Working with local media

November 2026

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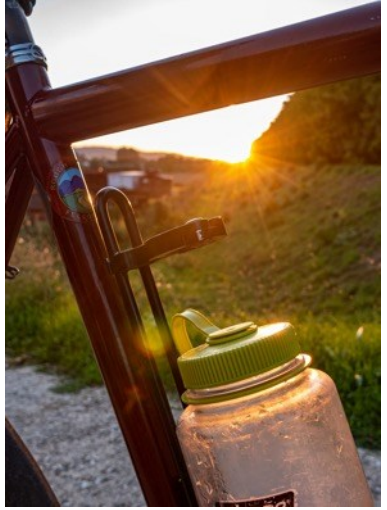
Session overview

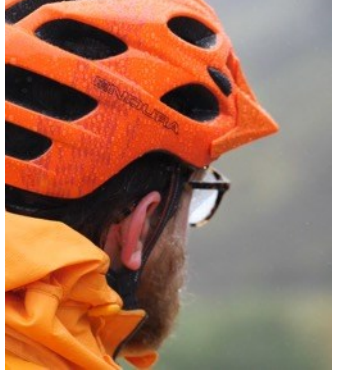
1. The current media landscape
2. Your local targets
3. Building relationships
4. What makes a story newsworthy
5. The importance of real stories
6. Breakout session

Changes to local media

- Greater focus on **local** media stories
- 2022 the BBC announced changes to local services: increased local news output on digital channels and launched new online local news areas
- Ofcom recently begun talking about the importance of **"public interest journalism“**
- UK Gov Local Media Action Plan 2024, updated in 2026

2. While traditional media sources in TV, radio and print continue to provide local output, citizens increasingly access local content online, including from local news websites and apps, as well as from social media and hyperlocal social networks. As audiences converge online, the impact on news consumption habits and on the business models of many traditional media sources presents significant challenges to the sustainable provision of the high quality and trustworthy local news and information on which communities depend.



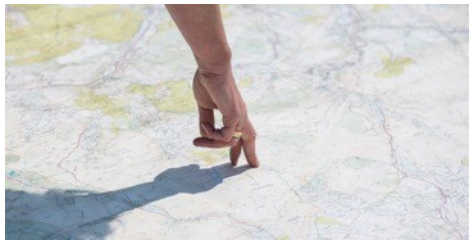














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Knowing your local titles

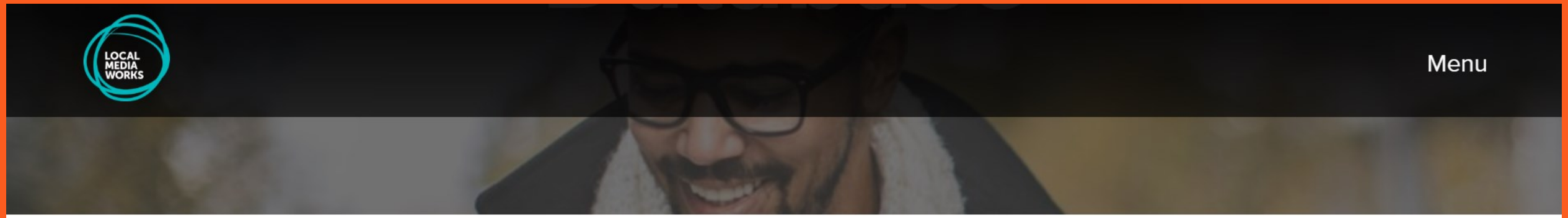
It can be hard to find all the relevant media titles in your region if you live in a large patch.

There are dozens of regional media titles in the UK, from print to online to broadcast.

You want to make sure you're aware of all the titles close to you, so you're in the best place possible when you have a story that will work.

www.newsmediauk.org/local-media-works

How to find local print and digital media titles in your area



Search Local Newsbrands

The LMW database is a powerful resource enabling users to search local media titles in Great Britain by geographic location.

