

Get more media coverage for
your cause

#charitywritecomms

This session will cover:

- Media planning
- Developing your story
- Finding the right journalists
- Making the pitch
- Capitalising on media coverage
- Evaluating success
- Useful resources

Media Planning

Why are you pursuing media coverage?

- What is your message?
- Have you identified your audience?
- What do you want them to do?
- Does it help to achieve your organisation's aims?

Media planning: what is success?

What are you trying to achieve from your media coverage?

- ↑ visits to your website
- ↑ followers on social media
- ↑ enquiries
- ↑ income

Media planning: Content calendar

Oct	Nov	Dec
Care Leavers Week National Mentoring Day	Christmas Crowdfunding Campaign	Christmas
Jan	Feb	Mar
Launch of new education programme	Charity's 10 th anniversary Valentine's Day	Old Stuff Day Grants scheme opens

Include:

- Key national dates
- Charity/awareness days
- Important dates for your organisation

Developing your story

1. Make it easy for a journalist to say yes
2. Provide supporting material
3. Line up a good spokesperson
4. Shareability
5. Be ~~controversial~~ interesting
6. Timing is everything
7. Be targeted in who you approach

Make it easy for a journalist to say yes

To a journalist, good
news is often not
news at all.

Phil Donahue

Make it easy for a journalist to say yes

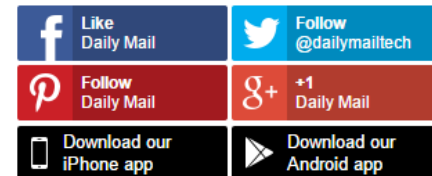
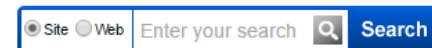


That's toad-ally awful! UK toad population is in decline as urban areas destroy natural habitats

- The common toad could soon be listed as a threatened species
- Growth in urban areas and increased traffic are causing the decline
- A project called 'Toads of Roads' could help to save the animal by making safe crossings on popular routes

By SHIVALI BEST FOR MAILONLINE

PUBLISHED: 07:58, 6 October 2016 | UPDATED: 00:00, 7 October 2016



Gemma Pettman
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Provide supporting material



Line up a good spokesperson



Shareability



Shareability



**"I thought I was going mad.
I tried to kill myself, I got
that desperate"**

Carol

#ShareAnHour



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Be ~~controversial~~ interesting

THE SUN, A NEWS UK COMPANY

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9pm 11°C

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'SENSELESS SPORT' Mike Towell dead: Brain injury charity Headway calls for boxing to be banned after the tragic death

The tragedy comes less than seven months after Chris Eubank Jr and Nick Blackwell's bout, which ended the latter's career

BY JAMES ORR | 1st October 2016, 1:08 pm

BRAIN injury charity Headway has called for boxing to be banned after Scottish fighter Mike Towell died following a serious injury suffered in a bout.

The 25-year-old had to be carried from the ring on a stretcher after a fifth-round loss to Dale Evans in a St Andrews Sporting Club fight in Glasgow on Thursday night.



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Timing is everything

theguardian
website of the year

UK world politics sport football opinion culture business lifestyle fashion environment tech travel

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home

charity money

You snooze you lose - the app that donates to charity while you sleep

We're all tempted by the snooze button - but what if it meant that you lost £1 every minute? Here's all you need to know about the iCukoo app

How charities can use Snapchat

Aimee Meade

@aimeemeade

email

Wednesday 29 October 2014 12:55 GMT

342

Save for later



iCukoo allows you to donate to charity while snoozing your alarm clock. Photograph: Getty Images

Age: Brand new

Appearance: Sold as slick and stylish - not sure anything that wakes you up can

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Be targeted in who you approach

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Early intervention charity Trelya to open unique nursery

02 August 2016 by Laura Marcus

[Be the first to comment](#)

A charity in Cornwall is creating a bespoke nursery for disadvantaged babies and two-year-olds.



