

## Your guide to working with your local media

Put out a [Call Notice](#) before your event to your local media outlets; newspapers, radio stations, television stations and so on. A Call Notice simply tells journalists about upcoming events. You can find contact details for your local press by checking [www.mediauk.co.uk](http://www.mediauk.co.uk).

The format for the Call Notice is quite precise and should include **what, where, when, who** and **why**.

Local bulletin boards in the town hall, sports centres and shops can help spread the news about your event.

- If you email or post your Call Notice to your local press, give them a call to ask if they have received it and to ask if they are interested. Don't worry about appearing pushy; they get this kind of thing every day.
- If you know where your local newspaper is based, why not pop into the office and introduce yourself?
- Local newspapers thrive on these kinds of stories. You'll read them yourself every week. So no matter what you are organising, be sure to really try and sell it to your local press.
- Why not invite your MP or MEP along? Friday is the best day as that's the day politicians set aside for constituency work. You can find contact details for your MP [here](#) and your MEP [here](#). If a politician is coming to your event, liaise with their office to organise press.
- Tell your local council about your event too. You might be able to encourage some councillors to come along. Your council website will have all the contact details for your local councillors.
- Try to link up with the press office at your local council, they might be able to help you, especially if your service gets funding from them.
- Take a digital camera with you to the event and take high resolution photographs. If no-one from a local newspaper turns up, then you can send a press release saying what, where, when, who and why along with some quotes from people that were there. Send a couple of the best photographs too, but send them full size, not reduced.
- Try to make your photos as active and colourful as possible. Remember, if you do have photographs with children in them, you will need the written permission of their parents or carers.