



# Stronger Voices Media Guide

How to use media to tell your story

# ABOUT THIS GUIDE

Funded by Open Society Foundations and produced by Media Trust, this guide explains how you can use the media and social media to get your message out. Look out for the following:



## STEP-BY-STEP

follow simple approaches and methods and apply them to your own communications



## TOP TIPS

be inspired by easy ideas to get your message across more effectively



## MEDIA INSIGHT

learn what professional journalists and media experts want from a story



## SUCCESS STORY

hear from organisations which have had media success

## Media strategy template

At the back of this guide you will find a media strategy template. Use this template to start writing your own media strategy including target audiences, key messages, media channels and monitoring and evaluating your media and communications. This guide will take you through all the steps to complete your own media strategy to share, agree and deliver with your colleagues. You can find the template on pages 40-42.

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# FOREWORDS

## Caroline Diehl

*Patron & Founder, Media Trust*



Migrant communities, such as UK Somalis and other marginalised groups, have had a raw deal in the media recently. Unbalanced reporting doesn't fairly represent the vibrant and varied individuals who are making valuable contributions to their communities. Media Trust wants to change this. We want to give these communities the chance to tell their story, their way.

During the past two years, our Somali Voices project has trained more than 60 individuals to speak to the media and to use social media to raise positive awareness of their work. Drawing on what we have learnt, this guide aims to boost the confidence of grassroots organisations in migrant communities across the UK, giving them the tools they need to get their message out.

We hope this guide will provide a great starting point. We are committed to providing further support to help organisations build their capacity to work with the media – turn to page 38 or visit [www.mediatrust.org.uk](http://www.mediatrust.org.uk) to find out more.

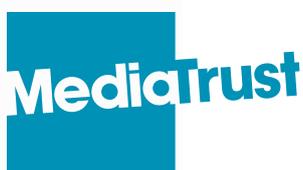
## Jordi Vaquer

*Regional Director for Europe, Open Society Initiative  
& Director, Open Society Foundations*



Little could we imagine, when we decided to support Media Trust to produce this guide that its publication would be so timely. The tone and content of the EU membership referendum in June 2016 make this tool more urgent than ever.

As the country looks to start healing these wounds and thinking about the future ahead, it is imperative that migrant and ethnic minority voices are heard and taken into consideration. Equipping marginalised communities to interact with media and to shape public perceptions has become an urgent task. The change can only come from the communities themselves, but we hope they can find some guidance and inspiration in these pages in their quest to find their rightful voice.

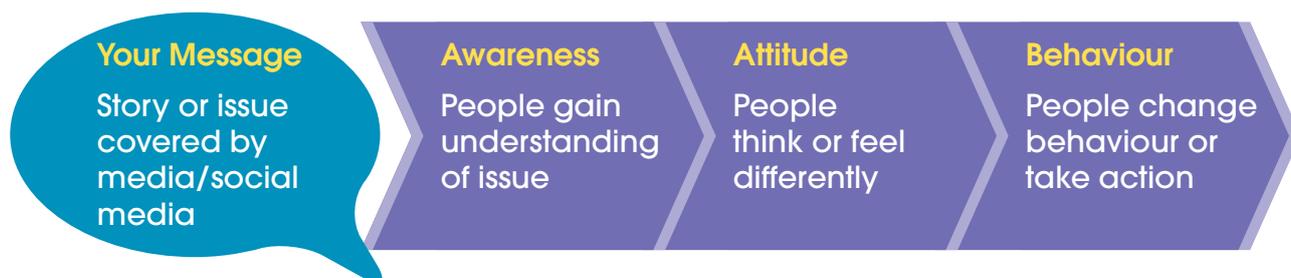


# INTRODUCTION

When we talk about 'the media', we mean all print, broadcast and online channels that are used to inform or entertain large groups of people.

## Why use the media?

Media or social media coverage is a great way to increase awareness of your cause or organisation and can even influence attitudes and behaviour.



It can take a lot of effort to get media coverage for your organisation, so you will need staff time to make it happen. But it can be cheaper and more effective than spending money on advertising. Even if you don't try to secure media coverage, sometimes you will find the media will report on your organisation anyway.

## Media coverage could help you to:

- raise your profile
- promote your services
- raise funds
- get people to volunteer
- challenge perceptions
- celebrate positive role models
- influence government policy
- change professional practice
- influence individuals' behaviour
- protect your reputation



### The East European Advice Centre's director, Barbara Drozdowicz, explains how media and social media coverage has raised their profile



*"We have been speaking to the media and been active on social media for two years now, and it has increased our visibility hugely. Why is it important? It's about communicating our cause to the world and gaining friends among decision makers, like-minded members of the general public and other organisations. And we need friends to push our mission forward, to convince people it's worthwhile and to build bridges between communities. Increased visibility means improved image and we need that to raise more funds too. No one supports marginalised groups unless they have respected advocates - and respectability is exactly what we gain from media activity."*

## How could you use the media?

1. Give a media interview – tell your story or express your views
2. Get the media to run your story – contact journalists to see if they will report on your organisation and issue
3. Tell your own story – create your own content using your website, social media and blogs



# MAKING A PLAN

## Why make a plan?

Getting into the media and being active on social media sounds like a good idea but what exactly do you want to achieve? And how will you do this? Making a plan will help you to get support from other staff and to work out the best way of reaching your goals with the resources you have.



### Identify your strengths, weaknesses, opportunities, threats

Brainstorm your organisation's strengths, weaknesses, opportunities and threats. Thinking about your situation will help you to decide on the best way to approach media and communications activity.

#### For example:

**Strengths:** We have been making a difference for over 5 years and have positive stories about our impact and people who could be great spokespeople

**Weaknesses:** Our website is outdated and we have limited staff resources

**Opportunities:** A local community event is happening in a few months and immigration is a big issue receiving coverage in the media that we can share our opinion on

**Threats:** An organisation is doing similar work locally and our funding is at risk for a specific project





Turn to page 40 for a media strategy template you can use for your organisation.

## Writing a media strategy

Before you get started, it's a good idea to think through the answers to these questions.

### 1. Aims – what do you want to achieve?

Try to be as specific as possible – instead of saying you want to 'raise your organisation's profile', you could say you want to 'be seen as an expert on your issue by potential funders'.

### 2. Target audiences – who do you want to speak to?

Identify who you want to reach and select your target audience. See page 8 to learn more about target audiences.

### 3. Key messages – what do you want to say?

Decide the main thing you want to tell or ask your target audience. See page 10 to learn more about key messages.

### 4. Media targets and channels – where do you want to get your message out?

Identify the newspapers/programmes you want coverage in, as well as online channels you could use such as social media and your own website, blog or newsletter.

### 5. Tactics – how will you tell your story and interest the media?

Tactics are the activities you will do to get your story out. A tactic could be anything from sending out a press release to giving a media interview, writing a blog or posting on social media.

### 6. Action Plan – who will do what and when? What budget and resources will you need?

Work out what everyone needs to do and when, and if there are any costs including staff time.

### 7. Measurement – how will you know if you have been successful?

Identify targets and specific goals for all of your activity. Page 36 explains how to do this.

## Media Insight



### Jon Snow, journalist and Channel 4 News presenter

*"The stories that stand out have originality or novelty. But they should also be direct and easily understood – too many charities and non-profits are complicated in their messaging. They should be clear about the audiences they want to reach. The organisations that catch my attention are active on social media and keen to attract volunteers and supporters. I think a really good and efficient website is essential and worth every penny you have to spend on it."*

# TARGET AUDIENCES

## What are target audiences?

A target audience is a group of people you want to communicate with. You may have several audiences to think about, such as potential funders or users of your services. While your media coverage could reach many people, narrowing down your target audiences will make the most of your resources and help you think about the best ways to engage and reach them.

