

Communicating for a purpose

Do you want to create content that will attract print and online media?



Too much information? Communicating for a purpose

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Communication planning can take a lesson from theatre improvisation.

To create a believable script you need to know who you are, where you are and what you want.



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1) Know who you are



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2) Know where you are



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3) Know what you want



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3) Know what you want



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3) Know what you want



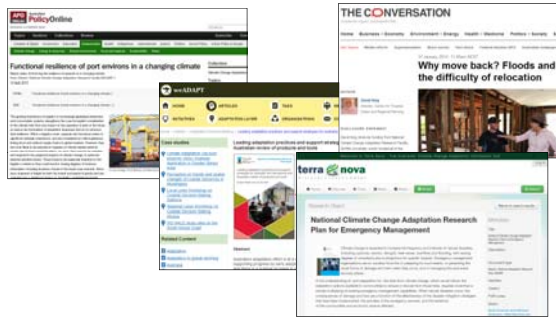
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3) Know what you want



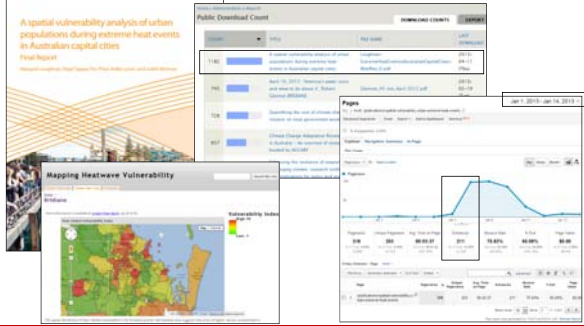
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Trust and assumptions



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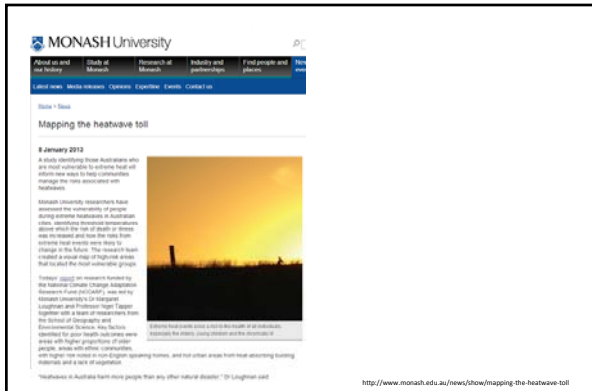
Layers



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Bloomberg

Wildfire Spread Amid Catastrophic Heatwaves in Australia

The South Pacific island nation of Australia is being hit by a combination of extreme heat and drought, which is fueling a wildfire season that is spreading rapidly across the country. The fire season is expected to last through the end of the year, and is expected to be one of the most severe in the country's history.

Wildfire

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<http://www.bloomberg.com/news/2013-01-07/catastrophic-wildfire-conditions-threaten-australia-s-new-estate.html>

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JakartaGlobe

Catastrophic Wildfire Conditions Threaten Australia's NSW

The South Pacific island nation of Australia is being hit by a combination of extreme heat and drought, which is fueling a wildfire season that is spreading rapidly across the country. The fire season is expected to last through the end of the year, and is expected to be one of the most severe in the country's history.

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THE CONVERSATION

Strategies for coping with extremely hot weather

As temperatures rise across Australia, experts are offering advice on how to stay safe and healthy during the summer months. This includes staying hydrated, wearing protective clothing, and avoiding outdoor activities during the hottest parts of the day.

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702 ABC Sydney (Sydney) Drive - 8/1/2013 4:47 PM

James Valentine

Host joined by Dr Margaret Loughnan, research fellow, School of Geography and Environmental Science, Monash University to discuss the effects of heatwaves on the community. Loughnan says there has been many heatwaves across Australia in recent years. Loughnan talks about the high number of deaths occurring in heatwaves across the country. Loughnan says planning is needed for heatwaves to assist the community. Loughnan says heatwave plans are in place for most state govts across the country. Loughnan says 'greener cities are cooler cities' and should be considered. Loughnan says a report has been released today on the NCCARF website.

Interviewees: Dr Margaret Loughnan, research fellow, School of Geography and Environmental Science, Monash University

Duration: 0:10

Summary ID: 500051732513

This program or part thereof is syndicated to the following 1 station(s): ABC Central Coast (Erina)

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| Audience | |
|------------------------|--------|
| Male 16+ | 31,500 |
| Female 16+ | 50,400 |
| All People | 82,600 |
| Advertising Spots Rate | 17,000 |

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Media24

Lives on the line in extreme heat

High temperatures across Australia are putting lives at risk as a wildfire season rages. Experts warn that the combination of extreme heat and drought is creating ideal conditions for fires to spread.

DANGER SPOTS

A map of Australia highlights areas at high risk of wildfires, including parts of New South Wales, Victoria, and Queensland.

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ABC NEWS National

Flood plans ignore climate change: expert

Planning laws and flood mitigation strategies in Australia don't take into account the future impacts of climate change, leaving communities at risk from greater and more frequent extreme weather, experts warn.

During an online forum on Wednesday, Australian National University's Karen Hussey presented the findings from a review of four major flood reports from Queensland and Victoria.

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