

Media Engagement Guide

A guide to engaging the media in your event for Scottish Interfaith Week 2026



Engaging with the Media

Scottish Interfaith Week is an important opportunity to unite Scotland's diverse communities and show the positive changes we can make together.

We live in challenging times and often the media will try to divide us, whether because of our religions, cultural backgrounds, ethnicities or other differences.

It doesn't have to be like this. You can be part of changing the narrative.

If you are hosting an event for Scottish Interfaith Week, get your local media involved.



Finding media contacts

You can find local newspapers, radio and tv stations near you by searching online.

- www.localnewsmap.co.uk - use this interactive map to find newspapers in your area
- getdigitalradio.com/post-code-checker - use your postcode to find radio stations available where you live

Most media outlets will have a contact form on their website or a general email address you can contact.

If you work at a charity, or are co-hosting an event with a charity, let Third Force News know about your event: tfn@scvo.scot

Informing the media

There are two key ways you can inform the media about your event.

You can send a *media invite* which acts as a 'save the date' - an invitation for members of the media to attend your event and cover the story. The invite includes details about place, date, time and what to expect.

You can send a *media release*, also known as a press release, which is an announcement to the media about your event. It is formatted as a finished news story and can be sent before your event or immediately after. If you are sending it after, make sure to change the text to past tense.

You can copy your invite or release into the body of an email before sending it to your media contacts.

The media will look for a hook in your invitation or release, something timely and relevant.

You may think the media only focus on negative news, but local media **love** a good news story. Tell them why the event matters and who it will bring together.

Media invite: ask them to attend

Good morning

You are invited to our event for Scottish Interfaith Week. This event will make a good news story about the local community in [your area], including members of local faith communities, coming together to celebrate our diversity and what we share in common.

We would love for you to attend and cover the story. You are welcome to take photographs and record video and audio.

When: [date and time]

Where: [venue address]

What: [key details about event, who is hosting it and why it will make a good story]

You can contact me at [email address] or [phone number] for further details. I am happy to provide a quote ahead of the event.

Best wishes

[Your name]

[Your community/group/organisation]

Media release: inform them about event

Scottish Interfaith Week brings together communities in [your area]

Scottish Interfaith Week is an annual festival celebrating the nation's religious and cultural diversity.

Everyone is invited to the festival, taking place 8th-15th November 2026 in towns across Scotland. The programme is bursting with colourful events hosted by local faith communities, interfaith groups, charities, universities and schools.

This year's theme of wellbeing is an opportunity for communities to show how Scotland's diversity is a source of resilience in challenging times. Events will explore wellbeing in its many forms: spiritual, physical, mental and social.

[Your group/organisation] is hosting [your event title] in [your area] and everyone is welcome.

Scottish Interfaith Week is important for social cohesion, building bridges between diverse groups and encouraging active involvement in community life. Events often involve volunteering, such as litter picks, tree planting and cooking shared meals.

[Your event title] will take place at [venue] on [date] at [time]. [Your group] is planning [short description about the activities you have planned, such as food, music, dancing, sports etc.].

[Include a short quote from someone who is organising the event. Include their full name, relevant role title and what they are looking forward to.]

[You could also talk about your group/organisation, what it does and how others can get involved.]

Interim Director of Interfaith Scotland, Frances Hume, said, "We are living in a time of social and political upheaval, where division and isolation threaten our wellbeing both as individuals and as communities. As people of all faiths and none, we can offer a voice that counters the rhetoric that divides us.

"One way we can support and strengthen our communities is to celebrate our cultural and religious diversity. This year for Scottish Interfaith Week with our theme of 'Wellbeing' we invite people to explore what it looks like to sustain, nurture and uplift one another in challenging times."

To find out more about Scottish Interfaith Week and to see the full programme of events, visit www.scottishinterfaithweek.org