

## 4in10: The London End Child Poverty Project: Campaigners Toolkit 5

### Making a Media Splash

Using the media is vital to any campaign. You can use the media to raise awareness of an issue, put pressure on decision-makers and to attract support for the campaign. Working with the media is not difficult, but you do need to understand what journalists are looking for, how to approach them and how to 'sell your story'.

#### 1. Set Your Objective

It is important to begin by setting your **overall objective**. What do you hope to achieve? This will usually be a behaviour change, or may be a change in opinion or raised level of awareness. For example, you may want the local council to review their housing strategy and allocate a greater proportion of their new houses as social housing. Alternately, you may want to raise awareness about child poverty locally with a view to asking for specific actions later on, or even as an end in itself.

#### 2. Plan Your Steps

You need to know how you intend to affect the change in behaviour or thought that you have set out in your campaign to achieve. You may be able to reach those you want to target directly through the media, for example by getting an article in your key decision makers preferred newspaper. Otherwise you may wish to put pressure on a decision maker indirectly, by appealing to your target members of the public and asking them to take an action to lobby your key decision maker.

With these ideas in mind you need to decide what **key message/s** you want to get across. These may be an argument for changing council policy, a statement about the extent of child poverty and/or a request for people to take an action such as sign an online petition.

#### 3. Identify your Target Audience and Target Media

Your target audience will have been identified generally in the step above. If it is a decision maker, try to at least find out the newspaper/s they read or the radio station/s they listen to. These will then be your target media for a story. The more specific you are able to be with your **demographic**, i.e. the people you are targeting, the more likely your article will be to have the effect you are after. For example, on a national scale you would want to think about the differences between media sources, and the types of people who consume different ones. For example in newspapers, readers can be separated into tabloid or broadsheet readers, and further into those who are left or right leaning. You can also think about this on a local level. Are there

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two local papers in your borough, or several radio stations, which appeal to different types of people? Perhaps you may want to think outside of formal media and look at community radio stations and publications, such as magazines of tenants associations. If you think less formal media would be a more effective vehicle for your campaign, you may not need to write such a formal press release as you would otherwise but the steps described here will still be useful.

**4. What's the story?**

Unless you are holding a large demonstration, pulling a big stunt or have commissioned a new piece of exciting research yourself, your campaign is unlikely to be a story which is newsworthy or entertaining in its own right. Think about what makes a story you would be interested in reading, and have a look through a paper to see if you can find any campaigns stories. Journalists want their stories to be popular with their readership to sell papers and advertising spots, so you will need to make a story that will appeal to people.

Article in the Eastern Daily Press February 2005

In the story above, two elements are immediately obvious:

- There is an eye-catching, bleak picture of a young girl as an illustration
- A figure is quoted, alluding to statistics or research, regarding the extent of child poverty

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Reading on, more things come to light:

- The figures are at a local level therefore the story is of local interest
- Events are also mentioned. These are the regional road shows End Child Poverty was coordinating at the time.

Further examples of elements which will contribute to a story are:

- **Topicality**

For example linked to the 'Credit Crunch' or MP's expense scandals

- **Pictures**

Particularly children or animals, and the more colourful the better

- **Competitions/ Winners/ Record Breakers**

For example the winner of a round the world trip or the world tallest or oldest person

- **New Technology**

For example the latest device to harness tidal energy

- **Justice or Injustice**

For example most stories relating to crime

- **New Research/ Statistics**

For example 'A report published today showed...'

- **Anniversaries**

For example 'It is 50 years today since...'

- **Local Issues, History, Heritage**

- **Human interest**

- **Celebrity**

## 5. Reframing your Key Messages as a Story

As your campaign is unlikely to be a story in itself you will need to find a story which can act as a vehicle for your message. This story should contain as many of the above elements as possible to make it newsworthy, but you will still want to ensure that your key messages are included in the piece. Key messages are often given as quotes from someone in your campaign, but would come towards the end of the story with a significant part devoted to the above elements.

For example, you could devise a story beginning with a topical start, concerning the gross injustice of MP's expenses. After outlining some of the worst examples you could then compare this to the earnings of low income families and make a calculation about how many such families have to live for a year on the same amount as a hefty MP's expense claim. You could then link this into local figures on child poverty and overcrowding and the impacts these have been shown to have. The piece could be accompanied by a photo and finish with a quote from your campaign containing your message and urging readers to sign your petition at [www.4in10.org.uk/campaigns](http://www.4in10.org.uk/campaigns).

