

6 Tips to Get Local Media Supporting LGBTI Human Rights in the European Elections

[Blog](#), [Civil Rights and Freedom](#), [European Union](#)

In our joint effort to get candidates for European Elections to pledge their support for LGBTI rights, teaming up with the media is key. That way we can reach more candidates and inform more people about our cause. In this blog, we share some tips to help get your local media engaged in the Come Out 4 Europe campaign.

In a media landscape where so many are looking for attention, and minorities often go unseen, it can be an uphill battle to be heard by politicians amidst a sea of competing issues deemed more pressing. That's precisely why we must be strategic when using our voices to stop the far right overtaking the upcoming EU elections. Collaboration with local media can gain access to candidate's attention long enough to get them thinking about how they want to show their clear support LGBTI human rights as part of their commitment to freedom and democracy in their campaigns to get elected this coming June. Here are our top tips to get your local media talking!

1. Find the right media

You might not be able to access mainstream media, but there are alternative outlets that are both credible and receptive to covering LGBTI issues. Look for media outlets that have a track record of covering LGBTI issues progressively and inclusively. The key is to find balance – there is probably a media in your country that is dedicated to covering stories about social justice and equality and is seen as credible and relevant in the mainstream.

2. Pitch stories

Reach out to local newspapers, radio stations, online news platforms, and television channels with a story related to LGBTI issues in your country or locality. Offer to provide them with interesting angles, personal stories, or expert opinions. Include a clear demand or question that challenges a politician, or a group of politicians. If the story gets picked up, it will generate pressure on the politicians mentioned, giving you a higher chance to get a response. If you can't find the right contact for a journalist, search for them on Twitter, Facebook and Instagram, and message them there.

3. Write letters to editors

Keep an eye on your local media's opinion section and write letters to the editor on LGBTI human rights topics. Keep your letters short, clear, and to the point, and call on politicians to protect and support LGBTI human rights in the forthcoming European elections.

4. Share your story

If you feel comfortable, share your own experiences as an LGBTI person with local media outlets. Personal stories

can be powerful tools for raising awareness and generating empathy. This doesn't have to be a big production – a simple email or phone call to a reporter can start the conversation.

5. Connect LGBTI rights to the European elections

Use the attention surrounding the elections to insert LGBTI rights into the conversation about broader political issues. Research the platforms and priorities of political candidates and parties, and identify opportunities to link LGBTI rights to topics such as healthcare, education, and social justice. When you have some relevant content, pitch it to journalists. There will be a lot of press conferences and media events already focused on this topic. If you can, go to these events, ask questions in the name of LGBTI voters. Highlight the importance of LGBTI inclusion in political agendas and urge candidates to address these issues. LGBTI rights are integral to broader societal concerns, and by emphasizing that we can improve our chances of being heard and our rights not being overlooked during this critical time.

5. Use the Come Out 4 Europe campaign

The [Come Out 4 Europe](#) campaign is a platform through which the candidates in every country in the EU can communicate how will they work for LGBTI rights if elected. The campaign and the pledge are ready-to-use platforms for starting conversations, encouraging candidates to share their views, and showing each EU country's commitment to LGBTI rights. When creating content for media, you can use the campaign to show how your country is doing in comparison to others, for a larger perspective.

In our quest to secure support for LGBTI rights in the European Elections, the power of media collaboration emerges as a crucial ally. The tactics we share here will not only raise awareness but also exert pressure on politicians to address our concerns. On this journey towards equality and justice, we can ensure that our voices resonate loudly and our rights remain firmly on the agenda.

And lastly, don't forget to vote!

Reach out to us at comeout@ilga-europe.org if you need support or if you require communications materials