

Press and Spokesperson

Learn to talk to journalists and get the traditional media (newspaper, TV, radio) to run your stories

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Press

Learn to use the media (TV, newspaper, radio...), write a press release, and contact journalists, to give your actions more visibility.

How to write a press release

A press release is a written document you will send to your local or regional media that contains a description of your action, your message and quotes from participants.

This page offers a step-by-step tutorial with recorded videos to learn to write a press release. It's also available as [slides](#), though these are not as detailed. [This PDF](#) sums up the process. And on [this page](#) you'll find a recorded workshop about writing a press release for Community Assemblies.

1. Create your message

Your message should be created in partnership with your action team. One action, one message.

It should be simple enough that you could tell it to someone at the bus stop and they will understand straightaway what it's about.

► Watch the video (7 min): <https://youtu.be/pmmSTzhQcP4>

☐ You can also read [this page](#) about creating messaging for an action.

2. Prepare your media list

These are the contacts you're going to send your press release to. It's very likely there is already an existing list for your region for you to use (so you won't have to start one from scratch!)

► Watch the video (5 min): <https://youtu.be/9ZaXR1aDJlY>

3. Quotes

Quotes bring emotions and personal opinions to your press release. Learn how to write some that will convey your message further:

► Watch the video (6 min): <https://youtu.be/wSMcEmPHytg>

4. Images

How to pick the best photos to send to the press:

► Watch the video (7 min): <https://youtu.be/Gt2vh5Zrs8w>

☐ Read the [photographers' briefing](#) to prepare your photographers before the action.

► Tutorial to [set up a Google Drive](#) for your press photos

5. Content

How to **structure your press release**:

► Watch the video (5 min): <https://youtu.be/DmbqlgrKJ4A>

Write the headline of your press release to catch the journalists' attention:

► Watch the video (3 min): <https://youtu.be/z18hIMYc31o>

Discover what a **media introduction** is and when to use it:

► Watch the video (2 min): <https://youtu.be/j7JouT2IGwI>

Why and how to **engage politicians** in the press:

► Watch the video (5 min): <https://youtu.be/VSBJ4xESw>

Some extra tips:

► Watch the video (5 min): <https://youtu.be/zWqnvCmiAAk>

6. Send your press release

When to send your press release depending on your local media and the action you're doing:

► Watch the video (1 min): <https://youtu.be/rIBK8972yDg>

Why and how to follow up after you sent your press release:

► Watch the video (5 min): <https://youtu.be/e9fVjSU5cy8>

7. Press contact role

This is the person whose phone number will figure on the press release and who will take calls from journalists about the action. They must know your message and be available on the day of the

action but it's a role that can be done from home.

► Watch the video (5 min): <https://youtu.be/VhPUdHzYxog>

Press

Press release templates

- [Generic template](#)
- [COP 26 edition](#)

Photos for the press

This is what you can send your photographers before your action to make sure everything will run smoothly on the day:

Photographers' briefing

Credit

- If you want crediting, identify your photos; & how you want to be credited. Organise this in advance.
- If no credit is necessary, M&M should use a credit, eg. “credit XR Nottingham”.

Online folders

- For each action, all photographers should use ONE Google Drive folder and ONE Signal/Telegram channel or group chat (ideally the [Telegram Live Action Content](#) one).
- Practice uploading to the folder / chat BEFORE the action.
- Watch [this tutorial](#) to learn how to use Google Drive on your phone.
- ☐ Ideally, the media team will set up a folder (or chat) where you can 'dump' all your photos, and someone else will make a selection of the best shots for the press (No more than 6 photos in the Press folder).
- Make sure to give a phone number that the M&M team can use to speak with you on the day, and that you know how to contact the M&M lead in case you have an issue with the folder / chat.

Use of photos

You will probably be taking photos for 2 main outlets - Press and Social media. Photos/video may also be useful for defence if a rebel is taken to Court.

