

Approaching the Local Media

Getting a story in your local media will improve the public's knowledge of PSP, and can also be used to publicise your event. Simply follow these steps and contacting the press will be a piece of cake!

1 Draw up a list of the local newspapers, radio and TV stations in your area. Find out the contact details from either the publication itself, from the internet or by telephoning the news-desk direct and asking for the name and email address of the person to whom you should send your information.

2 The most effective way to inform the media about your event is to send them a short press release. They may also ask for additional information, or to arrange an interview so don't forget to provide your details so they can get hold of you.

3 If your event is particularly unusual, sending out a pre-event news release may encourage the press to attend in person and to send a photographer or film crew. Remember to tell them what is happening, where, why, and who is involved.

4 Always accompany your story with some pictures – the more interesting you can make it, the greater the chance it will appear in the local news.

5 Once you have sent your news release, try to follow it up with a phone call a couple of days later to ask if they need any further details.

6 If you are asked to give an interview then try to include as many of the key messages about PSP as is appropriate within the context of the interview. If you feel you are unable to give an interview yourself, then please ask the reporter to speak to Jane Hardy, Chief Executive at The PSP Association on 01327 322410.

7 If you do get coverage in your local media, then let us know! We would love to see any newspaper articles, and if you manage to get on TV or radio then try to record the broadcast and send us a copy!

