

GET INVOLVED

# Dealing with the media

Information about fundraising for...



endometriosis uk

Contacting your local press is a great way to raise awareness of endometriosis and to get publicity for your fundraising efforts and our work. Appearing in your local paper or on your local radio station can help you maximise the number of people who attend your event, or if you are doing a sponsored challenge, the number of people who offer you sponsorship. To help you with this, we have put together some information on how to contact the press and how to put together a press release.

It is always helpful to know what you are planning, so we can help you. Please do send us a draft of any press releases and afterwards, a copy of any articles

providing support increasing understanding

## Get to know the local press

- Find out which newspapers are published locally and how often they come out and when their deadlines for copy are
- Buy a copy of the papers and see which stories are popular
- Call their newsdesk and you will be put through to a journalist. Introduce yourself, let them know what you have planned and try and get a contact name to go back to in the future

## What interests journalists?

- Stories! which are local and human. Charity stories are popular but still consider what might add interest – young and old, family, twins, an unusual event in itself, the participation of a local fireman or a local radio DJ for example
- Pictures! Set something up before your event or invite them along on the day itself. They will probably not come out for an evening event so ask if they would like you to take a photo yourself for publication afterwards.
- If you want an event to be a specific focal point for the media, then you can send a photocall notice. This should be short, sharp, concise and to the point. Use bullet points only: think of the 5 W's: who, what, where, when and why

## Local radio

- Local radio stations are a great medium for publicising your event. Give them a call and ask for the news desk and then send them your press release inviting them to contact you.
- If you know the name of a programme host whose show features this sort of news, address your release to them. Call your contact within a few days to confirm they received your information and ask if they are interested in covering your event

## More coverage

Other ways of getting coverage are:

- Write a letter and send it to the 'Letters Page Editor'. Include the 5 W's but try to keep your letter to 150 words
- Most newspapers run a 'What's on' or Community Column. You can just phone up and inform the paper about an event

If a journalist cannot make it to an event or photocall, your press release will be vital if you are to achieve coverage.

- **The golden rule** when writing a press release is to get all the most important information in the first paragraph. **The 5 W's**— who, what, where, when and why. The press cut stories from the bottom up so the first part should be a succinct story in itself. The rest should be additional information
- **Keep it to one side of A4** — more than four paragraphs and you are waffling!
- **Type it double spaced on the charity's headed paper**, which we can provide
- **Always assume your journalist knows absolutely nothing** about your event, endometriosis or Endometriosis UK so avoid jargon and abbreviations. Communicate everything first time round or your story may get ignored
- **Be factual** — We can provide you with some facts and figures about endometriosis to help you write your press release
- **Make it personal** — If you or someone involved in your fundraising activity has personal experience of endometriosis and is willing to share their story this will help to make the story about your event even more compelling
- **Don't forget to include a contact name and number** at the bottom for the journalist to get more information if he or she needs it
- **Contact the newsdesk** — Once it is written (and checked for mistakes) email it to us for comments and then ring the newsdesk and say you have details of a local event which may be of interest and ask whether they would like the information by email or fax
- **Follow up your call** and fax the next day – “Did you get the release? Is there anything else you would like to know?” Ask if and when the article is likely to go to print
- **Once you have got a contact** — Keep the name and address on file for the future, and remember, always thank journalists afterwards

PRESS RELEASE

Date

Contact Name

Contact Number

**LOCAL WOMAN TAKES UP FUNDRAISING CHALLENGE FOR THE ENDOMETRIOSIS UK**

Local woman, Betty Smith of Brighton will be ..... to raise money for Endometriosis UK, the largest UK charity devoted exclusively to this condition.

To raise money, Betty has organised a (event) on (date) at (location) starting at (time)

***NB: The first paragraph contains every point you want to get across. (Journalists may only read the first few lines, so your first paragraph must say it all.)***

Betty Smith said of her challenge: *"I have chosen to support Endometriosis UK by ..... because .....".* Robert Music, Chief Executive of Endometriosis UK said: *"We are delighted that Betty is organising this event for Endometriosis UK. Every contribution makes a difference and funds raised will go towards ensuring that Endometriosis UK can continue to offer vital support to women with endometriosis, their families and friends."*

For any endometriosis concerns, contact the free helpline, tel: 0808 808 2227 or visit [www.endometriosis-uk.org](http://www.endometriosis-uk.org)



endometriosis uk

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