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Our Junior School Vlaskamp (JSV) is



Be targeted in who you approach

The screenshot displays the top section of The Guardian's website. The header includes navigation links for 'sign in', 'become a supporter', 'subscribe', and 'search'. The main navigation bar lists various sections: 'UK', 'world', 'politics', 'sport', 'football', 'opinion', 'culture', 'business', 'lifestyle', 'fashion', 'environment', 'tech', and 'travel'. A secondary bar shows 'home > UK > society' and other regional categories like 'law', 'scotland', 'wales', 'northern ireland', 'education', and 'media'. The main headline is 'Behind Cornwall's sea and surf: thousands of children living in poverty' by Nicola Slawson, dated Wednesday 24 August 2016. The article's sub-headline reads: 'Cuts to children's centres are hitting Cornish families who can't afford a trip to the nearby beaches, warn charities'. Below the article is a photo of a family (two women and two children) sitting on a picnic blanket in a park. To the right of the article is an advertisement for LYON and EUROSTAR, featuring the text 'EFFORTLESS INDULGENCE IN 2H17* STARTS HERE' and a 'EXPLORE MORE' button. At the bottom of the page is a purple banner with a call to action: 'For less than the price of a coffee a week, you could help secure the Guardian's future. Support our journalism for just £49 per year.'

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theguardian website of the year

home > UK > society law scotland wales northern ireland education media

Poverty Behind Cornwall's sea and surf: thousands of children living in poverty

Cuts to children's centres are hitting Cornish families who can't afford a trip to the nearby beaches, warn charities

Nicola Slawson @nicola_slawson

Wednesday 24 August 2016 07:30 BST

Shares 4,029 Comments 1,678

Save for later

Advertisement

LYON

EFFORTLESS INDULGENCE IN 2H17* STARTS HERE

EUROSTAR

EXPLORE MORE

*best travel time

For less than the price of a coffee a week, you could help secure the Guardian's future. Support our journalism for just £49 per year.

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Finding the right journalists

The Guardian website header shows navigation links for UK, world, politics, sport, football, opinion, culture, business, lifestyle, fashion, environment, tech, and travel. Below the header, a bio for Peter Beresford is visible, stating he is a professor of social policy at Brunel University and chair of Shaping Our Lives.

A tweet from Bex Burn-Callander (@sparky000) asks if small business owners will be affected by new rates rises. A tweet from Lotty Earns (@lottyburns) asks if anyone is happy to talk about their paypigs.

A red banner with the text "journalisted™ read all about them!" is overlaid on the tweets.

A photo of Kate Hilpern is shown, with her bio: "Freelance journalist, editor, copywriter. Writes for Guardian, Independent, Express, Evening Standard etc. Mum of two." Her website is katehilpern.com and she joined Twitter in April 2011.

A graphic at the bottom left shows the hashtags #JournoRequest and #PRRequest, with a note to add these tags for a retweet.

Making the pitch

Hi [reporter name],

I see that you have been covering [issue related to your campaign] and thought you would be interested in the campaign I am working on [add link to campaign].

[This would be a sentence or two about why you launched the campaign and why the reporter should care.] Over [insert number of campaign supporters] people have already [insert action type (pledge, petition, fundraiser)]. Please let me know if you're interested in additional information. I'd be happy to chat and share more details on our progress.

Best wishes,

[your name]

[your contact information]

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Making the pitch

The screenshot displays the MND Association website. At the top, the logo 'mnda' is shown in blue and orange, with 'motor neurone disease association' below it. Navigation links include 'Viewing Options', a search bar, and buttons for 'DONATE', 'Publications', 'Volunteering', 'Contact us', and 'Shop'. A dark blue header contains a list of site sections: Home, Life with MND, About MND, Carers, Getting Help, Helping Us, News & Events, Research, For professionals, About Us, and Fundraising.

The 'News & Events' section is active, with a dropdown menu showing 'Latest News', '2014 News', and 'Media' (selected). The 'Media' page title is displayed, followed by a breadcrumb trail: Home | News & Events | Media. The main content area states: 'The MND Association Press Office provides information and spokespeople on a wide range of topics linked to living with motor neurone disease.' Below this is a video player showing a news broadcast with a woman and a man at a desk, with a green monster on the screen. The video is from 'WORLD NEWS TODAY' on 'BBC WORLD NEWS'. To the right, a 'Latest News' section features a blue box with the text 'Read our latest releases' and a right arrow icon, followed by two images: a group of people in a studio and a group of people on bicycles.

