



**tŷ hafan**

providing care  
being there  
darparu gofal  
bod yno

# top tips

By securing news coverage for your event, whether in the local paper, on radio or TV, you will be helping spread the word of Tŷ Hafan's great work to many others in Wales.

- 1.** Don't be afraid to approach the press with your story. Journalists are always on the lookout for exciting stories from local people.
- 2.** But before you get in touch with a journalist, you need to get some information ready. We have prepared press release templates with gaps to fill in your details as well as social media templates to help you.
- 3.** Try to fill your template with as much information as possible, not forgetting the five Ws: 'who, what, when, where and why?'
- 4.** Do include interesting information to make your story stand out. If you have a personal connection with Tŷ Hafan or if you've chosen to do a challenge as a result of a New Year's resolution or to celebrate an anniversary, make sure you include this information in the press release.
- 5.** Great photos make a real difference and can give your story more prominence. Tell a story through your photo, for example a shot of you training for a marathon in a Tŷ Hafan running vest or action shots at an event are really appealing and are much more likely to be picked up by the press. The photos that you take will need to be taken on a digital camera or smart phone and be of a high-resolution. Be sure to write down the names and ages of the people in the photograph and get their consent to send to the media with your press release.

[www.tyhafan.org](http://www.tyhafan.org)



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**6.** Once you have personalised the press release, it's time to call the journalist. You'll find the number in the paper itself or on their website. Explain you're about to do something really exciting for a good cause and give them a brief overview. Once you've answered their questions, you can offer to send them the press release.

**7.** When you send over the press release, copy and paste it into the body of the email and attach a photo (if you have one) with a caption.

**8.** Remember you have two opportunities to be featured in your local press – both before and after your event. If they cover your story before the event, make sure you get back in touch after. They might be interested in a photo of you during your event and hearing about your experiences.

**9.** If you get a piece in the paper and it's repeated in the online edition of paper - don't forget to share your success with your friends, family and contacts via Facebook or Twitter. This can be a great way to drum up some extra support.

**10.** Remember, not all events will receive media coverage depending on the size of the event or the space in the paper that week. If you don't see your event in the local press don't be discouraged, try again next time!

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