MAKING NEWS



50p

Campaign for Press and Broadcasting Freedom

Guide to Using the Media

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CARTOONS BY RAY LOWRY

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Introduction

Do you have the job of publicising the activities of your voluntary group, residents association, trade union or political party? Do you come into contact with newspapers, radio and television? Are you sure you are putting your message across to its best effect? If you fall into any of these groups, you will need this booklet

It is very easy to criticise the media for not running stories on what we feel are important matters, but are we doing our best to put our case? Newspapers, radio and television can be a useful tool, for all their imperfections, and the knowledge contained in this booklet can enable you to tap the media resources and be more successful at using it to good effect. It will not guarantee sympathetic coverage, but it will help you get over one of the major hurdles — making contact with the right people at the right time. Keep it for when you need it.

Thanks to the following people for their contributions and advice:

Mark Dickinson, National Union of Journalists

Headline News Agency

Management Committee, North West Campaign for Press & Broadcasting Freedom

Charles Tremayne, National Committee, Campaign for Press & Broadcasting Freedom

Janet Whyatt, NUJ, Broadcasting Industrial Council Member for Independent Local Radio

Tony Wilson, FOC GTV NUJ



"The protestors against ATMOSPHERIC POLLUTION are in there SOMEWHERE!!"

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What is a journalist

It is often easy to feel slightly over-awed by journalists. Either we think they are highly informed, tough and hostile: or the image prevails of a sleazy bloke propping up bars in between getting scoops. Neither of these impressions is necessarily true, many journalists are hardworking, under pressure and interested in producing a story that is reasonably professional and informative.

Often you will find that the journalist you speak to will have very little knowledge of your particular subject or organisation. During a week s/he covers a wide range of topics and events and does not have time to cover them all in depth. Therefore if you present your case clearly and provide essential facts you are more likely to have a piece written or broadcast which you find generally acceptable. This is particularly true if the issue is not too controversial. For instance, the opening of a new Sports Centre will come across as a good idea and as a benefit to the community if you can point out that there are no other facilities available for 50 miles around. On the other hand, if there is an industrial dispute or a political fracas, differing views of the issue will be sought, and your case will be set against the opposition's perspective. How favourable the coverage will be to your case will depend on how well you put your argument and the general slant of the newspaper. You will probably get more 'objective' reporting from the local radio or TV.

The National Union of Journalists have a Code of Conduct (see appendix) which should guide their ethical behaviour when they are reporting. They should be fair and accurate, and avoid the expression of comment and conjecture as established fact. If you feel you have been unfairly treated by a journalist see the chapter on complaints about how to complain to the NUJ.

What is News?

"When a dog bites a man, that is not news. But when a man bites a dog, that is news."

The concept of 'newsworthiness' is ground into the minds of young reporters during their training. There is another saying, rarely heeded, which goes, "News is what someone, somewhere, does not want you to print. All the rest is just advertising." If only the great British journalist struck to the former, but they don't and often it can work in your favour.

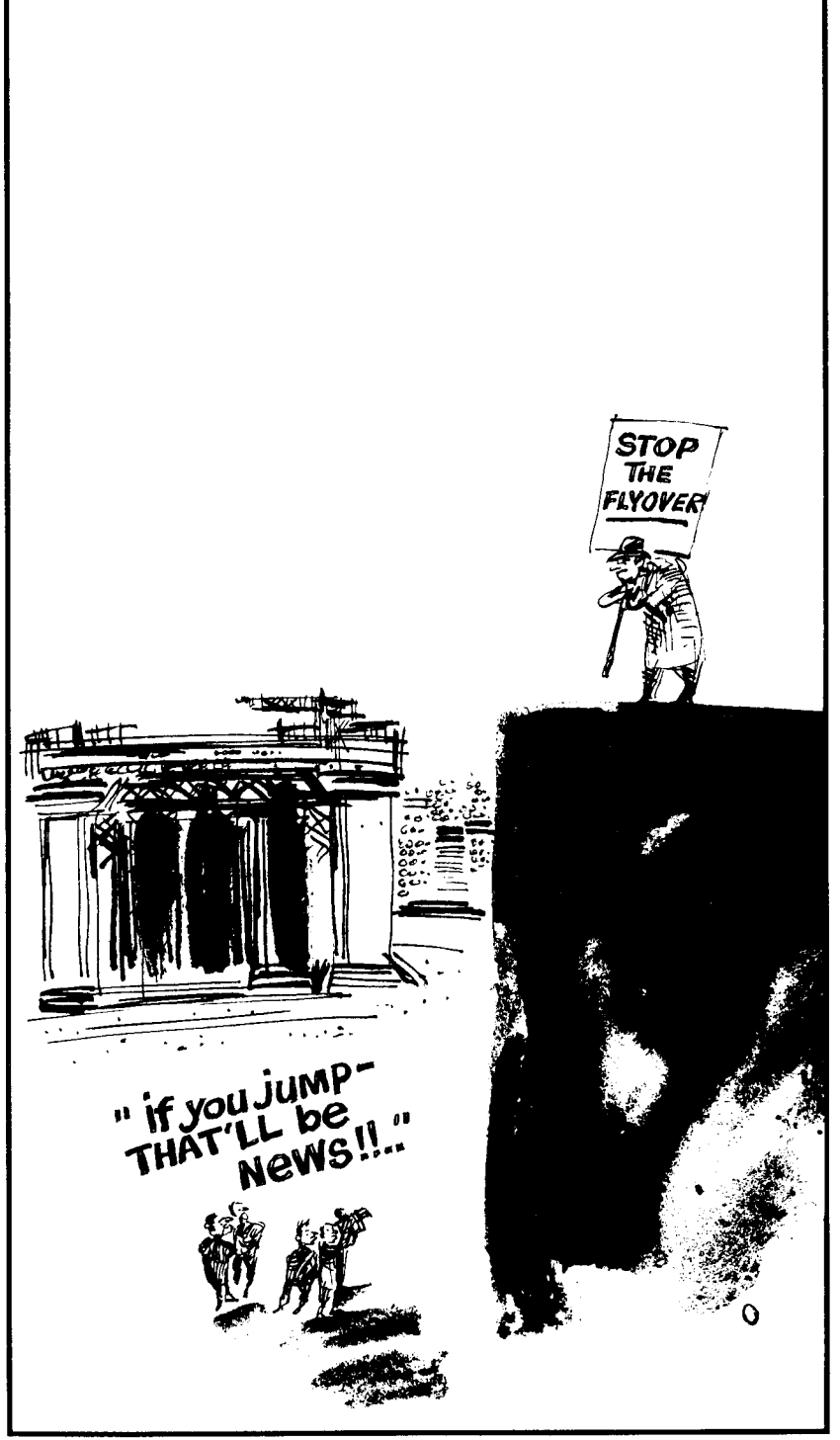
Often, the major problem you face is keeping the aims of your organisation in the public eye. By understanding the concept of 'newsworthiness' you can use the Media to your advantage.

