

Making our voices heard



**A Publicity Guide for community and NGO activists published by
the European Anti Poverty Network (Ireland)**

July 2007

Introduction

This guide has been produced as part of the European Anti Poverty Network (EAPN) Ireland's *Focus on Poverty in Ireland* project, which is designed to:

“Raise awareness of poverty among the general public and make the eradication of poverty an issue of greater public and political concern.”

“Promote understanding and involvement in the social inclusion process and NAP Inclusion among people experiencing poverty and the local NGOs working with them.”

We hope it will be of assistance to community groups, campaign organisations and activists in enabling you to make best use of the media to get the message across.

Used correctly, the media can inform and educate the wider public. It can confront false stereotypes and prejudice. An informed public is an empowered one, better able to make judgments and decisions that have repercussions for people facing poverty.

It is important too that the voices of those tens of thousands of people directly experiencing poverty are not ignored or sidelined in the national consciousness.

This guide is designed for people and organisations with little or no experience in publicity work, to give a basic grounding in how the media works, and how you can best interact with it.

It is broken up into the following sections:

Creating a Media Strategy

The questions you need to ask. Who are you trying to reach with your message, and how will you reach them?

Creating a Media List

How to build a database of your local and national media. Getting their contact details.

Building a Relationship with the media

How should you interact with the media. Dealing with them on a one to one basis.

Preparing for Interviews

Interviews for radio and television. The Do's and Don'ts. How to make sure you speak about what *you* want to speak about.

Writing a Press Release

How to write and issue a press release. The basic rules for news writing and the importance of pictures

Writing Letters

Writing letters to the editor. Keeping it short and snappy.

Sample Press Releases

Some sample press releases demonstrating how they should be written

Major Print and Radio Outlets

Circulation and listenership figures for the major media outlets in Ireland.

Comment Line Contacts

Phone numbers and email addresses for the main news and current affairs shows on RTE, Today FM and Newstalk.

If you have any questions or require further assistance, please contact

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*With thanks to Pat Montague of Montague Communications
(www.montaguecomms.ie) for his invaluable advice and assistance.*

Creating a Media Strategy

Before beginning to work with the media, you need to ask yourself a number of questions. What is the message you are trying to get across? Who are your target audiences? How can you best reach those people?

At all times in dealing with the media you need to keep in mind the audience you are trying to get through to. Different publications and radio stations have different audiences. Specialist publications have an even more select audience. If, for example, you are trying to get your message to trade union members, you would probably find it easier to get your stories covered in the publications of the various unions, than in a national newspaper.

Different publications also take different stories. A tabloid newspaper, or *Liveline* on RTE 1 for example, would probably not cover the launch of a detailed and exhaustive policy document on child poverty in great detail. But they could be very interested in personal stories, examples of people suffering from child poverty, that allow you to talk about your policy document and bring home the reality of facing poverty to a wider audience.

In creating a media strategy, you need to prioritise the audiences you are trying to get to and figure out the best way to get them. What stations do your audiences listen to? Do they listen to your local station or to RTE 1? What newspapers and magazines do they read? Do you want to reach the largest amount of people possible, or would it be easier to simply reach key decision-makers? Determining the answers to these questions allows you to craft a strategy that will ensure you reach the key people you are trying to get to.

As well as press releases and interviews, events should be a key element of your media strategy. They allow you to stage manage a substantial media opportunity. Press conferences, AGMs, speeches, document or campaign launches and other activities give you an opportunity to publicise your work in the media. The bigger an event, the more likelihood you will get coverage.

A press release outlining your organisation's position on new changes to the planning laws would not get as much coverage as the same statement being made at the launch of a campaign to reverse the changes, or at a conference to discuss them. For visual mediums - like photographers, including the photographic sections of the papers, websites and television, - organised events give them something extra to make coverage more likely.

Finally, remember that the media is simply a means to convey your message. Sometimes your message can be filtered out because there's not enough space or

time. Other times your message might be accidentally misrepresented, or tucked in at the back page.

