

Title: **How to have contact with the Media**



Reference: MAR003

Introduction

Making use of the local media is an excellent way to spread the message of the Ramblers work and to raise the profile both of the organisation nationally and locally.

Making contact with the local media

Occasionally Groups may have a particular campaign that they wish to contact the local media about. Groups are encouraged to do this, and they need not consult further with their Area if the issue they are campaigning on lies within the territory of their Group boundary and is not a wider issue.

If, however, the issue crosses the Groups boundary and includes other local Groups, or if it is an issue of wider local or regional significance, the Group are advised to talk first with their Area committee before contacting the press. This can enable a louder and more coordinated message to come out of the Ramblers locally.

Our Media Team at Central Office is available to provide expertise advice about making links with the media and help to draft press releases.

On occasions, the Media Team may contact local Groups and ask for help in publicising a national campaign or event. In these cases, a template press release is sent to Groups. The aim is that Groups can help gain coverage in local media to supplement the coverage that the Media Team can get in national media.

When the media gets in touch with you

Occasionally the media (usually local) get in touch with local Ramblers Groups without the Group having prompted it. This may be the case if there is a national Ramblers story and the local press wishes to get a local angle.

If your Group is contacted by a national or regional newspaper, the Ramblers advise that you refer them directly to the Media Team at Central Office to handle the query.

If your Group is contacted by local media about a local issue, your Group is encouraged to respond directly first, and then to call the Media Team to let them know unless you know that your Area has a designated Media Contact, in which case, you should refer the query to them.

Media Contacts:

Pressteam@ramblers.org.uk

