

CHAPTER 11

USING THE MEDIA

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1 INTRODUCTION

The media – press, radio and television – shapes public opinion. In a movement for social change, such as the animal protection movement, it is probably the single most effective vehicle for spreading your message.



The media is able to reach a vast audience. Television, in particular, is a very powerful medium – combining the power of images with the spoken word. Peak time television will reach more people than you could reach individually in a lifetime.

The media is instrumental in furthering campaign objectives, reaching potential new supporters and gaining publicity. To make the most of the media, organisations should: have a media strategy in place, know how to establish media contacts and generate coverage, build a solid media tool-kit and have the skills necessary to give good interviews. All of these topics are elaborated upon in the sections that follow.

Please inform WSPA HQ Press Office if you secure any major television documentary coverage on international TV channels, at press@wspa.org.uk.

2 MEDIA STRATEGY

It is important to establish a media strategy to enable the organisation to work with the media proactively, as well as reactively.

EFFECTIVE FORWARD PLANNING CAN ENSURE THAT YOU USE THE MEDIA FOR YOUR OWN MISSION PURPOSES, RATHER THAN BEING USED BY THE MEDIA TO FIT ITS OWN AGENDAS.

Proactive approaches include:

- Using research and investigations to encourage and cooperate with in-depth investigative programmes
- Writing and trying to place feature articles
- Planning press conferences, demonstrations, events, campaign actions, photo-calls, celebrity occasions etc., specifically to attract the media.

Reactive approaches include:

- Responding to animal-related news with letters to the editor and/or news statements
- Calling the journalist who wrote an article to give your views.

Whether proactive or reactive, an important part of your media strategy is to clearly set out the following:

- **Objectives:** What you are looking to get from the media?
- **Target Audience:** Which media you are aiming at?
- **Timing:** When you are planning to contact them?
- **Key Messages:** What you are planning to tell them?
- **Tactics:** How you are going to tell them?



You should also keep the following aspects of media planning in mind when formulating your strategy:

- Include media aspects in research and investigations planning.

- Analyse target audiences and give special attention to relevant media, for example broadsheet newspapers are read by those who control dominant institutions, animal publications are read by those with an existing interest in animal issues, professionals read specialist magazines etc.
- Rank media and develop and maintain contacts with the most important.
- Use supporters as part of your media strategy, particularly to reach local media.
- Always evaluate past performance and improve where possible.



It must be stressed that the media works differently in each country. What makes absolutely no impact in one country may be novel and hit the headlines in another. Factors such as the level of press freedom, links to advertisers, the stage of development of animal protection issues and even the overall level of democracy in a country, all play a part. This means that each organisation needs to try and test different approaches, evaluate these and build successful formulas into their media strategy. There is no 'one size fits all'!

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COMPILING A MEDIA LIST

An accurate, current media list is essential to anyone who has a media relations role. There are various ways of compiling one that can be done at different levels of cost. This guide is not exhaustive; rather it is intended as a starting point.

The cheapest option is to do the research yourself; the only cost is your time in doing research online and on the telephone. It can be a hassle but it is well worth it, especially since most people don't need the depth of contacts and level of detail provided by subscription services.



Subscription services to media databases are available in some countries. Although you have to pay for them, they are regularly updated and allow you to:

- Make your own targeted media selections.
- Add your own contacts.
- Send out press releases automatically (by e-mail)

Compiling a media list doesn't mean you need to have the details of every journalist, editor or producer in the country, most people will only need a brief list, especially if they are working at a regional level.

Identify Target Publications

PICK THOSE PUBLICATIONS AND TELEVISION AND RADIO STATIONS THAT REACH YOUR TARGET AUDIENCES.

The following will be useful in your search to identify which publications to target for your media list:

- The internet
- Newspapers and journals
- TV reviews
- Libraries
- Local knowledge
- Other animal protection organisations

Once you have the general contact details of the publications you wish to target, identify the relevant media contacts:

- Phone the newsdesk at each organisation to get the names, job titles, phone, fax and e-mail



of the people you want to contact. These could include the news editor, features editor, environment correspondent, or picture editor.