For example, if you were a health charity in the Manchester area running a campaign to get more Somali women exercising, you might decide to focus on the following audiences:

- Somali girls aged 11-16 in Greater Manchester area
- Somali community, especially mums, in Greater Manchester
- PE teachers at secondary schools in Greater Manchester
- National bodies influencing sport education policy.  
For example, Sport England or Department for Education



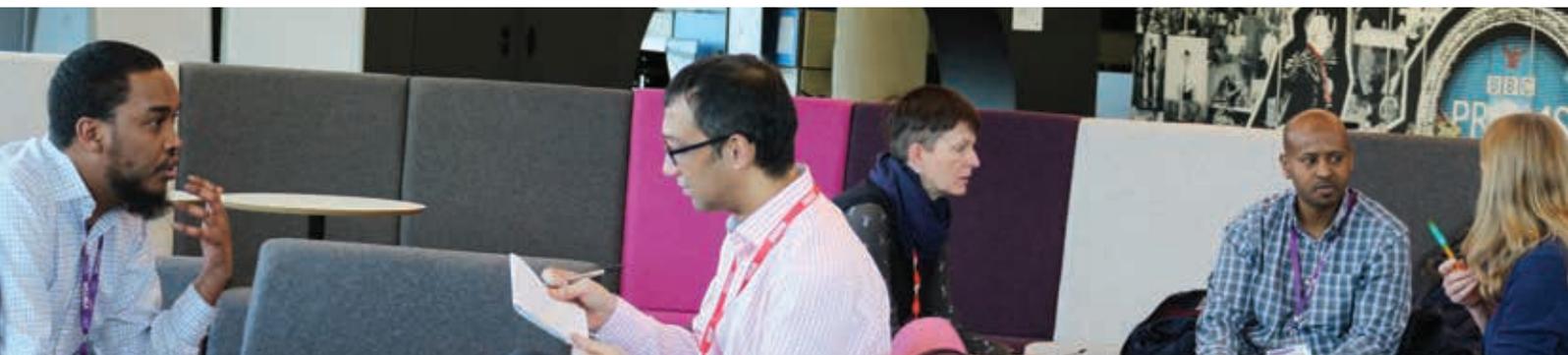
**Communications consultant Arman Alan Ali works with the Migrants' Rights Network. He shares his top tips for getting your messages out:**



**List your key audiences** – Who do you want to talk to? But also who do you want to listen to you? For example: your community, the wider public, politicians, grant makers, people who commission local services and other voluntary groups.

**Develop two or three key messages and use them again and again** – What do you want to say about your organisation?

**Decide which communications channels you will use** – Look back at your key audiences and understand how they normally receive communications. Use these to reach them. You may need to develop your own communications channels such as a website, blog or newsletter.





## Identifying your target audiences

1. Brainstorm as many people as possible that you already communicate with or would like to communicate with. Then break them down in to groups or categories. You could focus on:

- **Age group**
- **Male/female**
- **Culture/ethnic group**
- **Location** – where do they live or work?
- **Socio-economic group or class** – this could influence their attitudes and interests
- **Engagement with you** – do they already support you or have they never heard of you?
- **Occupation** – are they in work, education or at home? Perhaps you want to focus on one profession?
- **Interests and life stage** – such as young families or recent arrivals to the UK

2. Think about the impact you want to have on your target audiences. What do you want them to know? What do you want them to think and feel? What do you want them to do? Perhaps you need to research or speak with some members of your target audience to find out more.

3. Think about the best way to reach your target audiences. What media do they read, watch or listen to? You may need to ask them.

4. Imagine an individual from your target audience and write a profile for them as if they are a character in a book. Give them a name, age and decide where they live and what they do.

**Ask yourself:** Has this person heard about our organisation or issue? Do they already have an opinion? How could they benefit from our work or campaign? What media channels would reach them? Think about the person you have described as you are planning each step of your communications. This will help you to tailor your messaging to your audience.



# KEY MESSAGES

## What is a key message?

A key message is a point of view you want to get across about an issue or your organisation. For example, if you want to reduce prejudice against migrants, one of your key messages might be that the NHS relies on a huge migrant workforce. Or if you want to help new mothers in your community, your key message might be that you provide life-changing support to mothers at your centre.

Deciding on the key messages you want to communicate helps you to be clear and focused in all your communications, from producing a leaflet to writing a press release. It also helps people to understand and register your message if they hear the same message again and again.

## How to create strong messages

Think about the possible messages you need to get across about your issue or organisation. Sum each message up in a short phrase or simple sentence. For example: 'Many Somalis work in professional jobs' or 'Our Hammersmith lunch clubs combat loneliness of older people from Poland'.

Choose the three-to-five most important messages to be your key messages and then review them. Are you appealing to people's emotions and logic? Could your language be simpler or more direct? Test your key messages with a few members of your target audience. Share your key messages with staff and volunteers, and ask them to learn them and use them.

## Tell your audience what you want them to do

It may seem obvious but if you want your target audience to do something such as signing a petition, attending an event or visiting your website, it's really important to ask them to take action. For every article you write or speech you make, as well as including your key messages, always ask yourself if there is anything you can ask the audience to do.



**Nura Aabe, founder of Autism Independence, took part in Media Trust's Somali Voices programme where she learnt about the media and giving interviews.**



*"I've learnt to focus on the message I want to get across. I'm now much clearer on my goals when speaking to the media. In the past the media just contacted me and I responded to what they wanted, but I am now confident that what I want to say is worthwhile and they have to listen to me too. I think about what makes my story unique and why it is going to be different. Now the media respects and trusts me, and even gets in touch for things other than my project. I never thought I would be able to contact the media myself but I've been on a learning journey and become more confident."*



Now it's your turn. Use this outline to come up with your own 60-second pitch and practice it out loud.

## Getting your message across in 60 seconds

A good way to practice using your key messages is the 'elevator pitch' – what you would say if you ran into someone important in the lift.

### What to Say ...

Hi, my name is ...

I'm from ...  
organisation ...

We know a big issue is ...  
... because ...

We address this  
problem by ...

We need ...  
You could help us by ...

We can offer you ...

### Example

Hi, my name is Sofi.

I'm from Happier Days Social Club for older people from the Somali community.

We know a big issue for our older people is loneliness as those who don't have families around during the day feel very isolated, particularly because of language barriers.

We address this problem by holding lunch and tea events in our centre.

We need more drivers to get the older people to the centre. Could you help us to raise awareness and get more drivers?

We have leaflets you could leave in your offices and we can provide a story of one of our volunteers for your paper.



# STORYTELLING

## What do you need to tell your story?

Backing up your messages with facts and real-life examples will strengthen your argument and bring your story to life. This will make the media more likely to cover your story and give you lots of good content to use on your own website, social media and in publications. For example, if you were promoting an open day for a new support service for parents caring for children with disabilities, you might want to use stories of parents hoping to use the service or research the number of carers in the local area.



### Bringing your story to life

#### Use case studies

Case studies are real-life examples of people who have been impacted by your issue or organisation. They could be a disabled person whose life has been improved by attending your day centre or a successful young person who could inspire other people from your community. Case studies are very powerful as your audience will emotionally engage with the individual's story.

- Make sure you are always on the lookout for possible case studies and set aside time to interview them
- Write a short summary of their story – just two or three paragraphs. If you want to show the impact of your work, you must always explain what life was like for the person before and after your involvement
- If possible, get photos and video content
- Keep good records so you can quickly contact case studies for media interviews
- Always make sure case studies are happy to tell their story and ask them to sign consent forms (their parent or guardian will need to sign if they are under 18)

#### Use research and statistics

You could use key facts about your issue or community – for example, how many people from your community suffer from mental illness or how many live in the local area.

