

The Clerk could give a radio or television interview

1. Write or send an email to the local radio or television station. Get to know the News and Diary editors, these people are valuable allies, but make sure you give them an interesting story, something that makes your item special. Remember, you will be just one of many contributors fighting for valuable air-time.
2. Invite them to do a short piece on the forthcoming local elections, mention the Local Government White paper proposals to bring decision making closer to the people and say how you intend to involve the community in new and exciting ways.
3. Agree what questions the interviewer will be asking and then ask for time to prepare some suitable responses. Be prepared for the interviewer to throw in an unscripted question, it happens! If you do not know the answer, say so, and don't waffle.
4. Take time to sit down (perhaps with a group of councillors) in advance and prepare some notes on ideas for responses, nothing too detailed, just pointers so you can keep going. Written notes should be on one side of stiff paper or card and **not** stapled, as the rustle of paper will rob microphone sensitivity and mask your voice. During the interview be brief and interesting, broadcast time is precious and you want to attract attention, not bore people!
 - Ensure you mention the importance of local people voting
 - The need for others to stand as councillors
 - The importance of people communicating with councillors
5. Also make some notes on positive things the parish or town council have done so you can use these if needed during the interview, or to wrap up on a positive note.
6. Above all remain positive and promote the work you and your team do for the community. Most councillors do a brilliant job and it is important that this message is perfectly clear in the interview. Make sure you don't criticise the election process or other areas of local democracy or governance unnecessarily, it will not help your campaign to engage with voters if they think it's all about political or bureaucratic infighting!