

TOP TIPS FOR GETTING PRESS COVERAGE

Why go to the media?

Regional media are always interested in tales of local people doing great things. And publicity around your fundraising mission will encourage more people to get involved and donate.

What makes a great story?

Is your event a bit quirky or a big challenge? Do you know someone whose life has been touched by our work? Are you celebrating a special occasion or anniversary?

HOW TO APPROACH THE MEDIA

Identify your media

Make a list of your local newspapers and radio stations. You can visit their own websites or go to www.media.info/uk to find their contact details. Don't forget to include your company newsletter, local community magazine, local club or society newsletter in your list.

There is a list of all the main media in Coventry and Warwickshire included further down

When to get in touch

Maximise your coverage by letting news outlets know about your activities with plenty of time before they happen – two weeks' notice or more will allow them to plan better. Make sure you update them as soon as possible afterwards – if you've been in contact with a specific reporter get in touch with them directly.

Write your press release

Below are some pointers for what to include. If you have relevant pictures you can send, attach high-resolution copies to the email too or send via WeTransfer.

Who is involved?

What is/was the event/challenge?

When does/did it take place? Including time and date

Where – place, address and admission fee if applicable

Why are you doing it/did you do it? If there is a specific connection to Myton and you want to share it, please include some details.

You can also invite the photographer of the newspaper to a pre-event photo call or the event itself. It is important to remember they are often freelancers working specific days or covering several papers and, as a result, a large patch. Most news outlets will gladly take submitted photos to use with an article.

Do remember that it is not guaranteed that anything will go in the paper – the editorial content is often restricted by the amount of advertising going in on any given week – and if a big story breaks this takes priority over other content.

If you are sending over information post-event it is not guaranteed that anything will go in the paper immediately because it is not time sensitive in the same way pre-event submissions are.

TIMING IS EVERYTHING

In advance

Let the local press know what you are doing and when.

On the day

- Text your local radio stations and ask them to wish you luck on-air
- Take high quality photos to use with your press release. Try to include some Myton branding in the photo too like a t-shirt, collection tins or banner

After your event

- Write a post-event release and send to media outlets with photos
- Follow up with your media contacts – let them know how your event went and ask them to cover it
- Tweet or post the links to your coverage when it goes online, so your friends can see. Tag Myton into your posts so we can retweet or share

Monitoring coverage

It would be great if you could record any of the media coverage you get, and let us know all about it (send clippings, links, etc.) so we can keep an accurate record for future reference. It's great for us to hear your stories – it keeps us motivated too. So get in touch by calling 01926 838892 or emailing communityteam@mytonhospice.org

Social media

Myton has a Facebook page (www.facebook.com/mytonhospice) and Twitter and Instagram accounts (@MytonHospices) so be sure to tag us into your social media posts.

Thank you for supporting The Myton Hospices and good luck!

Key facts

The Myton Hospices cares for people over the age of 18 who have been diagnosed with an incurable illness, and their families.

Myton's mission is to ensure all people in Coventry and Warwickshire are able to live well with their illness, and to also experience a good death in the place they want to be. Whether receiving care at one of our three hospices in Coventry, Rugby and Warwick, or in the comfort of their own home through our Myton at Home team.

Last year we supported more than 1,800 people with a wide range of life limiting illnesses including Respiratory conditions, Heart conditions, Cancer, Parkinson's, Renal failure and Motor Neurone Disease, and their families.

In order to do this we rely on the support of our local community. It costs us over £12 million each year to continue providing our services free of charge to people when they need us most. Of that, we have to raise £9.2 million this year alone.

NEWS OUTLETS IN COVENTRY AND WARWICKSHIRE

Leamington Courier / Warwick Courier / Kenilworth Weekly News

Email – news@leamingtoncourier.co.uk
Phone – 01926 457737

Rugby Advertiser

Email – editorial@rugbyadvertiser.co.uk
Phone – 01788 539977

Leamington Observer / Rugby & Lutterworth Observer / Stratford Observer

Email – news@leamingtonobserver.co.uk
news@rugbyobserver.co.uk news@stratfordobserver.co.uk
Phone – 01926 451900

Stratford Herald / Midweek Herald

Email – news@stratford-herald.com
Phone – 01789 412803

Coventry Telegraph / Coventry Live

Email – news@coventrytelegraph.net
Phone – 02476 633 633

Coventry Observer

Email – editor@coventryobserver.co.uk
Phone – 01926 451900

Free Radio

Email – news@freeradio.co.uk

Stratford FM

Email – office@stratfordfm.co.uk

BBC Coventry and Warwickshire Radio

Email – coventry.warwickshire@bbc.co.uk

Capital Radio / Heart Radio regional news

Email – midcounties.news@global.com

ITV News Central

Email – centralnews@itv.com

BBC Midlands Today

Email – midlandstoday@bbc.co.uk