To do this you must follow the 'man bites dog' formula. It is important to be provocative, original and unusual.

Newsdesks are not interested in the minutes of your Annual General Meeting. They will be more interested in the news that you are about to launch a petition, challenge your local MP to do something, or stage a sit-in at your local supermarket. They will be even more interested if you are about to chain yourself to a railway line in front of the Euston Express.

However much you try to attract newsdesks, nothing succeeds like topicality. You might be at the centre of that story. Make sure your view is consistently put across by being easily accessible to reporters. Let them know where you can be reached, and if they don't call you, call them.

But remember, there are many cases where reporters have written stories taking the activities of say, trade unions or women's groups, out of context. Before you deal with the media, carefully consider how best to put across your message to a largely uncomprehending media and public.



Press Releases

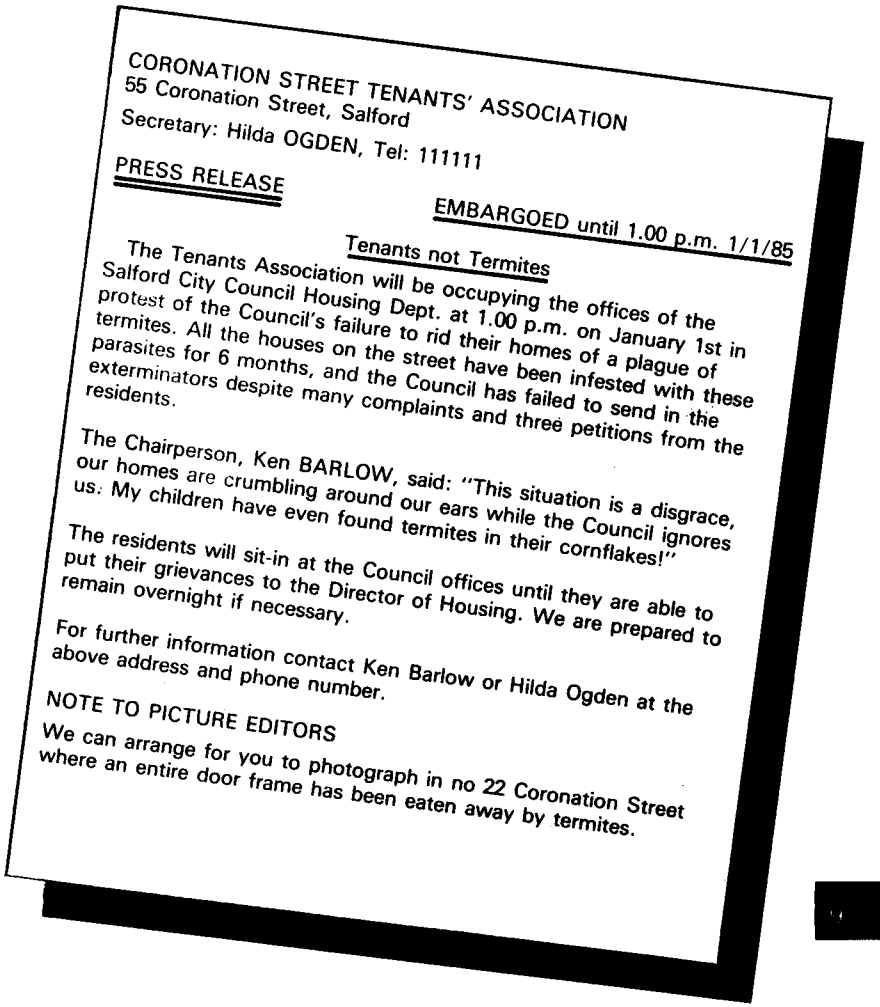
If you want your story covered by the press, radio or TV then an effective press release is the key to being successful. The press release is your way of getting your story across to the news editor who decides which stories will be covered in the day's paper or broadcast. You must observe the 5 W's.
The editor wants to know:
WHO you are
WHERE you are based
WHAT you will be doing
WHEN you are doing it
WHY you are doing it

Remember the editor is busy and inundated with press releases, in order to catch her/his eye you must right an eyecatching first paragraph, you must be as concise as possible. Try to include a quote which can be used without an interview, and adds a 'human touch' to your story. Include relevant documents (eg your Annual Report, a copy of the survey you're promoting etc). Give as much advance warning as possible. The editor has deadlines for including news and also has to organise staff, photographers, camera crews, etc. to cover an event, all of which takes time.

You must give details of photocalls, or interesting pictures (huge cracks in walls or pregnant pandas). Follow up the press release with a phone call to the news room, this shows you're keen and will act as a timely reminder of your event. Don't be disheartened if a particular event isn't covered, the next one may be. It is a good idea where possible to build up a contact in the newsroom, especially if you think you will be trying for frequent news coverage, journalists are more likely to respond to someone they know and whose stories are reliable.

Embargoes

These mysterious creatures are your way of ensuring that a story does not appear prematurely because it may be embarassing or will be irrelevant. It also ensures that the news will appear simultaneously. Not surprisingly many editors don't want to cover a story if it is already a competitor's stale news from yesterday. So if you want to combine giving the media notice of your event without letting the cat out of the bag too soon, then you must write "EMBARGOED until *time* and *date*" at the top of your Press Release. Most journalists will honour this as they dont want to lose your goodwill, and cut themselves off from being informed of future events by you.



