



# Guide to securing media coverage

**Whether you have lots of experience in working with your local media or this is the first time here are some hints and tips for promoting your practice during National Eye Health Week (14 – 20 June).**

## Preparing your press release

1. Download a template press release from the members' zone of the Eyecare Trust's website ([www.eyecaretrust.org.uk](http://www.eyecaretrust.org.uk)).
2. Insert your own information where directed
3. Print your personalised press release on practice headed paper.

## Contacting your local media

If you don't already have editorial contacts in your local press you can find telephone numbers listed in the Yellow Pages or on the internet.

Call the paper or radio station and ask for the name, telephone/fax numbers and email address for either the

health correspondent or a news editor.

## Issuing your release

Fax or email your press release to the journalist.

For daily papers and radio stations you should do this two days prior to the story appearing.

Twenty-four hours after issuing the press release you should call the journalist to:

- Check that they have received your release (if not offer to re-send it)
- Ask if it's something they would like to cover
- Ask if they would like any further information or photography.

## Interview techniques

If the journalist would like to conduct an interview you can do this on the phone or at the practice.

Remember to re-read your press release before the

interview and follow these tips to ensure you make the most of the interview opportunity.

- Be short and concise
- Don't be too technical
- Illustrate your answers with examples
- Be positive
- If you don't know the answer to a question, promise to find out.

## Photography

Before the photographer arrives think about where the photo might be taken and try to ensure that there is some branding present to reinforce the promotion for your practice.

Dress as you would for a normal day in the practice but avoid any loud patterns or checked prints.

**For advice, information and support on dealing with the press during National Eye Week please contact the Eyecare Trust Media Hotline on 01225 423394.**