

TIPS FOR LOCAL MEDIA COVERAGE

Applying a multimedia approach in advocacy provides the opportunity to reach your audience with the various media outlets available. Using local press such as local radio, TV and newspaper is recommended especially when doing local campaigns. Conducting continuous outreach and being part of media networks can provide you with the right links to the right channels, talk shows or newspapers that allow you to reach more people in the most relevant manner.

Here are a few tips for getting local media to your advocacy event, action and campaign:

1. Identify the media companies that might be interested in working with you.

Begin with mapping out the different media companies in the region you are undertaking the campaign. Spend some time to read and watch the content they share and identify specific shows or columns that you could suggest to them to cover your story. For local papers, identify the outlets where they sell the paper and confirm that your target audience will be able to access them.

2. Identify who will cover your story and reach out.

Through the process of reading through the papers and watching the shows that align with your cause, identify the journalist or TV/radio presenter and try understanding the stories they like to cover. If, for instance, they tend to cover stories of community elders or teachers in schools, then you need to pitch your story aligned with these stakeholders, if possible. Reach out to them directly or have someone who has worked with them before reach out on your behalf to make an introduction.

3. Have your story ready.

Even as you reach out to the media houses, have your story ready. It would be unfortunate for the reporter to ask for your story and you don't have it ready. Remember for both print and TV/radio, you need to share the most impactful story with clear action steps for the audience to engage with your issue.

4. Thank the reporter who covered your story.

Take time to thank the media house for covering the story either through email or a handwritten thank you letter. Develop a relationship with the reporter for future opportunities. You can also let the reporter know that they can always reach out to you if they want to cover a story on the progress or impact of your advocacy work.