

## **Why should you work with the media?**

- \* If you don't make your voice heard, other organisations will always have a higher profile than you**
- \* You may not see them as 'rivals', but funders, government and supporters might well favour them ahead of you.**
- \* There are opportunities waiting to be taken - the media needs you, to provide expertise, interviews, quotes.**
- \* The public gets a lot of information [and their views] from the media. People are loyal to their favourite media. Your audience may know little about you [so far], but get a letter in the Guardian and they might be prepared to pay attention.**