CORONATION STREET TENANTS' ASSOCIATION
55 Coronation Street, Salford
Secretary: Hilda OGDEN, Tel: 111111

PRESS RELEASE

EMBARGOED until 1.00 p.m. 1/1/85

Tenants not Termites

The Tenants Association will be occupying the offices of the Salford City Council Housing Dept. at 1.00 p.m. on January 1st in protest of the Council's failure to rid their homes of a plague of termites. All the houses on the street have been infested with these parasites for 6 months, and the Council has failed to send in the exterminators despite many complaints and three petitions from the residents.

The Chairperson, Ken BARLOW, said: "This situation is a disgrace, our homes are crumbling around our ears while the Council ignores us. My children have even found termites in their cornflakes!"

The residents will sit-in at the Council offices until they are able to put their grievances to the Director of Housing. We are prepared to remain overnight if necessary.

For further information contact Ken Barlow or Hilda Ogden at the above address and phone number.

NOTE TO PICTURE EDITORS

We can arrange for you to photograph in no 22 Coronation Street where an entire door frame has been eaten away by termites.

News Agencies

Many people confuse a News Agency with a newsagent. The difference is that a newsagent sells newspapers while a freelance News Agency sells stories to newspapers, radio and television.

At times a good way to get wide coverage for your story is through a news agency or news service as they are sometimes called.

News agencies exist because newspapers, radio and TV don't have the resources to be everywhere at once. The gap is filled by freelance reporters and photographers working on their own or joining forces in a small company supplying the media with news stories. Many news agencies are paid 'retainers' by newspapers to cover a particular patch, such as a town, specific Councils or courts.

Other freelance journalists hunt unusual 'off diary' stories which the media would otherwise miss.

Freelance journalists make their living from selling stories to the media-so it is in their interest to get the best possible coverage for your story. Obviously they do not have automatic access to the media, but they do have good contacts. A local freelance agency could be worth cultivating. A phone call to them could save a lot of effort contacting many newsdesks. If you find a news agency you know and trust, it can pay dividends. Check the 'Yellow Pages' under News and Photo Agencies for local addresses.

Addresses

Headline News, 36 Peter Street, Manchester M2 5GR Tel 061-832-8967.

Chester News Service, 6 Duke Street, Chester, 0244 45562/26075.

Mercury Press Agency, Abbey Buildings, 77 Victoria Street, Liverpool 1 Tel 051-236-6707.

Doing a Newspaper Interview

Hurray! Your press release has paid off and you've been asked to do an interview for a newspaper. Try to remember the following points:

1. Have your facts and figures ready. If it is a telephone interview and you are not ready, ask to ring back in a few minutes. This gives you time to collect your thoughts and write down your main points. (ALWAYS call back though, otherwise they will think you are unreliable, and you could miss out at a later date.) You have an advantage with newspapers because unlike TV and radio, you can read out prepared statements. This does not look funny in print, but it sounds very peculiar on air.

2. Try and brief the journalist before making a statement, s/he may know nothing about your dispute, organisation, etc.

3. You do not have to answer questions. If you are not sure of your ground pass the reporter on to someone in your group who does have the answer. 'No Comment' is another way of answering questions, but as this can sound a bit fishy it is better to give some information, or to point the person in the right direction.

4. SPEAKING OFF THE RECORD If you want to give the journalist information, but do not want to be identified as the source, then you must say AT THE START of the interview that what you are going to say is 'off the record'. Wait for the reporter to accept or reject this offer before you let any cats out of the bag. You must make your posi-

tion clear before you say anything. It is no good chugging on for half an hour and then realising you've put your foot in it. You can't go off the record after that as no journalist is going to feel obliged to cover up your mistakes or indiscretions.

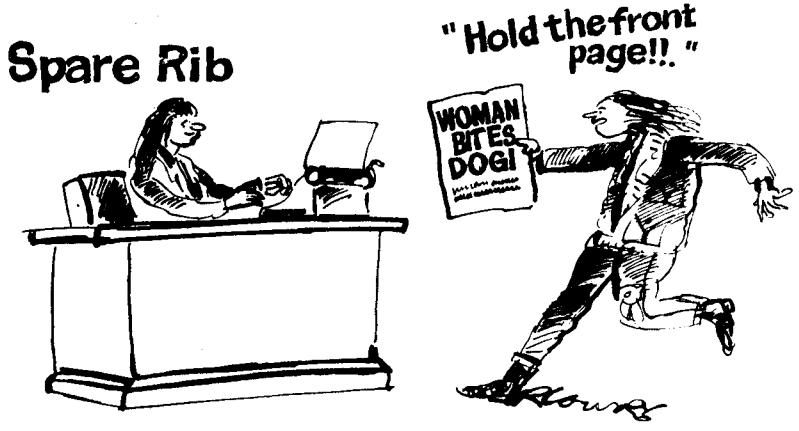
5. If you feel you have a complaint about the subsequent story, complain immediately. If it is a small inaccuracy you may just wish to write a letter for the Letters page. If it is a serious distortion or misrepresentation of your interview follow the advice in the chapter on complaints.

6. Don't forget that newspapers are not soley made up of news stories. You may be able to get your message across in other ways. The Letters page is always useful for putting your organisation's point of view or to publicise an event. The more letters the paper receives on a subject, the more likely one or two will be printed as a reflection of its postbag.

There are also 'Whats On' columns and listings through which you can advertise (often for free) your events.

Features Editors and Sports Editors are often worth approaching. It may not be 'hard' news that a Dyslexia Association is being established, however the Features Editor may be interested in doing a general piece on Dyslexia and want to include your new group.

7. DEADLINES - all papers have deadlines for accepting stories for the next day or that evening's paper. So make sure you get your press release in early enough, ring the newdesk and ask when the deadline is. It would be a shame to lose a good story just because you were too disorganised to be on time.



Alternative Press

In some circumstances it will be useful to aim your message at a particular audience, who have a special interest in the subject you are promoting. To this end it is worthwhile considering using magazines and newspapers which are not in the mainstream. Womens groups have a good chance of getting a story into Spare Rib and similar feminist publications. While the Black and Asian communities may want to approach West Indian World or Asian Times, to name but two publications,for coverage of their events and campaigns.

