

# get it right on... Media & Promotion

Getting your organisation in the local media is a valuable promotional tool for any voluntary organisation. Whether you need to tell a good news story, publicise a new service, get help with your fundraising or draw attention to a matter of concern, using the media will help you to get your message across to the wider community effectively.

It's important that you are prepared for this and consider your organisation's media plan. Thinking through the following 5 steps should help.

## **Step 1: Set up a Media Sub-Committee**

Bring together some interested committee members, staff and volunteers who will be responsible for taking the lead on media issues. Having a spread of representatives will help you to consider what message you need to put forward for maximum effect. This committee should consider the information you need to communicate and decide how best to convey it.

## **Step 2: Media Monitoring**

Before you can decide how to change your media image, you have to know what it is! It's important to keep a close eye on the local press to see how many times you are featured. Keep a press cuttings file and keep a note of the name of any reporters you have talked to – they are likely to be your best way to get further coverage in the future.

## **Step 3: Choose your spokesperson**

Every organisation needs one person to be its main voice. This person should take responsibility for speaking to the media in a time of crisis or change. Generally, this should be the Chairperson or senior staff member.

## **Step 4: Get the message right**

You only get one go at your publicity – so it's best to get the maximum benefit from it. Make sure that the message you give out is worthwhile, reflects the organisation's objectives and is targeted at the right audience.

## **Step 5: Think strategically!**

Don't leave media planning to chance. Include media planning in your general planning activities.