Press

- Speed is EVERYTHING. Get the shots that tell the story, and the “wedding photo” shot (ie. as many faces as possible all in one shot). If possible get an image of rebels who have given a quote. Send these urgently to the Press folder / M&M. If you are sending directly to the Press Folder, images should be tagged with names of quoted rebels / portraits (if these people have consented to being named).
- More beautiful / better resolution / tweaked photos won't be used if they come in too late - send good, raw images as fast as possible.
- Early morning / late night actions - use flash to get images of faces.
- Get readable images of the message of the action (eg. on-message banners, placards with good facts)
- Get readable images of the “Involve” - (eg. web addresses / hash tags etc on placards)
- Try and make sure the photos identify the town / area / target the action is taking place at (eg. recognisable place / logo of the target company)
- On chat send photos with names if portraits. (name, age, area they live, job/role in the community)
- Take photos / video of police actions, including arrests. If there is any chance of arrest, don't leave until the rebels / police do!
- Landscape video and (preferably) landscape photos.
- If you take any photos of members of the public or children, get explicit permission in order to be able to use the image (ideally including name, age, area they live, job/role in the community)

Social Media

- You can take a bit more time with these images. Press may well use video if it can be edited very quickly (ie. top and tail).

If you have a media team working remotely don't leave until you've checked they've got everything they need.

Live Action Content Telegram

This is the main chat to share your photos if you're at an action and there is no specific chat or folder to send your images to. [Click here](#) to join it.

Advice for taking and sending content

- SET your camera to it's highest video and camera quality (1080p is best)
- CHECK you have enough storage space, battery power & a clean lens.
- FILM your video and TAKE photos in LANDSCAPE
- FILM steady shots (try not to walk around)
- INTERVIEW people who are taking action, particularly getting person stories about why they are taking action
- AUDIO: the microphone is at the bottom of the phone, try not to cover or touch it when filming. For interviews, use a headphone microphone, making sure it's held by the interviewee. If unavailable, ask your interviewee to talk as loud as possible.

Press contacts lists

This is a list of all the media lists for the UK Nations & Regions currently held by XRUK M&M.

These spreadsheets are "read only" to avoid anyone messing with them but they are collaborative tools. If you want to edit one, please get in touch with your regional [Media & Messaging coordinator](#) so they can give you editing rights on them.

☐ London [click here](#)

☐ Manchester & the North [click here](#)

☐ Midlands [click here](#)

☐ South-East [click here](#)

☐ Wales [click here](#)

If you live in a Region or Nation not list above, please contact your regional [Media & Messaging coordinator](#) for advice.

Spokesperson

Spokesperson

Introduction to being a spokesperson

While we work on a step-by-step series of videos, please check out our [training slides](#) (with all our notes underneath).

You can also watch this [1-hour training video](#).

How to do a media interview

Get preparing

- What is the one message you want to get across in this interview?
- What do you hope the person who is listening will remember?
- What do you want the listener to do? (Call to action).

Work out how to say your message in simple, plain English and keep it short (a maximum of a couple of sentences, and preferably one).

Write a note to remind you of a human interest story that is relevant to the message you want to get across. This “story” needs to be about people (or animals) and evoke an emotional / human interest response.

Why a story? Stories make the audience engage with what you’re saying on a personal level - you’re not just giving a lecture.

Write notes to remind you of a **maximum of 3 facts that support the 1 message** you are trying to get across. Keep facts simple, in plain English and short (a maximum of a couple of sentences).

Why three? People are unlikely to remember more than three things. If you try to get too much across, you risk losing the most important things you want to say.

Rehearse

Practice the message, telling your story, and your supporting facts. Say them in different ways. Get comfortable with what you want to say, and practice getting your ‘call to action’ into the interview.

Do the interview

Focus on getting your key message and your three facts across. That is your aim. Whatever questions you are asked, answer them in a way which allows you to use the answer as an illustration of your message, or answer it as briefly as possible and return to your planned interview.

Don’t simply answer the questions - answer them and without pause, return to the material you’d planned to say.

Don’t allow the line of questioning to wander off topic: remember, the interview will be edited, so don’t think because you got your key message in, you can just be less focused now. Aim for

everything you say to be something that would achieve your aim if it was the only thing broadcast.

This might not be possible, but the more it can be, the better your chance of success. So many times people have said “oh they didn’t use the good bit, they cut out what I really wanted to say.” Everything needs to be something you really want to say!

Don’t worry about repeating yourself in a pre-recorded interview. It’s also fine to re-cap your message or your call to action in a live interview.