

How do you get the media's attention?

- * Do not send journalists "information" - something should be *happening*.
- * Target real people; get to know names & not only titles. When you can [local newspapers and radio, especially], get in touch with journalists *personally*.
- * Get to know their work: what topics are covered, and how [what's the *tone*?]
- * What are you *offering*: people available for interview, photos, an event, a report?
- * Give *contact details* - and ensure colleagues answer their phones.



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