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MEDIA MANAGEMENT – ACHIEVING POLITICAL GOALS ON A MINIMAL BUDGET. IUT. LISBON 2023

CLAUS HØJTE

DIRECTOR, UNION OF TENANTS IN COPENHAGEN (LLO)

EXPERIENCES FROM DENMARK FOR INSPIRATION

- Do the media work the same way across the world? Experiences from Denmark
- Presumably some common conditions
 - Demands for production on many platforms per media (paper, TV, radio, Some)
 - For most journalists, especially on local media: Little time for digging and examination
 - Media compete for the same readers/viewers/listeners: It has to be short, conspicuous and with a human angle. Feelings are important. Social indignation is a winner
 - Journalists belong to the middle class, which limits their view

WHAT IS OUR OBJECTIVE

- What do we want as the output from our work with the media
 - Branding
 - Improving our member(s) individual conditions
 - Raising public interest or indignation
 - Reaching politicians
 - All of them – if possible?
- An important decision every time

OUR ADVANTAGES

- Busy journalists, must deliver for different platforms
- We are the good guys
- We can provide stories from real life – often David versus Goliath. The tenant versus the large company, the poor versus the rich. If lack of maintenance or other poor conditions: Pictures
- We know things

OUR DISADVANTAGE

- Busy journalists: They have no time for digging. They have little time for listening or understanding structural problems
- We have no money
- Reluctant tenants – they are afraid of reprisals or just not wanting their personal life exposed
- It takes time an effort to build a story – time missing elsewhere in our work



BUILDING THE STORY

- What do you want, what is your objective
- The news hook (indignation, drama, good pictures, human despair, changing conditions)
- The facts – must be indisputable, if checked
- The case (The issue and the persons affected)
- The perspective
- The survey, statistics – could be the news hook

A PIECE OF GOOD ADVICE

- Always be available for the journalist. Always answer the phone and help any journalist. They will remember you
- Devil in the details – planning, make it easy for the journalist
 - A case, a drama, a political claim, contacts, coordination with cases
- Let the journalist take the lead (they don't want to be lead)
- Keep going, adjust, never give in
- Always think of, what's in it for the middle class
- Use the social media for boosting your media appearances

BUILD YOUR OWN STORY

- Choose a real situation, where you want media attention
- What will you do? – use the input
- Present it to the others in your group
- Let them give you advice on it
- Present your revised plan
- Go home and do it 😊