

... Steps 5-10

5. Decide if you are going to produce a prop/ something to hand over to your MP for the event. If you are then this could also be a photo opportunity for the media. Ideas for props are at www.stopclimatechaos.org/props.
6. Let your MP's office know you are contacting the media, send them the press release and suggest that they might want to add a quote.
7. A week in advance of the lobby meeting, phone the media, ask to speak to the news desk, and tell them you want to send them a press release (their contact details will be on the internet or telephone directory). It is also worth asking those within your constituency lobby group if they have any good local media contacts. Be aware the media contacts might want to talk to you about the story when you call, so be prepared. If you are planning a photo opportunity then tell them early so they know to book a photographer.
8. Send the press release to your media contacts, and follow it up after you've sent it with a call to check they got it and ask whether they are going to do a story (journalists get so many press releases they often miss some, so the follow-up phone call is very important)
9. If you are thinking about organising a media photo opportunity, decide whether you want to hold your lobby at the MP's office or somewhere else (e.g. outside houses that need energy efficiency or a wildlife site). Obviously you'll need to agree the location with the MP. You can also take your own photos to send to the media.
10. After your MP lobby, call the media and tell them how the meeting went, or send a post event press release with photos.

Working with the media is straightforward. The local media has no interest in misreporting or attacking you. You are an ordinary local person who wants to raise a concern. So the most important thing to remember is: be yourself.

Please check to see whether you got coverage afterwards and send copies to fiona@stopclimatechaos.org so we can evaluate the success of the event



... Example press release

LOCAL LOBBY URGES [*Joe Bloggs MP*] TO TAKE ACTION ON CLIMATE CHANGE TO HELP IMPROVE HEALTH, REDUCE POVERTY, SAVE WILDLIFE AND BENEFIT THE ECONOMY

A network of local people are getting together to lobby [*Joe Bloggs MP*] to call for greater action on climate change. The lobby will take place on [*TIME, DATE and LOCATION*]. It is part of the Big Climate Connection, a co-ordinated campaign which will see hundreds of local people lobbying their MP across the country on the weekend of 5-6th November [1]

PHOTO OPPORTUNITY - The group will be presenting [*Joe Bloggs MP*] with a [*insert description of prop*] to their support for the lobby.

The group will be pressing their MP to push for strong measures to be included in the forthcoming Energy Bill, such as improving energy efficiency in UK homes and reducing carbon pollution from power stations. They will also be calling on the UK to take a lead in the forthcoming climate talks in Cancun, Mexico by ensuring more finance is made available for developing countries to adapt to the effects of climate change, develop low carbon economies and protect forests [2].

INSERT A FEW SHORT QUOTES/SOUNDBITES FROM DIFFERENT PEOPLE:

EXAMPLE QUOTES:

- [*A - insert name, age and location*], attending the lobby said: “As a businesswoman I know we could create many more jobs in the area by insulating homes better....”
- [*B - insert name, age and location*], attending the lobby said: “There are hundreds of people locally who are struggling to pay energy bills and ending up in debt. The Government has to do far more to help people insulate their homes to cut fuels bills at the same time as helping the environment”
- [*Joe Bloggs MP*] said “Making the connection to local people concerned about climate change is important to me. I’m pleased to support their calls for greater action because it is good for the economy and the environment” [*you might like to suggest a quote like this for your MP or ask them to supply their own*]
- [*C - insert name, age and location*], attending the lobby said “I saw the devastating floods in Pakistan and thought we have to do our part in the UK to stop this happening more and more in the future by cutting carbon emissions faster”

CONTACT: [*Name of media contact and mobile phone number/email address*].

FURTHER INFORMATION: A briefing on the policy demands is at <http://www.stopclimatechaos.org/bcc-asking-for>

[1] Updated information on the number of lobby events and people attending will be available at www.thebigconnection.org

[2] The benefits of the policy demands include:

- Greater energy security, better health and fewer people suffering from fuel poverty as a result of better insulated homes.

Big Climate Connection: Media pack

- Reduced carbon pollution as a result of setting tight caps on carbon emissions from power stations, leading to new industries to capture the carbon pollution and store it.
- A healthier local economy with new jobs in insulation and renewable power and a healthier global economy with both rich and poor countries developing low carbon industries.
- Greater resources for developing countries to respond and adapt to extreme weather events, such as the floods seen recently in Pakistan, and for developing countries to conserve rainforests so that they continue to store carbon and protect wildlife.
- Increased trust in international climate negotiations through action at home to reduce our emissions and through delivering on our commitments for climate finance that will support developing countries to respond and adapt to extreme weather events

