



DATA DECISION-MAKING DEMOCRACY DESIGN DISPLAYS EVENTS FORUMS FORMAL INTERACTIVE INTERNET INTERVIEWS LEAFLETS MEDIA MEETINGS NEWSLETTERS PAPERS PARTICIPATION ONE-TO-ONE OPEN PARTICIPATORY PARTNERSHIPS PARTICIPATIONS PUBLIC QUESTIONNAIRES RESPONSE SHARED SITE STAFF SURGERIES SURVEY FORCE TELEPHONE SURVEYS TELEVISION AND RADIO VISITS WEBSITES WORKING GROUPS

# Media

Getting your information into newspapers or on radio or television (other than by paying for advertising – see [Advertisements](#)) can be very effective. When seeking this type of space, you will generally have to think whether your story is newsworthy. Working with the Media usually requires some effort to cultivate a good relationship with news reporters and editors in order to get your information published. When planning to use the Media, it is important to consider who you are trying to reach and what is the most effective way of reaching that particular group. In general, material designed for the Media should be attractive, relevant, accessible and clear. For more information on different techniques, see toolsheets on [Television and radio](#), [Newspapers](#) and [Newsletters](#).

## Resources and requirements

### Skills

- Excellent writing skills are needed for working with the press.
- Excellent communication and presentation skills are necessary for appearances on TV and in radio programmes.

### Equipment

- Standard writing and printing facilities are required.
- Facilities and equipment such as a camera or graphics packages are needed for producing visual material.

### Time

- Preparations for press releases or TV/radio broadcasts should generally be made several weeks in advance.
- Contacts with the media should be started in the early phases of what is an extensive planning process and later contacts timed to coincide with the most crucial stages of process.

## Useful sources of information

### References

- Creating involvement. Environment Trust Associates (1994). Local Government Management Board, London.
- Public involvement guide: a desk guide to public involvement. USDA Forest Service (1998). Public and Governmental Relations, Northern Region.

### Level of engagement

INFORMING: ★★

CONSULTING:

INVOLVING:

PARTNERSHIP:

### Strengths

- Information disseminated in the Media can potentially reach a large number of people.
- Wide dissemination contributes to raising awareness of the planning process.
- Press releases, news and articles are usually cheap.
- Articles written by journalists are considered to be more credible than advertisements.

### Weaknesses

- Press releases commonly have a low response rate in the Media.
- Impact on the audience is often difficult to assess.
- The contents of a press release or media appearance may be altered by reporters.

- Reference manual for public involvement. J. Barker, et al. (1999). 2nd edn. Lambeth, Southwark and Lewisham Health Authority, London.

#### Web

- The guide to effective participation by David Wilcox: [www.partnerships.org.uk](http://www.partnerships.org.uk)
- The International Association for Public Participation: [www.iap2.org](http://www.iap2.org)



Letting as wide a group of people know about your event or involvement process is a crucial early step.

This toolbox is designed to assist Forestry Commission staff when they are considering which tools they could use to involve the public in the forest and woodland planning process. For more information please visit the website at: [www.forestry.gov.uk/toolbox](http://www.forestry.gov.uk/toolbox)