

# Show The Love 2017 Media Pack

## 10 Steps for media coverage at your event

*Getting media coverage for your Show The Love event will ensure that people across your community hear about it and allows you to share the love with even more people. It can also be an incentive for your MP to get involved. Although media coverage isn't essential it can be a really useful addition – either before or after your event. If you don't have the time or energy to organise this, then maybe someone else in your group could.*

*These 10 steps will hopefully make the job as quick and easy as it can be.*



1. A few weeks in advance of the event identify a person in your group who can lead on media work. This person should be the main contact person with the media. They can carry out steps 2-10.
  2. Identify one or more people within your group who are happy to speak to the media. Experience is useful but not essential. If you can show that a breadth of people care about climate change, your story will be more powerful so try and provide a range of spokespeople e.g. community energy representative, local business person, local group member, church or mosque goer who can each talk about why they care about the things affected by climate change.
  3. Agree beforehand on what you want to say to the media, the suggested main media messages are in a sample press release below, but the media will also be interested in local angles and the particular interests of those attending the event, so don't forget to include what you want to protect from climate change.
  4. Write a press release to send to the media (no more than 2 pages including quotes), the sample at the bottom of this document should act as a useful guide.
  5. If you are inviting your MP, let their office know you are contacting the media, send them the press release and suggest that they might want to add a quote.
  6. Decide what the centrepiece of your event will be. If your MP is coming are you going to produce something to hand over to them, such as a green heart? Is your event focussed on producing a green heart installation, decorating a local tree or creating some other kind of crafted message? Are you planning to highlight a place that is special to you? If you are, then this could be a photo opportunity for the media.
  7. If you are thinking about organising a media photo opportunity, decide where you can hold it that would make a good picture (e.g. at a building with solar panels, your local nature reserve or a special place affected by climate change). You can also take your own photos to send to the media.
  8. A week in advance of the event, phone the media: your local or regional paper, community radio station or TV newsdesk. Ask to speak to the news desk, and tell them you want to send them a press release (their contact details will be on the internet or telephone directory).
- It is also worth asking people in your area if they have any good local media contacts. Be aware the media contacts might want to talk to you about the story when you call, so be prepared. If you are planning a photo opportunity then tell them early so they know to book a photographer.
9. Send the press release to your media contacts, then follow it up with a call to check they received it and ask whether they are going to do a story. Journalists get so many press releases they often miss some, so it is important to make that follow-up phone call to remind them
  10. After your event, call the media and tell them how the meeting went, or send a post event press release with photos.

Working with the media is straightforward. The local media is interested in community stories like yours – you are a local person who wants to raise a concern. So the most important thing to remember is: be yourself.

Please check to see whether you got coverage afterwards and send copies to [campaigns@theclimatcoalition.org](mailto:campaigns@theclimatcoalition.org) so we can evaluate the success of the campaign.

For tips on promoting your event online, see our local promotion guide at [www.showthelove.org.uk](http://www.showthelove.org.uk).

## Sample Press Release

Put photocall info here: local residents available for photos at **time, location, date**.  
Phone XXXX to confirm attendance.

[Local residents OR your group name] Show The Love This Valentine's Day

People from **[across town or your group name]**<sup>[1]</sup> will **[insert description e.g. grab their needles and thread/ get out their gardening tools/ get baking]** on **[date]** to **[insert activity e.g. sew together/ plant/ bake]** green hearts to Show the Love for the special places, people and lives that could be lost to climate change as part of the Show The Love campaign <sup>[2]</sup>.

The **[XX]** strong **[women's/ church/ sports]** group, who meet every week in **[xxxx hall/church]** decided to take part in the campaign to raise awareness of the things they, and their community, love and want to protect from climate change for future generations.

**[Quote from local group member: Why should people take action on climate change in their community?]**

People and institutions across the country from Women's Institutes to Premiership Football Clubs, from National Trust places to Salvation Army shops, will be wearing and sharing green hearts. This display of green hearts will encourage people to think, and start conversations, about what they love that climate change threatens: The cherished places where our memories are made, the tea in our cups, the fields we play in, the changing seasons and generations to come.

Show The Love is organised by The Climate Coalition, the UK's largest group of people dedicated to action on climate change and limiting its impact on the people, places and life we love at home in the UK and around the world, including the world's poorest countries. It includes over 100 organisations such as RSPB, National Trust, WWF, The WI and Oxfam. The combined supporter base of our 120 member organisations is more than 15 million people across the UK. Together, we want a world powered by clean and secure energy within a generation.

**[Insert a few short quotes/soundbites from different people]**

Extra example quotes:

[A - insert name, age and location], attending the [event] said: "I'm getting involved because I care about [insert what you love e.g. my children/ a local nature reserve/ those in other countries that are feeling the worst effects of climate change...] and I think we need to do all we can to protect them...."

[B - insert name, age and location], attending the [event] said: "We've seen how climate change can affect us directly [include detail of local landmarks/ wildlife that could be affected or other local impacts you've seen e.g. flooding, or a regional/ national example of recent impacts]. We need to tackle climate change and we need others to get on board..."

[C - insert name, age and location], attending the event said "We've seen lots of progress in the local area [include detail of a local initiative that is saving energy/ producing community energy, which is providing jobs/ saving money/ engaging the community..]. This is just the start and I want to see how much more we can achieve by working together".

Contact: **[Name of media contact and mobile phone number/email address]**

Further information:

[1] Add information about the local groups involved in your event, e.g. **[xx group name]** meets **[monthly]** to **[add in information about what your group does]**.

[2] Updated information on the Show the Love campaign, including an inspirational film will be available at [www.showthelove.org.uk](http://www.showthelove.org.uk)

