



Amnesty International

# MEDIA HANDBOOK









# MEDIA HANDBOOK

This booklet offers practical advice on good media work. The Amnesty International Media Unit and Activism Team provide other information, materials and training that can be used alongside the handbook. This new edition supersedes previous versions and will be updated again in the future.

*January 2011.*

## CONTENTS

### Getting started

Tools of the trade	
Group media officers	
Support from Amnesty	5

### Media

#### HOW TO:

Get into the media	6
Create a scene	8
Write a press release	10
Write a letter	12
Be effective online	14
Handle radio and TV interviews	16

### Other resources and help

Know your Amnesty facts and figures	18
Amnesty contacts	19

Cover photo: © Marie-Anne Ventoura

Left: Creating a scene: Amnesty students put Shell on the line © Marie-Anne Ventoura

## MAKING THE HEADLINES

# Protest marks Aung birthday

**HAGLEY** campaigners are set to show their outrage about the detention of a woman described as Burma's 'Nelson Mandela'.

On Saturday, members of St John's and St Saviour's Church will join human rights activists for an initiative by Amnesty International to mark the birthday of Nobel Peace Prize winner Aung San Suu Kyi.

Protestors will gather at Hagley Community Centre, Worcester Road, at 1pm, to show their support for the leader of the Burmese National League of Democracy, who has been under house arrest for 14 of the last 20 years.

Protest organiser Dr David Nicholl, from Woodland Avenue, said: "In Burma, the harsh reality is that anyone brave enough to speak up against the regime can be monitored, harassed, discriminated against, detained, imprisoned, tortured and even killed.

"We felt we could acknowledge solidarity with Aung San Suu Kyi and the Burmese people."

"We will all wear masks of Aung San's face and have photographs taken. All the photos uploaded onto Facebook will be passed onto Aung San's supporters in Burma.

"This will be a tremendous way to show



that the people of Hagley are literally 'at one' with the people of Burma."

The event in Hagley will be one of many around the world to support the political leader, who Archbishop Desmond Tutu compared to Mandela, during a day of

action to highlight her plight.

Dr Nicholl is encouraging people to add their support and photographs, even if they cannot get to the Hagley demonstration, via the Foreign Office Facebook page [www.facebook.com/fcoBurma](http://www.facebook.com/fcoBurma).

Stourbridge News



**CAMPUS** Students, environmental activists gather at St John's Church to protest over Burmese political situation

### Boat message for Burma prisoners

A group of students and environmental activists gathered at St John's Church to protest over the political situation in Burma. The group, known as the 'Boat Message' group, is calling for the release of all prisoners of conscience in Burma. They are also calling for the release of all prisoners of conscience in Burma. They are also calling for the release of all prisoners of conscience in Burma.



**PROTEST** Students, environmental activists gather at St John's Church to protest over Burmese political situation

### Students condemn oil firm's conduct

Students have condemned the conduct of the oil firm Shell. They are calling for the release of all prisoners of conscience in Burma. They are also calling for the release of all prisoners of conscience in Burma. They are also calling for the release of all prisoners of conscience in Burma.

Exeter Express and Echo

Cambridge Evening News

# HOW TO: GET STARTED

## Media work is important to Amnesty and human rights.

By undertaking media work you are following in the footsteps of Amnesty activists including our founder Peter Benenson. In 1961 he launched Amnesty International with an article in the *Observer*. It was a response to a story he'd read about two Portuguese students imprisoned for drinking a toast to liberty.

Through the media it is possible to reach large numbers of people, to influence public and political opinion, and, ultimately to bring about change. Local media work is particularly valuable; people often care most about what is close to home and many people who don't buy a national paper buy a local paper. They often trust their local media more too.

With the help of this booklet you will be able to undertake media work and have the satisfaction of achieving good results for Amnesty.

## TOOLS OF THE TRADE

These days most people already have what they need – a telephone or mobile, computer with access to a printer/photocopier and the internet, and a digital camera.

## GROUP MEDIA OFFICERS

A working knowledge of your local media is important and can be quickly developed. If you are a member of a group, offer to become the Group Media Officer and take responsibility for getting to know the local press, as well as leading your group's media work. In this role, you

will gain in confidence and benefit from building up some good contacts.

