

10 Top Tips

For getting your story into the local paper or on local radio for CdC Syndrome Day 2014

1. Be clear about what you want – Are you hoping a story in the local paper will help attract people to your event? Or do you want a nice write- up after the event? There are lots of different ways of raising awareness – the more targeted your approach is, the more likely you'll be to have an impact.
2. Local stories for local people – Local newsrooms receive tons of press releases every day, many of which are not really relevant. Make sure your heading and the text of the release are targeted to the patch of the newsroom in question – and include lots of local detail.
3. Be up-close and personal – local journalists love good news stories about the achievements of people in their area. Try to include as much human interest detail as you can. If possible, include quotes and photos of case studies and state whether you are happy to be interviewed on the radio.
4. Show them the facts- journalists are always busy so they love it when others do their work for them. Add a list of the kind of facts that might add something to their story in a list at the bottom of your press release.
5. Celebrity – if you intend to invite a local celebrity to your event make sure that is mentioned prominently in your release. Similarly if the press release is about an event that has already taken place make sure you mentioned that your chosen celebrity attended. If the celebrity is supportive of the cause then ask whether they would be prepared to do interviews or provide some quotes.
6. Don't waffle – make sure your press release is as short as possible (while making sure it covers all the relevant

points) and ensure that the most important information is in the first few lines.

7. Research – make sure you are aware of the style of both the paper you are submitting to and, if at all possible, the style of the reporter who is most likely to cover it. You can not only ensure that the type of information they like is included but you can follow up with a phone call saying how much you enjoy their previous articles.
8. Availability – if you include a contact number, and we recommend that you do, make sure you can be contacted outside of normal working hours.
9. Grit and determination – if your first go doesn't attract media attention then try and send out another one straight afterwards, including as much local detail as possible.
10. Don't be scared – if you are asked to do an interview go for it – they are not trying to test you and certainly do not want you to fail. Just enjoy it.