



BEST PRACTICE: knowing your local media

- ***Read the local newspaper (online and hard print) and listen to radio.***

Having a vested interest in your community will help maintain your foundation's relevancy. It will also help you also realise which journalists cover education, community and events rounds. Be sure to target these journalists as well as their editor with your information (don't assume sending because you're sending information to the editor or chief of staff that it will be seen). If you don't have a contact, do a little research on the publication/radio station's website or ring to find out a contact's name and email address before sending an email to a standard email address listed on the website.

- ***Gauge when to get in touch by using common sense.***

How far out from other events in the area do the media start to feature tickets going on sale? About two months out is a probably reasonable indicator. Another timing-related judgement call is to communicate when the audience are in front of their emails or answering phone calls (eg. It's best to schedule and email to be sent in the morning than be in touch at 11:30pm).

- ***What to consider when establishing contact.***

Answer: anything relevant to making it easier to give you free publicity. Media release/s featuring direct quotes from a foundation contact, the event flyer, photos of previous events, student photos if it's an announcement of recipients, ways to support your fundraising, the national website and contact details are examples of resources that would help a journalist piece together a story.

It's essential that the person listed as the contact person know they're going to be contacted, are contactable (eg. have their mobile phone on and are in range) and are free to comment to the media on behalf of your foundation.

- ***Don't be afraid to follow up.***

It's not unusual for a journalist to be receiving hundreds of emails a day. Something can be missed even if they are a valued contact of yours already. If you've received no reply to a story pitch (Probably best to leave it about two to three days. Never over a week.), the best way is to follow up over the phone. Be prepared with a little information about when and who was in touch the story pitch, and to provide any extra resources they may need.