caerphilly



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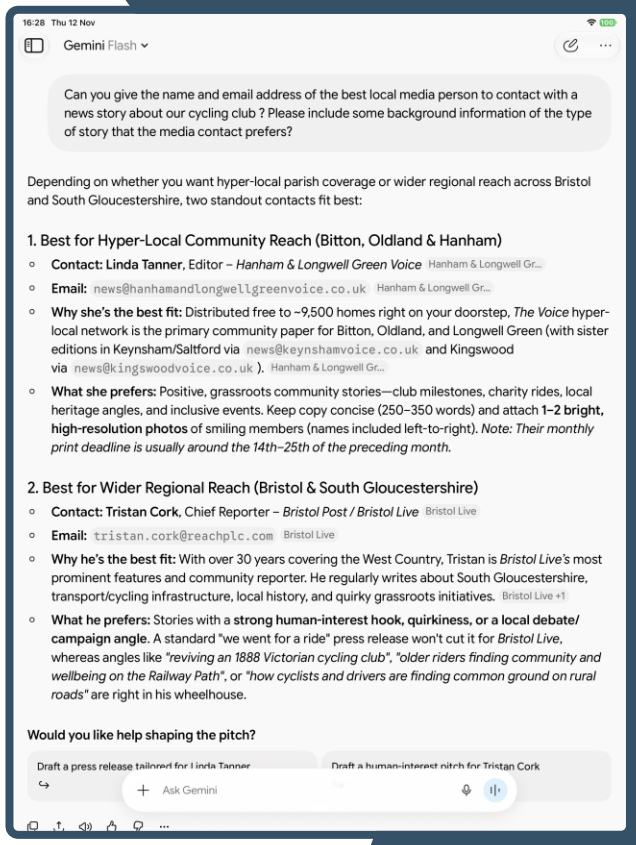
Circulation By Title - Updated (30/09/2024):

Newspaper	Frq	Typ	Total Circ	Area Circ	Household Coverage %	Telephone no.	Audit Code	Audit Period
Merthyr Express	W	P	388	136	0.17	02920243630	A	Jan2023-Dec2023
South Wales Argus - Newport	E	P	3623	359	0.46	01633 810000	A	Jul2023-Dec2023
South Wales Echo	M	P	4574	315	0.4	02920243630	A	Jul2023-Dec2023
Wales - Western Mail	M	P	5271	213	0.27	02920243630	A	Jan2023-Dec2023
Wales on Sunday	S	P	2514	178	0.23	02920223333	A	Jan2023-Dec2023
Western Daily Press	M	P	4705	3	0	0117 9343000	A	Jan2023-Dec2023

Start a contact list

Contacts lists enable you to:

- Target relevant local journalists and influencers
- Cultivate relationships with personalised pitches
- Many journalists list their contact details on online or on social media
- AI can assist but verify the response



Only 7%

of journalists deem the pitches they receive relevant.

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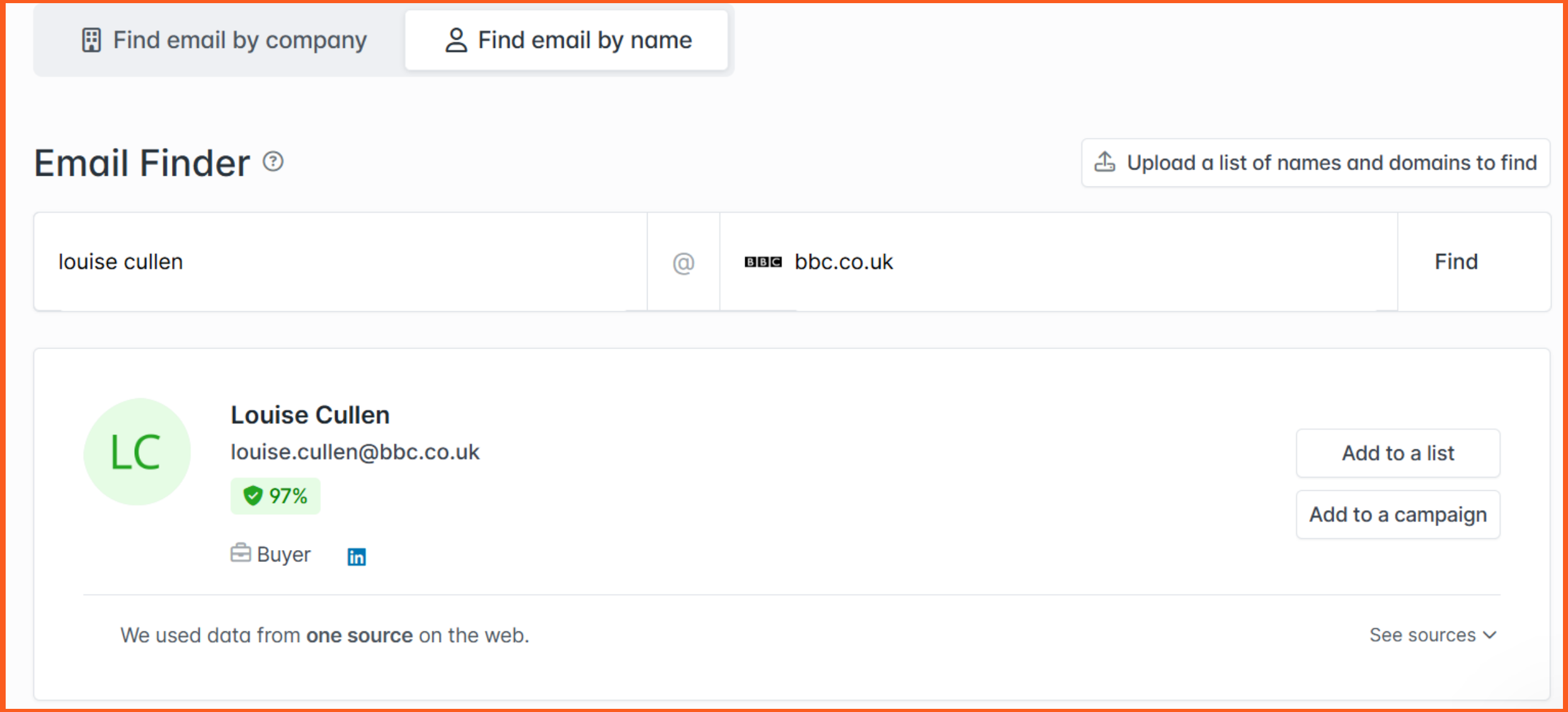
Where do I find these people?