- Research key facts by searching online or by talking to other organisations
- Look at the data you already hold. For example, the number of helpline calls you take every week
- Think about easy ways you could carry out new research by surveying your contacts or local community. [www.surveymonkey.com](http://www.surveymonkey.com) is an easy way to put an online survey together

## Use your expert knowledge

Your staff or volunteers could give media interviews or post on social media about subjects they know well. Or you could publish a report on an issue your organisation is an expert in.

- Make it easy for journalists looking to set up interviews by having clear contact details on your website and responding quickly to any requests
- Share your knowledge on social media by commenting on topical issues or answering common questions
- To publish a report or expert guide, think about the subjects that you or your organisation understands well. You could publish a directory of local services for older people, or advice for schools on how best to engage with Somali parents

## Use celebrity support

Ask a high-profile person to help you tell your story. They could be someone on TV, a sportsperson, a businessman, a local MP or someone respected in their field such as an academic.

- Choose someone your target audiences will be interested in who can convincingly speak about your messages or who has personal experience of your cause
- Get in touch by calling their office and be clear about what you are asking them to do – you could ask for a comment for your press release or for them to send out a tweet



### **Sarah Lester, executive editor, Manchester Evening News**

*"A story is a great story when you want to tell it to the person sitting nearest to you. That's the feeling that makes people want to share a story on social. It helps if you're telling the audience something they don't know that is relevant to their lives in a compelling way."*

# OVERVIEW OF THE MEDIA

## Media Insight

**Kamlesh Purohit, assistant editor, BBC Radio Leicester**

*"Develop your knowledge of the media that's out there and how it works. Building strong links with the media is the quickest and most effective way of promoting your work."*

### National

TV, radio, newspapers and websites that reach across the whole of the UK or one nation e.g. Scotland

- **Focus:** only cover stories of interest to whole nation/international issues
- **Pros:** great way to reach lots of people, high status – a national story can create a buzz and lead to further coverage
- **Cons:** hard to get coverage – competing with lots of organisations
- **Journalists need:** real-life stories and experts who can comment on issues in news



### Regional

TV, radio, newspapers, websites and magazines focused on a particular region

- **Focus:** provide regional perspective on national stories and feature most newsworthy stories in region
- **Pros:** still reach lots of people but can cover regional issues in more depth
- **Cons:** not as high-profile as national coverage
- **Journalists need:** regional spokespeople

## Local

Print and online newspapers and newsletters, plus community radio/TV

- **Focus:** local area/people
- **Pros:** easier to get coverage and very targeted audience
- **Cons:** reach limited number of people
- **Journalists need:** photos/videos/press releases/articles they can run



## Other Media

- Trade/sector magazines and websites cover professions/industries in depth
- Consumer magazines need celebrity and engaging real-life stories
- Most print/broadcast media have websites and social media profiles you can target too – see pages 30-31 to learn more about social media

### Top Tips



#### Get in touch at the right time

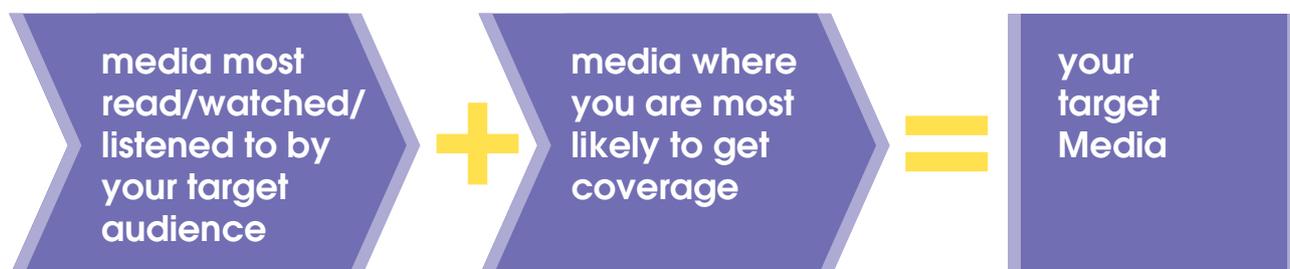
“Lead times” are how far in advance a journalist needs to work before their paper/programme comes out.

- Daily/online – contact one week before you want your story to appear
- Weekly – three weeks before
- Monthly – three months before

# WORKING WITH THE MEDIA

## Which media should you target?

You should try to get coverage in the media your target audiences are most likely to read, watch or listen to. National papers and TV have huge audiences so they will always help you to reach lots of people. However, it can be easier to get coverage in the local media or professional sector/trade media and they may be able to cover your story in more depth.



## How could the media cover your story?

Look at the media you want to target. Think about the types of articles/features they run and how your story could fit:

- **News story** – a report on the key facts including comments from relevant people
- **Interview** – a profile of an individual/their perspective
- **Feature or programme** – a longer article/programme looking at the issues in greater depth
- **Calendar/what's on/listings/diary** – great for promoting events
- **Column or opinion piece** – online these are called blogs
- **Reader/audience views** – such as letters pages or comments on online stories

## Getting your story to the media

Try any of the following ways to get your story to the media:

- Email or phone a journalist or news desk and “pitch” your story
- Send out a press release to a list of media or via a news agency such as the Press Association – see pages 24-25 for how to write a press release
- Use a distribution service – [www.pressat.co.uk](http://www.pressat.co.uk) and [www.relevantnow.com](http://www.relevantnow.com) have free options for charities
- Send the media a short video/piece of audio to use (recording on your mobile phone is fine)
- Send a message to a journalist via social media
- Be easy to find online – journalists will research a story by googling it and will find your website or social media posts
- “Tag” the media when you post your story on social media

You can find media contacts by:

- **Looking for contact details** – find the email addresses and Twitter accounts of journalists published in the paper/programme/website. If you are not sure who to contact, use a general email address such as [newsdesk@nameofpaper.co.uk](mailto:newsdesk@nameofpaper.co.uk)
- **Keeping a record** – log the contact details of any journalists that contact you
- **Using a media directory** – [www.journalisted.com](http://www.journalisted.com) is free but if you can afford it try Gorkana, Cision or Meltwater. A low-cost overview of UK media can be found in the Writers’ & Artists’ Yearbook which is published annually



## Calling a journalist to pitch your story

Although you may feel nervous about phoning a journalist it can be the best way to get them to cover your story as emails can get lost. Be prepared to call back if the journalist says they are too busy to speak and keep your pitch short.

Here are five simple steps for pitching your story by phone.

### 1. Introduce yourself

Hi, my name is Zara, I'm calling from the Newtown Women's Domestic Violence Support Group. We help women in the area who are victims of domestic violence.

### 2. Give them the "news hook" or reason to cover your story

I'm calling because this month we are launching an exhibition of artwork by women we have supported at the town hall.