Sometimes the most effective thing to do is to be your own media, to deal directly with the audience you are trying to reach. Create and deliver your own leaflets or newsletters. Establish a website or an internet blog. Design and print posters or banners. Be imaginative and take ownership of your section of the media.

Creating a Media List

Your media list is your guide and information resource to the newspapers and radio stations in your area, and if appropriate nationally.

A good starting point if you are putting together a list from scratch is to check out the website www.medialive.ie, which has contact details for most radio stations and newspapers both local and national.

A very useful book is the *Administration Yearbook and Diary*, published by the Institute of Public Administration (IPA). At €75 it's quite expensive, but it has an exhaustive 640 pages of contacts in media, business, politics, community/ngo, unions etc. and is updated annually. It should be easily got in most good bookshops or log onto the IPA website at www.ipa.ie.

Another is *The Irish Media Directory and Guide*, a comprehensive guide to the Irish media industry including contacts for newspapers, broadcasting, film, books and publishing. Very usefully, it also has the contact details for community newspapers as well and, for the national papers, names the various specialist correspondents. It can be hard to get in the shops but you can order directly on it's website www.irishmediadirectoryandguide.com.

When building the list, try and ensure you get deadlines for material. Most daily newspapers have the bulk of the next day's edition ready by four or five pm leaving little space for anything new. Weekly papers tend to take very little new material the day before they come out. Both radio and newspapers tend to have morning editorial meetings where they decide what is to be covered that day.

If they don't know about your event or story for the morning meeting, it's unlikely to get covered so if you have an event planned, make sure the press knows about it a couple of days in advance and follow up with a reminder phone call on the morning of the event.

Newspapers

- i. Write down the names of all your local newspapers, including freesheets.
- ii. List the dates of publication and the deadlines for submission of material.
- iii. For each publication, include the names of local journalists.
- iv. List their telephone numbers, fax numbers and emails.
- v. Name of local photographers, including contact details.
- vi. Check if the paper has a letters page and if so, get the email address or fax number.
- vii. Get the prices of ads in case you ever have reason to take out advertising

Local Radio

- i. What times do the talk/current affairs show begin and what are their contact numbers?
- ii. Who are the producers of the talk/current affairs shows?
- iii. Does it have a comment line, if so have the number available within your organisation
- iv. What are the times of local news bulletins?
- v. Does it announce the talk show agenda on the previous day?
- vi. Who is the news editor in the station?
- vii. What are the contact details, email and phone numbers?

Building a relationship with the media

Simply writing and sending a statement is rarely enough to get your story carried. You should try and follow up each press release with a phone call to the newspaper, radio or television station involved. Over time, you will start to develop a relationship with the journalists, researchers and editors. You will get a feel for the kind of stories they are interested in and how best to sell them a story.

Some journalists are specialists, working in a specific field for their publication or broadcaster as the Environment Correspondent or Industrial Correspondent. Trying to interest them in stories outside their areas of interest is a waste of time. But a lot of general reporters have areas of personal interest. A reporter might be interested in planning issues for example, or incineration. If you can get a journalist personally interested in your work you've built a contact you can go back to again and again.

A positive working relationship with the journalists in your area is crucial and generally they are looking for the same from you. Journalists need sources, they need ideas for stories and if they come to rely on you as a good source for information or story ideas, or as someone they can contact for a quote, it will be to your benefit.

As important as a good positive relationship can be, a bad one can be seriously destructive. A journalist who gets inaccurate information, or one who discovers he or she has been lied to, is not likely to forget anytime soon and all future dealings will be affected by this. Once trust is established, it needs to be maintained and not put at risk.

There may be times when you will have to complain or criticise about an aspect of coverage. Perhaps the journalist got some of the facts wrong, or inaccurate claims made by someone else in a story were not challenged. Perhaps the journalist did a story about your area of work but did not contact you, or they have reported what you said wrongly or in an incorrect context.

When making a complaint, be diplomatic. Make it clear you understand the difficulties media face with deadlines, shortages of space and so on. Be sure you can stand over your argument and, where possible and necessary, have written evidence with which you can prove your point. Every complaint should also be followed up in writing so there is a permanent record.

