EUROPEAN FAIRTRADE TOWNS CONFERENCE
SUMMARY OF MEDIA ROUNDTABLE SESSION

Points Raised with each group

1. Are there any obstacles to getting good media coverage
2. What successes have groups had? Why? What are key elements
3. In what areas are their struggles? Regional/National, TV/Print/Web
4. What ideas can you share for successful media coverage
5. What are the highlights?

Successes

- Overall it was felt that there was good media coverage on FT Towns
- On Local Level--- towns groups are getting lots of good local coverage with Local paper as Media partner, press releases as good hooks
- Using local celebrities gets good coverage, or local businesses
- Use of "stunts" e.g. Flash mobs, "launches and firsts"—these get good media coverage
- Fairtrade Week/Fortnight is good opportunities for Media coverage
- Some countries have added 1 other goal, focusing on schools which can generate more coverage

Challenges

- Getting TV coverage, (in the US, Indie Film Co have taken it up), otherwise expensive to do, useful to get other NGOs to help fund
- Getting continuous coverage, and coverage for new campaigns
- Being linked to other campaigns which get more coverage
- Negative press coverage—success starting to be challenged
- Campaigners getting wrong message

Useful Tools for Campaigners

- Template Press releases
- Up-to-date facts and figures
- Rebuttals to negative press stories, more resources needed, proactive communication
- Media training for volunteers—ensure correct message
- Video material e.g. Brazil has produced 10 educational documentaries, featuring the FT supply chain.
- Producer visits
- Spokespeople, getting allies on board, have Licensees respond

Recommendations

- Having good contacts
- Turning negative coverage to your advantage by responding positively and getting record straight
- Use other events throughout year as media hooks e.g. Valentines Day, Christmas, Worlds Women's Day and national Holidays

NI's Provision

- More impact studies to show benefits to producers, have information ready for use
- Getting celebrities on board