- Find out which journalists might specialise in your area – for example a women's editor or environment correspondent.
- Store the information you gather on each contact.

Establish media contacts: Follow these steps when approaching a media contact:

- Read the journalist's publication or listen to/watch the programme.
- The first time you call, introduce yourself and ask whether it is a good time, or if it would be better for you to call another time.
- Once you have them listening ask about their deadlines. When do they go to press, when would they like to be contacted.
- Ask how they would like to receive information; fax, e-mail, or phone.
- Ask what kind of stories they are interested in – and listen.
- Make sure you get their direct phone line if they have one, their fax number, e-mail address and any other relevant details.
- Keep a note of the journalist's responses; it might be worth making a file.
- Each time you call him/her make a note of when it was and what was discussed.
- When you call again, remind the journalist what you discussed before, for example "you might remember we spoke about the opening of our new headquarters a couple of months ago." This helps build the relationship.
- Invite them to any event your organisation might have – once you meet face-to-face they are more likely to remember you.
- Keep the effort going!

The following suggestions can also be helpful in approaching journalists:

- Only put forward 'newsworthy' items, consider the news angle carefully
- Human-animal interest stories work well too; personalise them, as this helps to generate empathy
- Always remember the visual; photos can make all the difference
- In all contacts, give essentials before background
- Always be factual and accurate
- Acknowledge problems. Denial causes mistrust. Most people, including reporters, will be sympathetic to genuine problems
- Never lie to a reporter. You will always get caught and you will lose credibility for yourself and your organisation
- Reporters have to protect sources, so your need to protect a source will usually be understood.
- Never use off-the-record briefings!
- Always be helpful and polite. Thank them for their help and for any good articles or coverage; don't moan or complain when they do not
- Local newspapers and TV stations may be easier targets, especially if there is a local angle.

If you are contacted by the media, respond immediately. Media people live by deadlines. If they cannot get your side of the story right away, they may opt to do without it.

Bear in mind the factors competing for their attention:

Bulk: Journalists are sent huge numbers of press releases, most of which are irrelevant and go straight in the bin.

Time: Journalists will be worrying about their deadlines, their editors and their colleagues, sometimes they might have to compete for space.

Mess: The newsroom is rarely an orderly place. It is very easy for press releases and pictures to get lost or mislaid.

Luck: The journalist may just be in a good mood, have an interest in your kind of organisation for personal reasons, or they may not be as busy as usual.



REMEMBER THAT YOU ARE NOT GOING TO GET EVERY STORY YOU SUGGEST TO THE PUBLICATION OR PROGRAMME COVERED. BUT DON'T TAKE IT PERSONALLY!

TARGETING

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Once you have selected appropriate publications for your target audience, it is crucial to think about the readers of the publication you are targeting. What you want to say to a particular audience is not necessarily what they will want to hear or what the journalists will print. Adapt your subject and message to obtain coverage, yet still achieve your major objectives.

THE IMPORTANT THING IS TO UNDERSTAND THE MOTIVATIONS OF THE PUBLICATION AND THOSE OF YOUR ORGANISATION, AND ITS PRIORITIES, AND TO RECONCILE THE TWO.

Also, it can help to identify a particular column/page in a newspaper or magazine and spoon feed the information to the journalist in a particular format that will exactly fit into that particular place, giving them exactly what they need, whether it is a specific image, a statistic or an offer of an interview.

For example, an organisation working against animal experimentation might want to get a message across to young girls about avoiding cosmetics that have been tested on animals and that testing on animals does not work and is cruel. But sometimes it will not be possible to get that particular message across as it stands in teenage magazines, as it will not be considered something that young girls will want to read about. So it has to be done in a more cunning manner, or nothing at all will appear in the fashionable magazine of the year! So the best approach for that market may be things like contacting feature journalists with the idea of doing makeovers with cosmetics that are not tested on animals and then prompting them to add in a statistic like: "Did you know that 95% of cosmetics are still being tested on animals?" There is the surprise factor too, as many people think that cosmetics are not tested on animals nowadays.



