

# How to get a whole lot more publicity for cycle campaigning

October 2011



working for cycling

# Who cares what is in the local paper?

Your MP

Your local councillors

Your local businesses

Thousands of people buy it

Even more read it online



# Who listens to local radio?

Most local commercial stations target listeners in their 20s.

BBC local radio is aimed at those aged 40+

BBC local radio is the gateway to local TV and the BBC website (the most viewed website in the UK.)



# Hitting the right target!

Don't just complain that the media does not understand cycling.

Try and understand your local media instead.

So read your local paper

Watch both BBC and ITV local news

Listen to your local radio stations

(7am – 9am is the peak time)

Be informed so you can talk to the right person

# Make friends!

Be nice

Flattery gets you everywhere! (I read/saw your report on the missing cat...)

Don't bother with a press release – journos receive hundreds a day

Send a friendly email that has a sensible subject heading (Please don't write 'Press Release' or 'Hello' or 'A story for you').

# What do the media want?

- An interesting story that includes a case study
- A good photo or a photo that includes lots of people
- Something unique
- Entertaining
- Something fun for the reporter to do
  
- But most of all an **exclusive**

So here's an idea  
that will get you a  
**whole** lot more  
publicity . . .

Potholes!



# Why are potholes a great story?

1. Cuts to council budgets affecting our daily lives
2. Local papers love 'having a go' at the council
3. Everyone pays for the roads – so it is not a niche topic
4. There's something to film/photograph
5. No research needed (data on [www.FillthatHole.org.uk](http://www.FillthatHole.org.uk))
6. It is seasonal – after flooding, heavy rain, ice and snow
7. Gives you a reason to talk about cycling
8. Quirky
9. And a way to introduce you to a reporter, so you can get coverage for cycle campaigning in the future

# Data

<http://www.fillthathole.org.uk/league-table>

**League Table** | FillThatHole.org.uk - Windows Internet Explorer

http://www.fillthathole.org.uk/league-table

File Edit View Favorites Tools Help Convert Select

League Table | FillThatHole.org.uk

**FillThatHole**  
ctc .ORG.UK  
working for cycling

POTHOLES! CRACKS!  
You spot it... You log it... They sort it...

### League Table

This league table ranks highway authorities according to hazards reported through FillThatHole.org.uk, and shows which authorities are best at fixing their road defects and reporting back to us.

We encourage highway authorities and hazard reporters to let us know when a road defect has been fixed. They can do this by replying to the emails we send them, using the contact form, or registering for an account and requesting to be associated with their authority.

Rank (Fixed %)	Authority	Total Reports	Open Reports	Fixed Reports	Fixed %
1	Islington	594	0	508	100%
2	Newcastle	257	0	200	100%
3	Gateshead	86	0	69	100%
4	Sutton	78	0	66	100%
5	Dartington	46	0	42	100%
6	West Lothian	46	0	42	100%
7	Middlesbrough	44	0	33	100%
8	Luton	22	0	17	100%
9	Shetland	3	0	3	100%
10	Norwich	190	1	169	99%

**Site Statistics**

Total reports: 60,259  
Fixed reports: 18,979  
Percent fixed: 31%  
Reports per day: 34.5

**Go To Hazard**

#  Go

**User login**

Username:

Password:

start | 2 Micro... | 2 Wind... | CycleNati... | 2 Micro... | League T... | EN | 12:12



# It is time to Dig Deeper!

**Your challenge today is to write a short email to a reporter about potholes.**

Chris had learnt to make the best of the potholes on his street. Imagine his delight...



... when he discovered

[www.fillthathole.org.uk](http://www.fillthathole.org.uk)

POTHOLES!

DEBRIS!

CRACKS!

You spot it...



You log it...



They sort it...

© Brought to you by national cyclists' organisation, CTC





## Write a short email about your idea

To: (Choose either local radio, local TV or a local paper)

Subject line:

Text:



**Vote now  
for your favourite idea!**

**And the  
winner is ...**

**publicity@ctc.org.uk**



**working for cycling**