

Rainbow Youth Communications and Media Policy

This policy covers print and non print sources including magazines, newspapers, radio and television. The social media policy is outlined in Rainbow Youth's IT policy.

Who can talk to the media?

Rainbow Youth spokesperson in the press media is the Executive Director. The Chairperson and the Vice Chairperson of the board may also make comment in the media in collaboration with the Executive Director. When the Executive Director (ED) is absent, the ED will nominate a Rainbow Youth member or staff member. Members and staff can comment in the media with the approval and post a briefing with the Executive Director.

If any other member of the organisation is approached by the media for comment, they should be redirected to the appropriate spokesperson, as outlined above.

What Rainbow Youth makes comment on?

Rainbow Youth provides comment on youth perspectives on queer community events and issues and on events/issues facing the youth sector. Rainbow Youth believes and promotes the human rights of queer young people and may comment on relevant social issues, however, Rainbow Youth does not align itself with any political parties.

One of Rainbow Youth's core values is a strengths based approach and wherever possible comment on young people will be framed in the positive and will highlight young people's strengths, talents and resilience.

When working alongside a young person and the media, Rainbow's Youth role is to support the young person through the issue, Rainbow Youth does not use young people as a vehicle to promote Rainbow Youth.

Media Log

All media comment is logged in the Rainbow Youth computer at **xx** and the log records the name, date, and issue of the person who spoke with the media and name of the media contact is also recorded). This information is used to track patterns and trends, build our own media database and may be used for funding proposals and research.

Communication Plans and Strategy

Rainbow Youth's project plan includes a communication plan which identifies the key messages, target audiences, targeted media and a timeline with general press release, specific information and follows up media timeframes. Rainbow Youth provides the following information statements to media; this ensures that the public is receiving a consistent message.

An example marketing project plan is attached.

Consent for media releases

Rainbow Youth needs written consent to use any person's image on any materials. The consent from is located **xx**.

Rainbow Youth welcomes other organisations using any part of this policy; however Rainbow Youth is not liable or responsible for any policy development by another organisation.

MARKETING PLAN FOR PROJECTS

Goals

- Key question—what is your organisation's main goal (1-2 goals)? What are your communications goals (1-3 goals) and what are the communications goals that will contribute to achieving the overall goal?
- Examples:
Organisational goal: To throw a Ball where all students can come and take a same-sex partner.

Communications goals:

- Build awareness about Rainbow Youth's Organisation.
- Increase understanding of the relationship between discrimination and sexuality in schools.
- Motivate students in high schools to make a stand against it.

Objectives

- Key question—what are 3-5 concrete, specific, measurable (when possible) steps to take to achieve your communications goals? Vague objectives will get you nowhere.
- Examples:
 - Get the support of 2 other organisations or schools that will work together with you to advocate.
 - Increase the number of youth attending the ball by 15%.

Target Audience

- Key question—Who are the 1-3 top audience groups you need to engage to meet your communications objectives and what do you need them to do? Most importantly, what are the wants, habits and preferences of each group?
- Examples:
 - High School Students— Build the awareness to all high school students about the discriminations that happens around school ball season time. Even if a student isn't queer, their friend might be so it is important that it is not acceptable to any student.
 - Staff members of Schools—Build an understanding of Rainbow Youth's role and impact working with queer youth in not only advocacy but also education. To develop relationships with this audience to try and change their stance on school balls and to educate them too.

Best Strategies

- Key question—Given your target audience groups and the actions you want them to take, what are the best ways to motivate them to do so?
- Examples:
 - Branding—Define, convey and reinforce a strong Rainbow Youth brand (the unique way in which the organisation delivers its expertise in improving life for queer youth and the value that it provides) for all target audiences. Consistent, memorable

branding helps your base to keep your organisation top of mind, and spread the word about it.

- Expand marketing reach to engage more individuals in each target audience group.
 - Do this through the media and social media if there is no advertising budget.

