



GUIDE FOR USING LOCAL MEDIA

1. Build a relationship with your local media

Know your local media. Get names and contact details of local journalists who are most likely to cover your stories. Know their deadlines and how to submit stories. Get to know them. Build personal relationships with journalists and editors.

2. Basic guide for local press releases and media stories

- Make your story **locally** relevant.
- Keep it simple, provide facts.
- Remember the who, what, when, why, where and how?
- Give journalist 4 paragraphs.
- Provide quotes. Around 2 paragraphs per quote, 3 sentences per paragraph, no more than 2 people quoted. Use values and feelings and personal stories.
- Give titles for quotes
- Keep positive

3. Structure of press release

- UNISON LOGO
- Date
- EMBARGO 'for immediate release'
- Headline – it does what it says on the tin
- Structure: 1 sentence, 2 paragraphs, quote, paragraph, quote
- Use clear fonts
- Ends
- Information for editors: 'UNISON is the largest trade union in Scotland'
- Contact details (mobiles)

4. SEND a local story to journalist

Contact local journalist to say you are sending a press release. Give background. Keep enthusiastic. Keep it clear. Invite follow up call or you follow up with call.