

Checklist

Local news matters week of action checklist



Start planning for success!

As we prepare for the week of action, there are things you can do now.

As a member

As ever, to make this campaign a big success we need your help!

- Send us a 140 character message (the size of a tweet) to say why you care about local news.
- Record a video message for the campaign - this could include talking about why you support the campaign, why you are proud to work in local news or why local journalism is important. Keep the message to less than 3 minutes please.
- Send us examples that show how news coverage in your area has been able to make a real difference - this could include examples of media coverage that helped to save your local library, hospital or swimming pool or an investigation that lifted the lid on corruption.
- Volunteer to organise local events or activity in your area - we can link you up with other NUJ members who want to join together to plan and then campaign locally in March.
- Send messages, videos, good examples, comments or feedback

to the NUJ campaigns and communications department via email: campaigns@nuj.org.uk

As a rep

NUJ chapels and branches are a vital part of the NUJ's vibrancy and collective strength, and local reps will make a real difference to the success of this campaign.

We need your help to coordinate the work at a local level, bring NUJ members together from the different sectors of the media industry with a united and strong local voice, collectively putting pressure on media owners, politicians and the public to support increasing investment in quality local journalism. As a rep, here are the things you can do to help:

- Start planning to organise branch or chapel meetings or events during the week of action.
- Discuss the Local News Matters week of action at your next meeting and include ideas and suggestions about how to include and engage with local management, new start-ups, NUJ members, universities, community groups and trade councils.
- We are asking all areas of the UK to organise a delegation of local members and union representatives to lobby their local MP at a constituency meeting or advice surgery on Friday 24 March
- We are encouraging branches to conduct local research aimed at collating a list of local news outlets

that have closed or opened in your area over the last 3 years. We want to use this information as part of a dossier aimed at media companies and politicians during the week of action.

- Contact the NUJ campaigns and communications department for support and assistance - for speaker suggestions and tailored publicity, or help with planning. Once you've got plans agreed then let us know as we will be advertising local initiatives and co-ordinating the campaign across the different countries and regions. Email: campaigns@nuj.org.uk

Get organised

● You can't organise on your own!

Other reps, activists and members should be part of the local teams of people established to work on the campaign, plans and organising. In recruiting people to take part, the most effective thing that you can do is ask!

