

GET IN TOUCH WITH LOCAL MEDIA

It's not often you get a chance to be in the local paper or get a shout out on the radio. Plus, it's a great way to boost your fundraising. Try getting your story in the local press with these useful tips.

Making the first move

Helping people affected by diabetes? Check. Done something amazing? Check. Time to contact your local media. All you need to do is fill in our template, add your favourite pictures and email it across to your local paper or radio station.

Who should I contact?

Local newspapers (free and paid), local radio stations which run news updates and, in some areas, local websites. You'll be able to find their contact details either online or in their publications – they usually call it the News desk contact.

Or you can use specific websites that help, this one for example shows a full list of local radio stations by area: radio-now.co.uk/main.htm

What pictures should I send?

A great photo will really bring your story to life – whether it's you crossing the finish line or family and friends bundled together in Diabetes UK t-shirts. Variety is key, let the journalist choose. You want images that show a buzz about your event, showing you in action and having fun. Big smiles and plenty of laughter!

We think three is perfect, at the very least because they'll definitely fit in your email. The more you take on the day the more you

have to choose from, but it's important to check that anyone you photograph is happy for it to be published in the local media. If children attend your event you'll have to check you have permission from their parent or guardian, and if you can use the image.

It's worth making a note of names and sending them in with your photos. This way, the journalist won't have to contact you for captions.

High quality photos are important. If the size of the image is in MB, it'll be a big file so will come out clearly. If it's in KB then it won't be clear enough. Set your camera or smartphone to take the highest resolution it can and your pictures should be good enough.



When's a good time to send my press release?

Time is of the essence with local media, so send your press release as soon as possible after your event – within two days where possible for print and even sooner if trying for the radio.

A journalist might contact you for more info if they need it, or they could print your story without contacting you. So keep an eye out in the next couple of papers.

Always email rather than phone – they'll usually send you in that direction anyway.

If a journalist wants to know more about diabetes and/or Diabetes UK please give them our press office contact details:

pressteam@diabetes.org.uk or **020 7424 1165**.

You can contact us too if you want to! Our team is here to give you advice and answer your questions.

Don't be disheartened if your story doesn't make it. In a busy news week there's no guarantee that the perfect story will make the cut. It's no reflection on your hard work.

Getting social

Twitter

Journalists love twitter, it's fast paced and got all the gossip. So be sure to tweet them directly with your story.

You can do this using their @tag that includes their name. You've got limited room though, so only use key terms that get across the what, where, when (and why if you can).

For example, if you hold a coffee morning and want to let local media know, you could write:

"@localmedia A dozen locals living with type 1 diabetes raised £600 from coffee morning dressed in @DiabetesUK blue"

Attach a picture, and wait and see!

Facebook

You can do much the same on Facebook with a status, but you're not confined by a word or character limit. Just include their @tag, your story and picture – the rest is out of your hands!

