



Top Tips for Press Releases to Regional & Local Newspapers:

Make sure you have a good story to tell: Local papers are only interested in news that affects their immediate area – they won't be interested in neighbouring towns or counties

Keep it short and to the point: The information you provide must clearly indicate the local nature, so include the village of the Member or local venue the event is taking part at. **(DO NOT state the street or house name for Members)**

Get the timing right: You need to give journalists enough time to react, if you want them to attend your event try to give at least a few days notice. Where the paper is weekly it will tend to go to print on a Monday for publication on a Thursday. If you have an event at the weekend, put it into the paper on the following Tuesday or Wednesday for publication on the following Thursday. Unless you have rung them before the event and they are expecting the information, it is unlikely you will get it in on the Monday.

Include a quote: Journalists want to hear from 'real' people, and if they can't come to your event this is a good way to help them use your material. Try to find a human interest angle, and base the quote around this; for example talk about who the event/funding will benefit and then get them to comment on why it will benefit them.

Attach a photo: This will dramatically increase your chance of coverage. Images need to be high resolution (*jpg's at 300dpi are recommended). Ensure you have the permission of those in the image and the person who has taken it for it to be used in publication.

Make reference to awarding bodies or other partners: Make sure you have included any reference to bodies such as Sport England in accordance with their publicity guidelines for funding.

Be available for interviews: If the story is picked up, the paper might wish to speak to the either you or someone involved in the project.

Include your contact details - Make sure relevant people are available and happy to be contacted – and check with the parents / guardians that they are happy for their child to be contacted

Follow up with a phone call - Newsrooms are very busy so try to fax or email your information and follow it up with a phone call

**Further information on images can be found in our Corporate Guide, available to download from the Press & Marketing pages of www.pcuk.org*

Top Tips for regional TV and Radio:

- 1) You will have seen the type of events that the regional TV covers. Be aware that if you get them out for a 'non-event' they won't come again.
- 2) These are much more 'immediate' forms of media than newspapers; they require less warning to attend events and are best contacted by phone.
- 3) Don't take "No" for an answer but make sure you prepare your "sales pitch" before ringing them.
- 4) A personal contact for this type of media is always useful, so its worth asking around the Branch / Centre parents etc to see if anyone has any existing contacts

With all of the above remember that the more you "spoon-feed" them the more coverage they will give you because they will be grateful not to have to do any work themselves!

If you need any more advice, feel free to email Clare Walkeden: media@pcuk.org