



## Campaigning toolkit

### Securing media coverage



Follow our top tips to make your next campaign stand out from the crowd using local newspapers, newsletters and radio.



**Local newspapers** – local newspapers love being provided with good stories, complete with quotes and photos. The key is to make your story relevant by giving it a local angle.

**EXAMPLES:**

- *The XXX branch of the MND Association is launching a campaign*
- *Chairman of the XXX branch John Smith said....*
- *XXX people living in [name of town] are affected by....*
- *XXX people access support from the MND Association funded care centre in [name of town]*

For evening newspapers send your press release mid-afternoon; for daily newspapers contact them late morning; for weekly newspapers send your press release three days before they go on sale.

**ALWAYS INCLUDE:**

- *As much information as you can*
- *A call to action, such as a web address where people can get more information/sign a petition/join a campaign.*
- *A photograph if possible but make sure it's relevant and has the correct permissions in place. A photo might show, for instance, a person with MND signing a petition, or the branch chair person welcoming the mayor.*



**Postcode publications** – these are the news sheets, newsletters and magazines that are posted free through letterboxes and given away in hairdressers, cafes and local shops. The same tips apply as for local newspapers. The key difference is that they tend to work a few weeks in advance so let them know of launches, events etc as early as possible. You'll find contact details inside the publications or online.



**NHS Trusts, councils and MP newsletters** – they often have their own newsletters distributed to staff and networks. Ask them to include a story about their MND Association activity.



**Radio stations** – make the most of community radio stations which are often really keen to cover local stories, particularly if you have someone local who's happy to be interviewed. Google is your best friend for tracking down contacts.



**Ways to contact media outlets** – email addresses tend to be readily available on websites. Consider your subject line – it should give the recipient a steer on the content of the email.

**EXAMPLES:**

- *[name of town] people sign petition to give benefits access to the terminally ill*
- *[name of town] council pledges extra support for terminally ill people*
- *[name of town] Mayor to visit local branch of MND Association – photo call*

Some publications will have an enquiry form on their website. Paste the contents of your press release on to the form – remembering to include your contact information.

Contact media outlets by copying the outlet, or a reporter, into a tweet. Consider messaging the outlet via their Facebook page.

Of course you can call media outlets too – phone numbers are generally available on websites. Ask for the 'newsroom'.



**Social media** – once your story has appeared online share a link, or take a photo if it's in a newspaper or magazine and share the photo on social media. Remember to tag **@mndassociation** on Facebook and **@mndcampaigns** on Twitter and Instagram.



**Video** – a 20 second clip explaining why you're doing what you're doing works really well on social media. It doesn't have to be a professional video – film with your phone, remembering to hold it landscape (sideways).



**Email signatures** – add a link to your campaign website page, petition or event page on the bottom of your email signatures to encourage people to click through.



**Piggy back what's already happening** – 'creating' a photo opportunity, event or story takes time and effort. Where possible use something that is already happening to highlight your story.

**EXAMPLES:**

- *Invite a local dignitary – mayor or MP – to attend a branch meeting to sign a petition. They get to meet local constituents/voters/community groups, you get a signature and a photo opportunity.*
- *You're organising a Charter signing, ask the council reps to sign a petition – use the two stories separately*

**Useful contacts:**

Policy and campaigns: [campaigns@mndassociation.org](mailto:campaigns@mndassociation.org)

Communications: [communications@mndassociation.org](mailto:communications@mndassociation.org)