## SUPPORT FROM AMNESTY

**Amnesty International UK Media Unit** can provide advice or arrange for you to receive information regularly.

**The Activism Team** can provide additional background briefings on campaigns, including special packs for events such as general elections. These include ideas for media work. Information about training is also available.

**Community Fundraising** can help you organise eye-catching events that will raise money and profile for Amnesty.

**Amnesty International UK offices** in Scotland, Wales and Northern Ireland also undertake media work with local activists.

For contact numbers and more information turn to page 19.

## MEDIA TIPS

**If you can use humour, fun or music in your media work do so. Sometimes all activists, even AI ones, can come across as too earnest. Go have some fun! Amnesty's media work has taught me so much about my day job... I use exactly the same techniques in campaigning over NHS issues!**

**DAVID NICHOLL, ACTIVIST**

# HOW TO: GET INTO THE MEDIA

Get the media to cover your stories in the way you want.

Doing media work is one of the fun parts of campaigning. You use your imagination to come up with an interesting event, stunt or photo/filming opportunity to generate media coverage for an Amnesty campaigning message.

It's the quality of the creative idea that counts. So spend time thinking about an idea that makes journalists think 'That's interesting! I'll call to find out more.'

First ask yourself a few basic questions.

**OBJECTIVE:** why are we doing this?

- Do you want people to take action? Is the action online, a letter or a petition?
- Do you want them to come to a rally or an event?
- Do you want to put pressure on the local MP to raise something in parliament?

**TARGETS:** who do we want to reach?

Do you want to have your story told to the public or decision-makers? This influences the type of media you target and what your message is.

**MESSAGE:** what one key point do we want to get across?

This needs to be clear and effective to the passing public or a press photographer. A campaign message is usually communicated to you from AIUK, but if it's your own event, try to boil your message down to one pithy sentence or soundbite.

**LOCAL ANGLE:** is there a link between our story and our local setting?

Does this issue or campaign impact on local people? Are local companies, universities or

MPs implicated at all? Amnesty's issues are often international but the fact that the local Amnesty group is doing something can be enough of a local angle.



Photo: Action at the Amnesty AGM 2010  
© Marie-Anne Ventoura

## MEDIA TIPS

“ The press contact lists you supplied were great. I sent a last minute email to the whole lot, and BBC North West TV rang me back asking for photos of Nigel Kennedy's appearance at our vigil for Burma in Manchester. Thanks for all the encouragement with our press work. It's hard getting coverage for Amnesty in local media, so it's good to know that staff at Amnesty UK support our efforts. ”  
**MIKE REED, MANCHESTER GROUP**



# MAKING THE HEADLINES



■ Individually handcuffed, and chained together, 24 Belfast students dressed as doctors protested at Queen's University, Belfast, to highlight the plight of Dr Binayak Sen, an award-winning paediatrician. Dr Sen was imprisoned in May 2007 in India on what Amnesty International has called 'trumped up charges', with his only crime being to expose the negative impact of government policies on poor people in the region. Dr Sen's arrest has been condemned worldwide by renowned doctors and Nobel laureates.

Paul Faith/PA Wire

Northampton Chronicle and Echo



Card signing to give hope to prisoners and their families

The group held a banner and signing session at the Cathedral on Sunday, raising money to sign cards which would then be sent to prisoners of conscience and their families around the world.

The cathedral has a tradition of holding the group's Evening Candle Liturgy and the event also formed part of the Amnesty Campaign. Amnesty International says that health care that would have a profound effect on the morale of prisoners and their families.

The Amnesty group said: "If you have a heart for justice, signing a card of support is a very important way of saying to someone you may never meet, that you care and that they are not alone in the world as prisoners."

The Amnesty group said: "If you have a heart for justice, signing a card of support is a very important way of saying to someone you may never meet, that you care and that they are not alone in the world as prisoners."

Cambridge Evening News



■ Clinging on: Colin Francis will run the London Marathon while juggling (4/1999)

Hendon and Finchley Times

# HOW TO: CREATE A SCENE

A well-thought out image or photo stunt can transform your campaign into an eye-catching, crowd-gathering occasion that helps you get media coverage and make a bigger impact.