'In House' journals such as Trade Union papers or a Voluntary Services Council bulletin are good outlets for news and views affecting particular groups.

You may even want to print your own broadsheet for your members. These can sometimes double as press releases, like one vicar who is often in his local paper because he writes controversial comments in his own church newsletter, which he always sends to the press.

Names and Addresses

City Life 120 Portland St, Manchester M1 4PS Tel 061-236-6026.
Spare Rib 27 Clerkenwell Close, London EC1OAT, Tel 01-253-9792. Asian Times/Caribbean Times, Tower House, 139 Fonthehill Road, London N4, Tel 01-263-8419.
Burnley Voice, C/o. 28 Scott Park Road, Burnley, Lancs. Tel 0282 34142.

National Newspapers

National Morning Dailies
Daily Express
Northern Office: Great Ancoats St, Manchester M60 4HB Tel 236-2112
Head Office: 121-128 Fleet St, London EC4P 4Jt Tel 353-8000

Daily Mail
Northern Office: Northcliffe House, Deansgate M60 3BA Tel 834-8600
Editorial Offices: Northcliffe House, London EC4Y OJA Tel 353 6000

Daily Mirror
Northern Office: Mark Lane, Manchester M60 4BR Tel 832 3442
Head Office: Holborn Circus, London EC1P 1DQ Tel 353 0246

Daily Star
London Office: 121 Fleet Street, EC4P 4TJ Tel 353 8000
Head Office: Great Ancoats St, Manchester M60 4HB Tel 236 2112

Daily Telegraph
Northern Office: Withy Grove, Manchester M60 4BS Tel 834 1234
Head Office: 135 Fleets St, EC4P 4BL 353 4242

Financial Times
Regional Office: Queens House, Queen St, Manchester M2 5HT Tel 834-9381
Head Office: Bracken House 10 Cannon St, London EC4P 4BY Tel 248 8000

Guardian
Northern Office: 164 Deansgate, Manchester M60 3BA Tel 832 7200
London Office: 119 Farringdon Road, EC1R 3ER Tel 278 2332

Morning Star*
Head Office: 75 Farringdon Road, EC1M 3JX Tel 405 9242

Sun*
Head Office: 30 Bouverie St, London EC4Y 8DE Tel 353 3030

Times *
Head Office: PO Box 7, 200 Grays Inn Road WC1X 8EZ Tel 837 1234
*ask for the northern correspondent when you ring London.

National Sundays

Mail on Sunday
Head Office & Northern Office same as The Daily Mail

News of the World
Northern Office: 1-23 Withy Grove, Manchester M60 4BP Tel 834 1234
Head Office: 30 Bouverie St, London EC4Y 8EX Tel 353 1234

Observer*
Head Office: 8 St. Andress Hill, London EC4V 5JA Tel 236 0202

Sunday Express
Head Office and Northern Office same as Daily Express

Sunday Journal
Manchester Office: Brook House, 77 Fountain St,
Head Office: 33 Witney Road, Eynsham, Oxford, OX8 1PJ Tel 880 505

Sunday Mirror
Same as Daily Mirror

Sunday People
Northern Office: 22 Hardman St, Deansgate, M60 3BA Tel 832 3444
Head Office: Holborn Circus London EC1P 1DQ Tel 353 0246

Sunday Telegraph
As for Daily Telegraph

Sunday Times
Head Office: same as for the Times
*ask for Northern Correspondent

Local Papers

Accrington Observer & Times
Head Office: Edgar Street, Accrington, Lancs BB5 1PU Tel 35454

Altrincham & Sale Guardian
Head Office: Newspaper House, Sankey St, Warrington, Cheshire; WA1 1NH, Tel 51131
Local Office: Guardian House, Grafton St, Altrincham, Cheshire WA1 1BZ Tel 928 3737

Ashton Under Lyme Reporter
Head Office: Whitelands Road, Ashton under Lyme, Lancs. Tel 330 5311

Barnoldswick & Earby Times
Head Office: 37 Scotland Road, Nelson Lancs BB9 7UT Tel 22331

North West Evening Mail
Head Office: Abbey Road, Barrow in Furness, Cumbria, LA14 5QS Tel 21835

West Lancashire Evening Gazette
Head Office: Victoria St, Blackpool, Lancs FY1 4RG Tel 25231

Bootle Times (Inc Maghull and Walton Times)
Head Office: 24-32 Tulketh Street, Southport, Merseyside. PR8 1BT Tel 36655
Local Office: 36 Church Road, Waterloo, Liverpool, L22 5NB Tel 928 3333

Bolton Evening News
Head Office: Mealhouse Lane, Bolton, Lancs LB1 1DE Tel 22345

Evening Star
Head Office: 40-42 St. James St, Burnley, Lancs BB11 1NQ Tel 23161

Bury Times
Head Office: Market St, Bury Lancs, BL9 OPF, Tel 061-764-9421

Evening News & Star (Carlisle, Cumbria)
Head Office: Newspaper House, Dalston Road, Carlisle, CA2 5UA Tel 23488

Chester Chronicle
Head Office: 27 Bridge St, Chester, Cheshire. CH1 1UX Tel 40151

Clitheroe Advertiser & Times
Head Office: 3 King St, Clitheroe, Lancs. Tel 22324

Colne Times
Head Office: 37 Scotland Road, Nelson, Lancs BB9 7UT Tel 62561

Congleton Chronicle
Head Office: 11 High St, Congleton, Cheshire. CW12 1BW Tel 373 7/9

Crewe Chronicle
Local Office: 2 High St, Crewe, Cheshire, Tel 56631

Crosby Herald
Local Office: 36 Church Road, Waterloo, Liverpool, L22 5NB Tel 928 6504

Droyleston Reporter
One of the Ashton under Lyme Newspaper Group

Glossop Chronicle
Local Office: High St, West, Glossop, Derbyshire. Tel Gloosop 2669

Haslingden Observer
Local Edition of the Acrrington Observer and Times

Heswall & Neston News
Head Office: 80-84 Hamilton Street, Birkenhead, Merseyside, L41 5AN Tel 051-647-7111
Local Office: 64 Pensby Road, Heswall, Wirral, Merseyside, L60 7RE Tel 051-342-1771/1776

