SECOA Workshops

Campaign: Abolishing the practice in parliaments of opening each sitting day with a Christian prayer

1. Wikipedia
   1. Search Wikipedia for content on practice in Australia and O/s
   2. Identify gaps
   3. Register as an author and contribute material
2. Tracking Parliament
   1. Search Hansard – speeches, questions on notice and without, motions, committee inquiries and reports
   2. Search parliament libraries for briefings
   3. Subscribe to openaustralia.org for alerts
3. The Op Ed
   1. Start with a paragraph that encapsulates what you most want to say – the 10 second grab
   2. Describe the problem and why it matters
   3. Draw in evidence, comparisons, public and important person support and other arguments
   4. Acknowledge barriers, counteract objections
   5. Offer solutions
   6. Finish with offers of support and cooperation
4. Circling the target
   1. Observe practice and identify players, determine who needs to be persuaded
   2. Develop the approach strategy
5. Campaign ideas
   1. Public awareness and support
   2. Support from religious organisations and individuals
   3. Action in the parliament
6. Media release
   1. Smart heading
   2. First par: the substance that is newsworthy – someone doing something of note
   3. Second par: What you most want to say in quotation, the 10-second grab from op ed
   4. Third and subsequent pars: Information most important first
   5. References if appropriate
   6. Contact details for interviewing
   7. Absolutely never more than one page, preferably with lots of white space
   8. Leave something out that is fresh for interviewee to say