Dealing with the press

- Be polite, even when it's difficult

- Be reliable and prompt. Journalists are working to deadlines and appreciate it when people get back to them fast.
- Don't lie or try to 'spin' a story
- Get a feel for each journalist's area of interest or expertise

Preparing for interviews

The key to a successful interview is the preparation beforehand. Before appearing, ask the journalist or researcher to give you an idea of the questions likely to be asked and the areas to be covered. If it is a panel discussion, make sure you know who else is going to be on as this might have implications for your preparation.

The first thing to decide is what your message is. Write down the key points, no more than three, you want to get across in the interview. A lot of media reporting consists of quotes or soundbites of less than 20 seconds. Unless you are being interviewed in a panel discussion, this is likely to be all the time you will get so you need to be sharply focused on your message.

Your job is to use the opportunity you have been given to get this message to as many people as possible. You are not trying to 'win' an argument with the interviewer or someone else on a radio panel, but to make sure listeners understand your position.

Put yourself in the interviewer's shoes for a moment. What kind of follow-up questions is he or she likely to ask and how would you deal with them? Think out your responses and have a couple of ideas jotted down. Be sure of your facts and figures and rehearse the interview with a friend or work colleague.

Never say 'no comment' even when you have no comment. Respond briefly to negative questions and if possible, follow quickly with something positive.

Twelve Do's and Don'ts of interviews

- Do be polite at all times no matter what the provocation
- Do be brief and to the point
- Do use simply, easily understood language. No jargon.
- Do answer questions directly
- Do remember you will generally understand the issue better than the interviewer
- Do always keep in mind that your target is the audience

- Don't allow yourself to get dragged into an argument
- Don't be afraid to correct yourself if you make a mistake
- Don't get drawn into answering 'what if?' questions or speculation
- Don't ignore questions, try and answer
- Don't let yourself get wound up or angry on air

- Don't let a reporter put words in your mouth. Correct them politely.

Linking phrases

A 'linking phrase' is a little soundbite you can use to move off an issue the reporter or interviewer is talking about and back to the key message you're trying to get across to listeners or readers.

Examples of Linking Phrases are:

- Yes, but don't forget...
- The real issue here is ...
- It's important to remember that ...
- The fact of the matter is ...
- The most important thing to remember ...
- That may be your view, but what people tell us is ...
- Let's not forget that ...

Interviewer: But isn't the real problem that the people you represent are simply refusing to take responsibility for their actions?

Spokesperson: That perception is out there and we do need to tackle it but **the most important thing to remember** is that these people have suffered from generations of neglect by the state and until this is addressed, we can't move forward....(cont.)

Writing a press release

How to write a press release:

A press release is essentially a news story. Whether it is a two line announcement of a new appointment in your organisation, or a copy of a detailed speech made by your organisation's Chairperson, it should conform to the basic rules of news writing to make it as easy as possible for a journalist to rewrite the story.

The three basic rules are:

- The Five Ws
- The Inverted Pyramid
- The 'So what?' Test

The Five Ws

These are five simple questions that should be answered in the very first paragraph or couple of sentences in the press release.

- Who?
- What?
- Where?
- Why?
- When?

The order is not necessarily important, but what you are trying to do is convey the maximum amount of information about what is happening to the journalist in the first couple of sentences.

Example 1:

Speaking at a public meeting in the Central Star Hotel last night Bob Doyle, Chair of the Southside Public Housing Campaign, called on the Council to provide more money to repair abandoned Council houses. Mr Doyle said there were 254 Councils houses still waiting for repair when the local housing waiting list was over 3,000.

Who: Bob Doyle, Chair of the Southside Public Housing Campaign
What: Calling for the Council to repair abandoned houses
Where: At the Central Star Hotel
When: Last night
Why: Because 254 Council Houses are vacant

Example 2:

Louise McCrory, Southern Organiser for the ATGWU trade union, will speak at a public meeting to be held in Butler's Hotel at 6pm on Friday the 14th of June about the importance of joining a trade union for migrant workers.

