



Tip on Talking to the Media.

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Get the media talking!

From promoting an event or the project activities in your group, working with local journalists is an essential tool to generate media interest and create a 'buzz' about what you are doing.

Journalists are always searching for inspiring stories from local people and community groups. To help you get started having that conversation with the media, we have created a few helpful pointers.

Be prepared and do your research

Identify the local media outlets in your area. Think about where you turn to for local news. From the local newspaper to community-run news pages and websites, local television news reporters and radio stations, start collating a list of media in your area.

Next, dig deeper. You could familiarise yourself with each publication or journalist. What topics do they usually cover? Pay attention to the types of stories they feature throughout the week and think about how your story aligns with their preferences. Tailor your pitch to match their style and focus areas for the best chance of capturing their interest.





Keep it local

Major news channels tend to focus on global events and current affairs. So, **keep it local and relevant to your community.** You can make this happen by building relationships with your local journalists and connecting with them to spread the word to the wider community, consider inviting them to your event or group meeting to meet the volunteers.

Good relationships can work wonders

Once you have your 'hit list' of preferred media outlets, expand on the list to include key contacts. For example, identify which journalists cover environmental or social impact stories or find out which radio presenters host weekly roundups on community issues.



Questions you need to ask journalists

- ▶ What are their deadlines?
- ▶ Would they like to send a photographer down to the event or project activity?
- ▶ Would they like to speak to someone from the group?
- ▶ What's the best way to keep them informed about your activities?
- ▶ Would they like to come and experience the event or activity and get their hands dirty?



Writing a media release

There are two types of media releases you can send out.

- 1. Pre-event announcements:** Let the media know about upcoming activities they can write about and attend with a photographer.
- 2. Post-event summaries:** Share what happened, highlighting the impact made, provide quotes and what people in the community can do to help.

Journalists receive a high volume of media releases in their inbox, so you need to make sure the subject line is catchy enough for them to open the email. Keep your subject line to 30 words max, for example 'Local Waratah Valley Bushcare Group announces its biggest tree planting event for the year.' Or 'Waratah Valley Bushcare Group is holding its largest tree planting and nature care event.' Ensure that you follow up your email with a quick phone call, and have 1-2 useful pieces of information on hand so that you can help 'sell in' your story to the journalist to capture their interest.

A high-quality photograph truly tells a story and captures attention, making it more likely to engage a journalist's interest. Be sure to include a couple of high-resolution images with your media release.



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