

## **"DEALING WITH THE MEDIA" WORKSHOP NOTES**

If you want free publicity, don't leave it until the last minute. Build publicity into your plans.

What do journalists want from you? They want **NEWS & PICTURES**. But what is news?

**NEWS** is about "people", "human interest" stories, "something happening **NOW**" or in the near future, something "different" or "unusual", something "funny", an "announcement" or "conflict" about something.

Once you think you've got some news, know what makes a good **PICTURE**.

Then inform the media by any of the following ways:

1. Writing a press release
2. Writing a letter to the Editor for publication
3. Phoning the Pictures Editor to arrange a photocall opportunity.
4. Phoning a reporter

### **HOW TO WRITE A PRESS RELEASE.**

1. Use the 5W's rule i.e. **Who? What? Where? When? Why?**
2. The 1<sup>st</sup> paragraph or first sentence of a press release should answer the first 4 W's (it doesn't matter in which order).
3. The 5<sup>th</sup> W – Why? should follow in the next paragraph.
4. After the 5 W's, continue the story if necessary, giving any other details.

#### **Writing Style**

Use short, simple sentences. Keep it clear and to the point.

Use quotes. Provide information about your organisation.

Put contact name and daytime & evening contact number at the bottom of the release.

#### **Timing**

Plan well ahead and get your release out in good time. Allow 1-2 weeks notice for newspapers or radio stations. The more notice you give the better.

#### **Layout**

Type "Press Release" at top of paper. Use own letterhead or put name at top.

Think of an eye-catching headline.

Put date in top left hand corner. Use an embargo date if appropriate.

Leave wide margins on both sides and use double space typing.

If there is a second page, type "more" on the bottom of the first page and type "ends" after the last paragraph. After "ends" give a contact name & number for further information.

### **LETTERS TO THE EDITOR.**

Write a "Letter to the Editor" if you wish to do any of the following:

**Thank** members of the public for something, **appeal** to readers to do something, **ask** readers for help with something, or to **correct** a mistake in a previous article.

### **GOLDEN RULES FOR BOTH RADIO & TV INTERVIEWS.**

1. Be prepared.
2. Know your subject matter.
3. Have key facts and figures in front of you.
4. Get your point over as quickly as possible.
5. Be yourself and try to relax.
6. Be sincere & honest.
7. Use language the listener/ viewer will understand.
8. Talk at a slower pace than normal.
9. Always ask the interviewer for a rough idea of the kind of questions you'll be asked.
10. Ask if interview is live or pre-recorded.
11. Avoid "ums" and "ers".
12. Don't get drawn into an argument.