

BE MEDIA-READY TOOLKIT

Community Energy Fortnight is a fantastic opportunity to raise the profile of your organisation, your projects and the wider community energy movement.

Local media are always looking for positive stories about people, communities and solutions. Community energy has all three.

Why engage with the media?

Media coverage can help you:

- Raise awareness of community energy
- Reach new audiences and supporters
- Showcase local impact
- Build relationships with decision-makers
- Attract future partners and funding
- Every story helps us Up The Energy.

What makes a good story?

Journalists are interested in stories about people and impact.

Think about:

- How your project is helping local people
- Energy bill savings
- Community ownership
- Local jobs and skills
- Environmental benefits
- New partnerships or milestones

GREAT MEDIA OPPORTUNITIES

✓ **EVENT ANNOUNCEMENTS**

✓ **SITE VISITS WITH LOCAL LEADERS**

✓ **SHARE OFFER LAUNCHES**

✓ **NEW PARTNERSHIPS**

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✓ **PROJECT MILESTONES AND CELEBRATIONS**

5 QUICK MEDIA-READY TIPS

1. Keep it local

Connect your story to your community and local issues.

2. Lead with impact

Start with the difference you've made, not the technical details.

3. Include real people

Quotes from volunteers, residents or project beneficiaries bring stories to life.

4. Use photos

Good quality photos can dramatically increase your chances of coverage

5. Make it easy

Provide a short summary, key facts and a contact person.

✓ **KEEP IT LOCAL**

✓ **LEAD WITH IMPACT**

✓ **INCLUDE REAL PEOPLE**

✓ **USE PHOTOS**

✓ **MAKE IT EASY**

Remember

When speaking to media:

- Community energy is local
- Community energy cuts bills
- Community energy builds resilience
- Community energy gives communities a stake in the energy transition.