

# Engaging journalists' interest

The centenary of World War I will be an opportunity to engage media interest in Quakers and our commitment to peace and nonviolence. We may speak about the stillness in our meetings for worship, which is the springboard for our work in the world.

Where to start:

- Does your meeting have a media contact? How could a journalist find their name and phone number?
- Think about process: who will decide if you have a story for the media and how might you answer a simple query from a journalist?
- Agree who may contact the media and who may speak for the meeting.
- Decide who would write a press release; who needs to sign it off?; who decides to which media you send it?; who emails it to the media?; who posts it on your meeting's website?
- Compose a template (what will the press release look like?). There are guidelines at [www.quaker.org.uk/news](http://www.quaker.org.uk/news).
- Build a database of local media, noting email addresses and print deadlines.
- Develop relationships with local media.

Local media are always interested in the local angle of a national news story. So do adapt for local use news releases issued from Britain Yearly Meeting's media desk ([www.quaker.org.uk/news](http://www.quaker.org.uk/news)) or seek advice from Anne van Staveren (email [annevs@quaker.org.uk](mailto:annevs@quaker.org.uk) or call 020 7663 1048).

*Our Quaker voice can take many forms*

Think about:

- letters for publication in your local newspaper
- whether your event would make an interesting feature? Who could you offer for interview and what would be your key message?
- whether you could offer local radio an interviewee or Quaker 'thought for the day'
- presenting a visually strong story to get television coverage
- the readers and listeners: will they hear about a welcoming, adventurous faith community?