GENERATING LOCAL MEDIA COVERAGE

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The media always want good local stories or a local angle on a national story. If you do have a good story, follow these basic guidelines and you will find the media more receptive than you ever thought.

a) Prepare Your Resources

Identify and prepare the resources you have. These could include:

- A local person who was helped by your charity and is a lively interviewee
- A family that gives a human face to recent statistics
- A success story or the opening of a new facility.

Be creative: If your organisation has relatively little exposure in the local media, try thinking up an interesting story to feed them. Brainstorm for ideas; for example:



- Is there a local person associated with your organisation doing something unusual or interesting?
- Has something you've come across while working for your organisation moved or intrigued you? If so, then it's likely that other local people will be interested too.
- Are there ways in which your organisation can localise national issues?

Another useful method of coming up with ideas for stories is to identify those anecdotes that you yourself would use to describe what is lively and interesting about your organisation. These stories will probably work well for the local media.

Identify whether your story is exclusive as this may affect the type of coverage it receives. Bear in mind, however, that giving an exclusive to a reporter may mean that other journalists and publications may not cover it, so it may not be a risk worth taking.

It is important to remember that once you have created a story you need to keep the momentum going. Editors always appreciate a regular and reliable source of ideas or information, and they will not hesitate to approach you when they need a story.

b) Decide on the Type of Story

There are different types of 'local stories'. Each one should be offered to the appropriate section of the press or broadcast media. The main categories are news, features and picture desks. There may also be specialist reporters that cover the environment.

News: A news item is one linked to a specific date, a one-off event or a new piece of information, like a forthcoming fundraising event, new research findings with relevance to the local area, the opening of a new facility locally, the participation or endorsement by a celebrity of a local event, a local problem affecting your user groups. In short, something that will be new to readers.

Feature articles are longer than news stories; they focus on a particular topic, such as health, education, fashion, relationships etc., and are written in advance of the news pages. A 'human interest' feature is a personal story that is centred on a person or people who have experiences to which readers can relate, for example, one family's experience or a triumph over tragedy. An analytical feature could be an opinion piece or a survey based on in-depth research. Please refer to the separate section on 'Features' for a more detailed discussion.

Events listings/diary: When you want to promote a forthcoming event try to make sure it is mentioned in the 'forthcoming events' sections of all local papers. Contact local radio stations, as they will often cover an event if they know about it in advance and can send a reporter down. They are much less likely to cover an event retrospectively.

Photos: Are there good quality photos available, or a photo opportunity for the press? Photographs can make all the difference, especially in local newspapers: a story is much more likely to be printed with a good photo. Even just a photo with a caption is a good way to get coverage. Get to know a local photographer with news experience, and build up a bank of good pictures. Good visuals are central to successful television coverage too, so think about good picture opportunities if you're targeting television.

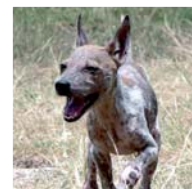
Timing: You also need to establish a time frame. When do you want this coverage, and what are the media deadlines to get it printed or broadcast by then? Be careful: copy deadlines can be surprisingly early. Television and radio broadcasters are generally more flexible; although if your news is not groundbreaking then don't expect it to transcend deadlines.



C) Decide Which Media to Approach

You should become familiar with the local media: the main newspapers and magazines, the free press, the local radio and TV programmes. You need to identify all possible outlets for your story, from mainstream local papers to the trade and free press and all public and independent radio and TV stations. Remember, no outlet is too small. Often the freesheets circulated in residential areas are more widely read than national dailies.

