

Getting media coverage

Sharing your story with local media helps to raise awareness for your fundraising and the charity. Journalists are keen to know what is going on in their area, and if they cover your story it could help you get the word out! But where do you start? Here are our top tips:

- 1** Look at the local media - newspapers, magazines, websites, radio. What makes a news item interesting?
- 2** Target newspapers, community magazines, local radio. Contact details for news desks and editors can usually be found online.
- 3** A press release (see next page) is an easy way to tell a journalist your story and allows you to provide all relevant information.
- 4** Include at least one eye-catching photo with your press release. Caption the photo and ensure you have consent to use it.



Things to remember...

A picture can be worth a thousand words. But, you need to ensure you have permission to use any images that are not yours. You also need the consent of people in the photo for it to be used in this way. If there are any children in the photo, you will need to seek consent from their parent or guardian.

Local newspapers usually only publish weekly (community magazines monthly) so make sure you contact them in plenty of time.

Writing your press release

Press releases are written to encourage editors/journalists/broadcasters to feature the story in their publications and programmes. There is never any guarantee that local media will use your story, but here are our top tips for writing a press release:

- 1** Have a clear headline telling people what the story is about. The media may change it but it needs to grab their attention.
- 2** Write in the third person, i.e. 'Local family / 123 Ltd take on a fundraising challenge' not 'We are...'
- 3** Try to keep your press release to one page if possible and cover the Who, What, Where, When, Why and How.
- 4** Summarise the story in the opening paragraph. Focus on the key message of your activity/event and why you're doing it.
- 5** Include a quote about why you are fundraising and what St Barnabas means to you. Do you have a fundraising target?
- 6** Proof read your press release and check that there aren't any spelling mistakes or grammatical errors.

A few extra tips...

If you have a fundraising page, remember to include it. You could use wording like: 'If you would like to donate or keep up-to-date with the Smith family's / 123 Ltd's fundraising journey, please visit...'

Include one or two eye-catching photographs, making sure you have the necessary consent/permissions.

Provide your contact details in case the journalist needs any more information from you.