



# Campaign Champions toolkit:

## Harnessing the local media

## What's included in this toolkit?

This toolkit will help you in your next steps towards influencing change. It's one of the Campaign Champions toolkits, designed to equip you with the skills and confidence to move forward with your campaigning.

In this toolkit we'll focus on using your local media to get the word out about kinship care and the **#ValueOurLove** campaign. You'll find info on how to contact the media, what to say and how to get your message across.

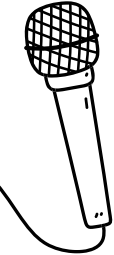
### Pages:

- Why is the media important?
- Who should I contact, and how?
- Key messaging
- Setting boundaries
- Campaigning as yourself
- Useful contacts and resources

## Why do we want to get our message in the media?



- Opportunities to **raise awareness** of kinship care
- Allow kinship carers to **share their experiences**
- Get the word out about the **role kinship carers play** in society
- **Advertise any kinship care-related events** you may be planning, such as Kinship Care Week celebrations, family days or support groups
- Get the **#ValueOurLove campaign message** out there. We know politicians read/listen/watch local media.



**Have you seen or heard any charity campaigns in the media recently? What was successful about them?**

## Who should I contact, and how?

You could contact...

- BBC local radio for your region (e.g. BBC Radio Leeds)
- Local newspapers, magazines or blogs in your city/town/village
- Local podcasters (with a relevant focus and local reach)

It can help to know the message you want to get across before deciding which type of media (radio, newspaper, or something else) is best to achieve this.



**All these local media contacts actively want stories from the public, so don't be afraid to get in touch with them.**

## Who should I contact, and how? (Continued)

With local radio, there's usually a **general news desk** email address easily accessible on the radio station's website. Sometimes a **specific show may give out a specific email address or number** for their show when they're asking people to get in touch with the programme.

With local newspapers there's usually only a **handful of journalists** working for each paper and you can easily find their **email addresses on their websites** – or contacting their news desk is also fine. **Just explain your idea** and ask if they'd like to talk to you about it.

## Key messaging

As Campaign Champions, you should focus on the issues that speak to your own experiences, but it is worth thinking through key messaging that aligns with your campaigning activities.

**Remember!** Your story is yours and no one else's - being yourself is the most powerful thing you can do.

### Top tips

- Often you don't have a lot of time to land your message
- What are 2 or 3 things you want your audience to walk away knowing?
- Use plain language and avoid acronyms/jargon that the audience may not understand, such as 'SGO' or 'ASGSF'
- Don't share what you don't want shared, even during a background chat
- It's good to have some stats and data, which Kinship can provide, but you're not expecting to know everything.
  - Take a look at our constituency map: [Constituency map](#)

## Key messaging - #ValueOurLove

If you would like some support with your messaging, you can contact the campaigns team for a chat, or focus on the #ValueOurLove key calls:

We want the UK and Welsh Governments to:

**1** **Equalise financial allowances** between foster and kinship families

**2** **Equalise access to training and support** between kinship carers and foster carers

**3** **Equalise leave** between adoptive and kinship families

**4** **Equalise support between children** in kinship care and those in care

## Setting boundaries



Before you engage with the media, it is important to think about what you're comfortable sharing. You may decide not to share something because of the emotional or safeguarding impact on yourself or others. Remember not to share any personal information such as addresses, children's full names or schools, or other private details. We strongly advise against asking children to participate.

Oversharing may also make your messaging too complex for the audience to understand. It's best to share your story as simply as possible to keep it accessible and only elaborate if asked and comfortable to.

**Remember! You can pull out at any point if you're not comfortable.**



## Setting boundaries (continued)



### Questions to ask yourself to figure out your boundaries:

- Which parts of your story are you happy to talk about? Which parts aren't you? Be clear in your mind beforehand and be clear with the journalist
- Think through where your face and/or name will appear. Imagine it being seen by friends/ family. What's 'worst-case scenario'?
  - How would that affect you or the child in your care emotionally? Would it affect the placement or contact, or the relationship with social worker or LA?
- If you're still keen to participate, how can you reduce risk?
  - E.g. not sharing your surname or using a fake name. Not using your child's name. No photo. Use a vague location. Ask to see what's written before it's published. Pre-record for radio interviews. Asking for questions ahead of live interview.

## Setting boundaries (continued)

Sometimes talking to the media can feel a little bit overwhelming, and people often feel nervous. Remember that:

- You decide what to share and what not to share
- To reduce nerves, you can ask in advance what questions they will be asking to help you prepare to answer these
  - In some cases, you can set the questions to be asked yourself

- Those who work in the media industry are very professional and they know how to lead a conversation, to make sure it flows easily
- Most importantly: media professionals are just normal people, and they want to help you get the message out

## Campaigning as yourself

**Kinship's campaigns team is here to support Campaign Champions in their journey with resources data, stats and preparation for activities such as media interviews.**

It's important to remember that your views are your own and that you are independent from Kinship the charity. This simply means that you don't work for Kinship or represent the charity, but we have supported you on your campaigning journey. It's important to remember this because – for example – charities have specific guidance on being politically neutral, as well as other policies they need to keep to.

If the journalist wants a Kinship spokesperson or Kinship's official response to a question, send them to [media@kinship.org.uk](mailto:media@kinship.org.uk).

## Useful contacts and resources

**Kinship's campaigns team:** [comms@kinship.org.uk](mailto:comms@kinship.org.uk)

**Kinship's media team:** [media@kinship.org.uk](mailto:media@kinship.org.uk)

**Kinship care constituency map:**

[kinship.org.uk/get-involved/campaign-with-us/constituency-map/](https://kinship.org.uk/get-involved/campaign-with-us/constituency-map/)

**Campaign champions toolkits:**

[kinship.org.uk/get-involved/campaign-with-us/campaign-champions/](https://kinship.org.uk/get-involved/campaign-with-us/campaign-champions/)

**#ValueOurLove campaign info:**

[kinship.org.uk/valueourlove/](https://kinship.org.uk/valueourlove/)

**Emotional and practical support:** [kinship.org.uk/support-and-advice/](https://kinship.org.uk/support-and-advice/)

Don't forget  
**Campaign**  
**Champions' toolkits**  
on meeting MPs, local  
authority campaigning  
and others are  
available online.



**Above all, enjoy the experience  
and the opportunity to raise  
awareness of kinship care  
within your local community.**

**Happy campaigning!**