



**Information Sheet No. 20**

**Publicity on a Shoestring**

***A few tips on how to you get your message across using the media.....***

- Prepare a PR plan – perhaps quarterly or six-monthly. It should incorporate intended news stories.
- Identify cost implications
- Allocate responsibilities
- Consider the 4 ‘C’'s strategy –
  1. Constant Contact – Keep in touch with editors regularly
  2. Creativity – be original, different, and imaginative.
  3. Controversy – it works - it gets people talking and raises issues
  4. Campaigning – adopt an ideas/issue that will provide you with regular reasons to contact the media
- Perfect the basics – write press releases by the rule book:
  1. Preferably one page only
  2. Short sentences
  3. Double Spacing
  4. Factual
  5. Answer the questions – Who? What? Why? Where? and When?
  6. Find out the preferred medium to send – hard copy, fax or email
  7. Add Editors Notes at the bottom – including relevant links
  8. Always give a contact person – available 24/7 if possible!
  9. Take account of media deadlines

Try to be innovative and approachable – goodwill towards the media is always welcomed. Get to know your local Editor, try to apply the 5<sup>th</sup> C – Co-operation and reap the rewards!