

Be aware of media deadlines. Generally, an event that is too late in the day or near a holiday will miss broadcast or press deadlines. On the other hand if you have some bad news to deliver, later on a Friday afternoon may be ideal!

If you have a document or questionnaire that you will be referring to make sure there is a copy for everyone and a copy you can hold up for a photographer or television camera.

It is a good idea to send out notification for the press conference well in advance, then a reminder a few days before the actual press conference.

And finally, media like to be fed and watered. It does not hurt to let them know coffee and croissants will be served.

Building Media relations

Believe it or not, media are people too. Get to know them whenever possible. Invite them for coffee, talk to them when they come to your press conference, or call them on the phone occasionally to let them know what your group is doing.

There is no guarantee that the media will carry your message or cover your event, but they will never cover your event if you never call them.

What to do if you or your party are accused of something

Sometime other parties, organizations, or individuals may accuse you of doing something wrong. If they are right and you DID do something wrong, you owe it to yourself or the party to set things straight. If you did NOT do what you are accused of, you must clear things up in the public eye. Either way, remember some of the basic rules about press conferences, press releases, and media relations, then consider taking the following steps IMMEDIATELY:

- Express your concern about what MAY have happened;
- Promise to look into it and suggest a general timetable for the investigation;
- Promise to release details of the investigation;
- Point out the accusation may be false;
- Promise to review the final investigation report and say you will set things right if the accusations are true (and remember to be seen to do it!)

Tips for Radio Interviews:

Never say 'no comment'. People will assume you are hiding something and in politics perception is reality. If you are caught off guard either rephrase the question into the question you would have liked to have been asked, and then answer your question or ask your interviewer if you can return the call later in the day. This will give you time to collect your thoughts. This is fairly common and accepted practice. However, if you offer to call back later, remember to do so. You must establish a reputation for promptly returning calls. In this way the media is sure to call back.

On The Spot Completion of Questionnaire

Thank you for helping our campaign by conducting this survey. Please read the survey and these notes before you knock on any doors.

The purpose of the survey is two-fold:

- a) To identify issues of interest to residents and upon which we can campaign and include in our newsletter.
 - b) To demonstrate personally our concern about the area, our willingness to help people and that we are working all the year round - not just before an election.
1. Call at each door and show them a copy of the survey. Here is a Sample script where you ask the voter to fill out the questionnaire while you wait:

"Hello, my name is and I am a volunteer with the political party. We are in the process of consulting with local residents about matters that they may be concerned about.

We have a questionnaire about some local issues. Would it be possible for you to take two minutes to fill it out? Thank-you for help."

2. Ask if they would like to fill out the questionnaire or mention anything to us which is in need of attention.
3. Do not suggest in anyway that this is a canvass. We are not looking for votes - but for issues.
4. Either collect the filled out questionnaire or make a careful note of their name and address and any comments made.
5. Assure them that we will do what we can and that we will be in touch again.
6. Record any other information which may be useful e.g. potential helper, additional information on voting, etc.
7. Make sure that you leave a calling slip with everyone you see. Emphasise that if they would ever like to get in touch, we would be very pleased to hear from them.
8. If they are out, just push a calling slip right through the letterbox.

Thank you again for your help. Please come again.

Collection of Questionnaire by "Returning to the Door" Instructions for Helpers

Thank you for helping our campaign by conducting this survey. Please read the survey and these notes before you knock on any doors.

The purpose of the survey is two-fold:

- a. To identify issues of interest to residents and upon which we can campaign and include in our newsletter.
 - b. To demonstrate personally our concern about the area, our willingness to help people and that we are working all the year round - not just before an election.
1. Call at each door and show them a copy of the survey leaflet and say:

"Hello, my name is and I am a volunteer with the political party. We are conducting a resident survey in the area at the moment and I'd like to see if there is anyone at home who might be able to spare a few minutes to fill in the questionnaire. There are only about ten questions and we will pop back in half an hour to pick it up. To save us from disturbing you again, could you possibly leave the form sticking out of your letter box so we can collect it without bothering you."

2. Do not suggest in anyway that this is a canvass. We are not looking for votes - but for issues.
3. When you call back to collect the survey from check to see if the name and address has been filled in. If it has been left blank make sure you write the house number on the form..
4. Make sure that you leave a calling slip with everyone you see. Emphasize that if they would ever like to get in touch, we would be very pleased to hear from them.
5. If they are out, just push a calling slip right though the letterbox.

Thank you again for your help. Please come again.

Collection of Questionnaire upon Announcement Instructions for Helpers

Thank you for helping our campaign by conducting this survey. Survey forms have been delivered to each home that you will be calling on. Please read the survey and these notes before you knock on any doors.

The purpose of the survey is two-fold:

- a. To identify issues of interest to residents and upon which we can campaign and include in our newsletter.
- b. To demonstrate personally our concern about the area, our willingness to help people and that we are working all the year round - not just before an election.

1. Call at each door and show them a copy of the survey leaflet and say:

"Hello, my name is and I am a volunteer with the political party. We delivered this survey form to you asking if you had any suggestions to help our campaign to improve the area and to see if there is any way in which we can be of service to you."

2. Ask if they would like to return the survey form or mention anything to us which is in need or attention.
3. Do not suggest in anyway that this is a canvass. We are not looking for votes - but for issues.
4. Either collect the survey form or make a careful note of their name and address and any comments made.
5. Assure them that we will do what we can and that we will be in touch again.
6. Record any other information which may be useful e.g. postal vote required, potential helper, etc.
7. Make sure that you leave a calling slip with everyone you see. Emphasize that if they would ever like to get in touch, we would be very pleased to hear from them.
8. If they are out, just push a calling slip right though the letterbox.

Thank you again for your help. Please come again.

Voter Log

Poll #: _____

Date Canvassed: _____

Street name: _____

Canvasser: _____

#	House #	Voter's Name(s)	# of voters in Household	Telephone	Comments
1.					
2.					
3.					
4.					
5.					
6.					
7.					
8.					
9.					
10.					
11.					
12.					
13.					
15.					
16.					
17.					
18.					
19.					
20.					

Return to:
Branch Office, Name
Address, telephone, fax