

# Top tips for securing press coverage

Journalists are always on the lookout for exciting stories from local people, so don't be afraid to approach them with what you're up to for Children's Hospice South West (CHSW). Here are our top tips for gaining media coverage:

## Preparing and writing your story

- ☺ **Take some time to get your information ready** before you approach a journalist. We have a press release template for you to download so you can simply fill in the gaps, [www.chsw.org.uk/tools](http://www.chsw.org.uk/tools)
- ☺ **Try and supply as much information as possible.** The basics are the five W's: Who, What, When, Where and Why? You may find it helpful to write down the answers to these questions and then it's just a matter of putting them together in short punchy sentences.
- ☺ **The beginning of the release** should have the most important parts. Double-space type is preferable and avoid waffle and lengthy explanation.
- ☺ **Make your story stand out.** If you have any personal connection to Children's Hospice South West or a special reason why you have been inspired to fundraise, make sure that you include this.
- ☺ **Include details such as names and ages** and give your press release local relevance to the publication you're sending it to by including place names. Including the place name in the subject line of your email is a great way to boost the chances of it being read and considered.

## Including photographs

- ☺ **A great photo can make all the difference** to your story gaining prominence. For example, if you are running for Children's Hospice South West, training shots of you in a CHSW vest and action shots are really appealing. You will need to make sure that your photo is of a high resolution - over 1MB at least and include a left to right of the names of any people featured in a picture caption.
- ☺ **If you are submitting pictures**, please ensure that you have approval from the participants and photographer before issuing to the press. Add a picture credit for the photographer too at the end of your photo caption.

## Finishing your story

- ☺ **Signal the end of the release** with the word ENDS in bold. Also, write 'for further information, please contact' and list your contact details.
- ☺ **Send to a named journalist if you can**, if you're not sure who to send it to, look for contact details on the newspaper, radio, or TV station's website. They will usually have a generic news email address such as editorial@ or newsdesk@ so CC this in too to give your article the best chance of being picked up.
- ☺ **Try to find out the print deadline** if sending to a local newspaper and try to avoid sending anything around that time. Many weekly papers will have a Tuesday deadline for a Thursday paper so it is usually best to issue before 12.00noon on a Monday or at the end of the week for example.