### 3. Give them your key message(s)

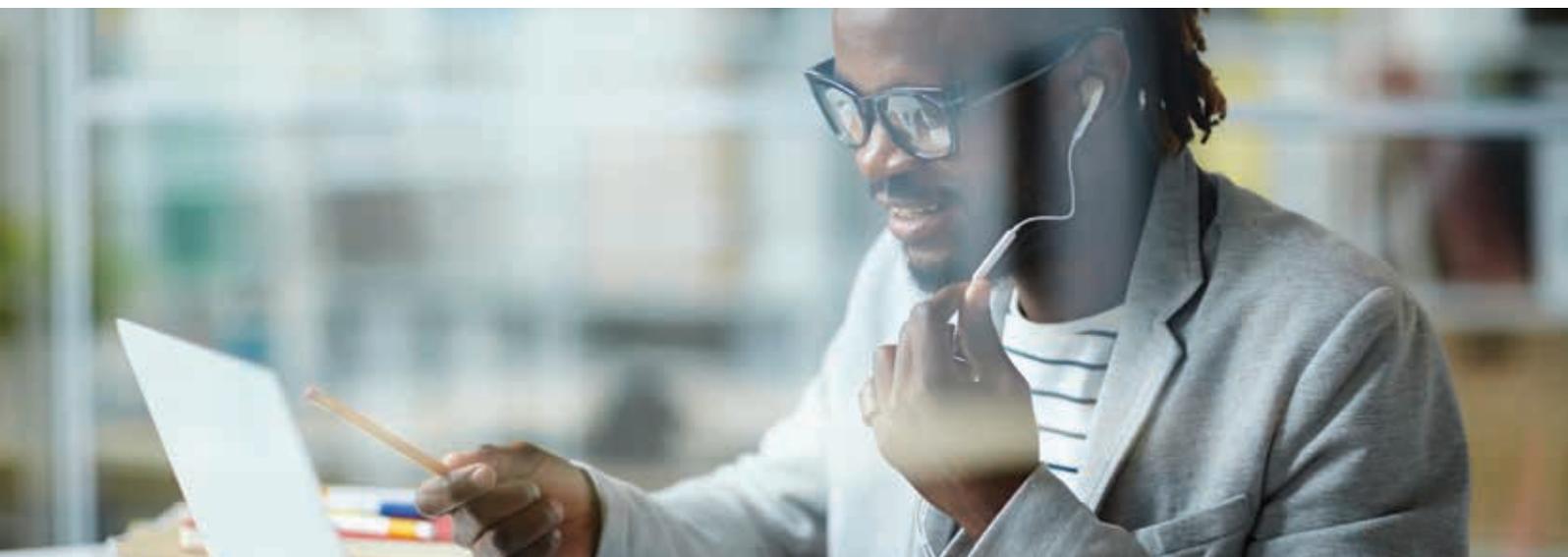
Our research shows victims of domestic violence in Newtown don't know where to turn. This is why we provide a free and anonymous helpline.

### 4. Offer supporting content

Perhaps I could send you some images of artwork we are displaying. I can offer an interview with our chief executive and a story of a woman who has accessed our services.

### 5. Give them a chance to ask questions and give you feedback

Don't be upset if the journalist asks lots of difficult questions – they will have to justify the story to their editor later themselves. If they don't want to cover your story, ask them why and what sort of stories they will be more likely to cover in the future.



# WORKING WITH THE MEDIA

## What does a journalist need?

Many journalists are under lots of pressure. If you can make their life easier they are more likely to cover your story and come back to you in the future. They need:

- 1. Content they can use** - images, videos, written content they can publish
- 2. Access to interviewees** - spokespeople and case studies (real-life stories)
- 3. People to meet deadlines** - when stories need to go to print/on-air there are no excuses, so make sure you provide journalists with information on time
- 4. The edge over their competitors** - breaking news or exclusive stories - anything that will make them look better to their editor
- 5. Anything their audience needs** - whether it's to entertain or inform, journalists need stories that will sell papers or keep the audience watching/listening. Some are even paid by the number of times people click on or share their stories online





## Taking a call from a journalist

When a journalist calls you it can be a great chance to get media coverage and make a new media contact. Follow these easy steps to handle the call with confidence:

### Before the call

Be ready for calls from the media – have your key messages and possible interviewees to hand. Make sure your organisation has a process in place for responding to crisis situations such as a complaint from one of your service users.

### When the call comes in

Make a note of what the journalist is calling about and their name, publication/programme and contact details. Think about how the journalist might treat the issue (Google them if you have time). Give yourself time to think if you need it – ask to call back in 10 minutes.

### During the call

Be helpful but don't say too much or talk too fast – they will only be able to take so much in. It's unlikely that the journalist will try to catch you out, but be careful what you say as some journalists will quote comments from a phone conversation. If you feel uncomfortable at any point say you will need to get back to them and have an excuse to get off the phone.

### After the call

Send an email confirming what you have discussed. If you remember something after you put the phone down, go back to them.

If the story goes out and you are happy with it email the journalist to say thank you and send links to the coverage to your supporters. If you are not happy with the story, let the journalist know. Online stories can be updated and corrections can be published in later editions of papers. If you have a serious issue you could complain to the Independent Press Standards Organisation at [www.ipso.co.uk](http://www.ipso.co.uk) (for newspaper and magazine articles) or Ofcom at [www.consumers.ofcom.org.uk](http://www.consumers.ofcom.org.uk) (for TV and radio programmes).



# GETTING INTO THE NEWS

## What is news?

A news story must be timely and up-to-the-minute and of interest to people outside of your organisation. So the launch of a new project is not news in itself, but if it is being launched in response to a growing trend in society or if it is approaching a problem in an unusual and innovative way, it might just be news.

## Find a 'news hook' for your story

The media will need a "hook" to hang their story on such as a new piece of research, an event or something that is happening in the news. Your news hook could be a calendar date such as Carers Week or it could be your own activity such as an awards ceremony, festival, exhibition or debate event.



**David Bartlett, executive editor live news, Liverpool Echo**

*"A story has to be surprising, delighting, or shocking. It must also have a strong visual element, be that a great picture or video opportunity. The best stories ultimately reach you on an emotional level, which is why there must be a human story at the heart of it."*



## Making your story more newsworthy

The media have no responsibility to promote you – you need to convince them to cover your story. The table below has ideas for making your story more newsworthy.

### Is it significant?

*Is it related to a key issue in the news? Will it have a big impact on lots of people? Is someone high-profile involved?*

Think about key dates in the calendar or news stories that are getting a lot of attention.

Make sure you explain the impact it is having or could have. For example, what could more funding for your organisation achieve?

### Is it interesting?

*Is it controversial? Is it out of the ordinary? What makes it unique? Is it something you would not expect?*

*Think of -est words – biggest, smallest, most, least, first, last.*

What would people not expect to hear about your issue/ community? Maybe you already have something to talk about that might surprise people. Or could you do or say something unexpected to get attention? Remember to stay true to your values and stick to your key messages though.

### Is it a story with 'human interest'?

*Putting a human face to a story makes it real and captures the attention of the audience. Present the impact on a group of people or tell the story of one person.*

Who could talk about their personal experience of your issue or your work? The more unusual or extreme their story the better. Quotes, photos and videos will all help to bring the story to life.

### Is it relevant to the media's audience?

*The media have a clear brief for the type of stories their publication or programme covers – they will be focused on a particular region/subject/ audience so your story needs to fit this brief. For example, BBC Radio 4's Woman's Hour looks at issues from a female perspective and your local paper will cover stories relevant to residents living in the area.*

Think carefully about what media might be interested in your story and make it clear when you contact them why your story is relevant to their brief – whether that's the local area or people working in a particular profession.

# GETTING INTO THE NEWS



Barrister and broadcaster Hashi Mohamed was a producer on BBC's Newsnight and has made documentaries, including a BBC Radio 4 documentary on child migrants. He shares his top tips for making your story newsworthy.

