

Get your story out

How to approach the local press in three steps

1. Identify the media outlets and journalists that are likely to write about your story

Before contacting the media you have to make sure that the message is relevant to the area or issues they write about. Here are some questions that you may want to answer to come up with some news angles that will get the interest of journalists:

- Is there a local angle to your story?
- Which journalists have previously written about similar types of stories in the area?

Tip: For a comprehensive list of all the UK's media titles visit <http://media.info/uk>

2. Finding the human interest part of the story

If you read a story in a local newspaper or listen to a news broadcast you'll notice that people are at the centre of every local news story. Journalists love to inspire or motivate their readers with a human interest story that is about people, their concerns or their achievements. Ask yourself the following questions:

- Can other local people get involved?
- Can they sign up, cheer you on your way or help you with your fundraising by coming along to an event you've organised?
- What is it about your story that stands out?

Tip: include a photo of yourself and your contact details to accompany the release.

3. How to write a press release for local journalists

- **Headline** – Think of an attention grabbing headline.
- **Opener** – The golden rule of journalism is to include the 5Ws: who, what, where, why and when. Try to imagine you have 10 seconds to explain your story to a stranger.
- **The meat** – Include the supporting information for the story but remember to keep it clear and concise aim for one or two paragraphs.
- **Quotes** – Include one or two quotes that provides insight into your motivation for cycling and supporting us.
- **Wrap up** – Finish up with a brief summary of the details about your fundraising page and your target.
- **Contact information** – Include your contact details and online fundraising page URL so journalists can get in touch with you.

Tip: Use powerful and exciting verbs to add energy to your story.