

landmine action week

Contact the press

It's really important to raise local and regional awareness about the issues raised in this pack. One of the best ways to do this is to try to get coverage of the issue in your local media - during Landmine Action Week is the perfect time to do this.

- First you will need media contacts. This information is available from media guidebooks such as *The Guardian's* 'Media Guide', which should be in your local library.
- When you approach local media always use any existing contacts you have as a starting point, or contact the news desk - this will save time and hassle. Send them a press release and make sure you follow it up with phone calls. Without phone calls, nothing will happen. You will need to give them a good reason to look at your story, so make sure it has a local angle - local media exist to cover what people are doing in their locality and why.
- The reason why your group is supporting Landmine Action Week may be the most interesting angle for readers/listeners. One of your members may have visited or have links with a mine-affected country. Relating personal experience is one of the most powerful and accessible ways of getting information across, and one of the most likely ways to capture journalists' attention.

Key messages to get across

- **Anti-personnel landmines continue to threaten lives and livelihoods** in developing countries around the world, killing innocent civilians and preventing the productive use of land and infrastructure.
- **More countries must join the Ottawa Treaty** effectively banning the use, stockpiling, production and transfer of anti-personnel landmines. You can mention that this year the focus is the South Asia region as it remains under-represented in the Ottawa Treaty membership.
- **The Falklands Initiative:** The British Government is in danger of setting a very bad example by failing to meet its obligations under the Ottawa Treaty. Landmine Action is proposing a plan to give them an extension so as to solve this problem – but the extension is in return for a real additional investment in landmine clearance in some of the poorest communities in the world.

**If you would like more advice please contact us at the Landmine Action office.
Good luck!**