

## **MEDIA COVERAGE TIPS**

- \* Target the right paper in the right area: papers are parochial. Find the right generic email address rather than targetting individuals who may be on holiday**
- \* Give early notice: don't leave it till the last minute if you want some advance coverage**
- \* Learn deadlines - or, more importantly, when the optimum time to submit material is**
- \* Be prepared to take your own photos**
- \* When sending reports/requests for coverage/press releases, cover all the basics: full names, ages, dates, check spellings, contact numbers. Don't assume knowledge or use acronyms without explaining them.**
- \* Remember who, what, where, why, when - and when is normally the least important. Structure reports and releases in a newsy way where possible, with the most important/interesting/dramatic information at the top**
- \* Be quick and timely - don't send reports in weeks after an event - and be responsive to follow-up queries**
- \* Deliver on promises: send stuff when you say you're going to - the paper may be banking on it**
- \* Always look out for human interest stories, and the unusual**
- \* Don't be afraid to ask why something didn't make it - and be prepared to be patient**

Courtesy of The Bath Chronicle