



T3SC Factsheet

Dealing with the press

If you have a major campaign or event coming up, then you shouldn't forget to use the local radio, newspapers and even television if you can. If you are doing something that's a bit different, or has a good story behind it, then you'll get yourself a lot of free publicity. Don't be scared of working with journalists, but always remember their job is to find a story and anything you say may be used! Try to work with the press and think about what they need. See our press contacts fact sheet for details

What makes a good story?

Try and include one or more of the three p's

People— People make the best stories so please think about human interest, characters, achievements, the personal impact of policies and the work you do etc. Also try to personalise facts and include named quotes in your press release.

Pictures—Always try and think about a photo to illustrate your story. Be creative and think of an interesting visual if possible

Pegs—This is something to 'hang' a story on such as a local angle on a national story, a significant milestone such as the 100th volunteer or an anniversary. They can always be created!

Other points to consider

Contact— Who is the best point of contact for journalists? Please ensure they are able to take calls and answer questions. Everyone in your group should understand who is responsible for dealing with the press so that your message is clear.

Facts—Please, please double check any facts before passing them on, especially details of forthcoming events

Timing and format—When do you need the information to appear in the paper? They have strict deadlines. Also, notice is needed to produce a press release. Also ask what format they prefer information in. Many publications prefer press releases by email contact now.

Target—Check with the TV and radio listings, so you are targeting the most appropriate programmes for your message.

Interviews

Doing radio or television interviews can be quite daunting, but there are some tips. See our Radio fact sheet for more information.

Press releases

Press releases are a great way to get your story out there to the local or national press. See our Press Release fact sheet for an easy guide to writing press releases.

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