Who: Louise McCrory, Southern Organiser for the ATGWU trade union
What: Will be making a speech
Where: At Butler's Hotel
When: 6pm on Friday night
Why: About the importance of joining a trade union for migrant workers

The Inverted Pyramid

In journalism, reporters have to write to a certain number of words. They might be told to 'write 500 words' on something. But once the story has been submitted, it might be necessary to reduce the size of it to make up for other stories or advertising.

The easiest way to do this is to take out the least important parts of the story and this is simpler to do if this information is at the end. Read a normal news story in any newspaper. The largest amount of information, and the most important information, will be at the start. As you read the article, the information becomes less and less important. Background information is inserted.

The other advantage to this is that people rarely read the entirety of an article. If you have used the inverted pyramid it means that if someone only reads the first three or four paragraphs, they probably have the most important details of the story.

If you have followed the Five Ws rule, then in the first couple of paragraphs you should have the most important information already. Now the most important supporting information, or quotes, should be included.

Towards the end of the press release, additional supporting information or background material could be included.

So what?

The 'So what?' test is very simple. What is it about your press release that makes it interesting? Why should a reporter care? What is in it that is new, relevant, interesting or important? Why should people know about this?

This is something you need to address in your headline and first paragraph. Media outlets get scores, at a national level hundreds, of press releases every day. You need a headline that will grab the attention of the journalist. It should be short, snappy and eye-catching.

It should also be relevant. For local media, having a local spin on a story is essential. A factory closing in Castlebar is not going to be interesting to a journalist in Bray. But if the same company owns a factory in Bray as well, the story becomes relevant.

Golden Rules for Press Statements

1. Statements should be issued on headed notepaper with a contact number included
2. Statements should be typed, double spaced and concise
3. A short, sharp and relevant attention grabbing headline must start the release
4. The opening paragraph must provide a short clear explanation of the issue or event – The Five Ws
5. The remainder of the release should have a quotation attributed to a spokesperson or official
6. Statements should generally be as short as possible - a single page or less
7. If it runs to more than one page, never split the paragraph over two pages.
8. If you are sending a photograph with the release, a note to this effect should be added at the end of the press release
9. Check and re-check everything before sending
10. Ensure that your statement arrives at the right number/email address and make a follow up phonecall
11. Make sure that your contact details are on the release for follow-up purposes including email address and mobile phone number

Photographs

If you have the resources, one of the best investments your organisation can make for increasing it's media profile is a good digital camera. You don't need a top of the range model, simply one that can take pictures of sufficient quality to be printed or posted up on a website.

When dealing with the media, you should also be very aware of the need to get photographers to your events. Photographs in newspapers are as important as the story itself. Often images say more than the press statement and local papers in particular are very happy to get pictures.

In the run up to any event, speech, meeting or conference, make sure that your local paper, as well as sending a journalist, sends a photographer as well. Take your own photographs as well for offer to newspapers and use in your own local publicity.

It can greatly assist the chances of your press release being picked up if you have an interesting and relevant photograph to go with it.

Writing letters

Writing a good letter to the papers can be even trickier than sending out a press release. So many letters are sent that *The Irish Times*, for example, receives a minimum of a hundred letters every day, sometimes close to twice that, and can only print about a dozen.

Letters that are short and colourful are far more likely to get printed, and to get read, than lengthy pieces filled with facts and statistics. You are far better off to make one point well, than to make a range of different points.

The other advantage to letters is that they can be used as a public show of support for your work. If you are running a local, or national, campaign one of the activities your supporters can take part in is to write letters to the newspapers. The more letters that come into a newspaper arguing a certain point of view the more likely a couple of them will be chosen as the editors try to give a representative sample of the letters sent in.

Alternatively, you could send in one letter signed by important public figures in the locality or people with a national profile, again showing the depth of support for your campaign.

Remember, the letters page probably has different email and contact details to the rest of the paper. We have included some below but for local papers in particular, you should check out their letters page.