Leigh Journal , Railway Road, Leigh, Greater Manchester Tel Leight 670 669

North Cheshire Herald & Hyde Reporter
Local Office: Clarendon Place, Hyde, Cheshire. Tel 3595/6

Knowsley Reporter
Head Office: 164 College St, St. Helens, Merseyside WA10 1TT Tel 22285

Knutsford Guardian
Head Office: Newspaper House, Sankey St, Warrington, Cheshire. WA16 6ER Tel 51131
Local Office: 113 King St, Knutsford, Cheshire WA16 6ER Tel 4114

Lancaster Guardian
Head Office: 38 Church St, Lancaster La1 1HL Tel 32525

Daily Post (Liverpool)
Head Office: P.O. Box 48, Old Hall St, Liverpool L69 3EB Tel 227 3030

Macclesfield Express Advertiser
Head Office: Wood St, Stockport, Cheshire SK3 OSB Tel 480 4991

Manchester Evening News
Head Office: 164 Deansgate, Manchester M60 2RD Tel 832 7000

Middlewich Chronicle
Local Office: 4 Fountain Court, Winsford, Cheshire.
Tel 2367

The Visitor (Morecombe)
Head Office: Victoria St., Morecombe, Lancs LA4 4AG
Tel 414531

Mossley & Saddleworth Reporter
Under the Ashton Under Lyne Newspaper Group

Nelson Leader
Head Office: 27 Scotland Road Nelson, Lancs BB9 7UT
Tel 22331

Newton & Golborne News
Head Office: Newspaper House, Sankey ST.,
Warrington, Cheshire,
WA1 1NH Tel 51131
Local Office: 39 Market St., Newton-Le-Willows Tel 4333Evening Chronicle (Oldham)
Head Office: 172 Union St., Oldham, Lancs, OL1 1EQ, tel 061 633 2121

Ormskirk Advertiser
Head office: 5-7 Church St., Ormskirk, Lancs. Tel 72501

Padiham Advertiser & East Lancashire Sentinel
Head Office: 18 Lancaster Road, Preston Lancs., Tel 56849

Cumberland & Westmorland Herald
Head Office: 14 king St., Penrith, Cumbria. Tel 62313

Lancashire Evening Post
Head Office 127 Fishergate, Preston, Lancs PR1 2DN, Tel 54841

Radcliffe Times (Bury)
Head Office: 46 Church St., Radcliffe, Manchester, M26 9SQ, Tel 723 3473

Rossendale Free Press
Head Office: Drake St., Rochdale, Lancs, OL16 1PH, Tel 354321
Local Office: 58 Bank St., Rawtenstall, Rossendale, Lancs BB4 8JR. Tel 3311

Rochdale Observer
Head Office: Drake St, Rochdale, Lancs. OL16 1PH, Tel 354321

Runcorn Guardian
Head Office: Newspaper House, Sankey Road, Warrington, Cheshire, WA1 1NH. Tel 51131
Runcorn Weekly News
Head Office: Lunstone Ltd, 23 Shopping City, Runcorn, Cheshire. WA7 2BU Tel 717979

Salford City Reporter & Advertiser
Head Office: Wood St., Stockport Cheshire, SK3 0AB
Tel 480 4491
Local Office: 496 Liverpool St., Salford, M6 5QZ Tel 736 7815

Skelmersdale New Town Advertiser
Local Office: 41 The Concouse, Skelmersdale, Lancs. 23181

Southport Visitor
Head Office: 24-32 Tulketh St., Southport, Merseyside. PR8 1BT Tel 36655

Stockport Express Advertiser
Head Office: Wood St., Stockport, Cheshire. SK3 0AB, Tel 480 4991

Stretford & Urmston Journal
Local Office: Mealhouse Lane, Bolton, Lancs. BL1 1DE Tel 22345

Swinton & Pendlebury Journal
Local Office: 119 Chorley Road, Swinton, Manchester, M27 2AA
Tel 794 23 20

Wallasey News
Local Office: 32 Seaview Road, Wallasey, Merseyside. Tel 630 2000



Warrington Guardian
Head Office: Newspaper House, Sankey St., Warrington, Cheshire. WA1 1NH Tel 51131

Whithaven News
Local Office: Queen St, Whithaven, Cumbria. Tel 2285

Widnes Weekly News
Local Office: Ludstone Ltd., 16-17 Hypermarket Precinct, Widnes, Chesire. Tel 051 424 4115

West Cumberland Times & Star
Local Office: 23 Oxford St., Workington, Cumbria. Tel 5801

Worsley Journal
Head Office: Mealhouse Lane, Bolton, Lancs. BL1 1DE Tel 22345

Worsley Journal
Head Office: Mealhouse Lane, Bolton, Lancs BL1 1DE. Tel 22345

How to Use the Radio

Radio is a fast moving medium with a mass audience, which makes it ideal for covering events, but not so good for debating issues at length. Both BBC and local commercial stations are organised into networks, so if your event makes big news in Manchester, it can also be in national news broadcasts within a matter of seconds. Radio is definitely the fastest route to nationwide publicity.

For successful radio broadcasts you should bear in mind the following points:

1. Radio news bulletins change every hour, so a single event (e.g. a Press Conference or Day of Action) may warrant only one mention unless there is a new development in your campaign during the day.
2. News bulletins, especially in commercial radio, are compressed into a very short space of time. you may only have 20 seconds to make your point. Decide on one simple, clearly-stated message — even if this means missing out certain aspects of your case.
3. Some events do not make good radio, even if they are excellent for TV or newspapers (eg silent vigils, torch-light processions or parachute jumps). They make great pictures, but don't come across well on radio.
4. The sound of **your** voice is what makes people sit up and listen. Many people, including/some broadcasters, dislike the sound of their voice on tape or live on air. Don't worry about your accent or drying up. Your own clear natural voice is perfect for radio, better even than DJ's patter or the newsreader's modulated tones, which often wash right over the listener. Real voices have an impact.
5. If you are afraid you are going to forget what you want to say in an interview, make brief notes on a piece of card. **Don't** shuffle papers, and **don't** read a statement, it will sound wooden and boring to the listener. **Do** remember that if you are being pre-recorded your false starts and mistakes will be edited out.
6. If you invite a broadcaster to cover your event or press conference, you should make sure that s/he has time to set up a microphone and check sound levels. It helps to have good acoustics (no noisy roadworks outside or an echoing hall).



