

# MY NEW NEIGHBOUR:

## REGIONAL MEDIA TIPS

Media is key to demonstrating a groundswell of support for community sponsorship in your community. Every influential person that signs on to support the campaign is a media opportunity. Local media can be used to highlight why this campaign is important to you, your group or your community, and to influence key targets in your area to support the campaign.

### Celebrate successes

Has a local business, council, sporting club, school or other community organisation joined the call for fairer community sponsorship? This is a great media opportunity! It helps to build our impact and grow local support.

### Influence your target

Meetings with key targets, MPs, or local organisations not enough to get them on board? Get in touch with local media and tell them about it, call them, send them a media release or invite them along to a photo opportunity with your group and the organisation offering their support.

### Media release tips:

- [Access a CSP template media release here.](#)
- Local media are interested in the local angle. Include a quote (or a few) from someone in your group, or someone else involved locally in the campaign.
- Amplify the voices of local refugees where possible and present a positive counter narrative. Here's a great [example from Wagga Wagga.](#)
- Tie in with key dates eg. World Refugee Week from 17-23 June.
- Include a picture of your group or other local interest group. Use a high quality JPEG. [Make sure have approval to use any images and that those featured have signed a consent form.](#)

- **Get a second opinion.** Send your draft press release to the Activist Media volunteer team at [regional.media@amnesty.org.au](mailto:regional.media@amnesty.org.au) or your community organiser to check the messaging. You can also get assistance with how to pitch your story to local press or conduct an interview.
- **Get social.** Include a link to the [My New Neighbour campaign](#) and [petition.](#)

### Other tips:

- **Build relationships with the media.** Get to know your local journalists – get in touch, introduce yourself and go for a coffee. Follow up at key campaign moments by providing a press release and inviting them to events you may be holding.
- Defer media requesting interviews until you feel confident answering their questions. Ask them to call back at another time or for the questions in advance.
- Be familiar with relevant [talking points.](#)
- Don't answer questions you don't know the answer to. As an activist, you don't need to be an expert, or have all the answers.
- [Letters to the editor](#) are a great way to get additional media.

For media support please contact

[regional.media@amnesty.org.au](mailto:regional.media@amnesty.org.au)

Further media resources at:

[www.amnesty.org.au/making-the-most-of-media](http://www.amnesty.org.au/making-the-most-of-media)

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