## 1 WHEN COMING UP WITH AN IMAGE

- Ask yourself: would it work as a photo in the paper?
- Make it relevant to your story
- Include Amnesty's name and logo in the picture
- Include people in the photo (even better if they're children, but you must have their parents' permission) – 90 per cent of pictures in local media have local people in them
- See what pictures your local paper publishes so you know what interests them
- Have a dry run – take the shots and work out how you can improve them. A close-up of one person can be very effective

## 2 EXAMPLES OF PHOTO-OP EVENTS

- Demonstrators in chains, in cages or behind prison bars
- Birthday cakes for anniversaries
- People wearing masks
- Gallows
- 'Die-ins'
- Marches
- Grim reaper costumes
- Balloon releases
- Anything big, colourful, macabre or just unusual

## 3 CELEBRITY POWER

The support of a local celebrity (MP, mayor, actor, sports personality, musician) will increase the 'story' potential. Often their appearance will ensure coverage, so plug it. Make sure they are briefed on Amnesty and the specific issue you're highlighting. If they're a big name, let the Media Unit know as the story could 'go national'.

## 4 TIMING AND HOOKS

Journalists are always looking for timely events. The right 'peg' makes your story more newsworthy. For example: hold an event about executions in China to coincide with the UK Prime Minister or local MP visiting China.

Alternatively, tie in an event or photo call with appropriate dates. For example: **March** International Women's Day – a great opportunity for some public campaigning on the Women and Human Rights Programme. **October** World Habitat Day – a focus for our 'slums' work. **March** new death penalty statistics released – an event for our death penalty campaign.

## MEDIA TIPS

Talking to the local media about our Amnesty work here in Jersey holds no fear for me any more – once you have done it once or twice, you get to enjoy it! We could not hold a big event like our annual Human Rights Film Festival without the media's close cooperation and support – and the successful relationships we have built up have assisted us, I feel sure, to attract high profile photojournalists, film makers, and specialist speakers to our festival.

COLLETTE CRILL, CHAIR,  
JERSEY GROUP





## 5 TIPS FOR EVENTS

- Make sure there's an Amnesty spokesperson available at the event (and beforehand) to give quotes and interviews to the media.
- Have your own photographer at the event in case the local paper can't send their own – they'll often publish your pictures and report.
- The best time for a media stunt is around 10am-11am on a weekday. Fewer journalists and photographers work weekends or evenings. Weekly papers have a 'press day' by which stories and pictures must be submitted. They may also have a website.
- TV will want a sense of movement and theatre. Activists chained together outside the Town Hall might make a good picture for the paper, but a march through the town centre might attract the TV cameras.
- The Media Unit would be happy to discuss any ideas or answer any questions you have. See contacts on page 19.

**Photo:** Amnesty calls on Vedanta to stop foiling human rights © Simone Novotny

# HOW TO: WRITE A PRESS RELEASE

Press releases can be about the launch of a new group, an event, the release of a prisoner – anything you want to announce.

Regional media are usually keen to cover events concerning local people. But beware: the overworked journalist will give your release a maximum of 30 seconds – you've got just that long to grab their attention!

- Step 1:** Write your press release. See right for an example.
- Step 2:** Find out where and to who you should send it.
- Step 3:** Send it, by email or post. Make sure you get the timing right.
- Step 4:** Make a follow-up phone call.

## SEND IT TO

All the newspapers and local websites in the area, radio stations and also (if there is a strong visual aspect to an event) to television stations.

## WHERE TO SEND IT

Find out the name of the editor you will be sending the press release to, and their email address or postal address. A good source for all that information is [www.mediauk.com](http://www.mediauk.com)

**Local paper** Send it to the News Editor and Features Editor.

**Local radio/TV** Send it to the News Editor.

## WHEN TO SEND IT

**Local paper** Many local weekly papers go to print on Monday or Tuesday (and appear on a Thursday). Make sure your press release reaches the journalist the previous Thursday or Friday. If you want a journalist to come to your event, give them a week's notice.

**Local radio/TV** Send the press release so it arrives two days before the event.

## FOLLOW-UP PHONE CALL

Always phone to see if the press release has been received. When you enquire if they will be covering your event, remember to stress the local angle.