- Write down an introductory sentence explaining why you are writing.
- Outline your basic argument in no more than two to three sentences.
- Give a couple of facts or figures to back up your argument, again no more than a couple of sentences.
- Try to end on a snappy conclusion. Don't be afraid to be provocative or use humour.
- Count how many words you've written. If you're over 250, you've written too much and you need to edit it down a little.
- If you are writing in an 'official' capacity, be sure to include your title/position and organisation
- Include a full address and contact number with the letter as depending on the newspaper they might want to contact you to confirm your identity before publication.

Irish Times
Irish Independent
Irish Examiner

lettersed@irish-times.ie
independent.letters@independent.ie
letters@examiner.ie

Sample Press Releases

Example One: Union members vote for industrial action at Keelings

SIPTU members in Keelings (Distribution) Ltd., have voted overwhelmingly in favour of industrial action in a dispute over management's arbitrary breaches of policies, procedures and agreements, reported Siptu's AGEMO Branch Organiser, Pat Ward.

"Despite our best efforts to resolve the issues in dispute at local level with the Keelings Group, we were left with no alternative but to ballot for industrial action," said Mr. Ward.

"Keeling's management is in breach of its agreement with SIPTU on a range of issues including the ratio of contract employees to full time employees and absenteeism policy.

"SIPTU will now apply for sanction for industrial action and establish a disputes committee which will decide on the type of action to be engaged in. As soon as sanction is received we will serve 14 days notice on Keelings.

"The strike will begin to affect the supply of chilled foods to Tesco within days.

"SIPTU will continue to be available for meaningful discussions with management in an effort to resolve the issue," he concluded.

Editor's Note: Keelings (Distribution) is part of the Keelings Logistic Solution Group, whom - in conjunction with Tesco Ireland Ltd, manage the largest temperature controlled food retail distribution centre in Ireland. The 19,500m² facility has the capacity to handle up to 1.2million cases per week. Located in Ballymun, North Dublin, Keelings employs 400 people.

Editor's Note:

This is sometimes used to put deep background information at the end of the story. The kind of material the editor should know, but that doesn't really fit into the body of the press release.

The Five Ws

Who: SIPTU members

What: Have voted for industrial action

Where: Keelings Distribution Ltd

When: Not clear. Should have included voted 'today' or 'last night'

Why: Management breach of policy

Example Two: 50th anniversary of the establishment of diplomatic relations between Ireland and Japan

The Taoiseach, Mr. Bertie Ahern TD today sent a message of good will to Japanese Prime Minister, Shinzo Abe to mark the anniversary of the establishment of diplomatic relations between Ireland and Japan, on 5 March 1957.

Referring to the steady development of political, cultural and economic relations over the past fifty years, the Taoiseach said that the peoples of Ireland and Japan share common values of democracy, human rights and the market economy system.

“Today, Japan is a key strategic partner for Ireland. The Ireland-Japan business relationship has grown from strength to strength to the benefit and prosperity of both nations. Dynamic and pro-business policies adopted by both our Governments have paved the way for this success and I hope the economic relationship will continue to grow and expand.

“Exchanges between the Irish and Japanese people have also developed, offering us an opportunity to learn more from each other. The start of the Working Holiday Programme this year further increases this diversity of contact.”

The Taoiseach’s message also referred to Japan’s consistent support on the world stage for democracy and respect for human rights and to a firm foundation based on the shared values for closer cooperation between Ireland and Japan in support of international peace, security and prosperity.

“Both of our countries wish to see a world free of nuclear weapons – Japan from its unique experience and Ireland as the initiator and the first signatory of the Nuclear Nonproliferation Treaty.

“Ireland also shares with Japan a deep commitment to the United Nations and to the rule of law as the only way to ensure international peace and security. I commend the constructive role which Japan plays both as a member of the UN and in other international and regional organizations in support of peace, security and development around the world.”

Looking to the future The Taoiseach said that he hoped that the “great flowering of relations” between the two island nations of Ireland and Japan would continue in the years ahead.

ENDS

The Five Ws

Who: The Taoiseach

What: Sent good will message to Japanese PM

Where: Not clear but not hugely important in this context unless it was at the embassy for example

When: Today

Why: 50th anniversary of diplomatic relations

Example Three: Congress Welcomes European Ruling on Pensions

Calls on BOI to abide by Labour Court

Subheadings like this are used to attract the attention of the editor to a secondary, related story to the main one.

