

## Got a news story? How to report to media

We know that our clubs are out there doing really great things. We want to tell lots of people about this remarkable work and share stories with the media. Help us to help you get the recognition you deserve by following our advice.

- 1. What's the story?** This could be a rescue, some funding being awarded, an achievement at an event/awards ceremony, an achievement in terms of number of lifeguards trained etc
- 2. What's interesting about it?** Think about why this is interesting to the general public; how it affects your community
- 3. Write a press release.** Either use our press release templates on the documents store or write one yourself, thinking about point 2: '*what's interesting about it?*'.

### Top tips:

- Keep it short and snappy, using short sentences
  - Write a headline (summary) and a date
  - Include who, what, why, when
  - Most important information should be at the start
  - Include a quote from someone important to the story (e.g. if a rescue one of the rescuers, if a club thing, a quote from the chairman etc)
  - Include contact details of club press person at the end
- 4. Make contact with SLSGB** – if you have a story, send it to [marketing@slsgb.org.uk](mailto:marketing@slsgb.org.uk) and we will put on our website to share with members
  - 5. Decide on media targets** – most likely to be local paper, but if it's really good story make sure you contact SLSGB who can escalate media interest and pick-up. Try to get a named email address at a newspaper rather than using the generic [news@](mailto:news@) email, for example.
  - 6. Be aware of deadlines and timeliness** – the sooner after the event you report your news the better. If you know your local paper is out on a Thursday, get the news to them well in advance (ideally a Monday or Tuesday; if you leave it until Wednesday unless it's a really juicy story it will be too late).
  - 7. Make contact** - phone the newsdesk of your paper and tell them a brief summary of the story. Tell them you have a press release (and photo, if relevant), and find out what the best email to send it is. Make sure you get the name of who you've spoken to for ease of follow up. Follow up with a call later that day or next day.
  - 8. Put the story on your club website** – if you want to add more content to your story such as more quotes, photos etc, this means that visitors to your website get exclusive news and adds to value of website.