


Media Communication

To achieve the highest possible success of your campaign, disseminate its goals and share your actions with the general public. Involve the media, they may communicate major actions to the public and raise awareness inside and outside the organisation. The press unit of your organisation might be able to name contacts in the different editorials of local media. Tips on the cooperation with the local media are included in the chapter "Press relations" of the folder.

Work with media representatives (local newspapers, press agencies, TV & radio stations) for special occasions:	
Informing about NEWS	<ul style="list-style-type: none"> - Send out press releases - Send out ready-made articles - Send out exclusive interviews or coverage
Planning an EVENT	<ul style="list-style-type: none"> - Invite photographers/journalists
Celebrating major SUCCESSSES or other big happenings	<ul style="list-style-type: none"> - Organise a press meeting

 *In Helsinki (FI) they organised a special Display information day to gather a variety of actors from the local and national level and of course the media. The event was organised around a cocktail reception with a presentation by the deputy mayor and an announcement that it had set a target to Display posters in 50 buildings by the end of 2006. This high-level cocktail style event was highly successful and attracted a large number of people from the media.*



Take the chance to promote and inform people about your city!

Please also inform Energie-Cités about the events you have held in your municipal buildings. You can send us a short report, published press articles and photos if available to:

www.energie-cites.eu/miriam

We will publish them on the Display website for everyone to see.