Congress today welcomed a European ruling that could ensure workers do not lose out on pension entitlements when their company goes bankrupt.

Congress General Secretary David Begg described the ruling from the European Court of Justice (ECJ) as “very timely” in the context of current discussions on pensions and the high-profile pension dispute in the Bank of Ireland.

Following a case taken by the Amicus union, over the collapse of a UK firm, the ECJ ruled that countries must put systems in place to protect the pension entitlements of workers, where a company goes bankrupt with a deficit in its pension fund. Ireland does not any such measure in place.

Commenting on the ECJ ruling, Mr David Begg, said: “Congress, IBEC and Government are committed, under the terms of *Towards 2016*, to agree on a pension’s strategy by September of this year. A Green Paper to facilitate this process is to be published by Easter. The ECJ decision will help to focus minds on the need to tackle the pensions’ crisis in the private sector. Congress believes that the state has a key role in this and will ultimately have to introduce mandatory employer and employee state backed second pillar pension schemes.”

Referring to a recent decision by the Labour Court in relation to the Bank of Ireland dispute, Mr Begg added:

“The Labour Court Recommendation is carefully balanced to take account of the vital interests of the bank and its employees. I hope it will be implemented as it stands by both sides of the dispute, because it provides a way out of what could otherwise be a very difficult industrial relations situation.”

He noted that Congress was monitoring the Bank of Ireland case very closely because of its wider implications for pensions in Ireland and for industrial relations generally.

Note the use of the **inverted pyramid**. Five Ws in first paragraph. In paragraphs 2 & 3 the ruling is put in context and the background to how it came about explained. More commentary and context of diminishing importance follows.

The Five Ws

Who: Congress
What: Has welcomed a European ruling
Where: Not clear, but not necessary in context
When: Today
Why: Ruling means workers will not lose pension if company goes bankrupt

Example Four: Urban Alliance Criticises Government on Inflation

The Urban Alliance today (Jan 18) criticised the government for its role in exacerbating inflationary pressures in the economy, but said it was still confident that employees would still gain overall, in terms of the pay increases agreed under *Towards 2106*.

According to Ms Nugent: “Obviously, the increases in inflation are bad news for employees, especially those working in urban areas and facing higher costs. Nevertheless we are still confident that, over this year and next, workers will enjoy a net gain in pay, as per the terms negotiated in *Towards 2106*.”

“But the government must take some of the blame for this latest increase. We have repeatedly warned the Government to end the use of economic policies which drive inflation. A key example of this is the bizarre energy regulatory regime which sees huge prices hikes introduced to supposedly stimulate competition. That is driving up prices unnecessarily and is a flawed policy.”

Ends

Mistake

The press release refers to ‘Ms Nugent’ but doesn’t make clear her title or who she is.

It should have been: ‘Ms Elaine Nugent, Employee spokesperson for the Urban Alliance’

Mistake

The press release refers to *Towards 2106*. It is actually *Towards 2016*.

It’s clearly just a typo, but you need to be careful about things like that.

Example Five: Taoiseach welcomes very significant progress in management of waste

Speaking in Kerry today the Taoiseach welcomed the very significant progress made in recent years in our management of waste. Ireland achieved a 60% increase in recovering and recycling packaging waste between 1998 and 2005.

The EU set packaging waste targets of 25% for Ireland by 2001 and 50% by 2005. Ireland has exceeded its EU targets and in 2005 reached the target set by the EU for Ireland for 2011.

Welcoming this progress the Taoiseach said "Irish people have shown that given the right incentives and facilities, they will make the switch to recycling. It is appropriate to acknowledge the contribution of the various stakeholders who have contributed to this success: our local authorities; the waste industry, the business sector, and of course householders around the country who are increasingly using recycling facilities and segregated collections."

