

MEDIA & MESSAGING TOOLKITS: HOW TO DO MEDIA FOR AN ACTION



**extinction
rebellion**



Press

Press responsibilities and dealing directly with the media can seem daunting to many, but once you get your head around the role you'll find it's nothing to be feared! We encourage you to be confident and friendly and aim at building relationships with journalists at every opportunity. Here are some useful tips and info to help in your role:

Liase with media on the ground during actions

If you see journalists and camera crews walking around, go over and say hello!

- Introduce yourself, tell them who you are, ask if they need help with anything.
- Take their card and ask for their contact details to add to a journalist WhatsApp chat (if you have one). Or save them to your phone.
- It's really important that we help media get to our trained spokespeople at every opportunity. Obviously, this isn't always possible, but we should aim to have well prepared people in front of camera as much as we can. Keep an eye out!

Liasing with press before an action

It's a great idea to begin building a press list and telling your local press about your upcoming actions. This could also involve pitching stories about specific performances, personal stories etc. The idea is that we want to get these journalists warmed up and interested!

Collect information for press releases

Collecting information for press releases is a really important part of the role and it's really vital that all the information collected is correct. It's definitely a part of the role that can create loads of extra unnecessary work if the details aren't right. When collecting information, please think about the following:

- What is the action? (be as specific as possible)
- Why are you doing this action? What is it highlighting? Key messaging? (Please link to any useful information and research that is relevant)
- Where and when is the action?
- Who will be doing the action and how many people?

- Is it arrestable?
- If you're using banners, wearing printed tshirts etc, what do they say? (specifics!)
- Quotes (at least two)

Please see *How to write a press release* for more and *How to design messaging for an action* for more.

Make sure media are located to specific locations

Call the media! Call/email media in advance of an action - ideally even before sending the press release to pitch an exclusive. Contact your main local newspaper, your local TV stations (ITN/ITV/BBC) and radio stations (BBC usually best as this works perfect as part of a call in show). Prepare a list of News desks in advance and save in your phone.

Get in touch with journalists you have personal contacts with and 'tip them off' to actions - amount of detail according to trust level, just enough to get them excited enough to come.

Spokespeople

A lot of press work involved coaching spokespeople and booking them in for media appearances. Things to be aware of:

- Being aware of your spokespeople available on action days and what type of interviews they are comfortable doing (TV/Radio/print)
- Identifying people in your local/regional teams who would be good spokes
- Training people using talking points for action specific messaging
- Holding sessions for trainee and experienced spokespeople to practise answering commonly asked questions from the heart
- Communicating urgent talking points with spokes (for example if something controversial just happened and you need to know what "line" XR will take on it)

Social media

Always be sure your social media teams are prepped and ready for your action with the following:

- Timings - when is the action taking place? If it's a public action, being sure teams are posting before and during the action. If it's secret, be sure they know this and when exactly to start posting.

- Relevant messaging - what's the topline message? Are any slogans being used? What's the Call To Action (CTA)?
- Tags and Hashtags - Do you need to tag any important people or organisations? Are any specific hashtags being used on the day? Always be sure to use one or two of the well known XR hashtags ie. #ActNow #ExtinctionRebellion #TellTheTruth
- Any useful content - are there any videos, images, news stories or infographics you want posted that day? Be sure your teams have them ready to go!

Be sure to also have a quick and simple way of getting video and images from the action to your social media teams for posting.

If you are wanting your content to be shared on XR UK or global channels, be sure to fill out the content form [here](#) and provide as much information as possible.

Make sure you have a livestreamer lined up for the day! You can also see our Tips for Livestreaming doc [here](#).

Making content and publishing it online

Some general guidance on things to think about when taking footage/ making films to post online:

- What's your story's objective? What are you informing people of? (some examples: outlining people's views on the BBC's inaction, calling for older people to get involved, telling stories of people doing actions etc.)
- Who is the target audience? Who are you trying to recruit to the cause by showing them your video/photos? (older people, younger people, BBC officials...)

[Logo / Font / Colours](#) for content editors.

What you regularly need to get out on social media

Content could mean news stories, articles, images, graphic designs, infographics, artwork, videos, photos, GIFs - shared or original. VIDEO CONTENT is king - short snappy videos optimised for mobile will almost always do the best on social.

Content will go out with copy - a caption or text commentary/reaction etc, key facts and statistics, quotes. This may also include relevant hashtags (particularly for Twitter and Instagram).

The post should in most cases include a call to action (CTA) - what do you want your audience to DO about this? Usually this will mean a link or some other way to do the thing (e.g. time and location of an action) with an ask: visit our website, donate, learn more, come to our event, sign up, join our mailing list, get out on the streets, boycott this, divest from that, create this, comment below.

Often a way to engage people further into thinking about what you've showed them is to encourage them to engage - ask questions or use polls, sliders, forms etc to gauge their reaction and get them to discuss something.

Use and balance grief, fear, urgency, anger, courage, determination, hope, inspiration, and joy - both in your wording and in the feeling of your creations. The two key emotions that get people out on the streets are anger and hope.

Photographers

Make sure you have at least one dedicated photographer lined up for the day. It is very likely that in your local group, you will have some very talented amateurs, and probably at least a couple of experienced photographers. As well as people who can shoot on DSLR, consider having people to capture high-quality mobile content, that can be instantly shared.

Keeping photographers briefed

Photographers are free to shoot in whatever style they work in. All content is welcome. A few things to consider:

- The media are at all our actions these days and don't rely on us in the same way for images
- Consider what content we can produce that the media would not have access to. The behind the scenes of the action is as interesting as the action itself.
- Think about how the content will be useful on your AG platforms and on the national SM channels. Again, how can we think beyond just showing what happened? Is there a deeper, richer story to be told through our images?



Top: Covid Today Climate Tomorrow,
Trafalgar Square, 2020 © XR UK
Bottom: Not Going Back shoes action,
Hackney Town Hall, 26/05/20 © Vlullophoto

- We are trying to put storytelling front and centre. To platform other voices. Photographers might be interested in capturing both images and words - a quote from a subject as to why they are there. We will provide a framework for this kind of content to be shared

Info on how to upload media to the new XR global library

Below is a generic login for people submitting media to the XR Media Archive. This can include photos, video, graphics or audio.

The incoming section is organised by month and day. Please go to the folder for the Action -if there is one or if not create a new folder (a folder is called a 'collection' - it's the plus sign in a circle to make a new one)

In either case, please name the folder containing your media files with the date, name of the action, location and name of the creator (for credit)

- don't just upload everything into the main folder, it gets mixed up there.

For ex.: 18.05.20 Children's Shoes_Trafalgar Square_First name Surname

Ideally please also put the same info in the file names number sequence.

This can be done easily in batches using the desktop version of pics.io if you 'command click' the individual files

Please try to avoid posting content directly to the Content Only feed, we are trying to publish curated collections of the best content and also we want to be able organise it into the library so it can be found and used again - it gets lost on Content Only and also compressed to lower-res.

Here is the login info, it also works on phones:

<https://pics.io/>

User: xrukmediacontributor@protonmail.com

PW: Rebelsnappers1!

Press selections

Although they are called 'press selection' in reality, this just means 'best of sets that makes it easy for anyone to find and use our most brilliant content. The SM team will be relying heavily on these edits.

A press selection should ideally only have 20 shots, but this is just a guide. If you have 40 prize-winners, then fill your boots!

It's also worth adding that sometimes it's not the most creative image that's needed, but the one that helps best tell the story. It's a collage that captures the very essence of the experience in many different ways.

[Logo / Font / Colours](#) for editors if needed.