

Do you want to gain
media coverage of your
women's organisation?
**An introductory
guide to
marketing
through external
channels**

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Local and international media

How can the media help you raise awareness?

- It lets your customers, clients and service users know what you do
- It can attract the attention of fundraisers and donors
- It can attract staff and volunteers
- It promotes your agenda, campaigns or awareness of issues

Local radio

Average listening figures can be as high as 700,000 and studies show that local radio listeners are more attentive. Often people are listening to the radio as they drive to work or prepare for the day so this is a good audience.

Morning television

BBC Breakfast is the most watched news programme in the morning. From 6:00am to 9:30am it gets as many as 2–3 million viewers.

How to get on TV and radio

Offer yourself as an expert contributor. The more subjects you are available for, the more they will ask you to come on. Be knowledgeable about all things relating to your organisation's cause – find your expertise and build on it, then radio hosts will need you in order to generate interesting content. Local radios do over 5,000 interviews a year and often interview one or two people each hour.

You'll need to be politically aware, culturally aware and able to express opinions in a positive and articulate way. Ask your team if they have any specialist areas of expertise and what they would feel comfortable talking about - this may help you identify gaps and training needs for staff.

Try local radio in your areas first and get your confidence up with practice so you feel more confident and ready when you get invited onto larger shows. Ask them if they can give you the questions in advance and prepare a briefing note – **decide on your key message and work out how to always bring it back to that and the work your organisation does.** People want to be entertained so do try to be entertaining without forgetting your core message.

How do you make this happen?

- Identify all potential channels.
- Prepare an introduction in a concise email then send on a day when there is a relevant news story.
- **Offer to help them**, not vice versa – you have the expertise and experience to help bring depth to the conversation. Even better if you have a client or volunteer who could also add to the conversation.
- Set up alerts e.g. **Google alert** for certain news stories so you get notified and you can send the email saying '*I imagine you will be covering this story, I am available to talk about this*' etc. and stay in the know
- Check **#journorequest** on Twitter – journalists will use this when they are looking for someone to talk to about a specific topic or experience. You can respond to relevant Tweets and/or send them an email.
- Identify **relevant charity and third sector podcasts** and make yourself known to them.
- If you're willing to go on radio or TV, practise - record and watch yourself back. Aim to be succinct and informative, but charismatic and engaging as well.

Practical plans

- Build up a contact list of people – not generic contacts
 - ◊ Producers, journalists and podcast hosts
- Identify your subject strengths
 - ◊ What are you an expert in? (don't undersell)
- Develop a 'hot-topic' monitoring system
 - ◊ You need to know when you're needed
- Build up a list of clients and volunteers who could speak on your behalf
 - ◊ You may not have the skills or expertise to speak to media, but someone in your network might

Key actions

- **You need a star** – a designated person who is good at this sort of thing
- **Understand your own narrative**, but also understand the audience's perspective
- Allocate time to maintain your **media plan**
- **Keep asking**, don't be disheartened

Celebrity/influencer endorsements

What do we mean by celebrity/influencer?

- **Self-promoting celebs:** comedians, pop stars, people wanting to sell tickets
- **Professional celebs for charity:** like royals – they do it day in day out
- **Passionate supporter:** more like Oprah – subjects she cares about
- **Paid celebs:** the ones who will only do charity work for money

How to approach celebrities and influencers

You want to find celebrities who do things for charity for free. Do they have a track record of this? It might not be the one that you want – be specific – who is most likely to say yes and be the right type of celebrity?

It's best to approach celebrities through their agents, send an image and the wording for a social media post. Make it as easy for them as possible.

Conclusions

- Never lose sight of why
- Don't be seduced by the world of VIPs
- Set practical goals
- Be willing to try, try, try again
- Remember this is something that gets easier
- Ask for small favours – a retweet about a campaign etc.

**Got some tips to contribute?
Get in touch.**

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Solace Women's Aid is a charity registered in England & Wales.
Charity Number 1082450. Company Number 3376716.