## Top 10 tips for making your story newsworthy

- 1. Start with local media -**  
Local newspapers will definitely be interested in your work in the area and it's easier to make connections at a local level
- 2. What's in the news?**  
If you have something to add to a relevant news story don't be afraid to get in touch. Offer yourself for interview, write a letter to the editor or post a comment on an online news story
- 3. Keep an eye on what's coming up -**  
Big events such as elections, summits, anniversaries or reports published by the House of Commons or House of Lords could all be opportunities to place your content
- 4. Be ready to respond to live media stories -**  
Have people the media can interview and facts and statistics to hand. You may become the go-to person or organisation on a particular subject
- 5. Prepare and practice before you give an interview -**  
Don't waffle. Radio and TV programmes need people who can quickly summarise issues and give statements that can be edited into short clips
- 6. Don't worry about needing media contacts -**  
You only need to provide a couple of stories or interviews to a programme and you will be on their database
- 7. If the media say your story isn't of interest -**  
Ask them why and what they would be interested in next time. Encourage them to come back to you another time
- 8. Watch/listen/read the media you want to target, again and again -**  
Become familiar with the type of stories they cover. BBC Radio 4's Today programme needs speakers who can get to the point, while BBC 2's Victoria Derbyshire show is more interested in the human side of the story
- 9. Think about what you can add to a story -**  
What unique perspective can you bring? Be authentic and genuine: audiences want to hear someone talking from the heart
- 10. Give your view -**  
If you don't like the way something is represented in the media you've got to offer a different view that's just as newsworthy. Being interviewed can be daunting but be brave and do it anyway

# PRESS RELEASES

## What is a press release?

A press release is a written summary of your story for the media. Journalists receive many press releases every day so lots of them are ignored. Your press release will need to be relevant and exciting to get their attention.



Follow these 10 simple steps to develop your own press release. You will see each step put into practice in our real life press release example from the Somali Deaf Community organisation.

### Writing a press release in 10 steps

1. **Label and date** – clearly label it as a PRESS RELEASE and include the date of publication. If you are happy for content to appear immediately write that it is '*For immediate release*', otherwise say it is '*Embargoed until time/date*'
2. **Headline** – tell your story in one short sentence. It should grab attention but don't try to be too clever. Clear descriptions are best. For example, 'local youth charity calls for volunteers'
3. **First paragraph** – tell the basic facts of your story – who/what/why/where/when/how. Sometimes this content will need to run on to another paragraph
4. **Further paragraphs** – one or two more paragraphs could expand on your story with statistics and more detail
5. **Quotes** – A spokesperson should provide an interesting viewpoint on the issue. You can also include a second quote from a case study, partner or supporter
6. **Final paragraph** – Summarise the press release and include anything you want people to do. For example, a call to sign the petition online or book a ticket to an event
7. **Ends** – Always add the word 'Ends' in bold as this clearly shows that it is the end of the main body of the press release, in case the media prints the press release as a news story
8. **Notes to Editors** – Notes to Editors are further background information for the journalist at the end of the press release. You could highlight supporting content such as photos or case studies or provide links to online content such as a research report
9. **Contact details** – Make sure you include a phone number and email address for journalists to get in touch for more information
10. **Boilerplate** – this is a short 'about us' paragraph that you should use on every press release. Include your web address and social media

## Do's and don'ts for writing press releases

### DO:

- Write it as a news story in the style of the media you want to cover your story
- Keep your target audience in mind. What will interest or persuade them?
- Use simple, everyday language and avoid acronyms (for example NSPCC) and jargon – phrases that not everyone will understand
- Provide lots of content the media can use such as case studies, photos and videos

### DON'T:

- Make it too long – aim to get the press release on one page
- Fill up your press release with background details: use the 'notes to editors' section for these
- Forget to provide facts not just opinion: don't say it is an 'amazing project' – provide facts that demonstrate this

## Real life press release example from Somali Deaf Community Organisation

### 1 PRESS RELEASE

**For immediate release** Thursday 27 April 2017

### 2 Somali parents learning sign language to communicate with their deaf children

3 Somali families are learning British Sign Language as part of an innovative new project improving the lives of deaf Somali children and adults launching in London next week. Somali Deaf Community is helping families struggling to communicate with each other due to deafness or hearing difficulties. The project will provide training and support to 30 Somali families in the capital with sessions held every three weeks.

4 Families will take part in deaf awareness training, helping them to understand the barriers faced by deaf people and the best ways to overcome these. They will also be helped to translate from Somali into British Sign Language.

In the future Somali Deaf Community hopes to expand its support by creating Somali-language TV programmes to teach British Sign Language. It also aims to increase understanding of deaf issues by sharing the stories of deaf members of the Somali community.

5 Safiya Magid, Communications Support Worker, says:

*"There is a lack of knowledge in the Somali community regarding deaf people. Sadly, many deaf Somalis are not given the support or opportunities they deserve. And some even struggle to communicate with their own families. I believe that Somali Deaf Community will dramatically improve the lives of deaf children and adults in London, as well as helping them to integrate into their local communities."*

6 The first training and support session will take place in Shepherd's Bush next Tuesday (2 May). Somali families interested in taking part in the project should visit xxx for more information or call xxx.

7 Ends.

### 8 Notes to editors:

9 For all media requests and information, please contact xxx at xxx@email.org.uk or call 020 XXX XXXX.

10 Somali Deaf Community is funded by xxx and was set up in xxx. To date it has worked with xxx people. To find out more about taking part in its programmes or to make a donation to support its work, please visit (website address)



Hannah Jones, what's on & lifestyle editor, Media Wales

*"The journalistic nerve which twitches 'ooh, good story' is hard to define. It is local people doing wonderful things – and being open to doing more. A press release is just the start of the journey."*

# TV AND RADIO INTERVIEWS

## Why give an interview on TV or radio?

Many people feel nervous about giving an interview but it gives you a unique opportunity to tell your story direct to the audience and can be very powerful. Think about the best person to give the interview: it could be you, your chief executive, a project worker or a service user. Never feel pressured to do an interview – sometimes you may decide it's just too big a risk.

## How can you prepare for a TV or radio interview?

Find out as much as you can about the programme and the format. How do they treat these issues? Where and when will the interview take place? Is it live or pre-recorded? Are you/the interviewee the only guest? On the day of the interview make sure you are looking and feeling your best. Wear something smart but comfortable. Think about how you will present yourself – it's a good idea to smile at the start and end, to sit up straight, and to breathe and speak slowly.

## What will the journalist ask?

Think about the possible questions the interviewer could ask. Journalists are taught to find out the facts by asking: What? Why? Where? When? Who? How? Brainstorm all possible questions using these words as a starting point. For example, Who will suffer because of this? What will the project do? How can people sign up? Work out how you/the interviewee could get across your organisation's key messages in your answers. Practice answering the questions out loud.



### Seven secrets of being a great interviewee

- 1. Be lively and entertaining** – someone who makes good television or radio, someone who can get excited about their issue and be themselves on camera
- 2. Keep answers clear and simple** – most people are not experts on your issue. Keep it simple and assume the journalist and the audience know nothing
- 3. Show the “human angle”** – how the issue has affected real people personally
- 4. Grab the audience’s attention** – people may be listening to the radio while driving or having a conversation while watching TV – you need to capture their attention both by what you say and how you say it
- 5. Help the audience relate to the issue** – you need to show how the issue impacts on them or people they care about. Sometimes this may be a case of appealing to universal values such as wanting the best for your family
- 6. Be friendly and likeable** – people are more likely to take on board what someone is saying if they like them. Be genuine and friendly – even something as simple as a smile will help
- 7. Present facts and not just opinions** – don't just say what your organisation thinks, present the facts that back up your opinions



## Handling questions you don't want to answer

Sometimes you will be asked a question you don't want to answer. You can use something called the "bridging technique" to help you get the conversation away from the sensitive or irrelevant issue and back to your key messages – the points of view you want to get across.

### The ABC of Bridging

- A - Acknowledge** the question. Don't get angry or defensive – you need to seem like you are genuinely trying to answer the question. For example: *"That's something we will be talking about in the coming weeks, I can understand why you've asked that."*
- B - 'Bridge'** to what you want to talk about – use a statement to move the conversation back to your key message. For example: *"But what we need to focus on now..."* or *"But the research is highlighting a different issue..."*.
- C - Communicate** your key message



# TV AND RADIO INTERVIEWS



**Maurice Wren, chief executive of the Refugee Council has attended Media Trust interview training. He shares his experience of succeeding in media interviews.**



I've given interviews to a wide range of media such as BBC Radio 4's the World at One programme and ITV's lunchtime news. I see each media interview I do as an opportunity to inform the debate and call for change. Of course when the lights are on and the camera rolls I still get nervous. But experience has taught me how to handle the adrenaline. This is what I have learnt:

## **1. Do your homework**

Be clear on what you're getting yourself into before you agree to the interview. Make sure you understand the nature of the programme, who their audience is, and the format and length of the interview.

