

Media

Before the media group put up a full media strategy, I feel it's timely to set out my understanding of the what the media group's role is and what the term 'media exposure' means to me.

'*Media exposure*' is just that – getting column inches in newspapers, segments on TV and radio and even, with online programming, time and space on the net. The content may vary enormously but the aim of any good campaign is to ensure the message is constant.

The *concept* is simple – the approach and techniques one uses to get this exposure can and do vary enormously.

Campaigns usually want to *sell* something – our campaign's goal is to sell the idea that we, the community, are best served by not shopping at Woolworths. This is not a product you can package up, put a price on and sell in the street. It's more akin to a concept you must clearly and repeatedly explain till it appears to be self-evident.

Let's examine the product:

The livelihood of local business (often friends, neighbours and acquaintances.)

The safety of our pedestrians

The ambience of Maleny as a 'big village'

The environmental values we hold

And an interesting one – the feeling of being an *empowered community*. In these uncertain times, this is probably more important that it would first seem.

And??

So, let's look at the local market:

1. The Chamber of Commerce – a big one. Get them behind us and much of the exposure we seek will be done for us.
2. The 'don't knows' – they've heard all the arguments and still aren't sure. They'll want some simple, convincing arguments.
3. The wavering pragmatist – on the whole, I would say these are people who will be tempted to shop on price. They will make a reasoned choice based on how much they can save and will likely be willing to pay a small premium.

4. The person on a budget – this will be a difficult segment to crack as they need to watch every penny.
5. 'Drive ins' – people from outside of Maleny who come here specifically to shop there or who pop in 'because it's convenient'. As with 4.above, they will need a strong inducement to drive past.
6. The 'we will shop there!' segment – buggered if I know what to do about them...
7. The 'special hunter' – people who will shop there because of the specials they offer – but end up doing their whole grocery purchase there. As with 4. above, they will need strong inducements to 'split' their shopping.
8. The 'We won't shop there' segment – they will need to see a positive side to their boycott.

And, no doubt there are other segments,

Let's look at the message:

Local businesses are/will be under threat

We have a major traffic problem

We have an eyesore

In the long medium?) term, the consumer's best interests will not be served.

We are not an isolated incident

We *can* support our local businesses and local products and people – not because 'we feel we should' but because it makes sense. .

The 'Maleny' brand' can and will give shoppers the 3Cs – cost, choice and convenience.

We do have the power to shape our town's future as we'd like it – not as a cipher on a P&L.

And there are other components of our product I am sure.

Let's look at the vehicles we have to carry the message:

The Range News

Mary Valley Voice

The Sunshine Coast Daily

Caloundra Citizen

Glass Country News

The Courier Mail

National papers

Local and national radio

Local and national TV

The Times of Maleny

The Internet (I put this here only because of the opportunity on line programming may give us)

That's it!

So now, finally, onto the media plan:

There are two threads to both the national and local campaigns – the 'bad news' and the 'good news'. The 'bad news' is a factual exposition of the negative impacts the store has had elsewhere and will have here. The 'good news' is linked very closely to the Supa Rally and the loyalty program.

Local

1. Saturate local media with weekly stories and news
 - a. To do this, we need to carefully craft our message and 'feed it out' in a logical and persuasive way. The media will not be coming to us as they have in the past – we will have to give them articles that will resonate with their readers/listeners. There are four parts to this:
 - i. The release of news as it happens.
 - ii. Letter writing.
 - iii. Responding to articles, letters
 - iv. The packaging of the information we have into a riveting *story*. And it's a good story. Full of stuff most people don't know. Truck turnarounds and predatory pricing and pubs and pedestrians and imported bananas and bad legislation and tales of other towns...etc.
 - b. Cultivate such contacts as Alan Landa and Glenys Green and give them the dot points they need to keep the story alive.
2. Produce and distribute 'Times of Maleny' widely.
3. Dedicate someone to work with JJJ and SeaFM.

4. Assist local businesses and groups with any advertising campaign they undertake.

National

This is more focussed on mid-to long-term 'denting' of the Woolworths' name.

1. Develop personal relationships with selected journalists and 'sell' them on the longer story. This will vary according to the media. I believe James is working with the Fin Rev on the impact of the duopoly in small towns. I am working to convince ABC-on-line that this is a good long term narrative.
2. Get people like 'Macca' excited about what we hope to do – the 'small town that fought back'.
3. Work with groups such as the Pharmacy Guild etc to mount a national advertising campaign.
4. Send out all appropriate local material to selected publications and networks.

Now all that is left is the schedule – an actual spreadsheet that sets out what stories go to what outlets when. And, of course, what ads appear where when.

I am sure the next meeting of the media group will get its teeth into this so we can present it to you all. We are hindered at present as the 'shop local' campaign has not been developed – and this is the very important 'good news' portion of our message.