

Working with the media

Your local media can help to spread the word about the Community Social Services Matter campaign. Media are interested in local stories, and we have positive stories to tell. **Please contact your provincial union communications department for support in arranging local coverage.**

Story ideas

Whether it is our unions or your local municipal council designating March as Community Social Services Awareness Month, you can talk to local papers and other media outlets early to propose a story or a series of articles on related topics. Some of our members may also be comfortable having their work profiled – such as “a day in the life” kind of story. Our members care deeply about their work, and it is important to share these insights. Some of our agencies or workplaces may be comfortable with having their work profiled.

Local radio stations may be interested in scheduling community social services topics on talk shows during the month of March. You may want to use the questionnaire, *Have community social services affected you?* for a local talk show, as the questions might be a good topic for local shows. Local radio or TV stations can also be asked if they will run public service announcements in support of Community Social Services Awareness month.

Union communications staff can assist in writing short PSA scripts and identifying talk show topics. You should also consider using opinion pieces and letters to the editor both during the month of March, and on a regular basis.

You can organize events that are of interest to the media, and you can respond to issues that arise in the community or elsewhere.

Develop a list of local media

Start your planning by developing a list of all the local media outlets that serve your community - print, radio and television, and remember alternative, community and union media. Local unions and community groups often have newsletters and are looking for material. So remember to include everyone when you build your media list.

As part of your local media list, identify particular reporters, editors or talk show hosts that you have a relationship with or with whom you want to develop a relationship. Personal contact is very effective.

Community social services support on Facebook

We have two Facebook pages that members can join and promote.

Please join and promote Friends of Community Social Services. This page includes information about the Victoria walk on March 27 and has a growing membership.

<http://www.facebook.com/groups.php?id=589576502#!/group.php?v=wall&gid=300908385167>



CommunitySocialServicesMatter.ca