7. Journalists will often want a face-to-face interview, as well as covering the press conference. Make it clear beforehand if you are offering this facility, and if so, which media organisation will go first.
8. If you are invited to appear in the studio, check first if you will be appearing live or in a pre-recorded interview. Either way you should ask if your comments will be repeated on later broadcast, you can then avoid making comments that will be out of date in a few hours time.
9. Before you start your broadcast try to brief your questioner. S/he may never have heard of you or your organisation before, so you want to ensure you are asked informed and relevant questions.
10. Make sure you are comfortable and relaxed. Don't be afraid to go to the loo or ask for a drink if you want one. Cold water is best, hot drinks can dry your mouth and alcohol may loosen the tongue but it can also scramble the brain! You will find it easier to speak if your mouth is not busy with cigarettes, sweets or chewing gum. Sit well back in your seat to breathe naturally. Look at the interviewer, don't become mesmerised by staring at the microphone.

11. For outdoor events remember that high winds, rain, traffic and airplanes are clearly audible and background noise can make a mockery of your words if they are overpowering. Be prepared to move to a quiet spot away from chanting crowds or to shelter from the weather.
12. As with newspapers many radio stations have community access programmes. These include 'Whats On' listings, 'Care Lines' for advice, programmes offering voluntary work, etc. Each station will have different programmes for community information. Listen to your local station and decide what programmes are likely to use your information. Alternatively you can ring the station and ask for advice on whom you should send your details to.

If in spite of these guidelines you feel you have been treated unfairly by a radio station, complain **immediately.** Radio is a fast medium with little facility for archive storage, and broadcasters have short memories. It is best to complain by telephone immediately, and follow the call up with a hand delivered letter to the programme controller or editor. If you do not receive satisfaction take it up through the complaints procedure outlined on Page 27.

Local Radio

IRN
Radio City
PO Box 194, Liverpool, L69 1LD, Tel 227 5100

Picadilly Radio
127/131 The Piazza, Piccadilly Plaza, Manchester, M1 4AW, Tel 236 9913

Red Rose Radio
c/o Oyston, 49a Fishergate, Preston PT1 8BH, Tel 26882

Signal Radio
Studio 257, Stoke on Trent, ST4 2SR, Tel 417111

BBC
Radio Cumbria
Hilltop Heights, London Road, Carlisle, Cumberland CA1 2NA,
Tel 315970

Radio Furness
Harting Street, Barrow in Furness

Radio Lancashire
King St., Blackburn, Lancs, BB2 2EA. Tel 62411

Radio Manchester
New Braodcasting House, Oxford Road, Manchester, M60 1SJ. Tel 228 3434

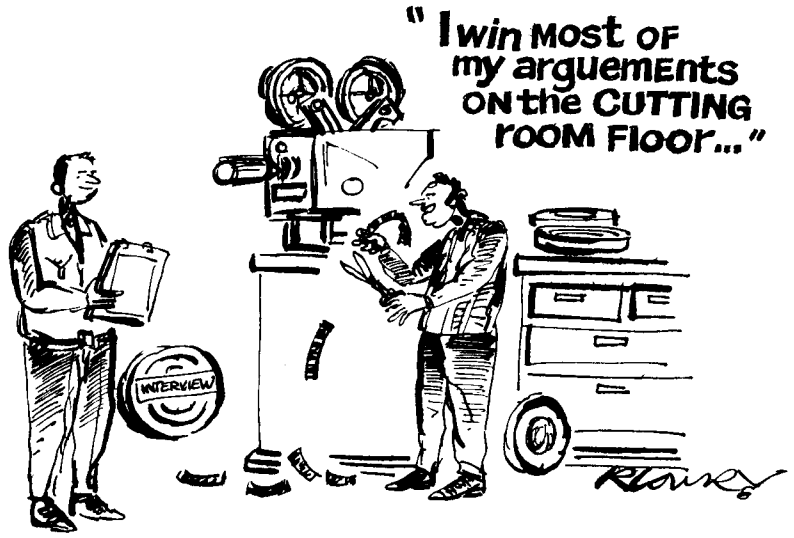
Radio Merseyside
55 Paradise Street, Liverpool L1 3BP, Tel 708 5500

Radio Stoke on Trent
Conway House, Cheapside, Hanley, Stoke on Trent, Staffordshire,
ST1 1JJ, Tel 24827.

Television

TV has less time than both radio and newspapers to cover events. Only approach them if you are involved in a major local or national story, or have managed to dream up a particularly visual stunt. TV is all about pictures, so have a list of possible film sequences to mind when dealing with them. Remember — TV is organised in larger regions than either radio or newspapers so do not get too worried if a crew does not turn up at your first bidding.

1. **Getting in contact:** It is very expensive to film or videotape at weekends, so suggest events which occur during the week. If you want to feature on that evening's news, arrange the event during the morning, and contact them several days beforehand. Send a press





'And to ensure a balanced and impartial discussion of the latest government measures I have with me a government spokesman and a wild-eyed Trot from the lunatic fringe'.

release and call them the day before to see if they are interested.

2. **They contact you:** If you are asked to appear on a programme, never be too flattered to say no. Find out what the interview is about, who else is to be interviewed, and in what context within the programme it will be used. Remember that the TV journalist has the power to win the argument in the cutting room, having lost the argument during the interview
3. **The interview:** How ever good the research, you are the person who knows most about the subject. But also reckon on having to answer the one question you do not want to be asked. If you are not used to bright lights and cameras (like most of us), practise beforehand with a colleague. Decide on three main points you want to get across, and find the simplest and strongest way of making them. Lengthy interviews will be cut — concise, punchy sentences will carry more weight in the cutting room.

