



Understanding the media

Before you start 'making the news', it is essential to understand how the media works. This can be achieved by examining the publications that you read, the TV programmes that you watch and the radio shows that you listen to.

What kind of news does the editorial focus on?

What regular features do they use?

What is the frequency of the publication?

What is their deadline for press releases or copy?

Who are their target readers or listeners?

Which reporter or producer covers stories in your area or sector?

Once you have done some research on your local/national media, you should think about how to get them interested in your story.

In the news

Most things can make the news if they are retold in a lively or unique way – a new contract or appointment, an award, a charity event or business development.

Try to think like an editor of a newspaper and ask yourself the following questions:

- Will this story be of interest to our readers?
- Is there a photograph that could illustrate this story?
- Is this a story that I would expect to see in this publication?

The most effective means of getting the attention of the local newspaper, radio or TV station is to communicate your story through a press release.