## TIPS

- **Always date your press release.** If the journalist can use the information immediately, use the phrase 'For immediate release'. If you do not want the information published before a certain date then use 'Embargoed until...'
- **Start with an informative and catchy headline** (two lines maximum). Journalists will use this to decide whether to read on.
- **Use one side of A4 only.**
- **Avoid long paragraphs and sentences.**
- **Stick to the facts.**
- **Stress the local angle** – make it clear why local people will be interested in your event.
- **If there is a 'photo opportunity'** state this clearly, with date, time and location.
- **Include contact details.**
- **Always spell check** and proof read.

## NAME OF GROUP

xxx Amnesty Group  
**PRESS RELEASE**

## DATE IS VITAL

An embargo helps you pick when the news is released

**EMBARGOED: 00.01hrs Monday 28 January 2010**

## THE HEADLINE

First thing news editor reads so must be catchy

## FREEDOM FOR SAIL: LOCAL ACTIVISTS CAST OFF BOATS IN SUPPORT OF BURMA

## THE SUB-HEAD

Includes your second key message

**Local people to set hundreds of boats a-sail on xxx lake mimicking the peaceful protest of jailed Burmese activists**

## THE INTRO

Must be punchy and include what, when, where, why and who

On **DATE** local Amnesty International activists will set a fleet of hand-made origami boats a-sail on **LOCATION** to show support for three prisoners in Burma.

Khun Bedu, Khun Kawrio and Khun Dee, were arrested in 2008 for releasing balloons and floating paper boats in their peaceful campaign about a referendum in their country.

The three youth activists were imprisoned without trial for between 35 and 37 years each. Amnesty supporters will write messages of support and solidarity for them on the boats before casting off their boats to symbolise their fate.

Local Amnesty activist, **NAME**, said:

## INCLUDE A QUOTE

The media love a personal angle. Try to include a great soundbite – a snappy comment – in the quote

‘In the UK it is inconceivable that such a harmless act of peaceful protest could result in being thrown in jail for nearly four decades, without a trial.

‘These are young men who simply wanted to make their views heard in their country. It is important that we show our support for them so that they know they have not been forgotten and so that we draw attention to the injustices happening in Burma.

‘Everyone should have the right to free expression, without the threat of imprisonment for angering the authorities.’

## ENDS

## ABOUT AMNESTY

Include a short explanation of what Amnesty does  
Local groups should add details of their meetings to attract new supporters

## Notes to editors

Amnesty International is a movement of ordinary people from around the world standing up for humanity and human rights. Our purpose is to protect individuals wherever justice, fairness, freedom and truth are denied.

For background information see [www.amnesty.org.uk/burma](http://www.amnesty.org.uk/burma)

## CONTACT DETAILS

Essential as journalists need someone to get in touch with

**Contact:** Joe Bloggs, on: 07671 731123 (mobile); 020 8638 4592 (home); [jbloggs@googlemail.com](mailto:jbloggs@googlemail.com)

Turn to page 4 to see this story in print



# HOW TO: WRITE A LETTER TO THE EDITOR

If you have something to say, publish it. The letters page is one of the most widely read sections of any newspaper.

Every month local and student groups have letters published in their local papers. In addition to thanking people for their support these can be a great way of highlighting a particular campaign or concern. The Media Unit regularly provides template letters for groups to adapt and send.

Letters should be topical, for example referring to a major news story, or using a date in the calendar, for example Mothers Day, to talk about maternal mortality, as a 'hook'.

They should be short and punchy – around 100 to 200 words ideally. They are most likely to be published if there is a strong local link.

## **Sending a card could make real difference**

As we prepare for the festive season, I would ask readers of the Shropshire Star to spare a minute or two to take part in Amnesty International's Greetings Card Campaign.

It won't take long to write a card to someone whose basic human rights are being denied, but it can have a great impact.

For example, it could make a real difference to someone like Chekib El-Khiari, from Morocco, who was sentenced to three years

in prison for attempting to fight corruption, or the Women of Zimbabwe Arise who are regularly beaten and arrested when they take part in peaceful protests to demand basic rights.

Prison conditions have improved, threats have ceased, and some people have been released from prison after cards and letters were sent. It's heartening to hear how we can make such a difference.