   If you stumble, or are unsure what the interview is getting at, ask to start again. Usually, the reporter does not want clumsy dialogue any more than you do.
4. **Afterwards:** Very few TV companies will let you see the cut version of a film before transmission, at least not in time to do anything about it. This makes it more important to have trust in the director or reporter. Most TV reporters are liberal minded, and see themselves as addressing themselves to the consensus. But most have come up the career ladder through newspapers, and are not afraid to pull a fast one. Finally, if they have been using your premises, ask for a facilities fee for electricity, upheaval and loss of wages, where applicable.
5. **Don't Forget** As with the press and radio you will be more likely to be successful in getting your item on TV if you choose the right programme for the type of event you are promoting. Most hard news will be covered by the local Regional news programmes in the early evenings. Be aware also that a number of National programmes are amde in the North West by the BBC and ITV. You may want to aim at getting a subject of national relevance covered by Brass Tacks (BBC) or Union World (ITV), to name but two examples. Don't be afraid to ring up to ask if they would be interested. After all good Television is about new ideas, and they welcome fresh suggestions.

Addresses
Granada TV, Manchester, M60 9EA, Tel 832 7211
BBC TV, New Broadcasting House, Oxford Road, Manchester, M60 1SJ Tel 061 236 8444.

Handy Hints

Although its easier said than done, try not to become too nervous, the person interviewing you is only another man or woman doing their job. They may know more about interviewing than you do, but you know more than they do about your particular subject.

Don't be afraid to stop and do a retake if you are being pre-recorded.

Be aware that reporters do have a few tricks of the trade which they can use to lead you into saying more than you want to. For instance, they sometimes pretend to know more about a dispute or argument than they really do. Establish how much s/he knows before you are led into making revelations thinking they are public knowledge.

Then there's the old pregnant pause routine. The reporter remains silent after you've answered a question. Many people feel compelled to go on talking thereby revealing all, and just to fill an awkard gap in the conversation! Bite your lip or talk about the weather.

Above all keep a level head, seek advice when you are not sure of your ground and remember todays major news will be wrapping tomorrows fish and chips!

Alternative Media

International Labour Reports, 300 Oxford Road, Manchester Tel 061 273 8717
Manchester Community TV, 100 Palmerston Street, Ardwick, Tel 061 273 1763
Open Eye, Film & Video, 90 Whitchapel, Liverpool, L1 6EN Tel 051 709 9460
Black Media Group c/o MCRC 64 Mount Pleasant, Liverpool, 051 709 0789
Workers Film Association, 9 Lucy Street, Manchester, M15 4BX Tel 061-848 9782
Womens Airwaves/Local Radio Workshop — 12 Praed Mews, London W6 Tel 01 402 7651.
Womens Film TV & Video Network, 79 Wardour St., London, W1 Tel 01 434 2076.



Complaints

What do you do if you have a complaint about the way a story has been written? Was it biased, incorrect, libellous or even made up? The North West Campaign for Press & Broadcasting Freedom is here to help you get redress, and can take up the case on your behalf. Otherwise, there are several ways of making a complaint. The easiest is to write a letter to the editor. However, even if it is published, you may not feel that sufficient space has been granted to put your view. The next step might be to go to one of the three bodies who are supposed to handle complaints. The Press Council covers newspapers, the IBA and the BBC Complaints Commission cover local radio and television.

It should be pointed out however, that none of these bodies has a good track record in handling complaints. The Press Council, in particular, has a very poor reputation in keeping Fleet Street under control. It moves very slowly, has no power to enforce its judgements or fine offenders, and complaints lose their rights to legal action.

The NWCPBF for some time has been calling for reform of the Press Council, and advocating a legal Right of Reply for people who feel they have been misrepresented in the media. In the absence of any legislation, some print unions have been taking industrial action to gain the Right of Reply. If you feel you have a strong case, ask unions to support your demand for a Right of Reply. The technical unions in newspapers are SOGAT'82, and NGA. In broadcasting it's the ABS or ACTT. Write to the Father of the Chapel (FOC) or Mother of the Chapel (MOC) and state why you need the support of their members. Alternatively, write to your local office of the National Union of Journalists (NUJ), which has its own internal disciplinary procedure for journalists who have breached their Code of Conduct or the Working Practices outlined below, this is known as Rule 18. You, the public, have a right to complain to the NUJ if you feel unfairly treated by one of its members. Rule 18 says:

> "If the NEC is of the opinion that a member has been guilty of conduct which is detrimental to the interests of the Union or of the profession of journalism, it may after due inquiry in accordance with the procedure laid down in this rule impose on that member a

fine not exceeding £ 1,000, suspend that member subject to the provisions of clause (of this rule for a period not exceeding 12 months, express its censure in such terms as it deems appropriate (or impose more than one of these penalties) or expel him/her from the Union.

As the procedures involved are a bit complicated it is best to contact the NW NUJ office (address below) for their assistance. But do it quickly, there are deadlines for making complaints and you don't want to lose your case just because it took weeks to getting around to complaining.

Addresses

National Union of Journalists, Old Colony House, South King Street, Manchester. Tel 061 834 0240

Press Council, 1 Salisbury Square, London. EC4Y 8AE, tel 01 353 1248

Independent Broadcasting Authority, 70 Brompton Road, London. SW3, Tel 01 584 7011

BBC Complaints Commission, 31 Queen Annes Gate, London SW1HU 9BU Tel 01 743 8000

NGA, 63-67 Bromham Road, Bedford, Beds. MK4 2AG Tel 0234 51521

SOGAT, 274-288 London Road, Hadleigh, Essex. SS7 2DE. Tel 0702 55131



Rule 19

Working Practices

1. A member shall study and obey the Rules of the Union and the Code of Professional Conduct.
2. A member shall not act, by commission or omission, against the interests of the Union or of the trade union movement.
3. A member who is terminating his/her employment shall give notice according to individual or collective agreement or custom and practice unless the employer consents to a variation
4. A member shall not, by unfair methods, seek promotion or to obtain the position of another journalist.
5. A member shall not exploit the labour of another journalist by plagiarism or the unauthorised use of his/her work for any purpose.
6. A member who does linage work shall surrender part or whole of that work to conform with any pooling scheme approved by the NEC to provide a member with a livelihood.
7. A member who is a staff reporter shall not normally take photographs and a member who is a staff photographer shall not normally report. Freelance reporters shall not take photographs or freelance photographers report. If by so doing they deprive another freelance of income.
8. Members shall ensure, by support of Union organisation and of their colleagues, that participation in Union activity does not damage a member's employment, advancement or employment prospects.
9. A member shall not directly or indirectly attempt to obtain for himself/herself or anyone else any regular or occasionsl linage work connection or commission which is rightfully undertaken by another member.
10. A member in staff employment shall first serve the organisation which employs him/her. In his/her own time, a member is free to engage in journalisic work provided that, in so doing, he/she is neither depriving a freelance or unemployed member of work, nor occupying a job which would normally be a full-time staff position; and provided that he/she has contacted the chapel in the office in which the work is to be done and established that he/she is not taking work which can be undertaken by a freelance or unemployed member.
11. A member shall treat other journalists with consideration.

