



ONE IN SEVEN PEOPLE GO TO BED HUNGRY EVERY DAY – GROW WITH US AND CHANGE THIS!

**JOIN “EAT LOCAL FEED GLOBAL” BETWEEN 14–21 OCTOBER
LET’S GROW A FUTURE WHERE EVERYONE HAS ENOUGH TO EAT.**

Getting the attention of your local media

Eat Local Feed Global, 14–21 October

Why and how to approach the media (it can be very simple to do)

It’s really important to get your community talking about global hunger and what can do, both collectively and individually. It doesn’t have to be difficult. Your local media like to publish *local* stories — they want to know what your community is up to and how it feels and reacts to the issues that are affecting it.

We encourage you to contact your local media to raise awareness about your *Eat Local Feed Global* event and the GROW campaign generally. By “local media”, we mean the suburban newspapers or community radio stations in your local area.

Media coverage comes in a number of forms, depending on your purpose. You could choose to write a Letter to the Editor, or, if you’re running a public *Eat Local Feed Global* event, you could send your event details to the “What’s On” section of the paper. You could also write a media release (suggestions on how to do the latter are on page two).

Whichever you choose, think about what you’re trying to achieve. It could simply be telling people in your community how you feel about the issue of hunger, or why you’re hosting or participating in an *Eat Local Feed Global* event (or the wider GROW campaign). If you’re holding a public event, it may be as a way of increasing attendance.

However you contact your local media, include some facts about global hunger. You’ll find these on our website and among the other materials we’ve supplied. Also tell them how this makes you feel and why you’ve chosen to hold an *Eat Local Feed Global* event. Remember, though, that you aren’t speaking on behalf of Oxfam Australia. As an organisation, we have spokespeople for the GROW campaign, so if a journalist wants more information on a subject, or a quote or comment from us, then please ask them to contact our Media Coordinator, Laurelle Keough, on 0425 701 801 or laurellek@oxfam.org.au

Laurelle is more than happy to answer your questions about how best to deal with your local media. Please also contact Laurelle if you’re approached by any major metropolitan media organisations such as television stations, mainstream radio stations or newspapers (*The Australian, The Sydney Morning Herald, The Daily Telegraph, 2UE, ABC, etc.*)



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A Letter to the Editor

A Letter to the Editor can be a very effective and easy way to get your message out through your local media.

If you can, try to put a local angle on your letter, but even more importantly, tell the editor how you feel about the fact that 1 in 7 people around the world are still going hungry. There are plenty of food facts on the GROW website that you can incorporate into your letter. You might also like to mention some of the personal actions you’ve decided to take in your own life to help tackle the issue of food security (see the GROW Method factsheet). Whatever you do though, don’t exceed the world limit stipulated in the letters pages.

It’s easy to write a Letter to the Editor.

How do you feel about 1 in 7 going hungry?

Which of the GROW Method principles are you adopting to help tackle this issue?

Writing a media release

Step 1: Preparing your own media release

The first step is to summarise key information about your event. Make sure you include and consider the following:

- **Key information:** The first paragraph should include the who, what, when, where and why.
- **Quotes:** Include a quote about why you’re holding the event, either from yourself, another of the organisers, or an event participant.
- **Make your event unique if you can:** As well as providing key information, it helps to include why you think your event is unique.
- **Short, simple and clear:** Media releases should use clear language and never be more than one page long.

Below are some key messages about *Eat Local Feed Global* that you may like to include in your media release:

- Local people are joining thousands around the world on World Food Day (Tuesday 16 October) to raise awareness about inequalities in the world’s food system.
- Eat Local Feed Global (14–21 October) is a week-long initiative in support of Oxfam’s international food justice campaign, GROW. GROW aims to raise awareness about inequalities in the world’s food system which currently allows 1 in every 7 people to go hungry every day.
- We can feed more people and better look after our planet at the same time. We can do this by supporting small-scale farmers, the majority of whom are women. Small steps can make a big



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difference, like reducing high levels of food waste and by supporting organic and eco-friendly farming techniques.

- Our food system is under pressure from extreme weather events like the droughts in the US and West Africa. These are leading to rising food prices and increased hunger.
- Around the world people are concerned about food and are tackling issues of food production, consumption and distribution. From Australia to Bangladesh to South Africa, people are working together to change the way we produce, distribute, consume and think about food.
- Oxfam is working to raise awareness of how people can transform our food system and tackle hunger.
- (Suggested quotes)
 - “We’re getting together because we’re concerned that despite the world producing enough food for everyone, one in seven people still go to bed hungry every night.”
 - “Oxfam Australia is encouraging people to call for a future where everyone has enough to eat, always.”
- To find out more about our GROW campaign, or to find out how to host your own *Eat Local Feed Global* event, visit www.oxfam.org.au/grow

Step 2: Contacting your local media

Once you’ve prepared a media release, identify the local papers in your area.

Find the contact telephone number for the publication’s news or editorial desk. When calling, you should introduce yourself and quickly outline the key points that make your story interesting.

You should have at hand:

- A copy of your media release. Offer to send this to the journalist by email.
- The contact details of someone they can interview who’ll be able to speak about their involvement at your event. This could be yourself or someone helping you organise it.

Step 3: Supplying photos from your event

Local papers may want to send a photographer to take pictures, or may ask you to email photographs after the event.

Select the very best images from the event and include some quotes from people about their experiences.