## 6. Writing Your Press Release

Journalists will seldom have time to visit you and interview you, so if you want coverage for your story you will need to write a press release which you can send out. The journalists then have the option of covering your press release in its entirety or of using only some of it.

### Release Time

- This should be in the first line of your press release and should state when you want the story to be used. If it can be published right away state 'Immediate Release.' Otherwise start with the time you want it to be released, written as 'Embargoed until 00:01 on (insert date).'; This way the story won't be leaked before you want it to appear, For example If you are writing about a specific anniversary.

### Headline

- This should be catchy; no more than 10 words long, and should sum up the first paragraph or gist of your story in an eye-catching way.

### Story

- This should be written in the third person, avoiding the use of words like 'I' and 'We' which make the story sound biased or like a sales pitch. Personal opinions should be expressed in quotes (see below).
- Next comes the story, which you should write as well and simply as possible. Try to be objective and not to use flowery or overly emotive language. Make sure you have an entertaining or newsworthy angle, and that you would want to read your story.
- At this point you will want a quote from your campaign including your key message/s, possibly including a request for people to take an action.
- To indicate the end of your press release write 'Ends'.

### Notes to Editors

- This is an essential section and should provide the journalist with all the facts they may want to include in the story or use for reference. It should include information about 4in10, child poverty in the UK and your campaign. If you have referred to specific data, this should be included in as full a form as possible, along with an explanation of how child poverty is measured. You should also include your email and telephone contact details in case further information is needed.

We can provide you with an example press release, including the 'Notes to Editors' section, if you request this.

### Check your Spelling and Punctuation

Remember, if you are campaigning on behalf of 4in10 you must let us know before you send a press release.

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We would also be more than happy to help if you have any questions, or want any help or guidance.

Once your press release is complete send it out to your target media. It is a good idea to try calling a journalist at the paper or radio station you have identified who has covered similar subjects before. If you make personal contact they are more likely to cover your story, and you will have appropriate contact details to send it directly. Further below are some details of London wide media should you wish to approach them.

## Risks to Consider

Unless you have a good relationship with a journalist who has assured you they will cover your story, you cannot guarantee your story will be published at all or if it does that it will contain everything in your press release. Some things to bear in mind are:

- **Avoid days when many news stories are breaking.** Obviously you will not always know about this in advance, but if a large event is happening locally you can take this into account.
- **Try to make your story a ‘must-to-cover’** by making it as relevant to local people, entertaining and newsworthy as possible.
- **Don’t be disheartened** if not all of your story gets published. It is better to get a photo and/or a mention than to not be in the media at all.

## London Regional Newspapers

<b>The Evening Standard &amp; London Lite</b> (Part of the Evening Standard)	<b>Metro</b>
<b>Editor: Geordie Greig</b>  Evening Standard Ltd 2 Derry Street London W8 5TT  Tel: 020 7938 6000  Email: <a href="mailto:editor@standard.co.uk">editor@standard.co.uk</a>  Website: <a href="http://www.thisislondon.co.uk">www.thisislondon.co.uk</a>  <b>Paid-for (Evening Standard)</b> <b>Free (London Lite)</b>	<b>Editor: Sarah Getty</b>  Associated Newspapers Limited 2 Derry Street London W8 5TT  Tel: 020 7651 5200  Email: <a href="mailto:sarah.getty@ukmetro.co.uk">sarah.getty@ukmetro.co.uk</a>  Website: <a href="http://www.metro.co.uk">www.metro.co.uk</a>  <b>Free</b>

**N.B. As of August 24<sup>th</sup> 2009 'thelondonpaper' has closed**

**Radio Stations in London (in order of waveband frequency)**

To find out more information regarding listening figures and geographical coverage visit: <http://www.londonradiostations.co.uk/>

