

## **Media coverage and press releases**

Media coverage can feel daunting at first, but we're here to support you. Read through the tips below to get started.

### **Press releases**

There are lots of reasons you might want to bring your story to a wider audience. Maybe you have an event that you need to publicise or you're appealing for volunteers. Before you contact your local newspaper, have a clear idea of the reason for your story and how you want people to respond (sometimes called a 'call to action').

First, you need to create a press release. This is a written statement sent to journalists containing information about your work and often a quote from a spokesperson such as your CEO. A reporter will then use this to write a story. You could use it to share news about a public event or celebrate an achievement.

- Using our template press release, simply fill in the details of your funding award, and share it with [poffice@eastofengland.coop](mailto:poffice@eastofengland.coop) for us to sign off.
- Check which newspapers or websites you'd like to share it with. Phone the news desk to see if the story would be of interest, and who the best person would be to send the release to.
- Striking images are a great way to attract more attention to your work. Only share pictures that you have full permission to use and make sure that everyone in them has given written consent before you share them with anyone.
- Always include 'Notes to Editors'. This helps the journalists understand the background of the story and what you do. It usually contains a short description of the organisation (sometimes called the 'boilerplate') and its website link. However, it's not usually published so do make sure that what you've written in the press release can be understood without reading the 'Notes to Editors'.

### **Resources**

Media Trust has a step-by-step guide to getting your story noticed:

[www.mediatrust.org/resource-hub/stronger-voices-guide-get-your-story-media](http://www.mediatrust.org/resource-hub/stronger-voices-guide-get-your-story-media)

If you've sent in a press release, be prepared for the journalist to call and request an interview. Most of the time this is just to get more details about a subject, but it's always helpful to be ready to answer questions.

Media Trust offers guidance for charities on how to approach interviews here:

[www.mediatrust.org/resource-hub/stronger-voices-guide-media-interviews-2](http://www.mediatrust.org/resource-hub/stronger-voices-guide-media-interviews-2)