

## **Brief recap for implementation:**

- ✓ Identify which media and individual journalists are important to you and your public audiences – local, regional, national, specialist and BME press.
- ✓ Focus on WDM's key messages and target key media on the issues that are relevant to their readers.
- ✓ Develop an excellent relationship with key journalists – this will help you build trust, float ideas, better understand what stories interest them and find out how they want to receive press releases and briefings.
- ✓ Be helpful – be prepared to give a comment on national stories.
- ✓ Plan ahead.
- ✓ Develop one positive story a week that affects real people.
- ✓ Create a forward planning media calendar to ensure there are no internal clashes, that you are prepared for potentially negative stories and that you have a response.
- ✓ Have a full programme of positive stories.
- ✓ Develop key facts around particular services or group priorities to ensure that you always have up-to-date information to share with journalists.
- ✓ Be creative – think of unusual visual stories for photographers and TV cameras and interesting sound environments for radio interviews and features.

## **Useful resources**

### **Print media**

Press Complaints Commission

[www.pcc.org.uk](http://www.pcc.org.uk)

National Union of Journalists

[www.nuj.org.uk](http://www.nuj.org.uk)

Press Gazette online

[www.pressgazette.co.uk](http://www.pressgazette.co.uk)

Community Care magazine

[www.communitycare.co.uk](http://www.communitycare.co.uk)

Engage magazine

[www.ncvo-vol.org.uk/engage](http://www.ncvo-vol.org.uk/engage)

Third Sector magazine  
[www.thirdsector.co.uk](http://www.thirdsector.co.uk)

Eastern Eye  
[www.easterneye.eu](http://www.easterneye.eu)

The Voice  
[www.voice-online.co.uk](http://www.voice-online.co.uk)

### **Broadcast media**

Ofcom  
[www.ofcom.org.uk](http://www.ofcom.org.uk)

BECTU  
[www.bectu.org.uk](http://www.bectu.org.uk)

Broadcast magazine  
[www.broadcastnow.co.uk](http://www.broadcastnow.co.uk)

Radio Station of RNIB  
[www.insightradio.co.uk](http://www.insightradio.co.uk)

### **Independent production companies**

Class Films  
[www.classfilms.co.uk](http://www.classfilms.co.uk)

Chocolate Films  
[www.chocolatefilms.com](http://www.chocolatefilms.com)

October Films  
[www.octoberfilms.co.uk](http://www.octoberfilms.co.uk)

### **Others**

Employers' Forum on Disability  
[www.efd.org.uk](http://www.efd.org.uk)

Stonewall media guidelines  
[www.stonewall.org.uk](http://www.stonewall.org.uk)

Equality and Human Rights Commission  
[www.equalityhumanrights.com](http://www.equalityhumanrights.com)

Media Trust  
[www.mediatrust.org](http://www.mediatrust.org)