

Key Messages

Call to Action:

On September 17-19, join with tens of thousands of Canadians to Stand Up and tell our government to get back on track and keep its promises at home and abroad. Millions of people around the world will Stand Up. Canada can Stand Up too.

Stand Up is three days of global action where millions of people around the world “Stand Up and Take Action” to show their support for the fight against poverty at home and abroad. In Canada, we Stand Up to show our government that Canadians want Canada to keep its promises to end poverty here at home and abroad.

In Canada, we call on our government to keep its promises to end poverty at home and abroad. We want to see concrete plans that will show how our government will be taking steps towards ending poverty at home and abroad. And we want our government to be accountable to Canadian citizens.

Why is the year 2010 so important?

From September 20 – 22, the United Nations will be holding a Millennium Development Goals (MDGs) Review Summit in New York. This Summit is the last big moment to pressure countries to develop and implement 5 year actions plans with policies that will get the MDGs back on track and achieved by 2015.

In Canada, there is great momentum building for provincial and territorial poverty reduction plans as well as a national poverty reduction plan. 2010 is our year to significantly build on that momentum.

Ending poverty in Canada and around the world is possible. We have the solutions. What we need is the political will.

Strong Millennium Development Goals breakthrough plans are key to achieving and going beyond the MDGs. These goals are achievable. During the September United Nations MDG summit, leaders should develop the policies and implementation plans needed to achieve the MDGs in 5 years.

Poverty reduction plans and laws are key to achieving and exceeding the MDGs and ending poverty in Canada and abroad.

Canada has repeatedly promised to give 0.7 percent of our national income to foreign aid. We are not even half way. Canada needs to develop a 10 year plan to achieve the 0.7 percent target of our national income.

We want to see Canada adopt and follow plans to reduce poverty at home and abroad.

- Six out of the 10 provinces have adopted poverty reduction plans and are waiting on the federal government to step up to the plate too and adopt a national poverty reduction plan.
- The MDGs can be achieved by 2015 with an effective breakthrough plan. The world is waiting on Canada to lead with effective policies to meet the MDGs.

Canada needs to step up efforts to achieve all of the Millennium Development Goals by 2015. We can't do this without unfreezing the aid budget and getting back to a plan to achieve 0.7%.

Sample Media Advisory

Looking to publicize your event?

One way you can do this is through the local media. Check out our sample media advisory below to help you get media attention at your Stand Up event.

Top 8 Points to Remember:

- Release date should be 3 to 5 days in advance of your event
- Follow up with media the day before your event to ensure that they have received your advisory
- Keep the advisory to 1 page only
- Emphasize the local relevance of your event; invite local personalities to your event (MPs, mayor, other community leaders, local musicians, actors, etc)
- Try to target the right reporters or right sections who would be most interested in your release. Don't be afraid to call up and ask who the right person is to send your release to.
- Appoint a spokesperson who can do interviews at the event
- Appoint a contact person for any journalists and photographers who attend the event.
- Appoint someone to take photos of the event and obtain quotes from participants

We'd love to hear of any success you've had with your local media! Please let us know if you've had a picture, story or mention of your event published. Email standup@makepovertyhistory.ca.

News Advisory – Sample

For Immediate Release: September __, 2010 *[release date should be 3 to 5 days in advance of September 17. Follow up with media the day before your event to ensure that they have received your advisory – Keep the advisory to 1 page only.]*

(U of “P” Students or “Pleasantville” Residents) Join Millions Around the
World to
“Stand Up and Take Action” to Make Poverty History

What: Stand Up, Take Action Days to Make Poverty History
When: ***[list date and time]***
Where: ***[give exact address of your event]***
Who: ***[specify who is involved]***
Contact: ***(your local contact...name, phone and email)***

Opening sentence should be a description of your event highlighting the presence of a local celeb or well-known personality.....EXAMPLE. Mayor Martha Manners will ring the City Hall bell at 2pm on Sept 18, as [Pleasantville] residents STAND UP and Take Action. Local guitarist John Doe, who recently won a Juno for his solo album, will play as the participants take the STAND UP pledge and form themselves into a human symbol “.7% in 2010”. This year’s [Pleasantville] STAND UP is organized by the local chapter of Make Poverty History and will emphasize the important role Canada can play at the United Nations Millennium Development Goals Review Summit September 20-22. The gathering will urge the government to support bold actions to get the 8 Millennium Development Goals back on track to be achieved by 2015.

“Stand Up and Take Action” is a world wide event co-ordinated by the Millennium Development Goals Campaign. <http://www.standagainstopoverty.org/>.

