

## FIRST DECIDE ON THE BASICS

### What is your objective?

Be clear about why you are spending time trying to get in the press.

### Who is your target audience?

Who are you trying to reach with your message will influence what media you target.

### What is your key message?

What is the main message you want to get through the media? Try boiling it down to one pithy soundbite or sentence.

Write your key message here:



## MAKE YOUR STORY NEWS

News is only news if it's new! To make your story new(s) you need to find a 'hook':

• Creative Stunt

• New Statistics or research

• Key Date or anniversary

• Support from celebrity or politician

• New trend

• Local angle to a national story

## WRITE A PRESS RELEASE

Send a press release to journalists to tell them about your story and convince them to cover it.

A Press Release should look something like this:

PRESS RELEASE FROM: \_\_\_\_\_  
CONTACT: \_\_\_\_\_

### ATTENTION GRABBING HEADLINE!

- Paragraph detailing: What? Where? When? Who? Why?
- A paragraph detailing background information.
- "A quote from a representative of your group."
- ENDS
- Notes to editor: Key details about your group, your story, and any references.

Email your press release to individual journalists, news agencies like the Press Association, and the 'newsdesks' and 'forward planning desks' of individual papers and broadcasters. Find contact details online or by calling the outlet's main switchboard.

**When to send it:** In general, approx. one week before an event and then again two days before.

(Check how far in advance the media outlet you want your story covered in plans ahead as these timings vary.)

## PITCHING

After you've emailed out your press release it's crucial to phone the media outlets you want it covered in and 'pitch' the story to them.

### TIPS FOR PITCHING

- Practice before you call
- Make your pitch short and succinct
  - Act confident
  - Keep a log of your calls
- Phone while there's still time for the journalists to run the story!



## GIVING INTERVIEWS

### BEFORE THE INTERVIEW

Ask the journalist questions such as:

- How long will the interview last?
- Will it be live or pre-recorded?
  - Where will it take place?

- What sort of questions will they ask?
  - Is anyone else taking part?
  - Who will be conducting the interview?

Write down the **3 key messages** you want to get across in the interview:

- 1.
- 2.
- 3.

### PREDICT:

What questions they might ask and prepare your responses.

### PRACTICE:

Get comfortable saying your key messages and responses out loud.

## INTERVIEW TIPS

- Don't assume knowledge - use language that is clear and concise.
- Use soundbites, statistics or case studies.
- Appear relaxed and confident.
- Focus on getting across your key messages at the earliest opportunity.
- Don't say anything you wouldn't want to see in print - nothing is off the record.
  - Try to enjoy it!

### REMEMBER THE ABC

If you get asked a question you don't want to answer, use the ABC:

**A**

Acknowledge the question

**B**

Bridge to what you want to talk about

**C**

Communicate your key messages