Media contact: Do you have any media contacts already? Personal contacts with journalists, family and friends, or just a friendly phone call, can be the quickest way to a story. If not, identify the contact name of the right person for your type of story. This is not difficult; just look through your local paper for stories with similar themes to yours, make a note of the section and the writer, and try to place a similar story in the same section yourself. You may have already identified the right person whilst compiling your media list. Make a list of all appropriate contacts for your particular story, in order of preference. Then work your way down with your story idea.



d) Keep the Momentum Going

Be accessible: It is important when you have a story to run in the local media that you are accessible. When contacting the media, always give your contact numbers including your home or mobile phone. Don't be alarmed by this. You are only likely to be called at home in exceptional circumstances. However, being accessible out of office hours may prove to be the difference between a story being run or pulled.

Be persistent: If your story gets dropped from the broadcast, or gets bounced from the front page to half a column in the middle of the paper, don't despair. It doesn't necessarily mean your story is not newsworthy. Agendas change all the time. Editors have a range of pressures to juggle and stories often get overtaken by events and dropped. Therefore if your story does not succeed at first, and can stand the test of time, get in contact with the newspaper or broadcaster to try and find it a new angle or slot.

Establish your expertise: This is a more long-term approach. You can establish yourself with local media as the first port of call, the expert on your issue, whom journalists will want to consult again and again. If a big story breaks, nationally or locally, in your organisation's sphere, the most knowledgeable member of your team should call the media to offer a quote or an interview immediately.

If you have done some new research on a local issue, let the media know. Always give full contact numbers, including home and mobile telephone, for easy access to the relevant expert.



e) Checklist

Identify your own team: Agree on who your media representative or public relations person should be.

Identify your best spokesperson: Find an articulate, friendly, well-informed and easily reachable person you can field to the press for interviews. This will not necessarily be your Chief Executive. Always give their home or mobile number for easy access, they will only be called at home if a story is likely to go ahead, so it's worth it.

Be ready: Have back up photos, case studies and people prepared for interviews.

Identify your story and your media outlet: Remember the "5Ws": who, what, where, when and why? Do you have photos to go with the text? Which media should you send it to?

Be creative: Find a way to link up local events with the 'buzz' of a national issue. Organise events

with local people or in a local venue if you possibly can, but if not focus on some appealing aspect of what you do and the people you work with.

Write a news release and follow it up: Be persistent. When you are rejected, keep working down the list of possible outlets.

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FEATURES

You may have a story which you think is of interest to the press, but you know it is not a news story, and the news desk will not be interested in following it up. In this case, it may appeal to the features pages. The following tips can help you in getting a feature article published.

Timing: Feature articles are written in advance; from one week up to five months ahead, depending on the frequency of the publication. Weekly magazines will begin to research ideas about three months before the publication of an issue and will start putting it together six to seven weeks before. Monthly magazines plan four or more months in advance. Submit your information in sufficient time. If you don't, another organisation will.

Read newspapers: As a starting point it is essential that you read a range of national, regional and local papers in order to get an idea of the current trends and ideas being published.

Keep up to date: Be aware of, and draw ideas from any national months, weeks, or days that may be relevant to a particular story.

Mark your calendar: You need to take account of anniversaries, not just as a direct link to a story, but also equally as a hook for other stories.

Read the magazine you want to target: Do this so that you can target your story to the right audience.

Keep close to the human angle: For the article to get printed, you need to involve personal case histories about people who are prepared to be interviewed, photographed and featured in the magazine. Make sure you have a ready supply of appropriate people, where possible matching the age range and profile of the magazine's readership.

Get in touch with the right person: Find out who you need to contact, whether it's the features editor, the health editor or another relevant person. You need to read the magazine in question and if the editors' names aren't printed, don't be afraid to phone the magazine and ask for the name and phone number or e-mail address of the person with whom you want to get in touch.

7

MEDIA TOOL-KIT

Typical tools that are used, individually or in combination, **to communicate to the media** include:

- Press releases
- Press conferences
- Media packs
- Letters to editors
- Video footage
- Photographs.



This section considers practical aspects of writing press releases, holding press conferences and writing a letter to the editor. In addition, tips for dealing with criticism are given.

a) Press Releases

Remember that journalists receive tens, sometimes hundreds of releases each day, so you have to make sure that yours will be one of the ones that get read.

