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Unit Code	MCC559
Unit name	Media Relations
Enrolment mode	Internal
Date	14 th May 2012
Assignment number	3
Assignment name	Opposing poker machine reforms
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157 words from the fact sheet were not exactly reworded but were referenced.

OPPOSING POKER MACHINE REFORMS

Media Relations Campaign and Media-Kit

Lexmilian S. R. B. de Mello

2012



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[Clubs Australia is committed to helping problem gamblers and that is why we oppose poker machine reforms. It does not matter what is done to ban activity, problem gamblers will always find a way to gamble. Poker machine reforms are un-Australian and won't work. Counselling and exclusion programs are there for a purpose and that is what this campaign is about.]

Student Number: 3188 5882
Day & Time of Tutorial: Friday, 11:00
Lecturer Name: Christina Tan
Due Date: 14th May 2012

Word Count: 1560 (1911) – 505 (546)

Declaration: “I certify that I can provide a copy of the attached assignment if required” - “I certify that the attached assignment is my own work and that all material drawn from other sources has been fully acknowledged”

Signed: 

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1.0 BRIEF

'Clubs Australia' is the federated organization of clubs in every State and Territory representing over 4,000 clubs and 65,000 employees Australia wide (ClubsAus, 2012). Clubs Australia constitutes a not-for-profit set of operations whose purpose is to provide infrastructure and services to nationwide communities (ClubsAus, 2012). The organization supplies in-kind social contributions and assists communities through employment and training (ClubsAus, 2012). It gathers individuals from all walks of life with many different interests. The primary purpose of the organization lies in addressing the needs of their guests, members, and broader community (ClubsAus, 2012).

2.0 RELEVANT ISSUES

On February 26, 2010, the productivity commission issued a final report to the Australian government which has since been publically released (Australian government productivity commission, 2010).

The productivity commission, as cited in Xenophon (2010), highlighted the following issues:

- ~115,000 problem gamblers nationwide.
- ~280,000 gamblers at moderate risk to addiction
- The social cost of gambling is at least \$4.7 billion a year.
- ~600,000 Australians play at least weekly on pokies; and
- ~15% of these gamblers are problem gamblers with a share of 40% in spending on machines.

It is, however, our view that only 0.5% of the population can be categorized as problem gamblers and the benefits to society outweigh any negatives on a nationwide consensus. Government proposals to limit gambling (by May 2012) pose a legal threat to the livelihood of society (Krelle, 2010).

3.0 RESEARCH REQUIRED FOR IMPLEMENTATION

It is essential for 'Clubs Australia' to obtain a thorough analysis of the public's support for gambling as a recreational venture. Ms Prime minister Gillard is in need of research data that completely dispels such myths of gambling being rated as a major societal problem. It is intended that a concise research be done outlining the following facets:

- Polling
- Focus groups
- Interviews editors and key opinion leaders
- Internet surveys
- Phone and email surveys

An epistemological research on problem gamblers ought to also be made with focus on key characteristics imbued in problem gamblers and thus a proactive effort to assist them shall be devised.

<i>Persistent and recurrent maladaptive gambling behavior as indicated by five (or more) of the following:</i>	
Preoccupation	Preoccupied with gambling (eg, preoccupied with reliving past gambling experiences, hand-capping or planning the next venture, or thinking of ways to get money with which to gamble)
Tolerance	Needs to gamble with increasing amounts of money to achieve the desired excitement
Withdrawal	Restlessness or irritability when attempting to cut down or stop gambling
Escape	Gambling as a way of escaping from problems or relieving dysphoric mood (eg, feelings of helplessness, guilt, anxiety, or depression)
Chasing losses	After losing money gambling, often return another day to get even ("chasing one's losses")
Lying	Lies to family members, therapists, or others to conceal the extent of involvement with gambling
Loss of control	Made repeated unsuccessful efforts to control, cut back, or stop gambling
Illegal acts	Committed illegal acts, such as forgery, fraud, theft, or embezzlement, to finance gambling
Risk significant relationship	Jeopardized or lost a significant relationship, job, educational, or career opportunity because of gambling
Bailout	Reliance on others to provide money to relieve a desperate financial situation caused by gambling
<i>The gambling behavior is not better accounted for by a manic episode</i>	

Figure 1: Diagnostic Criteria for Pathological Gambling (Volberg, 2002, p.172)

4.0 GOALS/OBJECTIVES AND STRATEGY

Our media campaign will focus on aspects that gambling is a contributor to public health and thus an important facet in liberal society – it is in fact good for us (Basham & Luik, 2011)! Gambling is a source of recreation and thus a necessity in any democratic society (Basham & Luik, 2011). If gambling were to be rigidly controlled where would that leave lottery players?

