

Local Housing Rights Defenders

Getting local media coverage

Whether you've organised an online action or have influenced a decision maker, local media is a valuable tool to help amplify your message. You can use some of our tips in this guide to help your local organising stand out!



Top tips for contacting local media

- Google is your best friend for finding contact details of local media
- Some websites might have contact forms. You can paste the content of your press release and include your contact information
- If you email them, be sure to include contact details at the bottom of the email including any links you have to your local campaign, Facebook group or Twitter profile
- In your email or letter, be sure to include a punchy subject line outlining your media story. For example, *XXX Housing Campaign group gets council to pledge to XXX*
- If you decide to call a newspaper, ask for the 'newsroom'
- You can use social media to contact an outlet - you can copy the paper, radio station or reporter into a Tweet, or you can message the outlet directly through their Facebook page



Top tips for getting in local newspapers

Local papers love to be provided with good local stories. They can be used to celebrate a campaigning achievement, promote an event or even to highlight why you are passionate about an issue.

- Providing photos will help your chance of being featured in a paper.
- Be sure to provide quotes
- Include as much information as you can
- Give a local angle to your activity. For example, if you are handing in a petition you could make the headline *local XXX Shelter Scotland Community Housing Campaigners hand in petition to XXX MSP*
- If your local paper is an evening paper, be sure to send your quote around midday. For daily newspapers you should contact them late morning and weekly papers be sure to contact them around three days before they go on sale
- Include a call to action such as a link to your Facebook group or an event page



Top tips for getting on local radio

Local and community radio stations are often keen to have local groups and individuals to come on and talk about local issues.

- Make sure you have someone who is happy to be interviewed. It is likely that the station will be more interested in an interview rather than reading out a briefing or quotes
- Practice before you go on. It's a good idea to do some role playing and practice some questions and answers. The more prepared you are, the easier it will be
- Provide the radio station or presenter with a briefing of what you are doing and why you are doing it. It will help them come up with relevant questions.
- Speak from the heart. If you are going to speak on radio - your community will respond to a passionate call to action. You might want to share your own story or discuss why you are passionate about your housing issue; the more you share your reasons for wanting to campaign on your issue the more likely you are to inspire people to stand alongside you!

Remember that you should always be following government advice during the Covid-19 outbreak. Any interviews should be done remotely; please don't put yourself or others at risk by travelling for interviews.



Top tips for sharing your coverage

- If your article has appeared in print, take a photo of it and share online - check out our guide on using social media for hints and tips!
- If you feel comfortable doing so, make a 20 second video clip on your phone of what you are doing and why - sharing a link to your article below. This works well when sharing on social media
- You might want to ask local community centres or places that have been involved in your campaign to display a clipping of your article
- If your coverage was around meeting a decision maker, send them an email or letter thanking them for the meeting and include a clipping of the article. They may decide to share the news on their own channels

Want support? Get in touch with your local Community Organiser for guidance and advice on getting media coverage! For Glasgow, you can contact

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