

Session Notes: Engaging with the Media

Session Leaders:

Steven Fine, Prospectus

Daniel Stacey, Bad Idea Magazine

Nathanlie McDermott, On Road Media

This interactive session looked at tools and best practice for engaging with the media, covering issues such as the use of social media over traditional media, and the use of peer led citizen journalism.

When dealing with the media consider:

- How far along is your story – is it developed enough?
- Media loves case studies
- Look for good stories in your organisation
- Look for people who are good storytellers
- What will create an impact?
- Best to have face to face interactions with the media
- National press afraid of being 'London-centric' so target your story
- Create ethos, thread to blog – important, like an editor does for magazine

Also consider:

[Citizen journalism](#) – is a way of getting close to the truth and core of problem.

You can start your own networks on the internet (facebook etc)

For example, Savvy Chavvy was created as a social networking site for gypsies and travellers. This new network was covered by mainstream media.

[Audacity](#) – best free software for editing audio

Further information:

[Bad Idea Magazine](#)

[Prospectus](#)

[On Road Media](#)