

# Making headlines: leveraging local press



## Why leveraging local press matters

Getting your event covered by local media helps you:

- Reach new audiences
- Attract more people to your events
- Tell people about your organisation

## Planning tips

### Create a media list

- Send your press release to the right journalists and media outlets.
- Expand beyond your local paper. Search for online news sites, community newsletters, and council event pages.
- Contact local radio stations and community websites like InYourArea or Meetup.
- Find journalists who cover local events.

### Which type of press release do you need?

1. Promote an upcoming event.
2. Invite the media to attend.
3. Share news after the event.

Most press releases will be about promoting an event (Type 1) or inviting the media (Type 2). However, you can also send a follow-up press release (Type 3) to highlight the impact of your event.

## What should be in your press release?

### Headline

Your headline is the most important part of your press release. Make it short, descriptive, and attention-grabbing.

### The five Ws

Include these in the first paragraph of your press release:

- WHO** is hosting the event, and who is it for?
- WHAT** is happening at the event?
- WHEN** will it happen?
- WHERE** will it take place?
- WHY** is the event important?

### Extra bits

- Add more event details in the rest of the release.
- Add a quote from the organiser and, if possible, someone who attended a similar event and benefited from it.
- Use a relevant cycling statistic to show why The Big Bike Revival is important.
- Add your contact details at the end so journalists can reach you for more information.

## Inviting the media to your event

Keep your invite brief. Unlike a press release, it should be short and to the point. Make sure to include the five Ws.

### Why should the media attend?

- How will the event benefit the community?
- Will public figures be available for interviews?
- Can they interview event attendees?
- Will there be opportunities for photos or videos?

## Top tips

- Keep the language simple – avoid jargon and unnecessary adjectives. Stick to the facts.
- Include an image – stories with photos are more likely to be published.
- Keep your press release to one page.
- Have someone proofread your press release before sending it.

