

Getting your event in local media

Getting your Get Online Week event in the local paper or on the local radio station or TV news is a great way to raise the profile of your centre and help to let everyone in your community know where to come to improve their skills. Here are our top tips for getting the most out of local media coverage for Get Online Week.

Know your media

You're the best person to know about the local papers, radio stations or tv channels in your area, and you should be able to find their contact details on the internet. Think about where the people you're trying to reach will get their information - what papers they read or radio stations they listen to - this is a good place to start.

Think about what you're promoting

Do you want coverage before Get Online Week to advertise your event/s and get more to people along? Or, do you want to get a journalist along to an event in person to see how fabulous you and your event are?

It's a good idea to be really clear about what you're promoting before you start talking to the media, so they're clear on what you want and how they can help.

What's your angle?

To encourage journalists to feature you, you'll need to make it really easy for them to find the news angle in your story. Inviting a local MP or celebrity along to your event is a great way to do this, or you could find a really strong story of a learner you've already helped. Journalists love a good bit of human interest! Journalists also love statistics, so try and include some facts and figures, such as the number of people you've helped or plan to help over the course of Get Online Week. Our media release template has overall facts and figures about the Week to help you to do this.

Writing your press release

Press releases need to give the journalist all the information they need in the easiest format possible. Give them all the good stuff as early in the release as possible, as often they'll just use the information at the top of the release and you don't want them to miss anything important. There is an art to writing press releases, but don't worry – [we've got a great template you can download](#).

Once written, ask a colleague, family or friend to proofread your press release. Ask them to check that it makes sense and they understand what you are trying to say. Once happy with your press release, email it to your local media contacts.

Use pictures

If you've got a good picture to send with your press release, it's got an even better chance of making the paper. Think about some great photo opportunities before your event, and make sure someone is in charge of photography on the day. Remember - journalists want to see faces, so avoid boring lineups, backs of heads, and background chaos!

Pick a fab learner/visitor or two, and make sure their faces take up 70% of the picture. They can be smiling at the camera (eg a new visitor showing off their new skills) or caught in conversation (eg a brilliant learner in conversation with your MP). Remember to ask your learners to sign a photo release form, if needed.

Make a call

After you've sent your press release to local journalists, give them a call a couple of days later to see if they've received it, and whether they'll be able to use it. Journalists often receive hundreds of press releases each day, and so giving them a call might jog their memory and give your story a better chance of being used.

There's absolutely no substitute for talking to a journalist in person, and building a relationship with them. They're people too, they're interested in the local community, and they want to chat to people about what's happening in it!

Support

If you have any questions about your get Online Week media outreach, contact the Good Things Foundation team:

Email: connect@goodthingsfoundation.org

Phone: (02) 9051 9292

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