A SUCCESSFUL PRESS RELEASE IS ONE THAT ARRIVES AT THE RIGHT PLACE AT THE RIGHT TIME WITH THE RIGHT STORY.

Press release writing

Don't try and give them everything. The main purpose of the press release is to get the journalist to write a quick news story and to persuade those wanting to do a more in-depth article to call you.

Heading: This should be a catchy, short title giving a sense of the story in very few words. Use headings for subsequent paragraphs if appropriate although they are not essential.

Name check: Mention the name of your organisation in full in your introduction. Also mention it in a summary quotation about your group: "Name of organisation has made a tremendous difference to the lives of thousands of stray dogs..." for example, then you can be more sure that your organisation will be named in published articles.

First paragraph: It is absolutely vital that this is short, to the point and newsworthy. It must clearly state the '5Ws': who, what, where, when and why (in any order).

THE FIRST PARAGRAPH MUST BE ABLE TO STAND ON ITS OWN AS A CONCISE PIECE OF INFORMATION.

Second paragraph: This should provide the next piece of information: either more details about the first paragraph, or new information.

Third paragraph/additional paragraphs: Use these only if you have more new information. This paragraph could be a quote from someone involved who is willing to talk to the press if requested. The quote must add a new dimension, such as the personal side of the story. Alternatively it could be a quote from your spokesperson explaining the importance of the story in strong, authoritative language.

Contact details: Your name, title, telephone number and home or mobile phone should be included in clear, bold print at the bottom of the document. Provide a contact number for when you are out of the office. This can make the difference between your story being covered or not.

Catch the journalist's attention: The headline and first paragraph of your news release are the most important parts. You have to catch the journalist's attention with them. Concentrate on what is news in the release and put it right at the top. Avoid the temptation to put your organisation's name in the first sentence, instead concentrate on the issue and how it affects the reader, viewer, or listener.

Writing style: Write as clearly and concisely as you can. Remember that the journalist reading the news release knows nothing about your organisation and has very little time. So:

- Don't use abbreviations or jargon.
- Don't try and write a newspaper article – that's the journalist's job.



- Use simple, clear language.
- Use short sentences.

Length and layout: Do not make your news release too long. Ideally, it should be one side of A4 paper.

Additional information for editors: Include a short additional section of information for editors. Include the word count. Describe your charity in a few words. Give any relevant basic information and statistics. Include your website address if you have one. Think in terms of three or four sentences to explain who you are, what you do, where you do it, why you do it and how long you have been doing it. Don't include any information that you wouldn't be happy to see published. A journalist may well use some of this information to help their readers/listeners understand your story. You can also include practical information that you don't expect to be published. This might include brief details of possible case studies, photo opportunities or information about where to park.

Send press releases to named journalists, where possible. Follow up with a call afterwards.

Radio and TV: Do not forget news directors of radio and TV stations when circulating press releases.

You will need a visual angle for TV. Videos should be broadcast quality, betacam or mini DV, with separate sound tracks.

b) Press Conferences

Before you go ahead with a press conference you must be certain that:

- You have something to announce that cannot be adequately covered in a press release.
- The news warrants a press conference rather than a smaller press briefing.
- You have something to say that will benefit from detailed elaboration.
- You have anticipated and are able to deal confidently with questions.

Press conferences are similar to any other presentation and the points made in the separate chapter on 'Presentations' apply. The difference is anticipating the likely media questions in advance.

