



Step 4

Tell your local media

It's a misconception that only national media counts. For example, the Manchester Metro is read by more people than the Independent. Using local and regional media throughout the country in a concerted campaign could reach millions of people.

In fact, with an election looming in 2010 your MP will be influenced by your local media more than the national press because it reaches more of their voters.

So, how do you go about getting local coverage for your idea?

- Firstly, there must be some kind of local news hook to get journalists interested. Doing something unusual would be a hook, especially if you're the kind of people not normally associated with environmental campaigning. If your idea is something that will look good in a photograph, that's even better.
- Local media compile advance diaries of news events and assign reporters to cover them. If you're planning something reporters can attend, such as an event, you should try to get it included in those diaries at least a few days before it takes place. This involves emailing some information to the local newspaper, and be sure to include your contact details. Give them a call soon after sending the details over to drum up a bit of interest.
- You can obtain the telephone numbers of local media offices from their websites, via Yellow Pages, from directory enquiries or (in the case of newspapers) from a copy of the paper itself. If you only get a switchboard number, phone them up and ask for the contact details of the news desk.
- If you get any coverage, make sure your MP knows about it. Send them a clipping or let them know you were on the radio or TV. And don't forget to let us back at Greenpeace know as well.
- Even if you get the media to attend your happening, make sure you take your own photos and videos so you can share them with other people and the world wide web.

Good luck!

