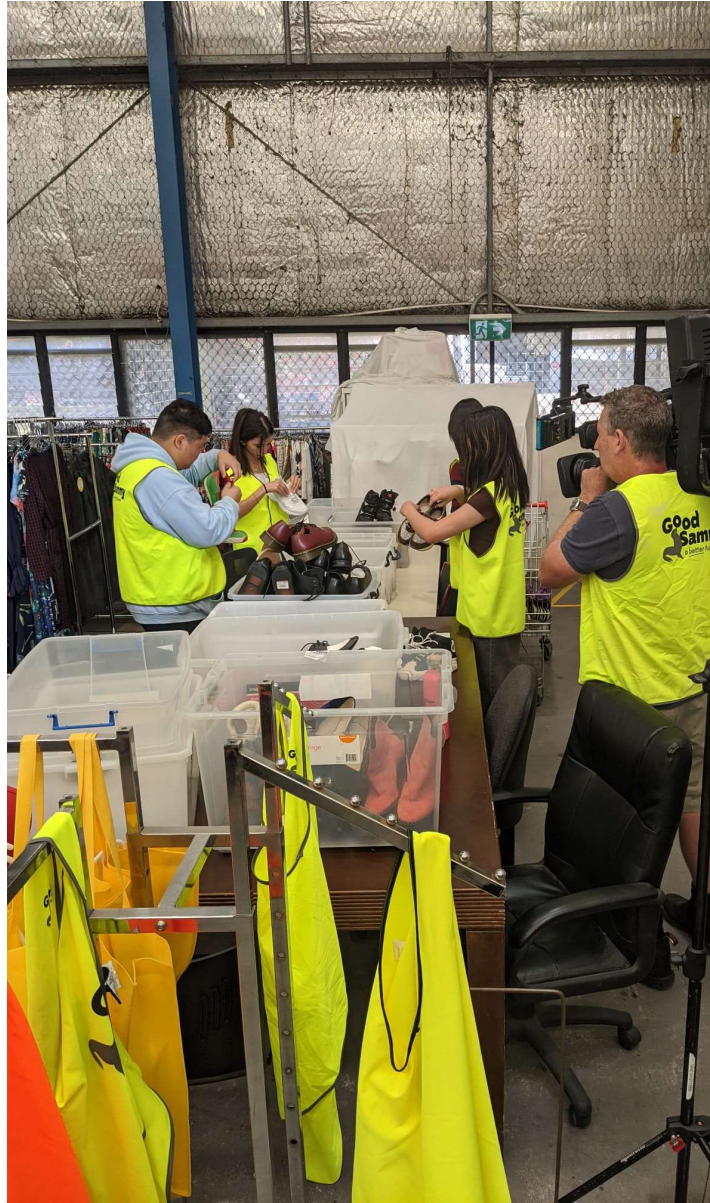
amazon.com.au

Pharmacy 777

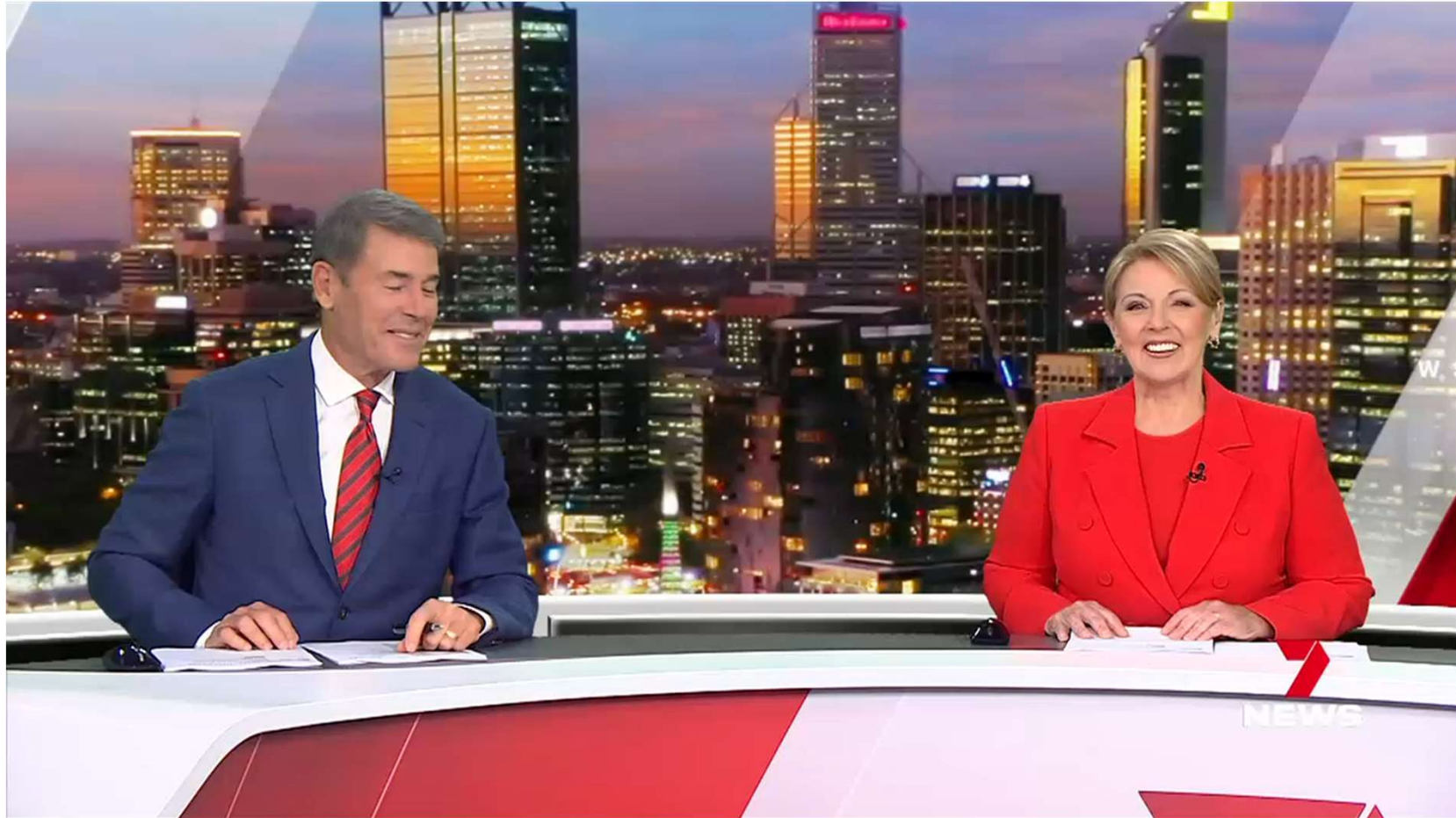


WeMoney

MEDIA STABLE



7 News report on sustainable fashion for Volunteering WA



## 7 News report on intergenerational playgroup for Chorus



7 News report Heritage Skills Program at TAFE for Construction Training Fund (CTF)











# Media Board examples...



## TODAY'S HEADLINES

- Maugean skate needs a clean harbour to avoid extinction
- Clever marketers preying on busy buyers
- Violence in the news and its impact on children
- Joyce and McLachlan – lessons in personal brands
- A conversation could change a life
- Time to bust some common sleep myths
- Why your spring fling is a psychological thing
- Gender reveal parties in our gender-obsessed world
- Family law to scrap equal shared responsibility
- Lowe leaves homeowners a parting rates gift
- R U OK? founding director on workplace mental health
- Knowing when to let a 'time bomb friend' go

### Maugean skate needs a clean harbour to avoid extinction

News that the federal government will contribute \$2.1 million funding to establish a captive breeding program for Tasmania's critically endangered Maugean skate is welcome news, but it's only home, Macquarie Harbour, also needs cleaning up to ensure the fish avoids extinction. Conservationist, Dr Leonardo Guida says, "For a captive breeding program to have the best chance of success, the endangered Maugean skate needs a healthy home. Intensive salmon farming is depleting what little oxygen there is in Macquarie Harbour, and manipulated river flows to generate electricity are limiting oxygen-rich seawater from entering the harbour. Removing salmon pens would give the Maugean skate a fighting chance of survival, as well as addressing the freshwater flows from the hydro-electric dams."

