



Friends of Carrington Moss

Communications & Media Strategy 2019



Friends of Carrington Moss – Key Principles



Our long term aim is to become a charitable organisation

We, therefore, need to consider the impact of every action we take

With this in mind, our overarching principle is

PROFESSIONALISM

The Friends of Carrington Moss will act in accordance with the following key principles:

- Professionalism – every communication we make will support this overriding principle
- Factual, frank and open – we will be accurate, truthful and honest in all our communications
- Inclusion – we will seek ways of actively involving, and maintaining relationships with, the digitally unconnected, the vulnerable and the timid members of our local society
- Information sharing – we will seek to share information in as accessible a way as possible

Outline Plan 2019



Timing	Action/Activity	Commentary
January / February / March	Respond to the GMSF Consultation Ensure as many local people as possible are aware of GMSF	
April / May / June	Increase following, particularly engaging with the unconnected Increase knowledge & understanding Grow relationships with key stakeholders	Buddy system Coaching for Committee and active followers Continue meetings with key stakeholders
July / August / September	Campaign against planned Carrington Relief Road *	This campaign needs to be very well planned and coordinated, will need strong media attention as well as leafleting, door knocking, etc to engage local communities. Consider a formal protest, but if organised, it will need to have a significant number of attendees.
October / November / December	FOCM AGM Respond to next round of consultation *	Plan as part of a wider event with public Need to fully understand content of next round of consultation

* Subject to timing – not in the hands of FOCM

Which Channel?



Objective	Key Channels	Commentary
To inform/educate various audience groups, highlight and explain FOCM purpose and ideas, inspire and gain public support, increase number of followers	Email, Social Media, Public Meetings, Leaflet Drop Community events and activities (walks, photo competition, bird watching, etc)	Also consider <ul style="list-style-type: none"> • Use of surveys to provide input from followers • Committee Blog/Podcast • Use of videos/photographs
Provide an information repository	Website	Urgency on setting this up will grow as information sources grow
Fundraising	Email, Social Media, Public Meetings, Special Events	
Engage with, persuade and encourage support from, key stakeholders	Email, Social Media, Public Meetings, Petitions, Specific Meetings	See separate list of Key Stakeholders
Empower Committee members and key followers to actively contribute to public debates and act as an FOCM representative	Face to face meetings	
Specific and targeted campaigns (eg protesting about planned new road)	TV and Radio Campaigns (local, regional, national) Petitions Formal Protests (to be used with caution)	Needs to be carefully planned and executed, ensure full understanding of the medium, the tone, the style of the presenter Needs to be carefully planned and orchestrated, only very large protests can be considered successful

Key Stakeholders



- Committee Members
- Local residents and users of Carrington Moss
- Local Councillors, MPs and other local, regional and national politicians
- Trafford MBC Officers
- Save Greater Manchester Green Belt groups, particularly other groups in Trafford (ie Save Flixton Green Belt, Save Timperley Wedge groups)
- Landowners, such as:
 - HIMOR, Manchester United, Sale Sharks, United Utilities,
- Wildlife and Nature groups, such as:
 - Cheshire Wildlife Trust, Lancashire Wildlife Trust, CPRE, RSPB,
- Climate Change groups, such as:
 - Friends of the Earth, UK National Peatland Strategy
- Air quality groups, such as:
 - Breathe Clean Air
- Local schools
- Expert organisations and individuals
- Media Organisations:
 - Locally: Messenger, Trafford Sound
 - Regional: Manchester Evening News, Granada Reports/BBC

Communications & Media Policy



FOCM is a formally constituted community group and, as such, will deal with all communications in professional manner:

- All formal communications should support the broader FOCM aims and should be issued by a Committee member, unless otherwise agreed by the Committee
- FOCM will develop a positive, pro-active, two-way relationship with a wide range of stakeholders, including, but not limited to the stakeholder list included with this pack
- FOCM will develop a positive, pro-active, two-way relationship with various media organisations, locally, regionally and nationally
- FOCM will respond to all media enquiries quickly, efficiently and within a realistic target deadline, all such enquiries will be dealt with by the Chairman or the Treasurer
- FOCM will seek appropriate media coverage in relation to specific activities and events (whilst it can be difficult to determine appropriate timing and content, particularly as what interests the media can be unpredictable, every attempt will be made for the right channels to be utilised for specific campaigns – it should be noted that FOCM sponsored “protests” will be used with caution and limited to specific campaigns, as such actions can be negatively perceived by many stakeholders)
- FOCM will rebut false or inaccurate information as soon as possible
- FOCM will track media coverage relating to FOCM as far as is possible.

Media Do's



- Use appropriate media channels, right medium, right time (it is very easy for a community story to be overshadowed by other news or events), right supporting materials (press release, photographs, video, audio, audience interaction)
- Do your research
- Take advice, if needed
- Plan carefully – be very prepared (remember many media outlets have long lead times), consider your target audience
- Provide useful and factual information – be accurate and truthful, use plain/simple language, avoid jargon, use quotations to add interest, tell the story
- Plan for urgent media coverage – have something ready
- Train your spokespeople – or ensure they have experience in dealing with the media
- Establish an ongoing relationship
- Monitor coverage - scan for any mentions of Friends of Carrington Moss in the media, ensure any incorrect statements are rebutted
- Use photographs if possible – they draw attention to the story
- Log all calls with, or requests from, the media with the Chairman and/or Treasurer
- Respond to all requests for interviews (you do not have to say yes to each one)
- Keep a record of all press releases
- Keep press releases short and simple (remember they can be cut by an editor)
- Balance what the media want to know with what we want to tell them

Media Dont's



Don't:

- Waste opportunities with the media (a community group does not have the same clout as a celebrity)
- Treat the media as an enemy
- Let the media be the only source of your news
- Go to the media unprepared – practice with someone you trust to give you honest feedback
- Use quotations without permission (unless taken from a publicly available document)
- Use photographs without appropriate consents
- Confidentiality is important – do not include anything that may be considered to breach privacy or that could be considered commercially sensitive (including photographs which show people's faces)
- Be upset if your article/submission is rejected, this is common (the media has their own agenda and receive numerous requests)
- Forget about unintended consequences, your content can be edited or used in ways you did not expect