Code of Conduct

1. A journalist has a duty to maintain the highest professional and ethical standards.
2. A journalist shall at all times defend the principle of the freedom of the Press and other medial in relation to the collection of information and the expression of comment and criticism. He/she shall strive to eliminate distortion, news suppression and censorship.
3. A journalist shall strive to ensure that the information he/she disseminates is fair and accurate, avoid the expression of comment and conjecture as established fact and falsification by distortion, selection or misrepresentation.
4. A journalist shall rectify promptly any harmful inaccuracies, ensure that correction and apologies receive due prominence and afford the right of reply to persons criticised when the issue is of sufficient importance.
5. A journalist shall obtain information, photographs and illustration only by straightforward means. The use of other means can be justified only by over-riding consideration of the public interest. The journalist is entitled to exercise a personal conscientious objection to the use of such means.
6. Subject to the justification by over-riding consideration of the public interest, a journalist shall do nothing which entails intrusion into private grief and distress.
7. A journalist shall protect confidential sources of information.
8. A journalist shall not accept bribes nor shall he/she allow other inducements to influence the performance of his/her professional duties.
9. A journalist shall not lend himself/herself to the distortion or suppression of the truth because of advertising or other considerations.
10. A journalist shall only mention a person's race, colour, creed gender or sexual orientation if this information is strictly relevant. A journalist shall neither originate nor process material which encourages discrimination on any of the above-mentioned grounds.
11. A journalist shall not take private advantage of information gained in the course of his/her duties, before the information is public knowledge.
12. A journalist shall not be way of statement, voice or appearance endorse by advertisement any commercial product or service save for the promotion of his/her own work or of the medium by which he/she is employed.

NUJ Guidelines on race and journalists

Only mention someone's race or nationality is strictly relevant

Resist the temptation to sensationalise issues which could harm race relations.

Press for equal opportunities for employment black staff, particularly in areas of extensive minority group settlement.

Seek to achieve wider and better coverage of black affairs: social, political, cultural.

Investigate the treatment of blacks in education, employment and housing and the activities of racialist organisations.

NUJ Guidelines on reporting racist organisations

1. When interviewing representatives of racist organisations or reporting meetings or statments or claims, journalists should carefully check all reports for accuracy and seek rebutting or opposing comments. The anti-social nature of such views should be exposed.
2. Do not sensationalise by reports, photographs, film or presentation the activities of racist organisations.
3. Seek to publish or broadcast material exposing the myths and lies of racist organisations and their anti-social behaviour.

4. Do not allow the letters column or 'phone-in' programmes to be used to spread radical hatred in whatever guise.

NUJ-NGA Agreement

1. The NGA and the NUJ believe that the development of racist attitudes and the growth of the facist parties pose a threat to democracy, the right of trade union organisations, a free press and the development of social harmony and well-being.
2. The NGA and NUJ believe that members of their unions cannot avoid a measure of responsibility in fighting the evil of racism as expressed through the mass media.
3. The NGA and the NUJ reaffirm their total opposition to censorship but equally reaffirm their belief that press freedom must be conditioned by responsibility and an acknowledgment by all media workers of the need not to allow press freedom to abuse to slander a section of the community or to promote the evil of racism.
4. The NGA and the NUJ believe that the methods and lies of the racists should be publicly and vigorously exposed.
5. The NGA and the NUJ believe that newspapers and magazines should not originate material which encourages discrimination on grounds of race or colour as expressed in the NUJ's Rule Book and Code of Conduct.
6. The NGA and NUJ recognise the right of members to withold their labour on grounds on conscience because employers are providing a platform for racist propaganda.
7. The NGA and NUJ believe that editors should ensure their coverage of race stories should be placed in a balanced context.
8. The NGA and NUJ will continue to monitor the development of media coverage in this area and give mutual support to members of each union seeking to enforce the aims outlined in this joint statement.

The Campaign

This booklet is published by the North West Branch of the Campaign for Press and Broadcasting Freedom. The campaign was formed to challenge the myth that the British medial is free, objective and unbiased. It is also concerned with the need to win wider access to the media for community groups, trade unions, women, black people and other pressure groups who feel disadvantaged. The North West Campaign was launched in 1984, and thanks the Greater Manchester Council for financial support. We are here to help you — and we will be pleased to give advice on complaints, publicising your activities, providing expert speakers to groups and schools and organising meetings. Give us a call.

Campaign for Press and Broadcasting Freedom, (North West), 136 Corn Exchange Building, Hanging Ditch, Manchester M4 3RN. Tel: 061-832 6991.

If you are interested in joining the campaign:

What you get: Invitations to our debates, meetings and workshops, you will also receive bi-monthly copies of free-press the journal of the Campaign, and regular newsletters from the Campaign in the North West and **a free copy of the Media Guide.**

Individual Membership
£6 per annum

Affiliations
below 1,000 members £10
1,000 to 10,000 £25
10,000 to 50,000 £50
50,000 to 100,000 £100
more than 100,000 £250
£2 for unwaged

NAME (or secretary's name)

.....

ORGANISATION
(if applicable)

.....

ADDRESS .....

.....

I/we would like to join the Campaign for Press & Broadcasting Freedom as and individual/affiliated organisation and enclose £ .....

Send to NWCPBF, 136 Corn Exchange, Hanging Ditch, Manchester M4 3BN.
Tel: 061-832 6991