

ENGAGING LOCAL MEDIA

UNICEF UK OutRight 2024/25

An effective way of speaking out in support of children's rights is to tell your local newspaper or radio station what you're doing for OutRight 2024/25.

Media outlets can help to spread the word in your local community and galvanise support. For example, your MP might read about OutRight in the local newspaper and contact the relevant Government Minister as a result.

Guidance

Perhaps you have some aspiring journalists or radio presenters at your school/organisation? To speak out to your community about your plans for OutRight this year, call the local newspaper and invite them to take a photo of your school/organisation and the work you're doing. Or call your local radio station to see if children and young people could go on air to talk about their OutRight campaign. Lots of these things can be done online now, over video call, if an in-person visit isn't possible.

If you or the children and young people you work with are not sure how to contact local media in

your area, please email outright@unicef.org.uk and we'll be more than happy to help.

Here are some tips:

- Be prepared for a quick phone call. People who work in the media can be very busy, so it's a good idea to write down what you want to say to keep in front of you when you call.
- Always follow up with an email, re-capping the main points from your phone conversation.
- Don't leave it too late. The sooner you can get in touch the better, as they are more likely to have a space for your story.
- Be enthusiastic! The person you're calling should want to find out lots more about your involvement in OutRight 2024/25 and why you're raising your voices on all children's right to the best possible health.

You can find more tips on engaging local media here: unicef.uk/YouthAdvocacyToolkit

If your school or organisation is featured in your local media, please let us know! Send us a clipping, link or recording if you can to outright@unicef.org.uk or tag us in a social media post you feature in.

OUTRIGHT

Speak out on children's rights

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