




POWER UP

MEDIA TOOLKIT

Part of the [Power Up Organisers Toolkit](#).

Media coverage, at all levels, helps is an important tool to amplify our messages, encourage debate and shift narratives. In this toolkit you will find a list of key tasks to help you secure press attention, templates and links to key resources.

This guide is designed to help you do outreach and manage media for your day of action.

- It's closely linked to the  Social Media Toolkit – Global Power Up
- See here for tips on taking [great quality photos](#)
- And for further resources in this guide, see [here](#)

CONTACT US: global-comms@350.org for questions and support

ACTION LIST FOR MEDIA

TASK 1: Identify your local media contacts.

A good starting point could be reaching out to local organisations and partners in your area to see what contacts they may be able to share; you can also search for contact emails of local newsrooms and reporters, and review climate and other relevant coverage in local media outlets and add the authors/broadcasters to your lists. Check their social media accounts as well, this can help you to get contacts and see who they follow and who follows them. Make a spreadsheet to track your contacts, where possible add notes on the journalist and outlet (known contact, friendly or less interested media etc.), and keep a track of your own outreach with them.

TASK 2: Create a local media advisory

Use the template [here](#). Send the email to your local contacts in the week ahead of your action with **all** emails in the BCC field, this is critical to maintain privacy. You should also resend the advisory on the morning of the action. **If you have capacity, call your contacts to ask if they plan on coming to cover the event.**

TASK 3: Designate media spokespeople

Choose spokespeople for your action and have them review the talking points (see some overarching examples [here](#)) and role play being interviewed. Make a list of questions the media may ask and have the spokesperson practice using the speaking points in their answer. Here is a link to the [NEON spokesperson guide](#).

TASK 4: Organise photo and video plans

Photos and video help to demonstrate the power of your action, excite the media and inspire supporters. In addition to the tips and tricks in the [social media toolkit](#), if you can gather images and footage to send to the media. Have someone in your team be designated to this task, or see if you can work with a local photographer or videographer. See [here](#) and in resources below for more tips on photos.

TASK 5: Send out a press release

Use the template [here](#). Send the release to your local media contacts right after the action, along with links to photos and/or footage from the event (if you have any).

SAMPLE MEDIA ADVISORY

(Send Out in the week before the action)

DATE

**TOWN/CITY Residents to Rally as Part of Power Up Mobilization to Demand Parliament Taxes
FOSSIL FUEL COMPANY unjust profits and fund renewable energies.**

What:

TOWN/CITY residents will rally at LOCATION to demand that this Parliament makes FOSSIL FUEL COMPANY pay up by taxing their excess profits, and use the money to fund a swift transition to just, clean, renewable energy for everyone. This action is one of hundreds happening across the world on November 3 & 4 to draw attention to the urgent need to power up the global renewable energy revolution.

When: Saturday, 4 November, START TIME

Where: LOCATION, ADDRESS

Photo/Video Opportunity: DESCRIBE VISUALS, NAME ANY SPEAKERS, opportunity to interview local residents calling for increased climate ambition

Contact: Name, Email, Phone

TALKING POINTS

NB: These are overarching examples for the global picture. Add your own examples relevant to your action. What are the key messages you want your media to pick up on?

- **What is happening?** On 3–4 November, as fossil fuel companies publish another round of obscene billion-dollar profits, people across the globe will take to the streets to spotlight the oil industry's greed and reclaim the money and power to fund a just future powered by the sun and the wind.
- **Who is organising this?** Power Up is an initiative led by 350.org and partners all around the world. We are joining forces with local movements, groups and communities to spotlight people power and renewable solutions as tools of resistance in the fight against the climate-wrecking fossil fuels industry.
- **When & Where is this?** On 3–4 November, across the world, you can find a map of announced actions at globalpowerup.org (available in September)

- **Why now?** Because this is when fossil fuel companies are set to announce their next round of quarterly profits and right before our leaders get together at the next UN global climate talks (COP28). People all over the world will organise actions to demand our governments to shift money and political power towards community-centred renewable projects.

SAMPLE PRESS RELEASE

(Send out day of action) – This sample press release is with placeholder text. Please adapt according to your context and local Power Up event.

DATE

For Immediate Release

LOCATION Residents Join Power Up Global Day of Action for climate solutions

Communities across COUNTRY push MPs to impose taxes on FOSSIL FUEL COMPANY unjust profits and fund renewable energy initiatives rooted in justice.

Photos and video available here [add link] .

CITY, PROVINCE – Earlier today, community members gathered at **LOCATION** as part of POWER UP day of action calling for a global renewable energy revolution.

“The climate crisis is here. More devastating floods, droughts and fires are hitting us close to home and around the world. At the same time, the coal, oil and fossil gas corporations that caused this crisis are making record profits.” **NAME** explained. “All while ordinary people everywhere are struggling with the surging cost of living. That’s not right. To protect our planet’s future – and our own health – we need our leaders to take practical action. That’s why I’m here today because I want our politicians to wake up and power up the energy transition.”

Organizers are pushing for federal legislation to impose taxes on unjust profits, eliminate subsidies, investments, and loans to coal, oil and gas companies. Governments must redirect financial resources towards renewable energies through all the financial mechanisms possible, on local, national and global levels. **DESCRIBE THE LOCAL ACTION**.

“I’m terrified about what my future holds if our politicians don’t keep their promise to deliver a just transition,” said NAME. “We need this Parliament to power up the transition to renewable energy systems that puts people first, creates good, unionized jobs and moves at the speed and scale of the climate crisis. The stakes are too high to keep delaying on this.”

More than **XX** communities across the world joined the day of action, gathering outside fossil fuel companies offices and in public spaces to demand real climate action before our leaders get together at the next UN global climate talks (COP28) .

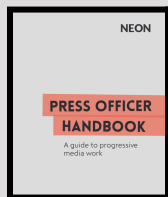
“Global North countries have a historical responsibility to lead the clean energy transition, and to assist those least responsible for this crisis with their own transition plans” said Joseph Sikulu Pacific Managing Director at 350.org. “When we say “climate justice”, we also mean energy justice, and just as the Pacific has fought to keep fossil fuels in the ground, we will fight for communities to keep their lights on and their families fed. We will build the future our people deserve on justice, equity, and community-centered renewable energy.”

Contact: **NAME, EMAIL, PHONE**

LOOKING FOR MORE?

HERE ARE SOME GREAT RESOURCES

HANDBOOKS FROM THE NEW ECONOMY ORGANISERS NETWORK (NEON)



PRESS OFFICER HANDBOOK: a guide to progressive media work
By Matthew Butcher, Polly Edwards from NEON

[Download your free electronic copy!](#)



SPOKESPERSON HANDBOOK: A guide for using broadcast media to spread critical messaging, including training spokespeople and pitching to the media.

[Download your free electronic copy!](#)

Available in Português, Bahasa Indonesia, Français, українська мова

350 TRAINING MATERIALS

CHECK OUR TRAINING RESOURCES FOR [FURTHER MEDIA TIPS AND TRICKS](#)

- [Media 101 Training Agendas](#)
- [How to write Media Advisories and Press Releases](#)
- [How to take quality photographs](#)
- [How to build a positive relationship with press](#)
- [Media action checklist](#)