## **2. Polish your messages**

Every interview you agree to should serve a purpose. Make sure you know what you want to say in advance and how you will weave your key messages into your answers. Always aim to make your points in the simplest way possible. You may be an expert, but don't expect your audience to be too.

## **3. Have evidence and examples to hand**

Make sure you've got some facts to back up your points but don't overdo it. Telling stories is just as important. For me, it's essential to remind the audience about the refugees affected by the issues we're discussing. What does this story mean for the people involved in it?

## **4. Be confident**

If you don't believe in yourself, who else will? This isn't a green light to be aggressive or rude, but if a journalist or another interviewee says something that's incorrect or that you don't agree with then politely say so.

## **5. Be careful what you say**

Don't fall into the trap of agreeing with things on camera by repeating the words journalists have used in their questions. And don't forget you may still be being recorded after an interview is finished, so maintain your professionalism at all times.



# USING SOCIAL MEDIA

## What is social media?

Social media refers to online communication channels that are used to connect, create and share information and content with other people. Social media can include websites, platforms and applications such as Facebook and Twitter. If you've ever posted a comment on an online article, left a review on TripAdvisor or viewed a video on YouTube, you have already used social media.

## 10 reasons you should use social media to get your message out

1. **Easy to use** – it is designed to be used by anyone so it's easy to get started
2. **Free** – you can have free accounts on most social media platforms
3. **Quick and convenient** – easy to post from multiple devices including your PC or smart phone
4. **You can regularly get messages out** – people may not visit your website very often but will see posts on social media every day
5. **Reach new supporters** – your posts could be seen by people who aren't following you
6. **Great for keeping up-to-date** – it can be an efficient way to keep up-to-date with news
7. **Opportunities to join in conversations** – you can start or join in online discussions by posting your own views or advice
8. **You can make new contacts** – it is possible to send messages to people you don't know including journalists, politicians and celebrities
9. **Helps you to get traditional media coverage** – journalists are increasingly using social media to find news stories
10. **Social media will only grow** – the sooner you get started the better



**Zahra Ibrahim, managing director for Barking & Dagenham Somali Women's Association, launched a Twitter profile – @bdsomaliwomen – after taking part in the Media Trust's Somali Voices programme.**



*"After taking part in the Media Trust programme we saw that social media could help us to get positive messages out about our community. We opened our Facebook and Twitter accounts in March 2016 and it's really taken off. Twitter has helped us to reach out to people who find it difficult to come to our centre in the day, such as mums at home or those in work. We've also tweeted about our English language classes and have had other services get in touch to refer their clients. Twitter has also been a great way for us to keep up-to-date with local opportunities and organisations, such as following the senior officers in the council. We've been surprised at the support people have given us by liking or retweeting our posts. Social media is a great way to build connections. In the future, we plan to have a virtual wellness cafe for people who can't make it to the cafe in our building. You may think social media will be too hard. Don't worry, we've been there. But it's much easier than you think – now I just tap out a tweet on my phone. So take that first step!"*

## The biggest social media networks right now

**Facebook** – become friends with people you know or follow organisations you are interested in. There are groups for people with shared interests such as residents in a local area. You can set up profiles for individuals and pages for organisations.

**Twitter** – keep up-to-date with people and topics you are interested in. Twitter allows you to see what people are saying about issues in the news and you can use hashtags (the # symbol in front of a key phrase) to find information on particular topics or to start your own conversations

**LinkedIn** – professional networking site with profiles for individuals and organisations that can also be useful for promoting campaigns. Set up a profile and link up with contacts and colleagues you have met through work

**Pinterest** – virtual scrapbook or pin board where you can store and view images

**Instagram** – photo and video sharing site that allows you to share content on other networks

**YouTube** – site to upload or watch videos – comments can be added to each video. You can set up your own YouTube Channel



# USING SOCIAL MEDIA



## Getting started on social media in 10 steps

1. **Start small** – Try one social media platform first
2. **Listen first** – Follow people and organisations you are interested in and share their posts
3. **Put yourself in your target audience’s shoes** – What would be interesting or useful to them? Share interesting information or have a conversation – don’t just talk about yourself
4. **Have fun and keep it simple** – Remember that people mainly go on social media in their spare time, so keep posts light-hearted and make sure they are short and easy to understand
5. **Make it interactive when you can** – For example ask your followers for their opinions or experiences of an issue, or ask them to post something to their followers
6. **Shorten long web links** – Use a free website such as [www.bitly.com](http://www.bitly.com)
7. **Always include a photo or video if you can** – Try using your mobile phone to record someone speaking for about 30 seconds and add the video to your post. If you don’t have a photo you can make an image with words using a free website such as [www.canva.com](http://www.canva.com)
8. **Hashtag** – Use a hashtag to become part of a bigger conversation. Look out for key phrases with the # symbol and use it in your own posts
9. **Consider your reputation** – Although social media is an informal way to communicate, you are still representing your organisation publicly. Make sure you don’t say anything you wouldn’t be happy reading in a newspaper, and always respond to people quickly and politely
10. **Promote your social media channels** – Add links to your website and ask your supporters to follow you on social media and share your posts



## Top Tips



### What to say on social media:

ask a question

comment on something in the news

offer advice or information

share new research

promote a newsletter article

say congratulations

share media coverage

share other people's posts

tell people about an event

share someone's story

talk about fundraising targets

ask for help

say thank you

link to a useful resource on your website

## Media Insight

**Campaigning on Twitter Handbook for NGOs published by Twitter**

### Twitter - how to maximise the platform for your organisation

*"Twitter is the real-time bridge to your supporters. Take your followers along for the ride by sharing authentic moments. You can use images and photos to tell a story or to trail a major event. Photos can help demystify the issues you advocate for and build a connection with those who may be interested in your cause."*

# TELLING YOUR OWN STORY

As well as social media you can tell your story using your own channels such as your website, a blog or newsletters. Or you can get the media to run your content, for example, by writing an opinion article or by sending them video content.

## Blogging

A blog is an online article offering an opinion or providing information on an issue. Anyone can publish a blog on their own website or a blogging platform such as [www.wordpress.org](http://www.wordpress.org) which is free to use. Blogging can help you to demonstrate your expertise and publicly share your opinion. Unlike media coverage you are in complete control of what is published. And if you don't want to write a blog, how about a vlog? This is a video blog which you can post on your website or a site such as [www.youtube.com](http://www.youtube.com).



### Writing a blog

- **Objectives** – As with all communications, think about your objectives before you start. Who are you trying to reach and what do you want to say?
- **Length** – Blogs don't have a set length – they can be as short as a couple of sentences or a few thousand words. So get started with something short
- **Informal** – Blogs usually have an informal, conversational tone: the word 'blog' comes from web-log or diary, so write from your perspective. Don't try to write a report or essay
- **Use lists to make it easy to share information** – For example you could write about five reasons why the Government must act or 10 things my experience as a refugee has taught me
- **Give your views on a story in the news** – Focus your blog on an issue that's big in the news. You can even pitch your blog to papers or magazines to run
- **Headline** – Think carefully about the title of your blog as this will draw readers in and make your article easier to find via Google. Try to sum up the content in an engaging way that makes it obvious what the content is about. For example: *"Why many schools are failing Somali children"*
- **Share your blog** – Promote your blog to make sure people read it by adding links to your website, newsletter, social media posts and email signature

## Media Insight



**Yasir Mirza, former head of diversity & inclusion at The Guardian, journalism trainer for marginalised communities and senior consultant at the Media Diversity Institute, explains how to write an opinion piece.**

### Writing an opinion piece

From the outside, newspapers and news websites look like a closed world. Most of the articles are produced by regular writers and commissioned by editors who know them. So how does someone new get started? Or even get a chance? Ultimately it's about two things: the idea and the work. If you can think up good things to write, and then research and write them well, you will almost certainly get that chance. And then probably get more.

