

HOW TO... GET LOCAL MEDIA COVERAGE

PLEASE
PASS ON
THIS SHEET TO
CHRISTIAN AID
CHURCH REPS AND
ACTIVISTS IN
YOUR AREA

Publicising your Christian Aid Week events in print or on the air can increase their impact as well as the response to your house-to-house collection – widening the global movement that's needed if poverty is to be ended. Here are some tips and ideas on how to get publicity.

Be media savvy

- Talk to your Christian Aid Week organiser to find out what other churches are doing. The more events, the better the story – and the more interest there will be.
- Involve children and young people – they are popular with local media.
- Invite a celebrity to your event – your local MP, bishop or mayor may be happy to oblige.
- Visit www.caweek.org and add your event to the listings.

A picture can make the story

- Your local Christian Aid office can lend you **banners** and **giant Christian Aid logos** to add colour to your image.
- Try inviting the newspaper's own photographer to your event. Ask him or her to alert the newsdesk too.

Write a press release

- There are two **press release templates** to help you online and on the **Poverty – Let's End It DVD-rom**. Keep your message simple and find an attention-grabbing angle – something unique, new or record-breaking.

Personal contact is everything

- Find out the name of the news editor or religious producer at your local paper and radio station. Give them a ring, then post or email your press release directly to them.
- Know your deadlines! When you talk to the editor or producer, ask them for the deadline for each issue or show, and send your press release well in advance.
- Once you've sent it, always follow up with a phone call.
- We would love to see any coverage. Send a copy of your cuttings to: David Brand, Christian Aid, PO Box 100, London SE1 7RT.

You will find some ready-written articles for use in newsletters and church magazines on the **DVD-rom** and on the **How to... involve your whole community** sheet.



'Christian Aid Week is an opportunity to talk to people about what Christian Aid does – and to share and to show that love makes us do what we do.'

Alison Clarke (pictured), Christian Aid supporter, England


GETTING NOTICED IN CHRISTIAN AID WEEK

9–15 May 2010



How to... get in touch

If you have any questions, want to share your ideas or find out what else is happening in your area, contact your local organiser at:



Your local Christian Aid office can also advise you on how to get media coverage:



Alternatively, you can contact Christian Aid directly:

England	08080 005 005 (for resources) 020 7523 2225 (other enquiries) www.christianaid.org.uk
Northern Ireland	028 9038 1204 www.christianaid.ie
Republic of Ireland	01 611 0801 www.christianaid.ie
Scotland	0131 220 1254 www.christianaidscotland.org
Wales	029 2084 4646 www.cymorthcristnogol.org