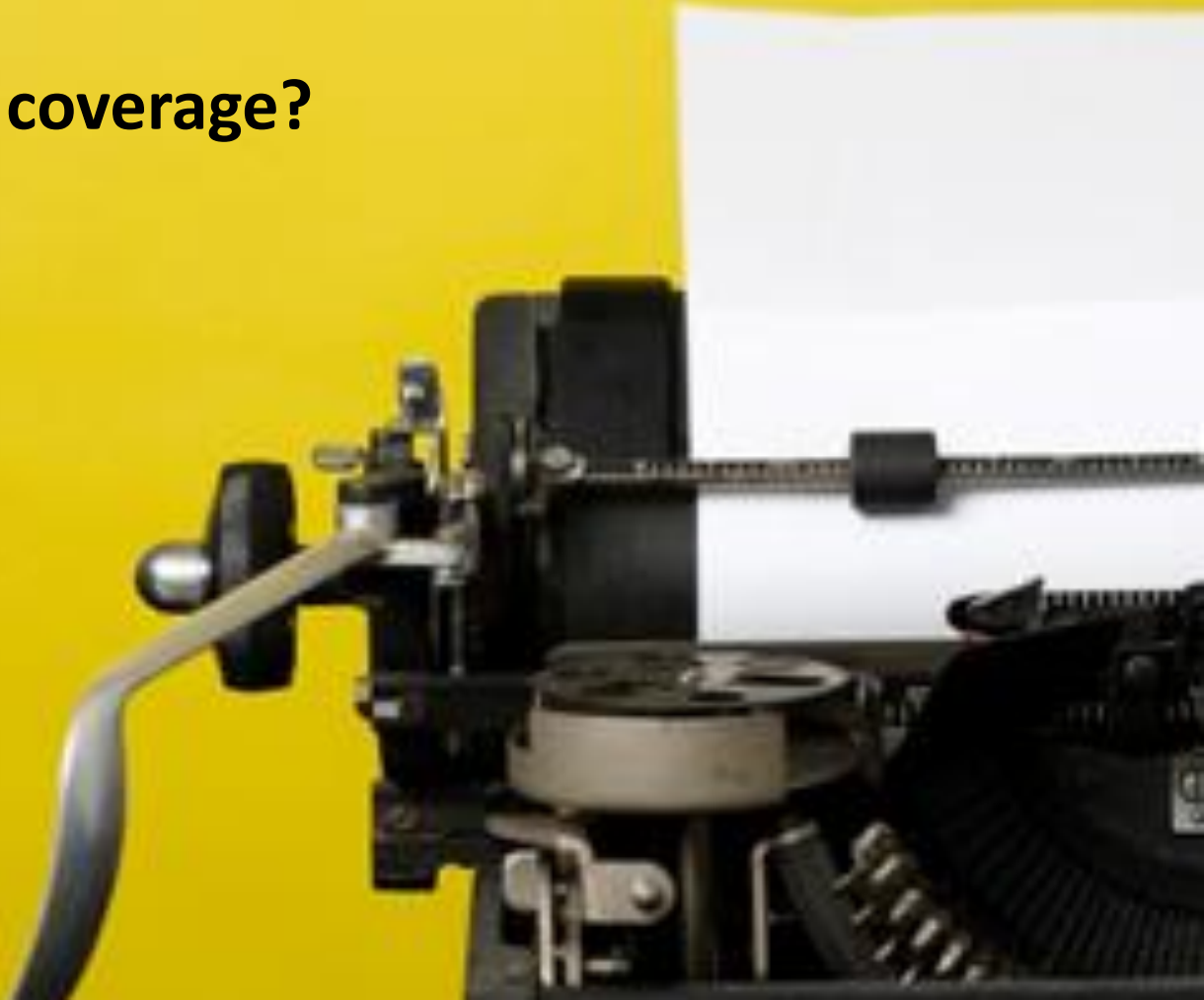




Gaining press coverage for your campaign

Why gain press coverage?





Working with the press

- **Have a dedicated media officer**
 - Plans the media strategy
 - Writes press releases
 - Maintains contacts
 - Briefs spokespeople
- **Build a contact database**
 - Individuals' names and contact details
 - Establish relationship with journalists, build trust and reliability
- **Do your research – know what they want and when**
 - Audience, past stories, deadlines
- **Be reactive as well as proactive**
 - Write media comments
 - Write letters to editors



Get your press release noticed

- **What makes your campaign newsworthy?**
 - The hook (e.g. something new, celebrity endorser, urgency)
 - Relevance to news cycle
- **Can you tell your story through pictures and sound?**
 - Include visual elements in press release
 - Opportunity for journalists to take own photos or videos
- **Collect proof to verify your story**
 - Conduct own research/ obtain reliable data
 - Find people willing to be interviewed about their experience



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 make contact/obtain contact details
- Write and send your press release

Follow up

- Follow press release with a phone call after 30 mins
- 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.



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."