

## **10 TIPS FOR GETTING PRESS COVERAGE**

One of the best ways of making people aware of your branch activities is through PR. It's cost-effective and it can really create a buzz and get your name out there in the market. Here are a few tips on how to get it right:

1. Know what media your audience / readers refer to for information and target those outlets.
2. Get to know the types of stories your target media are interested in using.
3. Research which journalists cover which stories. Sending information to the right person means it's more likely to be used.
4. Tell readers something that will interest them or that they might need to know.
5. Make sure your message is clear, concise and has an objective: what do you want your audience to do?
6. Develop a relationship with the key media you are targeting.
7. Follow up your story with the journalists you've sent it to. It's the most important factor in a successful PR campaign.
8. Think in pictures. Journalists love good-quality images so if your story needs a photo, make sure you provide them with a high-impact picture.
9. Ask everyone in your organisation to suggest ideas for PR stories.
10. When you generate good PR, make sure people in your organisation know about it – circulate coverage so everyone can share in the success.