

Europe for us!

The Newsletter of the European Self-Advocates Movement

December 2003



Editorial

Media are all around us: TV, newspapers, radio.
Some are more accessible than others.
But all have power to give information.

Self-advocates should use the media more.
Journalists should developed more topics
about self-advocacy in their media.
I hope that this publication will help you to deal with media.

I wish you all a good Christmas and a great year 2004.

Ulla Topi
President of EPSA



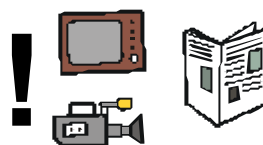
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Introduction

The media is important in society.

Newspapers, radio and television inform and educate us about our world.

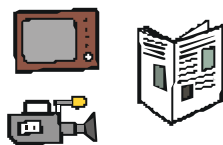


We want to encourage more journalists to report on the lives of people with learning disabilities.
We would like this to be done in a positive way.

What is media?

When people talk about media they mean:

- Newspapers
- Magazines
- Television
- Radio



The role of the media is to inform, educate and entertain.
Information must be timely, accurate, clear concise and interesting.

Media are very important.
They give people information about different things.

Media are very powerful.
They can help people a lot. They can hurt people as well.

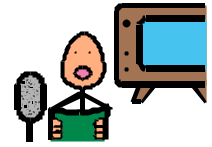


With support of the
European Community

What is a media professional?

A media professional is a person:

- which studied a degree in Journalism;
- who make interviews to persons with questions in many areas;
- who is where there are important news to give;
- a person who writes articles, who do reports and news;
- who inform us about everything what happen in the world.



There are serious journalists and others very gossip.

The Madrid Declaration

The Madrid Declaration says:

The people from media should know more about people with disabilities and their needs.



Journalists need information about people with intellectual disability to write good articles and make good TV or radio programs.

Good programs or articles tell others that people with intellectual disability can work and live independently.

More good information about people with learning disabilities should be included in the media.

When the media talk about people with learning disabilities they should:

- Not be patronising
- Not show people with intellectual disability as object of pity
- Talk about the abilities that people with learning disabilities have.
- Talk about the needs that people with intellectual disabilities have.



Your media plan

Before contacting a journalist

Prepare your media plan and answer the following questions:

- ✓ What is happening?
- ✓ Why is it happening?
- ✓ When is it happening?
- ✓ Where is it happening?
- ✓ Who is involved?

1	_____
2	_____
3	_____
4	_____
5	_____

How to get your event in the media?

To get your message to the media

It is important to make your story interesting.

Stories have to be about things happening today or in the future.

Journalists are interested in today and tomorrow, not what happened last week.

It is important to let people with a learning disability tell their own story.

Getting the support of a local celebrity can really help attract media coverage.

There are many important people on your doorstep.

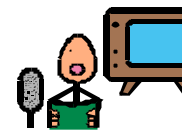
Your local mayor, a radio DJ or sports personality.

Raising the media's attention

It is difficult to raise the media's attention on disability rights

But there are several things that you can do:

- ✓ Start building up relationships with the media.
- ✓ Put together a press release and media pack.
- ✓ Hold a Press Conference.



Try to have a relationship with a news editor or a regular newspaper journalist.

You will have much greater chances of getting coverage.

Strengthening relations with journalists

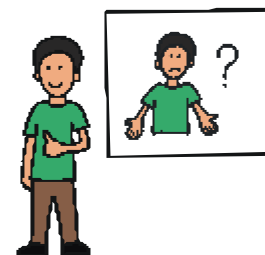
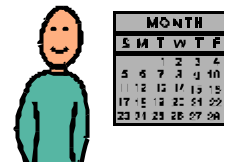
Try to find journalists that are sympathetic about human rights issues.

See who writes or produces programmes on these issues and contact them.

Keep the deadlines for publications and programs in mind.

Time your press releases and media plans to fit in with the appropriate deadlines.

Encourage people with a learning disability and their supporters to speak to the media.



How to be prepared for an interview?

An interview could be over the phone or in a studio.

It is very important to prepare before you speak to a journalist.

If you need a supporter to be with you arrange for them to be there.

The key to a successful interview is preparation.

Find out:

- When the interview is
- Where it is
- Whether it will be live or pre-recorded
- Who is going to interview you
- If other people are going to be interviewed



- To get information
- To tell us about news and meetings

Please contact us!

Inclusion Europe

Galleries de la Toison d'Or
29 Ch. d'Ixelles 393/32
1050 Brussels
Belgium

Tel.: 0032-2-502 28 15

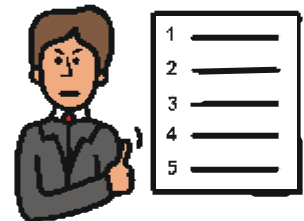
Fax: 0032-2-502 80 10

e-mail:

self-advocacy@inclusion-europe.org

Interview Tips

- Know your subject
- Think about some of the questions they might ask you and practise your answers
- Before the interview, ask what will be the first question.
- When you are asked a question, try to say more than just yes or no.
- But do keep your answers short.
- If you don't understand a question, say so politely.
- If you make a mistake, tell them and start again.
- Don't be afraid of repeating yourself if a point has been missed or ignored. Think carefully, be positive.



Extra tips for television interviews

- Choose clothing with a lapel or v-neck on which to attach a microphone.
- If they suggest someone puts some make-up on you, let them.
- Look at the person interviewing you. Don't look at the camera.
- Put your bottom at the back of your seat. This will help you to sit straight.
- Do not wave your arms about or cover your face with your hand.

