

stuff

dominion post

Four Toi moko begin their long journey home from Germany

Andre Chumko · 17:36, Oct 12 2020



Repatriation

of kōiwi and kōimi tangata - working with media

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Te Papa press release



Four toi moko begin their long journey home from Germany

Mon 12 Oct 2020

Four Toi moko are being received by Te Papa in Germany this week, to be repatriated to Aotearoa New Zealand.

Why prepare for media interest?

- ▶ **Comfort and confidence** of all involved: iwi, descendants, museum, stakeholders, journalists, community
- ▶ **Dignity** for tīpuna and descendants through accurate, respectful coverage
- ▶ **Inform** the community about this important mahi
- ▶ **Reduce risk** of criticism, misunderstanding, reputational harm

~ be prepared for media whether you want them or not ~

Proactive or reactive?

- ▶ **Proactive** - you choose to go out to media with information
 - ▶ tell a story
 - ▶ highlight important mahi
 - ▶ educate the public
 - ▶ more influence over coverage
- ▶ **Reactive** - you wait to see if media come to you
 - ▶ could keep it private
 - ▶ iwi, descendants may prefer
 - ▶ less predictable
 - ▶ less influence over coverage

How open do you want to be?

Open

- Written info to media before
- Invite media to attend or interview
- Could be photos or video
- You still control what happens

Release info

- Written info to media after
- As timely as possible
- Could release images / video
- Media can follow up with questions

Closed

- No info given to media
- Prepare “back pocket” comments only
- No photos released
- Media can follow up with questions

How do you decide on the approach?

- ▶ Kōrero with iwi, descendants about what they want to achieve
- ▶ Museum to understand and support the iwi preferred approach
- ▶ Inform other stakeholders (eg: Council, Board) of the approach to media
- ▶ Agree points of contact / spokespeople ahead of time
- ▶ Prepare media material collaboratively for release or “back pocket” only

Example: open to media

In advance

- ▶ Agree with iwi partners and participants how media will be present
- ▶ Draft an email explaining what the event is
- ▶ Ring the media outlet to talk to a human being, and follow up with the email
- ▶ If they are coming to the event, arrange for them to arrive early for a briefing

On the day

- ▶ Meet media and explain how things will unfold
- ▶ Don't assume, spell things out - where they can stand, what and when they can and can't photograph
- ▶ They will want to talk to key people, let them know who they are and when they can talk to them. Have the names written down or offer to email them.

Seventeen Māori and Moriori ancestral remains brought home to Te Papa

13/07/2018 Alex Baird



Example: closed to media, statement only

- ▶ Issue statement the same day, or at latest following day
- ▶ Include a picture if you can, even just of a spokesperson
- ▶ Include quotes in speech marks with a person's name - media will not quote “the iwi says” or “the museum says”
- ▶ Media love facts - include dates, numbers

Four Toi Moko welcomed back to New Zealand after 'long, wrong' journey to Germany

Laura Wiltshire · 15:02, Nov 03 2020



The fear factor

- ▶ A sensitive kaupapa tied to important relationships
- ▶ Museums and iwi may be nervous about media
- ▶ Most media will be anxious to get things right
- ▶ Being prepared puts everyone in a better position
- ▶ Accurate, respectful coverage is good for all parties
- ▶ Important, healing mahi that can educate and uplift - if portrayed well