

Media Tips

If you are taking part in a fundraising event or activity for Diabetes UK, why not get in touch with your local newspaper or radio station and tell them about it? Here is a short guide to help you.

Writing a press release

A press release is a short written account of an event or piece of news that gives the journalist all the key details they need to cover the story. Having a short, effective press release in the same format and style as a news article can increase your chance of making it into the local newspaper.

Make sure you include the details of your fundraising challenge in the release. The date, time, how much sponsorship you are hoping to raise as well as what you are going to be doing are all vital details.

Contacting your local Media

Your local newspaper and radio station are the ones most likely to cover your event, so approach them about your story. For contact details, look in the newspaper you are trying to contact and they will usually have a telephone number or email address. Call them, and ask to speak to the 'newsdesk' – with newspapers, it is not a good idea to phone the day before the paper comes out though, as the journalist is likely to be on a deadline. With radio stations it is a good idea to call them at half past the hour, as they will be reading out the news on the hour.

Talking to journalists

Journalists work to tight deadlines, so remember to keep it brief when phoning with your story. Highlight the local link early on in your conversation so they understand why it is relevant to them, and check with them that it is a good time to chat before going into more detail. Have the names of everybody involved, the location of the challenge (the more local, the better) and details about what you are doing and what you hope to achieve ready. Ask for the journalist's name and contact details so you can follow up with an email or phone call.

Preparing for an interview

- Think carefully about what you want to say – write down all the key pieces of information you want to get across and have your press release to hand.
- Speak confidently and with a smile!
- Make sure you get all the important details of your event over during the interview – The date, time, how much sponsorship you are hoping to raise as well as, most importantly, what you are going.
- Refer any questions about Diabetes UK to the Diabetes UK press office on 020 7424 1165.
- Diabetes UK is the leading UK charity that cares for, connects with and campaigns on behalf of people affected by and at risk of diabetes.

How to set up photographs

Try to wear a Diabetes UK T-Shirt, if you have one. It's always a good idea to take your own pictures using a digital camera, even if a newspaper sends a photographer along. You can then send your pictures to journalists who weren't able to attend. And, if there are any children at your event who might be in your photographs, make sure you have the parent/guardian's permission to take photos and to use their image.

Say thank-you

Say thank you to your local media for covering the story. Making good connections with the local press is really important, so make sure you say a big thank you. This can be done by a simple email, phone call or letter.