The subject of an opinion piece is your own view. You feel strongly about something, so you explain it with authority and evidence. Almost always it will be something that's been in the news in the past few days. Perhaps there's a mistaken view or policy you'd like to correct, or something that the media is overlooking? What can you see that no one else can? Go against the grain...

Everybody has opinions, however, so choose something you can be authoritative or confident about. Instead of taking on huge subjects such as capitalism or religion, try to find a precise area where you have detailed knowledge, or a specific point to make.

When writing the article, the most important thing will be your line of argument. When you know a subject well, and care about it, you can quickly find yourself writing and writing, and repeating yourself, and going off the point, and repeating yourself. Some opinion commentators find this a necessary step, giving them something they can cut to a shorter version. Others prefer to make a plan at the start, and stick to it. Either way, opinion pieces are short, so you'll need to decide exactly what it is you really want to say, and leave out the rest.

## Success Story



**The Somali Social Care Agency in Greater Manchester set up a bilingual newspaper to reach their audiences. Mohamed Wadi, case worker and newspaper editor, explains how it came about.**

*"We had identified that older members of our community couldn't access the mainstream media so couldn't keep up with the country's news or information on services in the local area. Another issue was that younger members of the community weren't hearing from positive role models from the same background as them. Our solution was to start Sasca News in 2015 – a bilingual newspaper printed in English and Somali. In every edition we provide summaries of national and local news. We also feature a story about a member of the Somali community who has achieved something inspirational, such as training to be a doctor or nurse. There has been lots of positive feedback. The paper has been so popular that our original print-run of 500 is now 1,500."*

# MEASURING SUCCESS

## Why should you evaluate your media work?

It's really important to know if the media work you are doing is having the impact you want it to or if you need to change your approach. Evidence of success will also help you to justify spending more time on media work in the future.

## How will you know if you have increased awareness or changed attitudes?

You can measure changes to awareness or views by carrying out a survey before and after your media activity. This will help you to assess whether there has been an increase in understanding or change in attitudes as a result of your work. You can set up a free online survey using [www.surveymonkey.com](http://www.surveymonkey.com). You can also assess changes in awareness or attitude by tracking actions such as the signing of a petition or sharing of social media posts.

## Deciding what to measure

- Look back at your objectives. What outcomes are you aiming for?  
For example, if your objective is to recruit volunteers, the outcome would be the number of people who have signed up to become a volunteer
- Look over the key activities you have planned. What outputs do you need to achieve?  
For example, if your activity is to secure local media coverage, the output could be the number of articles that have appeared in the local press
- Decide what is practical for your organisation. You may only want to measure a couple of things to start with

There are some examples of things to measure in the table below. Use the media strategy template on pages 40-42 to list the outputs and outcomes you will measure.

### Examples of outputs – activity you have achieved

- Total circulation/audience of your media coverage
- People signed up to your e-newsletter
- Twitter followers and Facebook fans

### Examples of outcomes – impact of your work

- Calls to helpline every month
- People taking part in fundraising run
- Volunteers recruited
- Petition signatures



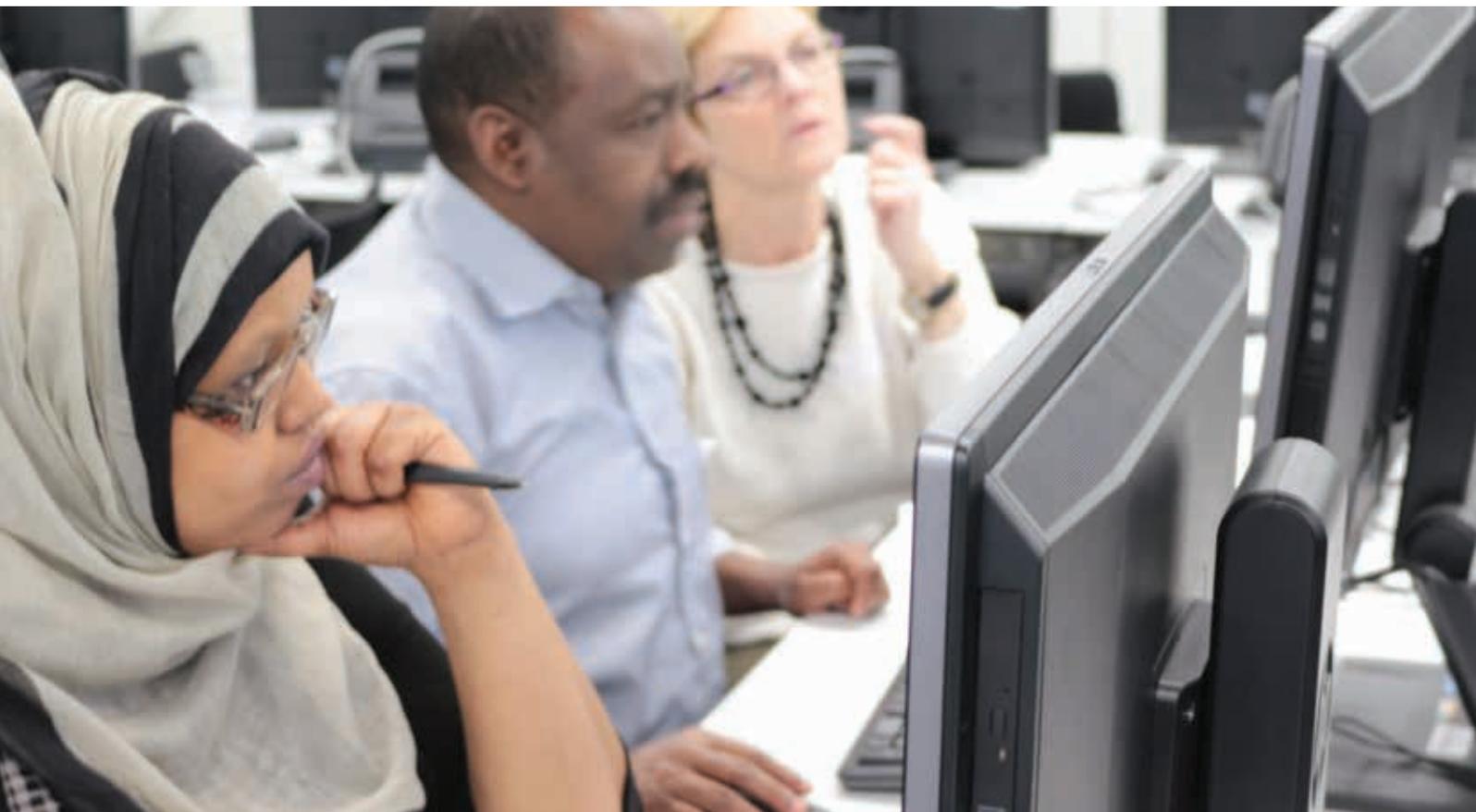
### Don't forget to share your success!

Tell your staff and supporters about your media success and send links to coverage. Explain the impact your media work is having and ask them to share it on your behalf.



