

How to use local media



Why local media matters

- Local media reaches new audiences, it can help promote your event and promote your organisation.



Planning tips

1

Create a media list

- Pitch your press release to the right journalists and media outlets.
- Don't target one local paper, search online and find others.
- Consider newsletters; internal ones from your organisation or others from the local community or councils.
- Consider contacting local radio stations and local community websites.
- Search for journalists specifically responsible for covering local events.

Decide what type of press release you are sending?

1. Information about an upcoming event.
2. An invite to the press to attend an event.
3. Information about an event after it has taken place.
4. Information celebrating your great achievements at encouraging more people to cycle.



What should be in your press release?

2

Headline

The most important element to grab the attention of the reader. Make your headline descriptive, short and something that will make people stop and read on.

The five Ws

Include at the top, ideally in the first paragraph information that answers the five W's:

WHO: are you, who is your audience.

WHAT: is your message.

WHEN: is it time related.

WHERE: is there a place or location.

WHY: is it happening or did it happen, why should readers care.

Extra bits

- Include a quote from your organisation or someone you've encouraged to get into cycling. Quotes make a news article more real and personal.
- Include a statistic about cycling – this can add weight to the reasons why cycling interventions are necessary.
- Include your contact details so that journalists can get in touch and find out more.



Inviting the media to attend your event

3

Keep it short, include information that answer the five W's and tell the journalist why they should attend:

- How is the event beneficial to the local community?
- Will there be any public figures in attendance they will be able to interview?
- Will they be able to interview attendees?
- Will they be allowed to take photos?