It is our objective to highlight the importance for products also to be promoted through the use of gambling activities and competitions (FitzGerald & Fisher, 1997). Dreaming about gambling as an ethical epitome to hope validates our strategy as morally sound – it is also a way to reduce anxiety and stress (Basham & Luik, 2011).

Government officials need to be informed that we, at Clubs Australia, are also committed to protecting vulnerable groups. Young people are susceptible to excessive gambling and have our help (FitzGerald & Fisher, 1997). In our campaign for less strict regulations we shall justify the interests of Clubs Australia by focusing on mandates of the Productivity Commission:

- Individual actions based on adequately informed and rational decision-making will generally accord with the best interests of the individual concerned;
- If there are no impacts on other people resulting from these actions which are not accounted for, then what is in the individual's best interest will also be best for society, and;

- If this is the case, there is no way that governments could intervene in individual's decisions that would improve the welfare of either the individuals concerned or society more broadly. (Productivity Commission, 1999, p.43 as cited on Collins & Lapsley, 2003).

5.0 KEY MEDIA AND RATIONALE



George Negus

“George currently presents Dateline - the SBS flagship current affairs program. In 2004, George hosted George Negus Tonight on ABC Television.

George was a founding member of 60 Minutes, Australian television's most successful program ever, his eight year stint on the show raising him to a position of extraordinary public prominence. His reputation was further enhanced by his role as presenter of the ABC's highly regarded international affairs program, Foreign Correspondent.” (Australian Network Entertainment, 2011)

“Sandra is enjoying her 12th year as the national anchor for Network Ten's Late News with Sports Tonight. As well as presenting, she is also the show's Senior Editor and plays an integral role in



Sandra Sully

producing and compiling the bulletin.” (Australian Network Ent., 2011)

The following key newspaper agencies pertaining to each state shall also be used as key media sources:

- Sydney Morning Herald
- The Advertiser
- The Age
- The Australian
- The Mercury
- The Northern Territory News
- The West Australian

- Canberra Times
- Courier Mail

The reason being that newspapers rank highest in believability and it provides high local coverage and immediate delivery of “Clubs Australia’s” message (Using advertising media more effectively, n.d.).

It is an interactive medium and most have an extraordinarily high Sunday readership.

When it comes to radio coverage mainly ABC national FM news stations shall be contacted but availability of air-time shall be made available for other radio stations if approached by them individually.

The following lists key radio stations utilized in our campaign:

ABC News Radio	2PB	103.9	Canberra	ABC news & parliament
ABC Classic FM	2ABCFM	92.9	Sydney	ABC classical - DAB+
ABC Classic FM	3ABCFM	105.9	Melbourne	ABC classical - DAB+
ABC Classic FM	4ABCFM	106.1	Brisbane	ABC classical - DAB+
Triple J	5JJJ	105.5	Adelaide	ABC new music - DAB+
ABC News Radio	6PR	106.5	Perth	ABC news & parliament - DAB+
Triple J	7JJJ	92.9	Southern Tas, East Coast, Midlands	ABC new music
ABC News Radio	8PNN	102.5	Darwin	ABC news & parliament

The advantages of using radio as a medium to convey our message lies in the frequency we are able to relay our message. After initial trials in the stations above our organization can then focus on community stations to reach to local audiences. There is also a low

cost per thousand exposures and radio media allows us to reach an exclusive and captive mobile audience (Using advertising media more effectively, n.d.).

As part of our media campaign we shall not directly approach magazines but we shall have case articles pre-prepared in case we are approached by any. Magazines have long lead times and has a poor local coverage and it is not possible to deliver the message with a high frequency hence it is on the low priority of mediums (Using advertising media more effectively, n.d.).

The focus of our media campaign, and improvised sources for projecting our image, will centralize around states that have a higher ratio of poker machines per capita, indicated below.

