



# Gaining press coverage for your campaign

## **This workshop will cover:**

- Working with the press
- Getting your press release noticed
- Leveraging media coverage
- Preparing for interview





# Working with the press

- **Do your research – know what they want**
  - Audience
  - Past stories
  - National/local focus
- **Have a dedicated media officer**
  - Plan a media strategy
  - Write press releases
  - Maintain contacts
  - Brief spokespeople
- **Build a contact database**
  - Individuals' names and contact details
  - Establish relationship with journalists, build trust and reliability
- **Be aware of press deadlines**



# Get your press release noticed

- **Figure out what makes your campaign newsworthy**
  - The hook (e.g. something new, celebrity endorser, agency)
  - Relevance
- **Determine how to tell your story through pictures and sound**
  - Photos, video, graphics, etc
  - Opportunity for journalists to take own photos or videos
  - Include visual elements in pitch and press release
- **Collect proof to verify your story**
  - Data
  - Case studies of people willing to be interviewed
- **Prepare 30 second pitch**



# Group activity

## Craft a 30 second pitch of your campaign

- Use exciting, energetic verbs - 'launched', 'debated', 'demand', 'urge'
- Use specific details
- Keep it short – remove words that lengthen your message without adding to the story

### **GOOD:**

“We’re angry with our local council for failing to provide safe cycling routes for children. Lots of parents would like to take their children cycling but are fearful of the roads. The council keeps promising to do something about it but we haven’t seen any real action. Our petition is calling on the council to commit to making cycling safer”

### **BETTER:**

“We’re a group of local residents in Sheffield campaigning for safer cycle routes for children. Over 1000 parents have signed our petition urging the council to take action to make the roads safer. We’re presenting the petition to the Council on Tuesday.”



# Get your press release noticed continued

## **Pitch your story**

- Identify reporters who might be interested
  - Find out who has covered your campaign or similar stories
  - Use social media to track down contact details
- Write and send your press release

## **Follow up**

- Follow press release with a phone call
- Track media mentions of the campaign

# Leveraging media coverage



- Thank and update the reporter
- Share your news with supporters
- Use media to get media
- Forward media coverage to your target

# Preparing for interview

- Prepare 3 key points
- Prepare for possible questions
- Have reliable information
- **Acknowledge Bridge Communicate**
- Practice!





# Group activity

## Interview practice

1. In pairs, choose a scenario each and prepare three key points.
2. One person is the hostile journalist who asks difficult questions. The other person is the interviewee.
3. The interviewee needs to get their three key points across and practice using the ABC technique.
4. Switch roles and do the second scenario.



# QUESTIONS??