The following steps should be taken if you do decide to hold a press conference:

- **Prepare in advance:** Consider all possible questions beforehand and/or have some good quotes or examples in mind.
- **Decide a date:** Try to make sure that you do not hold the press conference on the same day that a major event may be taking place.
- **Decide a time:** 10 o'clock in the morning is usually a good time. It is not too early and gives journalists enough time to write reports and meet their deadlines for the next day's newspapers.
- **Decide on a venue:** Try to make sure that the venue is quick and easy for journalists to get to and that it will have the appropriate facilities, such as, television, chairs, tables, refreshments.
- **Invite journalists to attend:** Make sure that this is done at least one week in advance. Send an invite to a press conference that outlines the details of where and when it will be held and what they will be able to find out by attending. Follow this up with a phone call two to three days in advance. Do not call on the day itself; if they haven't decided to come before then, it is unlikely that they will change their minds.
- **Structure:** Keep the press conference short and allow more time for questions than for speeches.
- **Visuals:** A short video or use of some powerful photographs can make a press conference come to life.
- **Materials:** Make sure that you have copies of any relevant information, such as the press release, reports, background on your organisation, pictures and/or videos.
- **On the day:** Ask journalists that attend to sign in and keep these contact details to follow up.



c) Letters to the Editor

These are some general guidelines to follow when writing a letter to the editor:

- Keep letters tightly composed
- Use specific examples
- Provide accurate, up-to-date information
- Do not attack the opposition
- Always sign your name
- Include your contact details.



d) Dealing with Criticism

Make sure that your organisation has a clearly agreed response that is communicated internally and that you have a nominated spokesperson from your organisation to deal with criticism.

Also, ensure that you do not respond to criticism until you are fully prepared. If you are not prepared, you can easily say that “nobody from xxx is available for comment.” This is better than simply refusing to comment.



GIVING INTERVIEWS

AS WELL AS RESULTING IN MEDIA COVERAGE, INTERVIEWS ARE EXTREMELY USEFUL IN BUILDING RELATIONSHIPS WITH JOURNALISTS AND SETTING THE FOUNDATIONS FOR FUTURE INTERVIEWS AND MEETINGS.

a) General

Ask the interviewer why they want to interview you, establish how much they know about the subject and what more they want to find out. Try to identify who else they might be interviewing on the subject and find out all you can about the publication or programme they are working for.



The better you know your interviewer, the more relaxed you'll be and the better you'll perform. At the very least you should remember that journalists generally work at great speed and under intense pressure. They have to find a colourful angle that will attract their audience. If you can help them do that and remain true to your own organisation, you've got a much better chance of being asked to come back.

Don't go into an interview before you've prepared some notes on the subject you will be talking about. If a journalist comes on the phone for an immediate quote promise to call back and spend at least a few minutes preparing your ground. Remember to call back as soon as possible as new stories always crop up and you could be forgotten.

You might have several points to make but at the very most your audience will remember two or three.

THE LESS YOU SAY, THE MORE THEY'LL REMEMBER, SO TRY TO IDENTIFY THE ISSUES AND SUBJECTS THAT WILL APPEAL MOST TO THE AUDIENCE.

There may be times when you feel you want to refuse to do an interview, for example, you think the journalist is going to be hostile, or they want you to comment on bad news, or you don't have anything worthwhile to say or you will not get a chance to say what you want. However, do

remember that if you don't do the interview, it can be a wasted opportunity, particularly if a journalist calls as the result of a press release you have sent, you already know the journalist, or a journalist is writing on a topic that is close to your core business. If you don't do the interview, another organisation may take your place!

b) Preparing for the Interview

Before the interview, it is important that you find out the following:

- The title and style of the programme
- Whether the interview is live or recorded
- How long your spot will be
- The broad outline of the interview
- Whether it will be a one-to-one or group discussion
- The interviewer's first question
- When the programme will be transmitted or article published.



Try to picture the journalist and audience reading or hearing your message for the first time and ask yourself whether it will overcome their subconscious 'so what?' barrier. If not, find another way of presenting it.

As long as you have done your research and prepared yourself for the interview, you should be able to cope with any type of interview. While the journalist is far more experienced at interviewing than you, you are the expert in your field and you know more about your business than the journalist.

c) During the Interview

Confidence: Have confidence in your own knowledge. You know your subject better than the journalist.

