



Media Coverage Tip Sheet

Press coverage provides weighty and trustworthy endorsements for your project, as well as allowing you to reach new audiences. Coordinate Social Media with news coverage of your project: Tweet in advance of features in the news, and blog about them after. Record all instances of coverage on your website so that visitors can see at a glance the reception of your project in the media.

When working with journalists:

- Make things **easy** for them
- Put yourself in their shoes, do your **research** and choose journalists to target by reading their publications and learning about their style and potential angle on your project
- Find out **when** they write, when is their deadline? Send your press release in good time
- **Forward plan** –events aren't covered if you send press release after it's happened. Only when you have great photos and quotes will a retrospective press release get coverage.
- Make sure staff are **'on message'** – when talking to journalists, plan your message for the target audience of their publication or programme
- Get the right message out as **early** as possible to avoid journalists filling in gaps with less favourable stories.

Press Releases

Inform journalists in advance of your milestones, events, news, releasing of a report.

- Write in language journalists can copy and paste
- Include facts and figures
- Include quotes from champions, top level staff, members of public
- Include good quality photos
- Send direct to specific contact/journalist
- Send at the right time – in advance of their publication date
- Paste Press Release text into the body of the email (attachments often get ignored)
- Use an exciting, attention grabbing subject line in email
- Follow up the email with a phone call

*See [nef Sample Press Release](#) as circulated in Communications Training Workshop

Press Release advised order of content:

1. **Embargo:** top of document
2. **Headline:** catchy, short and intriguing – don't worry about capturing all content
3. **'Newsy' summary:** different to executive summary, include instead: what is new, what is catchy, what is the most interesting angle on your news, why is it important now?
4. **Quotes:** add useable quotes to main body, even if what they're saying is already in the press release
5. **Notes to editors:** include at end of document, including this is a useful way of putting the press release into the context of a relevant political or cultural event.