

# How to

## get local media coverage during Christian Aid Week

Christian Aid Week 11-17 May 2008



**Getting media coverage of your events will help raise awareness and may generate a better response to the house-to-house collections in your area. It's also a chance to promote any other local Christian Aid Week events.**

### Make the event attractive

- Once you've decided what you want to do, talk to your Christian Aid Week organiser and find out what other churches are doing. It makes for a more interesting story if lots of things are happening, and this may also lead to better media coverage.
- Involve schools, youth or community groups based at your church. Parents love to see their children in the paper – and local papers are keen to include them, too.
- Invite a local celebrity – this could be your MP, the bishop or the mayor.

### Think in pictures

- An interesting picture can create a story. Your local Christian Aid office can lend you banners and giant Christian Aid logos to add some visual interest and get the message across. If appropriate, involving children or animals will also attract attention!
- The best way to ensure a good photo is to invite the newspaper's own photographer to your event. Booking the photographer also alerts the paper to what you are doing. Most local papers will be happy to send someone.

### Get the message right

- Write a short press release or article to explain what you're doing. Put the most exciting and important information at the top. Often people will only read the first few sentences of a piece, so don't save the punchline for the end.
- Find an angle and a headline that grab attention. Make them about action, and go for something new, quirky or record-breaking.
- Keep the message simple – don't try to explain all the issues at once.
- Include some quotes from people involved, saying what it has meant to them.

### Nurture your contacts

- Know whom to target at your local papers and radio stations. Find out the name of the news editor, specialist correspondent or religious producer. Give them a ring, talk about the story and then post or email the press release directly to them.
- Know the media's timings. When you talk to the editor or producer, ask them when the deadline is for each issue or show. Send a concise press release well in advance. Keep it to one page, and include your contact details.
- Follow it up with a phone call, and wait for the results!
- Finally, if you are successful in getting some coverage Christian Aid would love to know. Do send in a copy of the cutting to Church and Community department, Christian Aid, PO Box 100, London SE1 7RT.

**Making it easy:** You will find some ready-made articles for use in newsletters on the *Empowering People DVD-rom* and on the reverse of *How to get your whole community involved*.

### How to... get in touch

If you have any questions or ideas to share, or if you want to know more about what's happening in your area, contact your local organiser at:

Your local Christian Aid office will also be happy to help or advise you on how to get media coverage for your events. Their details are:

Alternatively, you can contact Christian Aid directly on one of the numbers below:

England	08080 005 005	(for resources)
	0845 7000 300	(other enquiries)
Northern Ireland	028 9038 1204	
Republic of Ireland	01 611 0801	
Scotland	0131 220 1254	
Wales	029 2084 4646	

[www.christianaid.org.uk](http://www.christianaid.org.uk) [www.christianaid.ie](http://www.christianaid.ie)

**Please photocopy or pass on this sheet to Christian Aid church representatives and activists in your area.**