



Traditional Media Release/Story Pitch: The five w's and the h

A media release is essential to informing traditional media and the wider public about your latest news; especially when it comes time to announce the opening/closing of application periods, awarding of recipients, raise the profile of fundraising events etc.

Media releases are a great way to **gain publicity without spending money on advertising**. Journalists and news teams are very busy maintaining up-to-the-minute relevancy of their product. It's not unfathomable for a news journalist to receive over 100 emails daily. It is always a balance between supplying the media with enough information for a fair and accurate story, with being known as a nuisance. You can use their unavailability as an opportunity to 'jump the queue' for publicity by ticking all the boxes with a tempting media release and relevant resources.

To gain media interest, you need to establish a hook/pitch that will gain attention in the wider community as well as in a newsroom. This could be a supported student's remarkable achievements in their chosen field of study, opening/closing of application periods or a fundraiser event for the community.

In piecing together your media release, it's best to review your content planning worksheet and piece together a list of:

- **WHO** is the voice of the story? They are the ones who have been impacted/doing somethings/achieved something etc.
- **WHAT** is the achievement/newsworthy event?
- **WHERE** which country/ area of the district/ school etc.?
- **WHEN** is/was the significant achievement on/made?
- **HOW** what helped to make this achievement significant happen? Eg. 12 months of study overseas, group effort by local volunteers etc.
- **WHY** is this newsworthy? Basically, why should anyone care about this? Identify what issues your audience (being the local community in general and the news team) care about what you're is a good place to start. Follow up with tying this into how CEF fits into this.

Any news story historically addresses the '**five w's and the h**'. If you can list all these together, you'll have great fodder to weave together 500 words for a press release.

We have created formatted press release pro forma for your local media, including branding, font and size for CEF committees. Contact us for your foundations proforma

Remember the essentials for getting in contact with the media being:

- At least one high-Resolution, good quality photo that relates to the media release topic
- Any featured students have signed a media waiver
- Your CEF contact has permission to speak on behalf of your foundation and is available for interview.