So please take two minutes to write a card for someone you don't know. Those two minutes could have an impact which will last a lifetime. Visit [www.amnesty.org.uk/gcc](http://www.amnesty.org.uk/gcc)

**Ann Bartles-Smith**  
Amnesty International  
Shrewsbury Group

Shropshire Star

## **MEDIA TIPS**

I have always been a letter-writing crank and I felt quite comfortable about becoming the press officer for our group. I have been able to further the group's work and ensure that our activities and opinions reach people across our city. Much of the work is routine like scanning the local press and being goaded into writing a letter to the editor whenever a human rights theme arises. It is always best to have a local 'hook' to inspire readers to support Amnesty locally. Don't be put off if they don't print every one. I also always try to get our events and actions in the 'What's On' sections of our local papers. The local media sometimes approach me now if an opinion on human rights issues is required. It is important to build up a portfolio of press and media contacts locally.

**GRAHAM JONES, SHEFFIELD GROUP**

## TEMPLATE LETTER

### TWO MINUTES TO MAKE A TIMELESS DIFFERENCE

Sir,

As we prepare for the festive season, I would ask readers of [name of newspaper] to spare a minute or two to take part in Amnesty International's Greetings Card Campaign.

It won't take long to write a card to someone whose basic human rights are being denied, but it can have a great impact. It can cheer a person who is being abused for speaking out, or encourage someone defending their human rights.

For example, it could make a real difference to someone like Chekib El-Khiari from Morocco who was sentenced to three years in prison for attempting to fight corruption in his country. Or the fearless group, Women of Zimbabwe Arise (or WOZA) who are regularly beaten and arrested when they take part in peaceful protests to demand basic rights.

Prison conditions have improved, threats and intimidation have ceased, and some people have been released from prison after cards and letters were sent.

It's heartening to hear how we can make such a difference simply by sending a card.

So amid the frenzy of this time of the year, please stop for two minutes to write a card for someone you don't know. Those two minutes could have an impact which will last a lifetime.

Visit [www.amnesty.org.uk/gcc](http://www.amnesty.org.uk/gcc)

Yours,

[name]

[name of Amnesty group]

# HOW TO: BE EFFECTIVE ONLINE

Websites and online tools can help your local group spread the Amnesty word.

## NEWS WEBSITES

Familiarise yourself with the main news websites and blogs in your area. Most local radio stations and newspapers have well-maintained websites. Read them regularly noting relevant contacts and looking for opportunities to offer Amnesty content. Do a blog search (via Google blogs) to locate any active local bloggers; similarly target them with your media materials.

## BE ACTIVE ON SOCIAL MEDIA

No self-respecting journalist ignores social media so don't miss the opportunity to publicise your activism via social media channels like Facebook and Twitter.

Try to promote everything you do via your Facebook page, linking to your website or to the main Amnesty International UK website (to blogs, press releases, reports and so on) whenever appropriate. Similarly, tweet messages about forthcoming events, new initiatives, key messages, fundraising and so on.

Become Facebook friends with local journalists and follow them on Twitter. Start chatting to them and once you have built up a relationship you can send them press releases direct.



## A WORD OF WARNING!

Some public figures have suffered embarrassment from an ill-thought-out tweet message so please be careful to only say things in line with Amnesty's policy on an issue. Personalise and condense the language but do not say anything inappropriate or at odds with Amnesty's actual position.



## CREATE A BLOG

These days traditional media has competition. Blogs (web-logs) present news and information to a larger audience at a faster rate, and are an excellent way of getting your Amnesty work and messages out there. WordPress and Blogger are popular software packages, or visit [blogs.amnesty.org.uk](http://blogs.amnesty.org.uk) and follow the instructions.

Link to Twitter and Facebook, and other human rights blogs and sites. This will encourage interaction and feedback from people in your area.

## BLOGGING TIPS

The key to blogging is developing a style that matches the form. Blogs are generally much more informal than press releases and reports. So:

- use short, simple sentences;
- link to documents that contain the background information rather than go into lots of detail;
- make references to your own life and everyday activities, what you're thinking and feeling;
- if you see the connection, refer to cultural or sporting things (TV programmes, films, pop songs, books);
- invite comments, eg end a blog entry with a question 'Or am I totally wrong about this?';
- keep it lively and update regularly, even if short posts – people only read well-maintained blogs.