## Monitoring media and social media coverage

- **Track media coverage** – Look out for coverage you are expecting or set up free Google Alerts ([www.google.com/alerts](http://www.google.com/alerts)) to track coverage online using keywords
- **Use analytics on social networks** – On Twitter and Facebook you'll receive notifications if someone likes, shares, retweets, tags you or comments on your post. You can keep a record of these or alternatively use Facebook Insights and Twitter Analytics to get an overview of how your posts are performing. You can find these tools when you are logged into your accounts
- **Use media monitoring software** – Bigger organisations could invest in a media monitoring company such as [www.meltwater.com](http://www.meltwater.com), [www.cision.co.uk](http://www.cision.co.uk), [www.gorkana.com](http://www.gorkana.com) or [www.factiva.com](http://www.factiva.com). Social media management tools usually provide analytics too. Free options include [www.hootsuite.com](http://www.hootsuite.com), [www.buffer.com](http://www.buffer.com), [www.commun.it](http://www.commun.it) and [www.tweetdeck.twitter.com](http://www.tweetdeck.twitter.com)
- **Track your web traffic** – Google Analytics ([www.google.co.uk/analytics](http://www.google.co.uk/analytics)) will show you if more people are coming to your website (web traffic) and what online coverage is driving traffic



# NEXT STEPS

## You can do it!

You are doing important work and have powerful stories to tell. We hope this guide will help get you started with getting your messages out there, communicating about your impact and sharing positive stories about your community in the media.

If you would like more support and training, read about what Media Trust offers below. If you have read this guide from cover to cover, you may be feeling a bit overwhelmed. There are obviously lots of ideas for you to try out but don't feel you have to do everything at once. Try one thing at a time and keep it simple until you feel more comfortable. Perhaps you want to start with contacting your local paper or setting up a Twitter account. Whatever feels right for you and your organisation.



## Media Trust Support

Media Trust is here to provide charities and communities with media and communications support to build skills, networks and confidence to communicate your messages and engage your audiences. We can support you in the following ways:

### Media Matching

A FREE volunteering service matching charities with media industry volunteers who provide one-to-one support and advice. We have hundreds of media and communications professionals waiting to help you with your marketing, PR, filmmaking and digital challenges. Whether your charity needs a one-off piece of advice or on-going support, simply sign up online and request the support from our growing bank of media volunteers. Alternatively, join us at one of our networking Speedmatching evenings. Best of all? It's completely free.

### Get supported

Our media volunteers can help:

- **Mentor** your charity to develop strategies and campaigns that engage your audiences and achieve objectives
- **Create** compelling content for your charity, from websites and logos to films and branding
- **Train** your staff, volunteers and beneficiaries to build their communications skills and abilities

### Open courses

Charities can select from a broad range of affordable courses tailored specifically for non-profit groups looking to improve and increase their communications skills. Media Trust's training programme includes media training, PR and Marketing, storytelling, social media and content production. We work with top media and communications experts to devise and deliver each course, tailoring it specifically for charities and diverse groups. Our training is available at a low cost so that we can help charities of all sizes communicate effectively, reach new audiences and secure media coverage.

### Bespoke training

If you are looking to upskill a team of staff, we can put together personalised training packages specifically tailored to the needs of your organisation. Our expert trainers are skilled in helping charities tell their stories and achieve their communications goals. We work with you to design training to meet your organisation's specific communications objectives and deliver training at your offices. Media training is a particular specialism, with a focus on improving the confidence and skills of organisational spokespeople, beneficiaries and young people when faced with TV, radio and print interviews.

Visit our website for further information: [www.mediatrust.org](http://www.mediatrust.org) and follow us on Twitter @Media\_Trust



## Making a start in one day

Set aside one day to get your media and communications activity up and running. We suggest taking these five steps:

- 1. Think** – Think about why you want to use the media and social media. What are your aims and objectives?
- 2. Identify target audiences** – Who do you want to speak to? See page 9. You may want to add to this or change it over time but for the first day just make some rough notes
- 3. Work on your key messages** – Follow the process on page 11. Again you may want to review these but make a start for now
- 4. Get on Twitter** – Sign up to [www.twitter.com](http://www.twitter.com) – start following people and organisations that are relevant to you
- 5. Identify possible spokespeople** – Identify potential media spokespeople – someone from your organisation and a case study (a person who can tell their story)



Thank you and good luck!

# MEDIA STRATEGY TEMPLATE

Use this template to start writing your own media strategy.

## Aims

What do you want your media activity to achieve? Remember it can increase awareness and understanding, influence attitudes or drive behaviour and bring about action (see page 6). Think about these three areas. It can be a good idea to review your aims once you have completed the rest of the strategy.

- *EXAMPLE:* raise local awareness of our need for volunteers, present benefits of volunteering, recruit 50 volunteers in next year
- 
- 

## Target audiences

List your target audiences and the impact you want your media work to have on them. What do you want them to know, think and do?

Audience group	What impact do we want to have on this audience group?
<i>EXAMPLE:</i> Somali girls aged 11-16 living in Greater Manchester	To know that Somali girls can enjoy exercise To think they would like to try a sports activity To attend a drop-in sports taster session at the community centre

## Key messages

What are the key messages you will aim to get across in all your communications? You may have some key messages that are only for particular audience groups.

- *EXAMPLE:* the criminal justice system needs to change the way it works with young Black men
- 
-

## Tactics and channels

Media targets and channels	Tactics and activities
Local papers and BBC station, our website and social media channels	Stories and photos of people taking part in our fun run

## Action plan

Activity	Tasks	Deadline
Produce four case studies of service users explaining how the centre has helped them	Identify possible interviewees Interview and take photos of service users and write up notes Post stories on website and via social media channels	End of March 2017 End of May 2017 End of June 2017

# MEDIA STRATEGY TEMPLATE CONTINUED

## Budget and resources

Think about any costs you will need to cover to carry out your activity, including staff time. Consider expenses such as web costs, printing and travel, and whether they are already covered by other budgets.

Activity	Cost and resource	Projected costs
<i>EXAMPLE:</i> creating case study stories	Four days of project assistant's time	£ xx
<b>Totals</b>		

## Measurement – key performance indicators and targets

Identify the main measures you will use to track the outputs and outcomes of your work. Choose realistic targets and use past experience or the work of similar organisations if you aren't sure.

	Key performance indicator	Target for this year
<b>Outputs:</b> (media activity you achieve)	<i>EXAMPLE:</i> positive articles in local papers	<i>EXAMPLE:</i> 12
<b>Outcomes:</b> (impact your media work has)	<i>EXAMPLE:</i> number of people attending annual cultural festival	<i>EXAMPLE:</i> 200

# MEDIA GUIDE PARTNERS



## About Media Trust

Media Trust is the UK's leading communications charity. We believe in the power of media to change lives. We work with the media industry to empower charities and communities to have a voice and be heard. This is achieved by providing:

- expert-led media and communications training courses and events
- free professional support, through media volunteers and media partnerships
- compelling films and content through our productions department

Our corporate members provide invaluable media and communications support. We depend on their generosity and passion to deliver our vital services. Many of Media Trust's training courses and innovative masterclasses are delivered by leading media and communications experts from across these organisations.



## About Open Society Foundations

The Open Society Foundations' works to build vibrant and tolerant societies whose governments are accountable and open to the participation of all people. Working in every part of the world, the Open Society Foundations places a high priority on protecting and improving the lives of people in marginalised communities. Find out more at: [www.opensocietyfoundations.org](http://www.opensocietyfoundations.org)

# THE AUTHOR



Communications consultant, trainer and coach Fiona Lewis has over 16 years' experience and has held senior roles in the charity sector including Head of Communications at the National Literacy Trust. She has worked as a consultant with charities including Blind Veterans UK, Terrence Higgins Trust, The Alzheimer's Society and the Council for Somali Organisations. Follow her on Twitter [@FionaLewis](https://twitter.com/FionaLewis) or find her at [www.linkedin.com/in/lewisfiona](http://www.linkedin.com/in/lewisfiona)



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