

The life of a journalist is HARD

It can be made harder by:

- People who don't understand deadlines;
- Worthless press/media releases – with crucial information LEFT OUT. This can include contact numbers, date and time of events or irrelevant information;
- Last minute notification of an event;
- Telling us HOW to write a story;
- Asking to see a proof of a story.

So how do you get your story out there?

- Free food;
- Ring and ask to speak to the chief of staff, or editor;
- Or cultivate the contacts you already have. The relationship works both ways...and we always love contacts who remember we are people too.
- If you don't have a contact, send out an email with all required information.
- Then follow it up with a phone call.

BE PERSISTENT!

PR companies often send us a media release that we will delete...and then try again with the same release a week later. It may be picked up the second time because the story is timely, or we simply have more time to think about it and find a newsworthy angle.

What to include in your release:

Name, date and time of your event (WHAT & WHEN);

WHY is it so significant?

Is there fundraising? WHERE is the money going?

HOW will it help?

WHO will be there and who else does it involve?

Remember, each medium is different:

- Newspapers LOVE photos. If you have some social pix, or a high res photo to send with your release, your news item is more likely to go in;
- TV stations are likely to want some VIDEO footage of a past event, or something about an event coming up;
- Radio loves audio, so maybe try recording a few seconds of a sound bite on your phone. They can also use the sound from a video.