

# How to Interest Media in Your Story

July 2020

**RAISE**  
**THE RATE**  
**FOR GOOD**

Mainstream media have several key drivers:

- They want to cover anything that's new – new events, developments, research
- It helps if it's topical or timely
- They need it to be relevant to their audience – they want personal stories that are locally relevant

For the National Day of Action, the ACOSS team and a number of ACOSS member organisations are working on getting some new research and data covered by the media in the lead up to the day and on the day itself. It's a timely, topical issue for the media because the Treasurer is making a public statement on July 23 about the future of JobSeeker. While we're working on getting new research covered and it's a topical issue, we know that often the most important element for media at all levels, (local, state and territory) is the personal perspective of what life is like on JobSeeker/Youth Allowance.

## Personal stories

Media will be most interested in talking to local people with real stories about their experience on JobSeeker and/or Newstart. Before you think about contacting media with your story, or offering your contact details for media to call you, think about whether you feel comfortable with using your full name and having your picture published, or being filmed. It's also important to consider whether being identified publicly would have impacts for family/friends. It is possible in some cases to offer your story anonymously, to just use your first name, or be de-identified in photographs or video. To discuss your options, please call ACOSS Media on 0419 626 155.

Media are interested in talking to:

- People who have lost paid work due to the COVID crisis about their experience on JobSeeker/Youth Allowance, and what life would be like for them if the payment was to be cut back to the old Newstart rate in September.
- People who were previously on the old Newstart rate and now receive the new JobSeeker or Youth Allowance rates about the impact the increased income has had on their lives, such as being able to buy essentials like fresh fruit and vegetables, eat more meals/day, cover medical costs, pay bills (and utility debts), make larger necessary purchases – shoes, reading glasses, new fridge, computer/laptop/printer.

### **Your Story - template**

Here is a short guide to help you write up your story – you can choose how much or little to use: Make sure you only provide information that you feel comfortable becoming public.

Name            Age            suburb or region, State/Territory

Your area of study, employment field (if applicable)

Which payment you receive and approx. when started to receive it.

What would a return to the old Newstart rate of \$40 a day mean for you ?

If previously on Newstart or Youth Allowance – what essentials have you been able to buy that you could not afford before.

Your experience of seeking paid work?

What are your hopes for your future?

**ACOSS is keen to hear your story – if you want help telling your story to media please contact the ACOSS national media team, or your State/Territory contact in the list below.**

***For a detailed guide on how to prepare for media interviews see the ACOSS [How to do media](#) page.***

### **How to make contact with media**

For individuals in rural, regional and suburban areas – you will know what the key media outlets in your area are – you may have one or two local newspapers, one ABC and one or more commercial radio stations. The easiest way to connect is to google them – and from their website get onto their local page.

There are several ways to connect and offer your story – as part of the National Day of Action to Raise the Rate for Good:

- Phone a local media outlet, explaining you'd like to share your story as part of the National Day of Action

- Email a local media outlet, explaining you'd like to share your story as part of the National Day of Action. You could include a link to [www.raisetherate.org.au](http://www.raisetherate.org.au) for more info.
- Write a letter to the editor for your local newspaper.

***For a detailed guide on how to prepare for media interviews see the ACOSS [How to do media](#) page.***

**For help to reach out to media and any questions, please contact Monique or Carolin via ACOSS media contacts – 0419 626 155 / [media@acoss.org.au](mailto:media@acoss.org.au)**

**The state and territory COSS media contacts may also be able to help,**

VCOSS Ryan 0418 127 153  
QCOSS Sinead 0466 643 467  
WACOSS Laurene 0419 316 557  
NCOSS Michelle 02 8960 7922  
ACTCOSS 02 6202 7200  
SACOSS 08 8305 4222  
TasCOSS [comms@tascoss.org.au](mailto:comms@tascoss.org.au)  
NTCOSS [media@ntcoss.org.au](mailto:media@ntcoss.org.au)