

Tips for contacting the media

Print and Radio

- **Do your research** – check out your local newspaper, magazines, and radio stations to see what kind of stories they normally run. This will help you shape your content to match their needs, increasing the chances of your story being covered. If in doubt who to send your story to, call the news outlet and ask.
- **Deadlines** – as part of your research, find out when the newspaper goes to print. Local newspapers often like to receive copy a week in advance. Avoid calling news desks close to deadline or local radio stations around the time of the hourly bulletin.
- **News hook** – Is it the 10th anniversary of your organisation? Have you just taken on your 100th volunteer? Has a volunteer committed an exceptional number of hours volunteering for your organisation? What's special or unusual about your Volunteers' Week event? Think of what makes your story stand out and lead on that.
- **Keep it short and sweet** – make sure your news release is no longer than two pages of A4 and includes all the key information a reporter needs to write about your event. Think who, where, what, why and when – otherwise known as the 5Ws.
- **Power of pictures** – Good images grab the reader's attention and help tell the story. Make sure your images are at least 2MB but avoid sending large files that will clog up a reporter's inbox. If you have a particularly newsworthy event or have a VIP coming along, you might want to arrange a photo call.