Tactics

- Key question—How to deliver the messaging to your audience via these strategies?
- Examples:
 - Organisations “look and feel” —Have strong branding (logo, colors, typefaces) to be used consistently throughout online and offline communications. (ie. a really cool logo for the “prism ball”

Roles and Responsibilities

- Key questions:
 - Who does what?
 - Existing staff? New staff? Outsource?
 - How many hours (per week or month) is it expected to take?
 - What training (if any) is necessary to build necessary skills?

Step-by-Step Work Plan

- Key question—How to roll out the program?
- Elements—Every single task that needs to be done, who tackles each task, start date and deadline for each task

Budget

- Key question—How much is it going to cost?
 - Ideal to begin planning process with an idea of what you can spend so you can plan realistically.
 - Goal is to develop an understanding of greatest ROI (return on investment) and to track budget in coming year.
 - These findings will inform the budget for the following year.

Evaluation

- Key questions—Measure outputs and outcomes.
 - What is working best, so your organisation can do more of it?
 - What targets are engaged and which segments do you need to engage differently?
 - What content is most compelling to your base?
 - What messaging generates action, and what fails to stir the pot?
- Examples:
 - Website usage analytics: “What are the most visited pages on your site” to “what keywords are users searching on to get to your site?”
 - Response rate to direct mail, direct e-mail.
 - Open and click through rates to e-mail fundraising and other e-blasts.
 - Online survey findings and other audience research.

- Change in volume of incoming inquiries from each source (website, volunteer referral).

DEFINITIONS

Audience: Persons who receive an advertisement; individuals who read a newspaper or magazine, listen to a radio broadcast, view a television broadcast, and so on.

Brainstorming: the creative process of group-thinking to come up with ideas on a give subject or problem.

Brand Messaging: creative messaging that presents and maintains a consistent image of a company across all media.

Brand Reputation: How people view the brand. What it represents to them.

Communication: the credible, honest and timely two-way flow of information that develops common understanding and trust.

Communication Strategy: This process outlines how information is going to be communicated to stakeholders and target audiences of a project. It is a tool used for promoting the awareness, knowledge and understanding of a project.

Copy: the text produced by a consultancy for a press release or article. Journalists also refer to their news stories or features as copy.

Crisis Management: having a communications plan in place that can be effectively put into action when something goes wrong for a company or organisation.

Exposure: the extent to which the target audience becomes aware of a person, message, activity, theme or organization through the efforts of publicity.

Internal Communications: communicating with employees and shareholders to inform them of change (for instance during a staff change or procedure change), keep them up to date with company news and developments, or to help achieve the organisations objectives.

Lead: the first sentence of a story that briefly states the essential facts. Often includes the 5 was: who, what, where, when, why.

Logo: a graphic or symbol owned by and representing a company or brand.

Media: channel for the communication of information including newspapers, magazines, radio, TV, mobile phones and the Internet.

Media Contact: an individual who represents a part of the mass media, such as an editor of a publication.

Media kit (also known as a **Press kit**) - A pre-packaged set of promotional materials of an organisation/person/ or project that is sent out to Media for promotional use.

Media Pitch: sometimes referred to as a “pitch.” This is a direct communication to a writer, reporter, blogger or editor via email or telephone in an effort to persuade them to cover your news. Pitches are usually brief and offer information that is customized to the news outlet and editor.

Media Relations: dealing with journalists and building good working relationships with the broadcast, print and online media.

Messages: agreed words or statements that an organization wants to convey to third parties, such as the media, customers, partners or shareholders, for example.

News release (Press Release) - A [public relations tool](#) that is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value.

Print Media – Media that is printed. Eg. News Papers, Magazines.

Publicity - A message containing information that concerns a person, group, event, or product that is distributed through various media to attract public notice.

Stakeholder: a person or group with an interest in a business or organisation.

Target Audience – The group of people you are wanting to reach.

Viral Campaign: a communications campaign designed to spread messages rapidly – typically via the Internet. The audience is encouraged to pass a message or video or link on to all of their email contacts.