



**Belong To** LGBTQ+  
Youth Ireland

# Belong To

# Education

# Resource

Stand Up Awareness Week Media Guide

# Roll It Out

(See Step 5 of your Stand Up Awareness Week Guide)

The majority of your time will be spent in the planning stage, but don't forget to take lots of photos as you roll out Stand Up Awareness Week. Record everything! You can send it to us at [www.belongto.org/sendit](http://www.belongto.org/sendit), but also send it to your local media. They are always looking for great content – and this is it! The Media Guide below will give you all you need.



## Media Guide

Spend some time on publicity and PR and let your wider community and county know about the amazing work you are doing to celebrate LGBTQ+ youth through Stand Up Awareness Week.

### A. Media Activities

#### **In 2 minutes**

Re-tweet or share Belong To's social media posts about Stand Up Awareness Week and comment letting your followers know that your school, Youthreach, or youth service is participating in the campaign this November.

#### **In five minutes**

Write your own social media post and let your followers know you are participating in Stand Up Awareness Week. Let people know what kind of activities you are participating in, share photos, videos, or artwork alongside your post. Don't forget to tag Belong To:

- Twitter: @BeLonG\_To
- Facebook: @belongtoyouthservices
- Instagram: @belongtoyouthservices

#### **In 30 minutes**

Send a press release to your local newspaper and radio stations using our handy template as a basis. Let them know if there is a spokesperson available for interview or if you can welcome a press photographer at your school, Youthreach, or youth service.

#### **In 60 minutes**

A picture tells a thousand words! Coordinate a photocall using our guide below and coordinate an image to share with your local newspaper. You can invite their photographer to take the photo or take a high-res image on a camera preferably and send it your local newspapers along with the Press Release.

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## B. Photocall Guide

A Photocall is a time arranged for photographers, often press photographers, to take pictures of an event, activity or group of people for publicity purposes.

Here are some ideas:

- ▶ A group of young people all wearing t-shirts that make up the colour of the Rainbow flag (red, orange, yellow, green, blue, and violet) with the principal/educator/youth worker holding the Stand Up Awareness Week Guide.
- ▶ A group of students holding a rainbow flag with the principal/educator/youth worker holding a home-made poster with the words: 'Stand Up Awareness Week'.
- ▶ Create a chalk rainbow at the entrance to the building with a number of young people and the principal/teacher/youth worker.
- ▶ See an example below:



## C. Tips for Media Interviews

- The correct title is Stand Up Awareness Week run by Belong To.
  - Always be prepared with the top three key messages (see press release for reference) you want to deliver being top of mind.
  - There is no such thing as 'off the record' - don't say anything off the record to a journalist or anything that you don't want to see in print.
  - Avoid being late for the interview as the journalist might be on a deadline and you could lose the opportunity for positive publicity.
  - Stay mindful of the fact that you don't have to answer anything outside the agreed areas of questioning - it's ok to say "I'm not in a position to discuss that today... Today I want to focus on xxx".
  - Reporters love good sound bites. Solid, memorable quotes for their article or newscast make a good story, a better story. Know in advance the key message, statistics, or quote you'll want to make, as it will add credibility, interest, and emotion to the interview.
  - Avoid jargon - terms that are widely used in your work world are likely not terms that the average person might be aware of. Speak to that audience so that your information is accessible and understandable.
  - Be concise - when the interviewer asks a question, keep your answer brief. It makes for a more effective interview and helps the dialogue between you be more conversational in nature.
  - A follow-up after an interview with a reporter isn't critical but a quick, thoughtful "thank you" can go a long way. Offer to be available for future features on the topic. This gesture will help your school, youth service, or Youthreach stand out for the amazing work you are doing.
  - If you can't answer a question because you don't have the information readily available - its ok to say, "I will come back to you on this as I don't have that specific info to hand." Be sure to follow up with the info you promised to share.
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## D. Press Release Template

### FOR IMMEDIATE RELEASE

[Insert date]

# Stand Up Awareness Week: (Insert School/Youthreach/Youth Service Name) Celebrates the LGBTQ+ Community

(Students/Young people) at (school/Youthreach/youth service name) are recognising and celebrating the LGBTQ+ community in (insert town/city name) by participating in a national campaign to end LGBTQ+ bullying.

For 13 years now, the Belong To campaign, Stand Up Awareness Week, has been a time for schools, Youthreach Centres, and youth services to take a stand against the anti-LGBTQ+ bullying, harassment, and name-calling that silences many LGBTQ+ young people.

Last year, 75% of post-primary schools took part in the week-long campaign. As part of Stand Up Awareness Week, running from November 14th-18th, (school/Youthreach/youth service name) has been carrying out activities and events to create an LGBTQ+ friendly environment that protects young people against homophobia, biphobia, and transphobia.

Research from the 2019 School Climate Survey revealed that an alarming 73% of LGBTQ+ second-level students feel unsafe at school. Some 77% of LGBTQ+ students experience verbal harassment (name-calling or being threatened), 38% experience physical harassment (being shoved or pushed), and 11% experience physical assault (punched, kicked or injured with a weapon) based on their sexual orientation, gender or gender expression. By participating in Stand Up Awareness Week, schools and youth services are taking an essential first step in creating an environment where LGBTQ+ young people feel safe to be who they are.

Speaking about their involvement in Stand Up Awareness Week, (name) (pronouns), (school) Principal says: (“Insert quote”).

Moninne Griffith (she/her), CEO, Belong To, says: “We are so proud of (school/Youthreach/youth service name) for joining hundreds of schools and services around Ireland participating in Stand Up Awareness Week. Through this important campaign, they are showing solidarity with LGBTQ+ young people to ensure they feel seen, heard, and safe, and to ensure everyone knows that biphobic, homophobic, and transphobic language and bullying will not be tolerated.”

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## **ENDS**

For further information, images, or interviews contact: [Insert name, title, email and \[phone number\] of Stand Up Awareness Week coordinator / key staff contact person.](#)

### **About Stand Up Awareness Week**

Stand Up Awareness Week 2022 (November 14th-18th) is a time for second-level schools, youth services, and Youthreach Centres in Ireland to take a stand against homophobic, biphobic, and transphobic bullying. Belong To has distributed Stand Up Awareness Week Resource Packs and Posters to all second-level schools and Youthreach Centres in Ireland. For more information, visit [www.belongto.org/standup](http://www.belongto.org/standup)

### **About Belong To**

Belong To is a national organisation supporting lesbian, gay, bisexual, transgender, and queer (LGBTQ+) young people in Ireland. Since 2003, Belong To has worked with LGBTQ+ young people to create a world where they are equal, safe, and valued in the diversity of their identities and experiences. The organisation also advocates and campaigns on behalf of young LGBTQ+ young people, and offers a specialised LGBTQ+ youth service with a focus on mental and sexual health, alongside drug and alcohol outreach.