News & Events

- Latest News
- 2014 News
- Media**
 - Journalist's Guide to MND
 - Policy Statements
 - Media Contact Details
 - Our Logos
- Awareness Campaigns
 - Thumb Print - MND Association Magazine
- Events

Home | News & Events | **Media**

Media

The MND Association Press Office provides information and spokespeople on a wide range of topics linked to living with motor neurone disease.

WORLD NEWS TODAY
BBC WORLD NEWS

We brief our Association staff for interviews and also source and support

Latest News

Read our latest releases

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Capitalise on media coverage



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Media Coverage

Take a look at some of our media coverage. The examples range from local to national media. To find out more, simply click on an image to reveal the full article.

Printed Articles



Nothing romantic about sleeping under the stars...
[Evening Gazette](#)
20/03/2013



Roughing it on streets
[Evening Gazette](#)
20/03/2013



[Time for bed - and some fundraising!](#)



[No fears for in-form Boro ahead of Cardiff tester](#)



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Join us for our next Ladies' Lunch with star florist
Adam Prest on november 17th @prestonmissc
@Karen_Eve pic.twitter.com/BXltuPziSI
Posted on 10 Oct



News

[Anonymous donor gives Teesside
Charity a £700,000 boost](#)

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Capitalising on media coverage

The screenshot shows the Evangelical Alliance website with the tagline 'better together'. A 'Give Now' button is in the top right. A navigation bar includes links for CONNECT, CHURCH, CULTURE, and CURRENT AFFAIRS. The breadcrumb trail reads: 'You are here: Home > Church > Stories > Lives saved through charity's media coverage'.

Lives saved through charity's media coverage 16 DECEMBER 2011

This year Christians Against Poverty (CAP) received a staggering 178 phonecalls from people who heard about them directly through the media. While the majority of CAP's referrals are from word of mouth, GPs, housing officers, social workers etc, this year they have seen a significant rise in the number of calls due to media coverage. They believe that, potentially, around 59 people's lives were saved through such coverage.

The article is accompanied by a photo of two men in a residential setting. The man on the left is seen from the back, wearing a grey striped shirt. The man on the right is older, with white hair, wearing a blue and white striped shirt, and holding a black folder or bag.

At the bottom of the page is a dark blue footer containing various social media and utility icons (printer, email, Facebook, Twitter, +1, plus, download, RSS, pound sterling) and a 'Comments' section showing 0 comments.

Evaluating success

Check against your original measures of success

- Google Analytics
- Facebook Insights
- Twitter Analytics
- Feedback from staff

There are other ways...



A social media campaign in the UK is inspiring people to donate their first new £5 notes to charity.

There are other ways...



We believe in celebrating girls and women every day of the year, but for International Women's Day we thought we'd do something special to showcase some of the young women around the world who inspire us.

Introducing [Push Play](#), a podcast series featuring stories of sport - written, told and produced by young women who have participated in our [Digital Storytelling](#) workshops. These women come from all over the world – Cambodia, Kenya, India, Zambia – and each have a unique story. But the common thread among them is how participating in or discovering sport has shaped, influenced or changed their lives. Whether it's football, boxing, netball or climbing, they have used sport to become leaders and discover themselves.

These young women are extraordinary, and their lives are inspiring. We encourage you to push play, and let them tell you their stories.



Quick recap

- Plan your media calendar in advance
- Develop your stories, keeping our seven key ingredients in mind
- Research your journalists
- Be persistent and follow-up your pitches
- Remember, media is just one way to reach your audience

Useful resources

- [PR Stack](#) – Crowdsourced catalogue of PR tools and guides
- [Ask Charity](#) – free service where journalists can seek case studies and spokespeople
- [Pressat](#) – free press release distribution for charities
- [Canva](#) and [Pablo](#) – Free graphics design tools
- [DSC](#) – Resources, tips and training
- [Charity Comms](#) – Membership organisation offering lots of tools and advice