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### Clever marketers preying on busy buyers

Australians know that spending money with domestic companies will stimulate the economy by creating jobs and generate taxes. Buyers have honed their skills for spotting Aussie made products, but clever marketing teams are preying on the time-poor shoppers who give packaging just a passing glance. When recognisable iconography like a kangaroo or a map of Australia is used, it's often enough to convince busy buyers that they're purchasing an Aussie made product. But they're not. Arnott's stamp their Vita-Weat box with a map of Australia and the words "Aussie Made and Loved." It's a nice sentiment, but in reality, Arnott's Biscuits is now owned by American Private Equity Company KKR. Similarly, Pauls Iced Coffee claims it is "South Australia's Own," but really it belongs to a subsidiary of French company, Lactalis. There's a better way to cut through the confusing messaging and truly buy local.

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## TODAY'S HEADLINES

- Detecting deception on The Block
- Are Gen Zs employment deal breakers worth negotiating?
- When reality TV starts to permeate our real lives
- What's the true cost of going to work?
- Do antenatal classes help expecting parents?
- Where do all the coffee snobs live?
- Why real estate agents get such a bad rap
- Calls for vaping ban date as more vape-lolly shops open
- Will Berejiklian's legal bid backfire?
- Regional population retraction signals huge problems

### Detecting deception on The Block

If you've been tuning into the 2023 season of The Block, you'll be across the bitchy stoush going on between couples Leah and Ash and Kristy and Brett, particularly where the girls are concerned. Once friends, Leah and Kristy's friendship is now at breaking point and with plenty of offensive comments being thrown around, there's been 28 complaints of bullying, harassment, and anti-social behaviour between contestants from viewers. Behaviour Profiling Expert, Scott Taylor, says this is the perfect stage to review body language and word analysis. "As the couples continue to shoot accusations at each other, the producer asked Leah and Ash if they were trying to protect themselves, Leah's response was "Not at all," while at the same time closing her eyes and nodding," Scott says. "This is a classic indicator of deceptive conduct." Scott shares some of his deception detection techniques.

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### Are Gen Zs employment deal breakers worth negotiating?

Gen Z workers now have a set of criteria for accepting jobs: own office, manager vibe tests, too many white cis men, dress codes, and working from home. So, are employers required to adapt the workplace to their demands? Let's face it, after Covid lockdowns, it's not only Gen Zs who want the flexibility of hybrid work and employers will need to negotiate this as part of their employment packages for the foreseeable future. However, the employer doesn't have to completely capitulate to the whims of the employee and should consider the needs of the business such as teamwork, learning on the job, and productivity. As for vibes and the gender of fellow employees, they're not worth negotiating unless you're dealing with dazzling prodigies. Most Gen Zs don't remain more than 2 years in a job, so completely adapting your company to their wishes is a considerable waste of time and energy.

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# Pitch your content to your target media

- **Research your target media** - identify producers, editors, journalists you want to approach. LinkedIn and Twitter are two great social channels for this.
- **Send your personalized pitch** in an email to your desired journalist - use their name and tell them why you think the pitch suits their program/publication.
- If you don't get a response the same day, follow up your email with a quick phone call the next day.
- Decide if you want to pitch your story **EXCLUSIVELY** to one media outlet, before sending it to others.
- **Be available** for phone or an in-person interview at a time that suits the media outlet. Never send a media release when you are travelling, busy in meetings or out of contact.
- **Use a communications agency like Media Stable.** Our experienced team of media professionals have extensive relationships with key media all over the country.



# Think like a corporate, not like a charity

- Its transactional, with a friendship in mind
- Build relationships with the media
- Build media connections and followers on socials

amazon.com.au

volunteeringWA

MEDIA  
STABLE

# Media Engagement Masterclass

## For Volunteering Organisations

**Nic Hayes**

Managing Director  
Media Stable

