

Working with the Media (4e.3)

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.

More Support

More support and guidance on working with the media is available online at:
www.lta.org.uk/clubs - click on 'Tennis Resources' and then the relevant category heading.