



Working with the local media

Working with the local media - an example of best practise from Stoke-on-Trent, 2001

In Stoke the local authority worked closely with the media from the early stages of planning, and the originally modest scheme developed into an altogether more ambitious *In Town, Without My Car!* project, as local media involvement and promotion of the day gradually levered in higher levels of support and sponsorship from the local business community.

The following tips are based on the co-operation between the local authority and local radio station, thanks are due to Lisa Hughes from Sign al Radio [<http://www.signalone.co.uk/>] of Stoke-on-Trent.

- Pre-promoted roadshow/outside broadcast from the event with a prize of a bike for the member of the public who turns up having used the most bizarre form of transport - pram/go-kart etc.
- Kids competition to tie up with a shopping centre to design new style of bike/helmet, the shopping centre to display entries etc.
- Walk to Work day, print t-shirts anyone spotted wearing t-shirt walking to work wins a prize such as a pair of trainers or a bike.
- Join forces with local bus or train company to create a pass for discounted bus travel, tied in with a radio station will give a trendier/sexier image.
- Radio airtime advertising
- Infomercials to broadcast on air about the benefits of walking and cycling both on the environment and health.
- Radio interviews with key participants or organisers
- Good links to business can be made through Town/City/Shopping Centre managers.