**Getting in to the media**

There are many different types of media: Print (newspapers, magazines, newsletters), Broadcast (TV, radio) and Online (blogs, social media). If you approach the media correctly you can spread your message to huge audiences very quickly, which can raise awareness of your fundraising challenge, campaigning activity or event, and Progressio’s work. It’s a great way to influence people to take action to create change.

**How Do I Approach the Print Media?**

Write a concise summary of your story in the form of a press release. Remember to include the 5Ws in your release: What? When? Where? Who? Why (and How?). Include eye-catching images and strong quotes of your own (and if you feel comfortable to be interviewed, make sure to mention that you’re available for media interviews). Include a Note to Editor’s section at the end with a summary of Progressio’s work, your campaign/challenge, and any other relevant facts.

Use [www.mediauk.com](http://www.mediauk.com) to search for all media publications in your local area, find the names of local journalists and then email them your press release and images (most media outlets have a news desk where you can email your press release to as well, which you can find on the websites). Follow up with a phone call a few days later. Simple!

**How Do I Approach Radio/TV?**

Research local radio stations on [www.radio-now.co.uk](http://www.radio-now.co.uk) and email/phone them a summary of your story, and request an interview (remember that all journalists are really busy, so if you call them prepare a short pitch that summarises your challenge including the 5ws). Make sure to include your press release at the end of the email for more information.

Most radio interviews are pre-recorded, so don’t worry about making mistakes as your answers can be edited. Top radio interview tips include: speak slowly and choose 3 key messages that you want to communicate in the interview - write them down and stick to them to keep your interview focused, at the end of the interview make sure they’re all ticked off.

**Tips**

Give your story a unique spin: weird, wonderful or emotionally engaging stories will capture media attention. The more personal and original your press release, the more likely you are to gain media coverage and inspire people to donate!

**Progressio Case Study / Spokesperson Quote**

Case studies are key to gaining media coverage. Make sure to include some case studies from Progressio’s work, and quotes from Progressio staff or your challenge participants to enhance your press release, get in touch if you need a quote from us.

**Need more help?**

After reading this short guide if you feel you need more support or if you have a specific question please contact the Progressio Communications Officer, Fabiana Harrington.