Examples of those who blog:

<http://richardwilsonauthor.wordpress.com/>

<http://liberalconspiracy.org/>

<http://www.andyworthington.co.uk>

The Media Unit blogs every working day at:

<http://blogs.amnesty.org/pressblog>

## MEDIA TIPS

Setting up a blog was pretty easy. It was an excellent way to update people on how my training was going, how I was feeling ahead of each race and for uploading photos. I am also passionate about raising awareness of the struggle of people in the Democratic Republic of Congo and blogging helped me to get this message out to people. It also worked well at creating a buzz and my story was featured on many e-zines. I even got filmed while running a marathon on a treadmill in a shop window in central London!

**CHRIS JACKSON, RUNNER OF 12 MARATHONS (ONE A MONTH) IN 2010 FOR AMNESTY.**

*More than 10,000 people have read his blog <http://runforcongo.wordpress.com/> and a few hundred follow him on Twitter.*





# HOW TO: HANDLE RADIO AND TV INTERVIEWS

Two important components make a good broadcast interview: communicating key messages and facts, and presentation.

If you are asked to do an interview, find out:

- how long the interview will be;
- will it be live or pre-recorded, over the phone, in a radio or TV studio or elsewhere;
- the rough line of questioning, or the first question.

## FOR RADIO INTERVIEWS

### Prepare in advance

Spend 20 minutes before the interview going over notes. Think about likely questions – and the answers. Rehearse main points out loud. Get someone to fire questions at you.

### Memorise key messages

Have one or two key messages or ‘talking points’ in front of you. Use stories or case studies to illustrate points – it ‘humanises’ the issues or campaign – and a clear slogan or shocking statistic to emphasise your point.

### Don’t assume knowledge

Find out what kind of audience the show attracts – and tailor what you say accordingly. Speak clearly, avoid jargon and state the obvious. It’s easy to lose listeners if your discussion becomes too complex too quickly. Think of the interview like a conversation with a family or friend unfamiliar with the issues. This can also help with nerves, rather than imagining an audience of thousands!

### Soundbites and threesomes

‘Education, education, education!’ We hear politicians use them all the time. Use repetition of three to emphasise a point – but don’t overdo it.

### Good presentation

Be friendly, alert and enthusiastic. Experts have found that content makes up 7 per cent of the total impact, while presentation counts for 93 per cent. On radio it’s all about your voice. On TV it’s also about eye contact and body language.

### Difficult questions

Avoid defensive answers and always tell the truth. If you don’t know the answer, just say so. Don’t make comments ‘off the record’.

### Action

Explain how people can get involved.

## FOR TV INTERVIEWS

### Extra preparation

Notes are not permitted in front of the camera so rehearsal is even more important. With lights shining on your face and a microphone thrust under your chin you need to really know your points.

### Dress appropriately

Choose an outfit that is simple, comfortable and professional. Avoid distractions, eg oversized earrings or stripes. You want people to focus on what you’ve got to say.

### Where to look

Focus your attention on the presenter or reporter, not the camera. Maintain eye contact and keep your hands folded in front of you.

### Relax, be yourself and enjoy

This is a great opportunity for you to speak about an issue you feel passionate about.



# HOW TO: KNOW YOUR AMNESTY FACTS

Doing media work on behalf of Amnesty means answering questions about the organisation.

## USEFUL FACTS AND FIGURES IN BRIEF

Use them as a reminder when preparing for an interview and include them in your media work documents.

- Amnesty International has nearly 3 million members and supporters in more than 200 countries and territories.
- The UK section has more than a quarter of a million members and supporters, 270 local groups, over 100 student groups and nearly 650 youth groups.
- Amnesty International UK receives most of its income (94 per cent) from individual members and supporters. Here, and internationally, Amnesty does not seek or accept funds from governments for its campaigning work.
- Amnesty International highlights and works to end abuses committed by governments and armed opposition groups. It is independent of any government, political ideology, economic interest or religion.
- Amnesty International works by lobbying governments and officials, by supporting individuals and their families, by organising initiatives with other organisations, by operating education programmes and through a wide range of campaigning activities.
- Amnesty International campaigns on behalf of prisoners of conscience and women's rights and to end torture, the death penalty and human rights abuses that keep people in poverty.
- In 1977 Amnesty International was awarded the Nobel Peace Prize for its campaign against torture.