The Taoiseach drew attention to some notable examples of our success to date including:

- Overall national recycling performance is up from 9% of municipal waste in 1998 to 35% in 2005,
- This target of 35% reached eight years ahead of schedule,
- Construction and demolition waste recycling performance of 87% in 2005 has already exceeded the 85% target set for 2013,
- Glass recycling is up from 55% (69,000 tonnes) in 2004 to over 64% (97,000 tonnes) in 2005,
- The quantity of waste deposited at bring-banks and civic amenity sites is up from 61,000 tonnes in 2002 to 104,000 tonnes in 2005.
- A doubling of such facilities since 1998 to well over 2000,
- The amount of waste going to landfill since 2001 has also dropped by 8.4%,
- Ireland is one of only 3 Member States to implement the WEEE (Waste Electrical and Electronic Equipment) Directive on time by 13 August 2005,
- Ireland has recycled 2.3m items of WEEE (Waste Electrical and Electronic Equipment) in the first year of operation of the new scheme,
- Ireland has exceeded the EU target of 4kg per inhabitant set for 2008 with a collection rate of 6.7kg per inhabitant.

"The National Strategy on Biodegradable Waste is a key element in our approach as is the provision of modern infrastructure, including thermal treatment, to reduce our reliance on landfill. I am confident that we will make even greater advances in waste management in the years ahead," the Taoiseach concluded.

Note the use of the **inverted pyramid**. All the really important information is in the first two paragraphs, including the Five Ws. As the release continues, we find more back-up information and commentary from the Taoiseach.

Major Print and Radio Media Outlets

Daily Newspapers	Circulation
Irish Independent	163,732
Irish Times	116,102
Irish Sun	107,058
Irish Star	105,353
Belfast Telegraph	87,782
Evening Herald	85,756
Irish Daily Mirror	71,950
Irish Daily Mail	58,993
Irish Examiner	56,441
Irish News	48,518

Sunday Papers	Circulation
Sunday Independent	287,750
Sunday World	278,395
Sunday Tribune	69,305
Sunday Business Post	53,860

Top Five Regional Papers	Circulation
The Kerryman	26,833
Connacht Tribune	25,621
Limerick Leader	22,577
Western People	20,896
Clare Champion	20,011

All newspaper circulation figures courtesy of ABC.

National Radio Stations	Market Share
Any Regional/Local	56%
Radio One	24%
2FM	18%
Today FM	16%
Lyric FM	3%

Regional stations with highest share

Highland Radio	64%
Mid West Radio	59%

Radio Kerry	57%
Shannonside/Northern Sound	49%
WLR FM	49%

Dublin	Market Share
Radio One	28%
FM 104	22%
98FM	17%
2FM	14%
Spin 103	12%
Today FM	10%
Q102	10%
Newstalk 106	9%
Lyric FM	5%
Country	3%

All figures from JNLR. Percentage indicates the percentage of people who 'listened yesterday' and since many people listen to more than one station in a day, the totals will always exceed 100%.

Comment Line Contacts

RTE 1

Today with Pat Kenny	10am Monday to Friday
Email	todaypk@rte.ie
Text	51551
Phone	1850 715 900
Liveline	1.45pm Monday to Friday
Email	joe@rte.ie or liveline@rte.ie
Text	51551
Phone	1850 715 815 or 208 3264 or 208 2980
Drivetime	5pm Monday to Friday
Email	drivetime@rte.ie
Phone	1850 715 105
Tonight with Vincent Browne	10pm Monday to Thursday
Email	tonightvb@rte.ie
Text	087 627 2222
Phone	1850 715 150
Saturday View	1.05pm on Saturdays
Email	saturdayview@rte.ie
Phone	1850 715 105

Today FM

The Last Word with Matt Cooper	4.30pm Monday to Friday
Email	lastword@todayfm.com
Text	087 4100102

Newstalk

Life with Orla Barry	9am Monday to Friday
Email	life@newstalk.ie
Phone	644 511 or 1890 453 106 ¹
Lunchtime with Eamon Keane	12.30pm Monday to Friday
Phone	1890 453 106
The Right Hook	4.30pm Monday to Friday
Email	therighthook@newstalk.ie
Phone	6445103 or 1890 453 106

¹ This number applies to all Newstalk shows. It will get you through to whatever programme is on at the time.