



## How to get in your local media - Top 10 tips

If your school is taking part in *Send My Friend to School*, do let your local media know; it's a great opportunity to get publicity both for your school and the campaign!

- 1. Find out details of your local media** – your school marketing officer may have a list or you could find details on the internet. Include local papers, BBC and independent radio stations, and any other local magazines. Find out who is the most appropriate journalist, this is often the News Editor.
- 2. Use one of the press release templates** - 'MP goes back to school'...or... 'School helps to find 1.7 million missing teachers' Adapt the press release and add contact details so that journalists can easily contact you or someone involved. Templates available at: [www.sendmyfriend.org/resource/press-pack](http://www.sendmyfriend.org/resource/press-pack)
- 3. Photo-call.** Make a time when photographers can come and take pictures of the most photogenic moment, such as a display of your teacher figures or when your local MP or a local celebrity is coming in – a half an hour slot should be enough.
- 4. Send the press release to your chosen local media.** The easiest way to send it is by email. Paste the press release directly into an email rather than as an attachment. Send it out about 1-2 weeks in advance.
- 5. Follow up each contact.** Phone them to check that they have received the press release. If they haven't, send it through again and tell them a little bit about the event.
- 6. Invite the journalist/photographer along.** If you are holding a special assembly or other event with a VIP, journalists and photographers may wish to come along. Check that the VIP is happy with any journalists or photographers being there by sending their office a copy of the press release.
- 7. Publicise your activities at school** and to everyone you know! Use the images at [www.sendmyfriend.org/resource/logos-and-graphics](http://www.sendmyfriend.org/resource/logos-and-graphics) to make the most of your displays, websites, blogs, newsletters and Twitter feeds, and link to the campaign website [www.sendmyfriend.org](http://www.sendmyfriend.org).
- 8. Identify a spokesperson.** Make sure this person is well briefed on the event and its aims so that they can give an informed and entertaining interview to media.
- 9. Find your own good photographer to take pictures on the day.** If a newspaper can't send a photographer along, they may still print the story afterwards if you send them some good images. Be imaginative with the picture – large groups of children holding their teacher figures or shots of the VIP getting creative too! Take a look at our action ideas gallery for some inspiration: [www.sendmyfriend.org/action-ideas](http://www.sendmyfriend.org/action-ideas)





**10. Get parental permission for photography and publicity.** Make sure you get this in advance for children taking part.

If you're planning something big, let us know, as we may be able to offer help and advice, or resources such as a campaign t-shirt for your photocall. Contact Karen Garvin: 020 8442 1362 / 07971 576917 or [karen.garvin@actionaid.org](mailto:karen.garvin@actionaid.org)

....And don't forget to send us your story and photos afterwards so we can showcase your work! Use the form at [www.sendmyfriend.org/totaliser](http://www.sendmyfriend.org/totaliser)

GOOD LUCK!

