



top tips

Handling the press and media

Understand the media – critically read, listen and view.

Tailor your story to the most appropriate newspaper, magazine or programme.

Think in terms of news angles. What's the best 'hook' to interest people? Remember, human interest stories will carry your message most effectively.

Keep a contacts book and keep it up to date.

Visuals attract! A good picture really can be worth a thousand words.

Ignore the regional press at your peril.