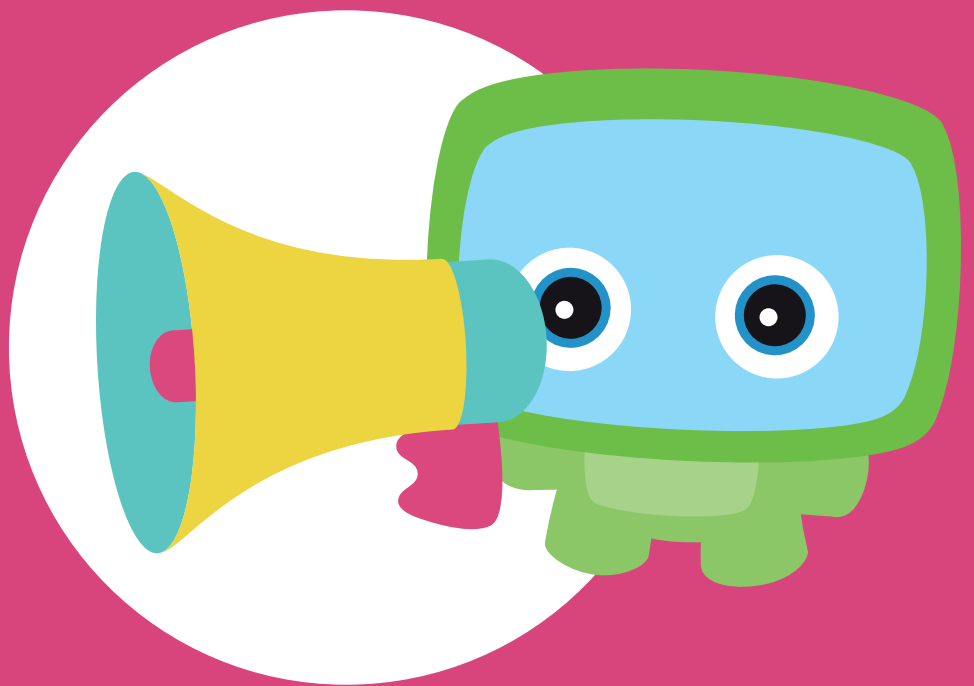
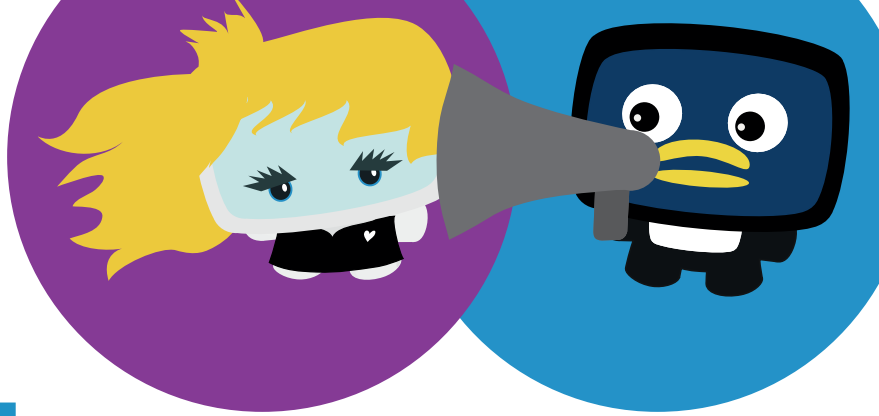


SPREADING THE WORD





Spreading the word

Is your school doing something cool or quirky to 'Band Together' for Anti-Bullying Week? Maybe you're organising a talent show, a sponsored sporting event, or turning everyone in your school blue for the day?

Giving something back and getting involved with Anti-Bullying Week enables pupils to learn new skills, forge positive relationships in their community and understand the great difference that they can make – either as individuals or as part of a group. So whatever you're up to, it could be a great opportunity to speak to your local paper or TV/radio station and spread a positive message in your community about the fantastic anti-bullying work your school is involved in.

Here are some top tips for getting the best possible coverage of your Anti-Bullying Week activities.

THINKING LIKE A JOURNALIST

Journalists are very busy people who are often working to tight deadlines. They are sent hundreds of stories, so you need to make sure yours ticks all the right boxes and stands out from the crowd.

In an ideal world, journalists would be exclusively focused on getting worthy causes into the papers. But that's not their only concern. As well as promoting your school, your story must also satisfy the journalist's need for news! Here are our top tips to make this happen:

- 1. Awareness** - It is often useful to research and reference any similar current stories to emphasise that your news is timely and relevant. Don't forget to mention that it's national Anti-Bullying Week!.
- 2. Planning** - Most journalists writing for daily local newspapers, for instance, will have to submit their stories to the editor by around 4-5pm. This is when they'll be under the most time pressure - so avoid calling them at this time! On the other hand, the producer at a local drive-time radio show might not start their day until mid-morning, so there's no point in calling them at 9am.
- 3. Communication** - Always be polite, friendly and helpful to journalists - remember that building strong relationships with them is vital.

HOW TO GRAB THE JOURNALIST'S ATTENTION

Your initial approach to journalists needs to stand out.

Here are some top tips:

1. **Write a snappy subject line for your email** - Make sure it is short, relevant and eye-catching.
2. **Make sure you emphasise why the story is important** - You can embolden the part of your story which shows that this is something the journalist should care about.
3. **Be personal** - Use the name of the journalist and if possible, refer to relevant pieces they have written, or show knowledge of their publication.
4. **Keep it short** - It can help to include a bullet point list of the key facts to ensure it is easy to read.
5. **Make sure the email isn't too big** - Don't include large attachments – they are usually forgotten or ignored. Images can work well in pitches, but be careful that this won't mean your email will clog up inboxes.
6. **And last but not least**, don't forget to share your activities with us too so we can help spread the word – via our social media channels [@BeatBullying](#) and [facebook.com/BeatBullying](#).