## FIND THE LATEST FACTS AND FIGURES IN:

- **The Amnesty International Report**  
(our global 'annual report' on the state of the world's human rights)  
View online at [www.amnesty.org](http://www.amnesty.org)
- **Amnesty International UK's annual report**  
(includes the impact of the UK section's campaigning and education work and a breakdown of money raised and how it's spent)  
View online at [www.amnesty.org.uk](http://www.amnesty.org.uk)

# HOW TO: CONTACT AND TRAIN WITH AMNESTY

## CONTACT

Before being interviewed, keep an eye or ear on the day's news. Check BBC News Online if you can ([news.bbc.co.uk/](http://news.bbc.co.uk/)) to avoid being wrong-footed by an interviewer.

The Media Unit is a general resource, available for advice and information and an up-to-the-minute briefing on the latest Amnesty position. You can call any of the direct lines during office hours or, if it is urgent, on the out-of-hours number early in the morning or late in the evening.

## TRAINING

Workshops are available for groups to learn about current campaigns and human rights issues and to help put ideas into action. A *Hitting the headlines* workshop is available, as well as workshops on communicating your message, creating photo opportunities and answering tricky questions.

To book a session, contact your local trainer or the Campaign Training Office: [training@amnesty.org.uk](mailto:training@amnesty.org.uk), 020 7033 1675

For more information: [www.amnesty.org.uk](http://www.amnesty.org.uk)

## MEDIA UNIT

**Isabella D'Emilio:** 020 7033 1543

[isabella.d'emilio@amnesty.org.uk](mailto:isabella.d'emilio@amnesty.org.uk)

**Mike Blakemore:** 020 7033 1546

[mike.blakemore@amnesty.org.uk](mailto:mike.blakemore@amnesty.org.uk)

**Neil Durkin:** 020 7033 1547

[neil.durkin@amnesty.org.uk](mailto:neil.durkin@amnesty.org.uk)

**Steve Ballinger:** 020 7033 1548

[steve.ballinger@amnesty.org.uk](mailto:steve.ballinger@amnesty.org.uk)

**Eulette Ewart:** 020 7033 1552

[eulette.ewart@amnesty.org.uk](mailto:eulette.ewart@amnesty.org.uk)

**Niall Couper/Sarah Green/**

**Harriet Garland:**

020 7033 6414/1549

[niall.couper@amnesty.org.uk](mailto:niall.couper@amnesty.org.uk)

[sarah.green@amnesty.org.uk](mailto:sarah.green@amnesty.org.uk)

[harriet.garland@amnesty.org.uk](mailto:harriet.garland@amnesty.org.uk)

**On duty press officer:**

07721 398 984

<http://blogs.amnesty.org.uk/pressblog>

Twitter: @newsfromamnesty

## NATIONS & REGIONS

Northern Ireland

**Patrick Corrigan:** 028 9064 3000

[patrick.corrigan@amnesty.org.uk](mailto:patrick.corrigan@amnesty.org.uk)

Scotland

**John Watson:** 0131 313 7012

[john.watson@amnesty.org.uk](mailto:john.watson@amnesty.org.uk)

Wales

**Cathy Owens:** 029 2037 5610

[cathy.owens@amnesty.org.uk](mailto:cathy.owens@amnesty.org.uk)

## COMMUNITY FUNDRAISING

020 7033 1682

email: [fundraise@amnesty.org.uk](mailto:fundraise@amnesty.org.uk)

## ACTIVISM

020 7033 1675

email: [activism@amnesty.org.uk](mailto:activism@amnesty.org.uk)

**Amnesty International is a movement  
of ordinary people from across the  
world standing up for humanity and  
human rights. Our purpose is to  
protect individuals wherever justice,  
fairness, freedom and truth are denied.**

Amnesty International UK  
The Human Rights Action Centre  
17-25 New Inn Yard  
London EC2A 3EA  
Tel +44 (0) 20 7033 1777

**[www.amnesty.org.uk](http://www.amnesty.org.uk)**

