

Programme Action and Publicity

Margaret Hyde

How Does the Media Work and How Can We Build Contacts?

- Going Round in Circles... but in a good way
- Virtuous Circles – 3 P's – Project, Publicity, People
- Stories with Legs
- Jump on a Bandwagon



How Does the Media Work and How Can We Build Contacts?

- Expert Loudhailer
- Elevator Pitch at the Ready
- Think Pictures
- Plan Project Publicity Right from the Start

