

# Media Factfile

## PRESS RELEASES

The main way to communicate with the media is via a press release. Press releases should be concise, objective, timely and well presented. Below are some guidelines which should improve the chances of your event attracting media attention:

It is always worth finding out the name of the editor of the paper in question so releases can be addressed to them personally.

Clearly mark **PRESS RELEASE** as a heading and try to add an enticing headline.

Remember to include the date followed (if applicable) by the time you want the release to go out.

All essential information should be contained within the first paragraph:

- **WHAT** is happening
- **WHO** is doing it
- **WHERE** is it happening
- **WHEN** is it happening
- **WHY** is it happening

The next couple of paragraphs introduces the details of the event. Try to keep paragraphs down to two or three sentences and avoid unnecessary details.

Don't forget to put a contact name and telephone number at the end of the press release! It is sometimes worthwhile to follow up with a phone call to ensure the release has been received and is being considered.

**A sample press release is included in this pack**

If your local **radio** station has a community events slot, the same press release could be sent to the producer of that programme (preferably about three weeks prior to the event). It may also be worthwhile to send it to local hospital radio stations.



Make your face and your fundraising cause known!

Coverage in the local media enhances your chance of successful events as well as raising the profile of the PiA.

Daily or weekly papers usually require about ten days' notice to publicise an event.

Be aware that the media often wish to receive press releases via email.

On occasion the newspaper may want to use the event for an article or feature.

Do not hesitate to contact our office for any support, further information or for answers to any detailed questions they may have.

