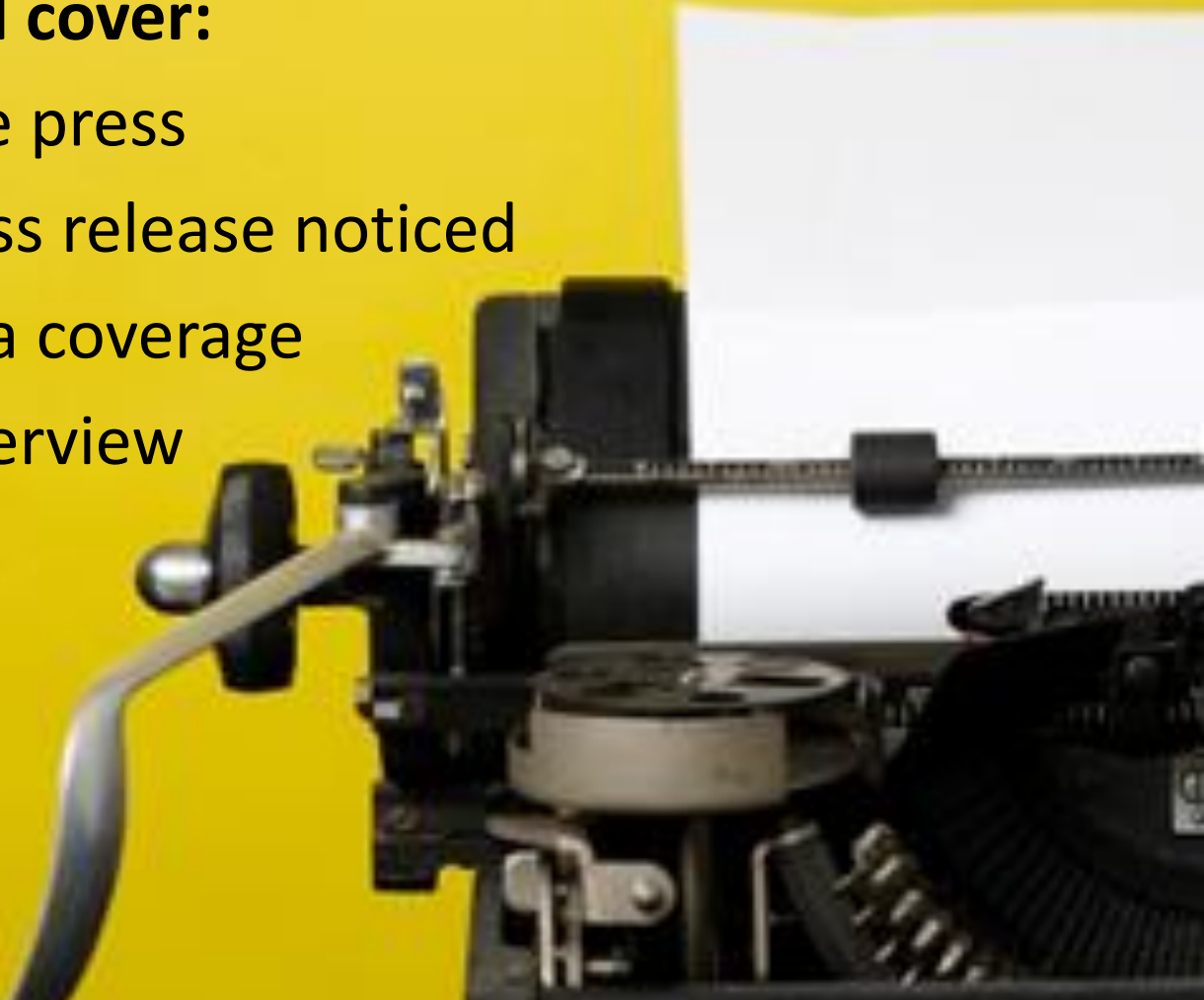




# Gaining press coverage for your campaign

## **This workshop will cover:**

- Working with the press
- Getting your press release noticed
- Leveraging media coverage
- Preparing for interview





# Working with the press

- **Do your research – know what they want**
  - Audience
  - Past stories
  - National/local focus
- **Have a dedicated media officer**
  - Plan a media strategy
  - Write press releases/ prepare a template press release
  - Maintain contacts
  - Brief spokespeople
- **Build a contact database**
  - Individuals' names and contact details
  - Establish relationship with journalists, build trust and reliability
- **Be aware of press deadlines**



# Get your press release noticed

- **Figure out what makes your campaign newsworthy**
  - The hook (e.g. something new, celebrity endorser, urgency)
  - Relevance
- **Determine how to tell your story through pictures and sound**
  - Photos, video, graphics, etc
  - Opportunity for journalists to take own photos or videos
  - Include visual elements in pitch and press release
- **Collect proof to verify your story**
  - Reliable data
  - Case studies of people willing to be interviewed



# Get your press release noticed continued

## **Pitch your story**

- Identify reporters who might be interested
  - Find out who has covered your campaign or similar stories
  - Use social media to track down contact details
- Write and send your press release
  - Keep it short
  - Include contact details
  - Send it before and after an action/event if necessary

## **Follow up**

- Follow press release with a phone call
- Track media mentions of your campaign
  - Google alerts for key words
  - Keep record of press coverage

# Leveraging media coverage



- Thank and update the reporter
- Share news with supporters
- Use local coverage to get national coverage
- Forward media coverage to your target

# Preparing for interview

- Prepare 3 key points & 3 key stats to illustrate your points
- Prepare for possible questions
- Have reliable information
- Promote your organisation by mentioning website/Facebook page/etc
- **Acknowledge Bridge Communicate**
- Practice!





# Group activity – Interview Practice

Practicing the ABC technique

**A**nswer - **B**ridge - **C**ommunicate



# QUESTIONS??