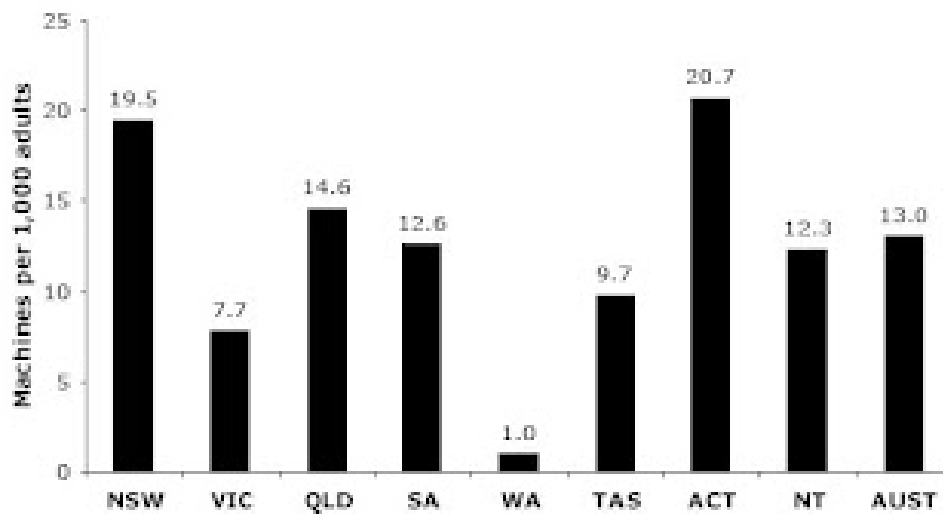


Figure 2: Gaming machines per 1,000 adults in Australia by state/territory (Saturday Forum, 2008)

6.0 KEY MESSAGES

- ✓ The Federal Government poker machine reforms will destroy many clubs and hence impact community groups and charities that rely on their financial support (Grafton, 2011).
- ✓ The ability of any individual to spend money as he or she pleases is an important factor for a truly free and liberal society (Basham & Luik, 2011).
- ✓ Proposals will force problem gamblers to online gambling instead which have no betting limits (Grafton, 2011).
- ✓ Chronic gamblers have been able to stop gambling and return to a normal life after undergoing counseling and attendance at a gamblers anonymous meeting. Clubs Australia can help distraught minorities from suicide (Carter, 2002).
- ✓ Research evidence suggests that consumers are the best judges of their own gambling welfare – the vast majorities of those who gamble do so in a rational self-controlled manner and view it as a form of entertainment (Walker, 2007, p. 152 as adapted and cited in Basham & Luik, 2011).

“A person may be considered irrational if he willingly engages in, and later regrets, activities that are harmful to him. Indeed, there are people who exhibit compulsive and self-destructive.”

(Basham & Luik, 2011)

7.0 MEDIA RELATION TACTICS

It is our intent to portray gambling as more acceptable to government officials and as a source of funding for jobs with good benefits for the unemployed (The American City & County, 2010). It is thus imperative that gambling, in particular pokies, be perceived as a neutral form of entertainment and mayhap even a positive force to attain better economic development (The American City & County, 2010).

Juetten (2012) cites the following media tactics of which we shall implement on our campaign:

1. Write articles for the media that have the greatest influence on focus groups.
2. Post articles to online directories and newsgroups, such as:
 - ABC
 - Albany Weekender
 - BigPond News
 - Brisbane Times
 - Business Day
 - **Canberra Times**
 - Carsguide (car related raffles)
 - **Courier Mail**
 - Crikey]
 - Financial Review
 - Google News
 - Green Left Weekly (a challenge)
 - Herald Sun
 - <http://www.articleteller.com>
 - <http://www.ezinearticles.com>
 - <http://www.ideamarketers.com>
 - Il Globo – La Fiamma
 - News.com.au
 - Newcastle Herald
 - Ninemsn
 - Perth Now
 - **Sydney Morning Herald**

- **The Advertiser**
- The Advocate
- **The Age**
- **The Australian**
- The Daily Telegraph
- **The Mercury**
- **The Northern Territory News**
- **The West Australian**
- WA Business News

(Bold indicates major state newspapers – newspaper sources obtained online)

3. Leverage articles in the press with speeches and radio interviews.
4. Establish key individuals which may serve as an expert for consultation by reporters.
5. Launch and sustain a quality e-newsletter for support of problem gamblers.
6. Stage webinars, teleseminars and small scale seminars to concerned community groups.
7. Share meeting notices with local papers.
8. Share valuable information by request.
9. Write press releases about community support and involvement targeting correct reporters.
10. Organize conjoined gambling raffles to raise money for community causes.

8.0 SCHEDULE

11/06/2012 Lead newspapers contacted with proposal article.

12/06/2012-30/06/2012 Newspaper article sent for review.

02/07/2012 National radio stations contacted and given air-time.

03/07/2012 Online journalist sources contacted with wave one of articles.

16/07/2012 News presenters notified of availability and put on hold until air-time becomes available.

30/07/2012 Community radio stations contacted and given air-time if requested.

06/08/2012 Wave 2 of journal articles disseminated to journalists online and to the newspaper media.

07/08/2012 News presenters contacted a second time for follow up and TV presenting dates established.

08/08/2012 New schedule devised

Schedule 2 focal points: Provision of a documentary on poker reforms to be established and aired on TV.

Heavy marketing ideals taken into account for the campaign process. Constant dissemination of information through newspapers at regular intervals through a prolonged period of time – soft core tactics, ie: articles about local benefits of gambling in society.