“Stand Up and Take Action” is coordinated in Canada by Make Poverty History. Make Poverty History is part of the Global Call to Action Against Poverty (GCAP), the world’s largest anti-poverty coalition, made up of national campaigns in over 100 countries. In Canada, over a quarter of a million people have signed on to the campaign. For more information, please visit www.makepovertyhistory.ca/standup.

How to Master A Media Interview

Prepare Yourself:

- Know what the person interviewing you expects and hopes to gain from the interview.
- Focus your “key points” and stick to them. Don’t begin talking about something else.
- Stick to some basic interview dos and don’ts.

Unwritten Rules:

- Consider any conversation with a journalist an interview.
- Once you’ve given something away...don’t expect to get it back.
- Always assume a journalist will print anything you say.
- For radio or television, always assume your microphone or camera is on.

Set up:

- Prepare ahead of time.
- Ask what type and length of interview you’ll be doing.
- Be aware and prepared for a “pre-interview”.
- Know the subject areas to be discussed and the “big picture”.
- **Make sure reporter’s deadlines are respected.**

The Interview:

You should know what type of interview you will be giving:

- Ask what you will be speaking about.
- Ask how long the interview will take.
- If it’s a broadcast interview, when will it air? Is it “live”?

Keep in mind:

- How long your answers should be, sometimes you will need to give short answers.
- What type of people you will be speaking to (insure your words are appropriate for the audience)
- How often you want to say your “key points.”

Newspaper journalist:

- You can give much longer answers. There is room for explanation and details.
- Remember to sprinkle your “key points” while you are being interviewed.
- Try to remember to say something “quotable” or “memorable” to the reporter.

Broadcast: News/Short Feature:

- Think in short and catchy answers.
- Don’t forget to include your “key points.”
- Try not to use the interviewer’s name.
- Try not to say the date and time you are being interviewed. The news you see on television is often recycled and re-used in a 24-hour period.

Telephone Interviews (Radio/Print):

- Request to phone back a reporter if deadline time allows. This will ensure that you are prepared and allows time to review key message points
- Maintain an interview atmosphere – even from your home

- For radio, use succinct points but be descriptive with use of words.

Your Message:

Take the time to prepare for an interview. It's time well invested.

- Know what you want to say ahead of time.
- Prepare three main "key points." These are things you want to clearly get across to the person interviewing you. Too many messages might get confusing.
- Always think about the person or people you will be speaking to.
- Don't memorize what you are going to say. It doesn't sound natural.
- Use key words and phrases to prepare yourself.
- Try to answer all the questions.
- Techniques for returning to your message. ("bridges")

Important Rules:

1. Avoid confusing terms or words. Beware of short forms or acronyms.

Example: MDGs – Millennium Development Goals, CRC-Convention on the Rights of the Child

2. Translate information. Try to help people understand difficult concepts.

3. Don't repeat the negative if you're responding to a critical question. Repeating the interviewer's words could be damaging.

Example:

Question:

Isn't your hope that Canada will increase spending on foreign aid unrealistic?

Answer:

Some may think increases to foreign aid is unrealistic but we believe...

Better Answer:

We believe that the Canadian government has the opportunity...

4. Correct any misinformation in the question before you answer it.

Example:

Question:

I understand that all local MPs will attend today's event

Answer:

Actually, we have invited all local MPs...

“Bridges”

“Bridges” can be used to help deal with negative questions. When you don’t want to answer directly or you want to take control of the interview by returning to your own messages, try to acknowledge the question, then use the “bridge” or transition line to re-focus the interview.

- a) “The real issue is...”
- b) “Our main concern is...”
- c) “Let me tell you what we are doing...”
- d) Let me explain what’s happening...”
- e) “What’s important here is...”

Presentation:

Most importantly, be yourself. Be natural. If you appear artificial, people won’t believe what you are trying to say.

- Never read your comments even on radio when you think no one can see you.
- Vary the way you say things. But make sure it’s natural.
- Be enthusiastic and happy if you feel you can.
- Don’t memorize what you are going to say. You will appear as if you have practiced what you are trying to say.

Appearance is very important for television.

- Try to eliminate any distractions.
- Avoid flashy colours or patterns, prints, large jewellery and unusual hairstyles.
- Try to appear as though you are interested.
- Always look at the person asking the questions when you can.
- Sit on jackets tails to avoid bunching at the shoulders.
- Make sure you are neatly dressed. You’ll appear more confident that way.

The Five “Cs” for a Good Interview:

- Be Clear
- Be Concise (Short)
- Be Conversational (Speak as if you are speaking to people you know)
- Provide Content (Give the journalist something to go on but remember your “key points.”)
- Be Consistent (Don’t change your mind half way through the interview.)