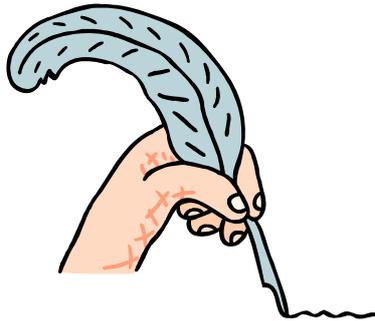


1 Planning a media campaign



When planning any project in the Club make sure you factor into it how you are going to make use of the media to promote and further the aims and objectives of the project. Every Club should have a press officer and that press officer should have a place on every planning group, working group or other committee you set up. It is not enough to say 'We'll put a press release out at the end of the project to say what we've done/how much we've raised, etc'. The media is a vehicle to be used as part of any lobbying, fundraising or other activity, see it as a key part of your programme action, not a bolt on extra.

As soon as you have decided on a project or piece of action, factor in how the media can assist in getting your messages out – it may be to help you attract advocates for a campaign, to elicit the support of other organisations, to draw public attention to an issue or simply to promote the sale of tickets to the public for a fundraising event.

As you plan your work schedule, add in the timings of notifications or updates to the media. Think about what is visual, suitable for TV or photographs and what is better described or discussed, more suited to a radio interview. Use every possible opportunity, if you are putting a display in a library for International Women's Week make sure the local paper and local radio station know about it. If you are donating toys to a children's ward or overnight toiletries to parents for emergency overnight stays at children's bedsides, make sure the hospital radio station knows – they will probably want an interview!

Once you make the initial contact and do the interview, ask the journalist at the end, is it OK if we come back and tell you how we got on with this project/how much money we raised/how we achieved success? They will virtually always say 'yes, do!' And ask you for a forward date to put in the diary, so take advantage!