Clarity: Use a clear, conversational style. Establish a maximum of three key messages and illustrate your points with anecdotal examples for colour and credibility. Avoid jargon.

Control: Take charge of the interview. Preparation is the key. There is no such thing as a wrong question, only wrong answers.

Give examples: A good example can be worth a thousand words. People love stories so identify a graphic example or anecdote to back up every assertion.

Use analogies: Analogies are another good way to 'ring a bell' in the audience's mind. Relate abstract terms and dimensions to everyday things such as converting hectares into football pitches.

Give advice: People love to be 'in the know'. Therefore, where possible give the audience a few hot tips on how to get the best out of something or to avoid disaster.

Anticipate questions: Don't worry too much about being asked a surprise question. There are a finite number of questions that can be asked on your subject and you're in a better position to know them than the journalist.

Name check: Try to mention the name of your organisation a number of times to ensure that your organisation is named.



DIFFERENT MEDIA AND A DIFFERENT AUDIENCE DEMAND DIFFERENT INTERVIEW TECHNIQUES.

Don't: Exaggerate; lose your cool; be aggressive, even if challenged; be tricked by leading questions; waffle; or get sidetracked from your message.

d) Television and Radio Interviews

For television and radio companies, down-the-line interviews are a practical and inexpensive way of conducting a conversation. The guest can be in one location and the interviewer in another.

In a **TV down-the-line interview** you will be directed to a very small studio, you will sit in front of a single camera and be asked to wear an ear-piece, through which you will hear studio instructions and your interviewer. It can be quite off-putting as you will not be able to see your interviewer. Make sure you are sitting comfortably and then lean slightly towards the camera. Have the confidence to look directly into the lens and remember that you are allowed to move your head, gesticulate and smile – do not treat it as a passport photo-taking session!

The mechanics of a **radio down-the-line interview** are the same as for television. Although you cannot see your audience, you have to sound as if you can. Find an eye point just above your microphone, and imagine a person in your line of sight whom you like, then talk to that person rather than to the disembodied voice coming through your headphones.

Make sure the journalist knows that you are available for comment and can be used as a source of information in your particular field. If your radio or television interview has gone well, call the journalist and tell him how much you enjoyed meeting him or her. Ask if there has been any viewer or listener response to your interview – it is always good to get feedback and it shows the journalist that you are interested in his or her audience and work.

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FURTHER RESOURCES

Websites

NewsTrove.Com

<http://newstrove.com/>

Search thousands of major news sites at once.

NGO Media Outreach: Using the Media as an Advocacy Tool

www.iccnw.org/resourcestools/ngotool-kit/NGO-media_training.pdf

Social Media Change: Tips for Using the Media

http://media.socialchange.net.au/using_media/

In the UK:

BBC Radio Stations

www.bbc.co.uk

Links to all BBC radio stations throughout Britain.

Ofcom

www.ofcom.org.uk

The radio and television regulator in the UK.

Media UK

www.mediauk.com

Directory of television, radio stations and newspapers throughout the UK.



The Newspaper Society

www.newspapersoc.org.uk/

Information on local and regional newspapers in Britain.

Radio Now

www.radio-now.co.uk

Links to websites of all radio stations throughout Britain.

Books**Benn's Media Directory**

Probably the most detailed country-by-country source for newspaper and magazines addresses available. It also includes some broadcasters and other useful contacts for each country.

Produced each year in three separate volumes covering different parts of the world: UK, Europe and (rest of) World. Each volume is available separately – it is not necessary to purchase all three.

The Nonprofit Guide to Strategic Communications

Kathleen Bonk, Henry Griggs

Publisher: Jossey Bass Wiley

ISBN: 0787943738

'A Step-by-step Resource for Working with the Media to Generate Publicity, Enhance Fund-raising, Build Membership, Change Public Policy and Handle Crisis'

Planning Media: Strategy and Imagination

William J. Donnelly

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ASIN: 0135678358

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Kent M. Lancaster, Helen E. Katz

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Dina Ross

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ISBN: 1852520558

