



coop

Creating a good story for local news



Creating a good story

You might want to get in touch with local press and ask them to mention that you are participating in the Co-op Local Community Fund in their publication. An article about your cause is a great way of raising awareness in the local community and telling people how they can get involved and support you.

Tips on writing a press release

- Make sure you have a story to tell about your cause.
- Build up a knowledge of the local media in your area.
 - Build relationships with local journalists so that if you do have something exciting to share, they'll want to know all about it.
- If you can plan ahead and let the publication know what you're doing.
- The copy should not be long, keep it short and sweet- this should be no longer than a side of A4 paper.
- Choose a catchy headline.
- A photo is worth a thousand words, so always include one if you can:
 - Include something that identifies your cause in the photo i.e. your logo or meeting place .
 - Three or four people is enough to include in the photo.
 - If you have some new equipment then show people using it and not on its own.
 - You must ask for permission from the people in the image before you send it to the publication - we've created a form which you must get every person in the photo to sign beforehand.



- Don't forget to include details of your website and Facebook & Twitter accounts so people know how to contact you.

Also don't forget, there are lots of websites and local magazines promoting 'What's on' in your local community. Make yourself known to the people who run or contribute to these. It will help you and them understand how you may feature in things they cover.