

Media

The media can be very useful in helping you get your message out to the community to increase awareness and participation for your event or contribution to Sydney Children's Hospital. The following tips will help you get started in generating media coverage for your event or support of the Hospital.

How to write a media release:

- We can provide you with a media release template you can fill in and use.
- The heading should be short and catchy
- Keep your media release to one page with short paragraphs, use clear and simple language.
- Remember to answer Who, What, Where, When and Why.
- If you are contacting a local paper, TV or radio station make sure you tell them why the story is relevant to their local area.
- Include a quote from yourself and ask us for a quote from a Sydney Children's Hospital representative.
- We can provide you with the SCHF logo to put on your media release.
- Please send us a copy of your media release for approval before you distribute it.

How to get the media to cover your event or donation:

- In the weeks leading up to your event contact your local paper by calling the editor or journalist, ask them what their editorial deadline is to ensure you get your media release to them in time.
- Email, fax or post the release to the news desk at your local paper, radio stations and TV stations, then follow it up with a phone call to make sure they have received and read it.
- Ask the editor if they would like to send a photographer to your event. Phone them a couple of days before to confirm they will be attending.
- Arrange for good quality photos to be taken at your event in. After the event send them out as soon as possible via email to the media. Make sure the photo is no larger than 1MG.
- Keep copies of any press coverage you receive, and let us know about it. We love to hear your success stories!

**Should you require any further information, please contact the
Communications team on 9382 1188**