



# WORKING WITH THE MEDIA

## Local media thrive on local stories and news, so why not work with your local media to get coverage for your event?

Your school may have a process in place for working with the media, but the following provides some top tips for writing press releases. Also consider some local advocacy work – make sure Head Teachers, Directors of Specialism and other key staff are made aware of the success.

### How to get the most from your Press Release?

- As a rule of thumb, a press release should be no longer than two A4 sides of paper.
- It should be a call to action with a snappy headline and where possible, fun – journalists have to sift through hundreds of stories before they get to yours!
- Remember, write like a journalist - the less work they have to do the more likely it is they will use your story.
- When you're writing the introduction, follow the 5 "W" rule: What, Why, Who, Where, When.
- Always keep the first line of a release nice and simple - it should just have the 'news' hook to get the journalist interested. The more detailed information can come further down.
- Ensure your contact details are clearly labelled and that if you send out a release, you are easily contactable if a journalist calls.
- Never email photo's to the news desk – you'll just clog up their system. Only send pictures on request.
- If you are going to attached a picture make sure it's a good quality resolution and conveys a positive message of your event or story. Be careful of sending lots of photographs which can clog up their inbox.
- Try to put words before figures e.g. a massive 95% of juniors thought the competition was excellent or good ... 4 out of 5 participants were experiencing their first tennis competition.
- Finally, where possible, always send the release with a personal note. The journalist is more likely to feel like the story is an exclusive.
- If you are targeting a picture desk, pull together a photocall notice. Follow the same rules as a press release, but a photocall notice should be even shorter – one page maximum. Set out clearly the date, venue, time, purpose of the photo opportunity and your contact details.