9.0 EVALUATION FOR SUCCESS – (Coffman, 2002)

A. Challenges and Stumbling Blocks – is intervention going to be necessary during the campaign? Is the public aware of our message in the correct context? Do we have the necessary tools and resources to adapt during the campaign?

B. Front-End versus Back-End evaluation, ie:

Strength and weaknesses during campaign;

Effort required through different media;

Effect of change as schedule progresses; and

Community level change observations.

C. Different Perspectives and Criticisms of the Field – will it be morally unethical to preach the message of a safe gambling environment to certain community groups? What publics will emerge during the campaign and how do we accommodate for them?

D. Monitoring of public reaction, ie:

Table 2: Transtheoretical stages of change model (Coffman, 2002)

Stage of Change	Description
1) Precontemplation	Target audiences do not see the proposed behavior as relevant to their needs and wants because they are unaware of the opportunity or believe it does not apply to them.
2) Contemplation	Target audiences consider or contemplate doing the behavior.
3) Preparation	Target audiences develop an intention to perform the behavior in the near future and attempt to adopt the behavior.
4) Action	Target audiences move to action because they perceive the behavior to have greater benefits, lower costs, increased social pressures, and more behavioral control than current behavior.
5) Maintenance	Target audiences maintain the behavior because they feel rewarded and are reminded about the benefits of the action.

E. Outcomes and Measures

Knowledge/awareness

Saliency in contrast to other current news agendas

Public attitude

Fitting campaign in with norm ideals

Self-efficacy of problem gamblers and behaviour

Gradual effects on policy change to be noticed

F. Methods

Newspaper tracking

Television tracking

Radio tracking

Web site monitoring

Third party assessment and opinion

10.0 MEDIA KIT

10.1 BACKGROUNDER

MP Andrew Wilkie's proposed controversial gambling reforms are unlikely to take place before 2016 (Rhodes, 2012). The public health perceives gambling as a behavior people have indulged for millennia and that there are potential benefits arising from communities and individuals involved in gambling activities and that the general stance towards gambling should be of harm reduction (Poulin, 2006).

Claims licensed poker machine clubs will close 'are hysterical nonsense', World Vision Australia CEO Tim Costello said (Langford, 2011).

Our governments currently have within disposal the means of creating control measures to inhibit the problem of problem gamblers nationwide. By applying strategies learnt from tobacco companies we could act more responsible when it comes to gambling (Poulin, 2006). Techniques such as the ban of advertising of gambling activities and the adoption of plain packaging of gambling products with warning labels that gambling may be addictive ought to suffice as control measures (Poulin, 2006).

Even Tony Abbott shows strengthened support towards the gaming industry by stating that Australia had only a 'relatively small number' of problem gamblers (Franklin & Don, 2011). Mr Abbott also clearly stated that gambling clubs and hotels are 'an important part of our

social fabric' (Franklin & Don, 2011). Furthermore, Mr Wilkie's struck deal with Labour states that gamblers would be required to set limits on how much they could lose on poker machines (Rhodes, 2012).

Research has shown that gamblers respond well to gambling addiction treatment and the majority are expected to gain benefits from it (Ladouceur, 2005). Studies have shown that 72% of gamblers who receive treatment control their gambling 6 months post-treatment whilst 50% were in control for one year post-treatment and 27% for two years (Ladouceur, 2005).

10.2 FACTS SHEET

Basham & Luik (2011) state the following key benefits to gambling:

- Gambling is a net contributor to public health.
- Gambling practices warrant a liberal society.
- Gambling is a recreational outlet.
- Gambling is a terrific form of entertainment.
- Gamblers are not fooled about aspects of gambling.
- Gambling provides release from stress and boredom.
- Gambling may promote emotional and physical health.
- Gambling may promote a sense of freedom, independence and autonomy; enhanced self-competence, improved sense of self-worth/esteem, self-reliance and self-confidence; better ability to relate to others; enhanced creative ability; increased

cognitive efficiency, including better problem-solving ability; greater adaptability and resilience; an improved sense of humour; greater joy from life and enhanced perceived quality of life; a more balanced competitiveness; a more positive outlook; and a reduced personal sense of social alienation.

- Mental activity imposed by gambling may ward off pensioner defects in mental degenerative diseases.
- Gaming is attractive to consumers because it usually offers a nice comfortable controlled social environment.

The Queensland government (2012) recommends the following responsible gambling tips:

- Do not resort to gambling as an escape from stress or boredom alone.
- Gamble for the fun involved and not the money.
- Establish limits in gambling and do not exceed it.
- Do not attempt to regain losses, instead leave and walk away.
- Only gamble what you can afford to lose.
- Stay in control and think about the ones that need you.

Contact Gambling Helpline

1800 858 858 (24 hours, 7 days)

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