**FM Radio Stations**

<p><b>89.1 BBC Radio 2</b> Broadcasting House London W1A 1AA</p> <p>Tel: 020 7580 4468</p>	<p><b>96.9 Choice FM</b> Borough High Street London SE1</p> <p>Tel: 020 7738 7969</p>	<p><b>102.2 Smooth FM</b> 26-27 Castlereagh Street London W1H 6DJ</p> <p>Tel: 020 7706 4100</p>	<p><b>103.8 BBC Three Counties Radio</b> PO Box 3CR Luton LU1 5XL</p> <p>Tel: 01582 441000</p>	<p><b>106.6 Time</b> The Observatory Shopping Centre Slough SL1 1LH</p> <p>Tel: 01753 551066</p>
<p><b>91.3 BBC Radio 4</b> Broadcasting House London W1A 1AA</p> <p>Tel: 020 7580 4468</p>	<p><b>97.3 LBC</b> The Chrysalis Building Bramley Road London W10 6SP</p> <p>Tel: 020 7314 7300</p>	<p><b>102.6 Essex FM</b> Radio House Cliftown Road Southend-on-Sea SS1 1SX</p> <p>Tel: 01702 333711</p>	<p><b>104.1 BBC Radio Berkshire</b> PO Box 104.4 Reading RG94 8FH</p> <p>Tel: 01645 311444</p>	<p><b>106.8 Time FM</b> Harrow Manor Way, Thamesmead London SE2 9XH</p> <p>Tel: 020 8311 3112</p>
<p><b>94.9 BBC London</b> 35c Marylebone High Street London W1A 4LG</p> <p>Tel: 020 7224 2424</p>	<p><b>97.6 Chiltern FM</b> Chiltern Road Dunstable LU6 1HQ</p> <p>Tel: 01582 676200</p>	<p><b>102.7 Mercury FM</b> Broadfield House Brighton Road Crawley RH11 9TT</p> <p>Tel: 01293 519161</p>	<p><b>104.6 BBC Southern Counties</b> Broadcasting Centre Guildford GU2 5AP</p> <p>Tel: 01483 306306</p>	<p><b>107.5 Time</b> Lambourne House 7 Western Road Romford RM1 3LD</p> <p>Tel: 01708 731643</p>
<p><b>95.8 Capital FM</b> 29-30 Leicester Square London WC2H 7LA</p> <p>Tel: 020 7766 6000</p>	<p><b>98.8 BBC Radio 1</b> Broadcasting House London W1A 1AA</p> <p>Tel: 020 7580 4468</p>	<p><b>102.0 2-Ten FM</b> PO Box 2020 Reading RG3 5FG</p> <p>Tel: 0118 945 4400</p>	<p><b>104.9 Xfm</b> 29-30 Leicester Square London WC2H 7LA</p> <p>Tel: 020 7054 8000</p>	<p><b>107.6 Kestrel FM</b> Paddington House The Walks Shopping Centre Basingstoke RG21 7LJ</p> <p>Tel: 01256 694000</p>

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<p><b>96.4 The Eagle</b> Dolphin House North Street Guildford GU1 4AA</p> <p>Tel: 01483 300964</p>	<p><b>100.0 Kiss FM</b> Kiss House 80 Holloway Road London N7 8JG</p> <p>Tel: 020 7182 8000</p>	<p><b>103.1 Invicta FM</b> Radio House John Wilson Business Park Whitstable CT5 3QX</p> <p>Tel: 01227 772004</p>	<p><b>105.4 Magic</b> 97 Tottenham Court Road London W18 9HF</p> <p>Tel: 020 7436 1515</p>	<p><b>107.8 Radio Jackie</b> 110 Tolworth Broadway Surbiton Surrey KT6 7JD</p> <p>Tel: 020 8288 1300</p>
<p><b>96.6 Herts Mercury</b> Unit 5, The Metro Centre, Dwight Road Watford WD18 9UD</p> <p>Tel: 01923 205470</p>	<p><b>100.9 Classic FM</b> 7 Swallow Place Oxford Circus London W1R 7AA</p> <p>Tel: 020 7343 9000</p>	<p><b>103.3 London Greek Radio</b> Florentina Village Vales Road London N4 1TD</p> <p>Tel: 020 8800 8001</p>	<p><b>105.8 Virgin</b> 1 Golden Square London W1R 4DJ</p> <p>Tel: 020 7434 1215</p>	
<p><b>96.7 BBC Radio Kent</b> Mount Pleasant Road Tunbridge Wells Kent TN1 1QQ</p> <p>Tel: 01892 670 000</p>	<p><b>101.6 Mercury FM</b> 1 East Street Tonbridge Kent</p> <p>Tel: 01732 773000</p>	<p><b>103.5 BBC Essex</b> 198 New London Road Chelmsford CM2 9AB</p> <p>Tel: 01245 262393</p>	<p><b>106.2 Heart</b> The Chrysalis Building Bramley Road London W10 6SP</p> <p>Tel: 020 7468 1062</p>	

## Keep in Close Contact with the London Campaigns Officer

4in10 can support you with your campaigning activities in many ways, and can advertise this both to members and online. Get in touch by phone or email to discuss your ideas and find out how the 4in10 team can help, from providing further resources to linking you up with other campaigners in your area.

**Please remember to let us know what you are planning – Particularly if you want to campaign on behalf of 4in10: The End Child Poverty London Project.**

**Your campaigning has the potential to make a difference to thousands of children living in poverty in your local area – Why not begin now?**