Many journalists list their contact details on their own websites or on the websites of the media outlets they work for.

They may also list them on their social media platforms.

Failing those two options, you can always use websites like:

www.hunter.io/email-finder


Find email by company
Find email by name
Email Finder
Upload a list of names and domains to find
louise cullen
@
bbc.co.uk
Find
LC
Louise Cullen
louise.cullen@bbc.co.uk
97%
Buyer
Add to a list
Add to a campaign
We used data from one source on the web.
See sources

Types of media stories



Announcements

Events, data, achievements, milestones, wins.



Newsjacking

A story that mirrors one that is already in the news cycle that you can get out quickly. 24–48 hour window.



Real life stories

Case study stories that bring issues, impact or data to life.

Personal stories

While facts and evidence matter, human stories make the issue real and relatable.

In a sea of noise, they give a face to the facts and help people emotionally connect with a topic.



Example: A hyper-local campaign

MORE THAN A CYCLIST

TUESDAY, JUNE 30, 2026 BRISTOL POST 5
BREAKING NEWS AT WWW.BRISTOL.LIVE

Fuel pump ads aim to improve safety for cyclists

A TARGETED fuel pump advertising campaign has launched across regional petrol stations to encourage motorists to humanise people riding bicycles.

The More Than A Cyclist initiative placed custom pump nozzles at forecourts in Willsbridge, Bristol, and Bath.

The four-week pilot running until July 26 uses split-image portraits after a survey revealed more than 39 per cent of motorists feel unsure about the safest way to pass a bicycle on country roads.

Bitton and Oldland Cycling Club chair Steve Cox said: "Local motorists aren't looking for conflict – they are looking for clarity. Winding country lanes can be stressful for both drivers and cyclists."

Bristol Cycling Campaign chairperson Ian Pond added: "It's good to be reminded that whilst we all have pressing priorities, the people on bikes, we see, are first and foremost people, who just want to get to work or home to their families safely, the same as all the other users of the road. Let's all ensure that happens."



The messages on fuel pumps

The campaign will use the two minutes spent holding fuel pumps to try to replace frustration with empathy and offer human reminders of Highway Code guidelines.

Riders across the West Country are being encouraged to support the initiative throughout July by sharing photographs of the advertising nozzles on social media platforms.

Hyper-local targeting

Images that humanise cyclists on all the pumps 3 busy fuel stations in Willsbridge, Bristol and Bath

Topical newsjacking

Against a background of negative response on social to cyclists and the creation of new cycle lanes across the region ("the hill of hysteria")

Real life stories with results

Quotes from local cyclists and images that resonate with everyone. Pre-and post-campaign to measure success.

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Knowing what works…

TRUTH is an acronym used to demystify the ‘newsworthy’ term.

It breaks down what journalists are looking for:

T – topical; of the moment, timely, new

R – relevant to a specific audience

U – unusual; Is it the first? The biggest? The smallest?

T – trouble. Show how you are solving a problem.

H – human interest. What is in it for people?

If a story includes at least four of the five elements of TRUTH, you have the basis of something which could attract media interest and pass the newsworthy test.

Workshop: 20 mins

We're asking you to break out into groups of FOUR each, where you will have 15 mins to:

1. Draft a paragraph pitch

This should be exciting, engaging, short and pithy.

2. Find a suitable media title

www.newsmediauk.org/local-media-works

Social media, or websites.

3. And two to three journalists/producers

www.hunter.io, social media, or personal websites.

What works for local media:

T – topical; of the moment, timely, new

R – relevant to a specific audience

U – unusual; Is it the first? The biggest? The smallest?

T – trouble. Show how you are solving a problem.

H – human interest. What is in it for people?

Thank you

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Ride with us