

Media for Campaigners

Are you running a campaign but unsure of how to use media to your advantage? This guide will provide an overview of the features, benefits, and potential dangers of using media for student activists at universities. By understanding the opportunities and risks associated with media engagement, you can make informed decisions and maximize the impact of your campaigns.

Benefits of Media Engagement for Student Activists

- **Raise Awareness:** Harnessing the power of media can help you spread the word about your cause and engage a broader audience, both on and off campus.
- **Amplify Your Message:** Partnering with media outlets can lend credibility to your campaign and magnify the reach of your message.
- **Mobilize Support:** By effectively utilizing media platforms, you can inspire fellow students and the broader community to join your cause or offer their support.
- **Influence Decision-Makers:** Generating media coverage can put pressure on university administrators and policymakers to address your concerns and implement change.

Dangers and Challenges of Media Engagement

- **Misrepresentation:** Media outlets may inaccurately portray your message or cause, which could negatively impact your campaign or reputation.
- **Loss of Control:** Once your story is in the public domain, it can be challenging to manage how it evolves or how others may use it.
- **Privacy Concerns:** Engaging with media can expose personal information and lead to unwanted attention or harassment.
- **Media Fatigue:** Overexposure or saturation of your campaign message may lead to public disinterest or apathy.
- **SU Responsibility:** Please remember that if you are a Durham SU student group, the SU is legally liable for any comments you make to the media or publish yourselves. Please seek advice from an SU staff member if this is something you are intending or expecting to do.

Tips for Effective Media Engagement

- **Craft a Clear Message:** Develop a concise and coherent message to ensure your cause is accurately represented and easily understood.
- **Choose Your Media Platforms Wisely:** Consider the target audience, reach, and credibility of each media platform to maximize the impact of your message.
- **Establish a Media Protocol:** Designate a media spokesperson and establish guidelines for handling media inquiries, interviews, and press releases.
- **Monitor and Respond to Media Coverage:** Keep track of your media coverage and address any inaccuracies or misrepresentations in a timely manner.

Media engagement can be a powerful tool for student activists in higher education, offering opportunities to raise awareness, amplify your message, and influence decision-makers. However, it's crucial to be mindful of the potential dangers and challenges associated with media engagement. By understanding the media landscape and implementing effective strategies, you can ensure that your campaigns create a lasting impact.

Have questions or need further support?

- Contact Sophie, the activism programme coordinator at sophie.l.birch@durham.ac.uk.

- Book a planning session or check-in session here to receive advice and support with your campaign: [Book time with BIRCH, SOPHIE L.D.](#)
- For more information visit [Campaigns @ Durham SU](#)